



May 8, 2025

To: Transit Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Mobile Ticketing Services

Overview

On May 11, 2020, the Board of Directors approved an agreement with Siemens Mobility, Inc. (formerly Bytemark, Inc.) to develop, host, license, and maintain a mobile ticketing application for the Orange County Transportation Authority's OC Bus service. The agreement includes a five-year initial term and two, two-year option terms. Staff is requesting Board of Directors' approval to exercise the first option term to continue providing mobile ticketing services. The initial contract term will expire on June 30, 2025, and an amendment is needed to exercise the first option term for service continuity.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement No. C-0-2067 between the Orange County Transportation Authority and Siemens Mobility, Inc. in the amount of \$207,621, to exercise the first option term for licensing, maintenance, and commission fees of the mobile ticketing application effective through June 30, 2027. This will increase the maximum cumulative payment obligation to a total contract value of \$1,333,049.

Background

Agreement No. C-0-2067 was executed with Bytemark, Inc. on June 30, 2020. On August 1, 2023, Siemens Mobility, Inc. assumed all contractual obligations following a corporate merger. Since implementation, the mobile ticketing platform has supported multilingual functionality, college pass distribution, and validator integration. Amendments have included license fee reductions, Vietnamese language support, loyalty platform application programming interfaces integration, and increased commission authority. Mobile ticketing fare revenue represents 16 percent of total fare revenue collected and remains an

important payment method for mobile fare users, including students in the College Pass Program.

Discussion

The proposed amendment exercises the first two-year option term for licensing, maintenance, and commission costs for the mobile application and ensures uninterrupted service and a seamless transition to the new Rider Validation System (RVS). The RVS is anticipated to launch in late 2025 and will introduce new fare media, including the Wave Card, an enhanced mobile application, and support the use of credit/debit card payments. In order to facilitate a smooth transition between the existing mobile application and the new mobile application, continued access to the existing application is needed. While sales of new fare media will cease on the current platform following the RVS launch, backend support will remain available to honor previously purchased passes throughout the transition. Staff will decommission the existing application once customers are fully transitioned to the new application, which is planned for spring 2026. Once riders are fully transitioned to the new application and the existing application is decommissioned, OCTA will no longer pay any fees associated with the existing application.

Procurement Approach

The original procurement was handled in accordance with OCTA's Board of Directors (Board)-approved policies and procedures for professional and technical services. On May 11, 2020, the Board approved the award of the agreement with Siemens Mobility, Inc. to develop, host, license, and maintain a mobile ticketing application. The original agreement was awarded on a competitive basis and includes a five-year initial term in the amount of \$1,101,058 and two, two-year option terms. The agreement has been previously amended as described in Attachment A.

The proposed Amendment No. 4 is to exercise the first option term of the agreement through June 30, 2027, consistent with the rates negotiated in the original agreement. Amending this agreement will increase the maximum cumulative payment obligation by \$207,621 to continue providing mobile ticketing services, bringing the total contract value to \$1,333,049.

Fiscal Impact

Funding for this amendment is included in OCTA's Fiscal Year 2024-25 Budget, Finance and Administration Division, account nos. 1261-9028-D3131-THK and 1288-7669-D3131-THK.


Summary

Staff requests Board of Directors' approval for the Chief Executive Officer to negotiate and execute Amendment No. 4 to Agreement C-0-2067 with Siemens Mobility, Inc, in the amount of \$207,621, for hosting, licensing, maintenance, and commission services providing the Orange County Transportation Authority the ability to administer mobile ticketing passes through the OC Bus Mobile Ticketing application, bringing the total contract amount to \$1,333,049.

Attachment

- A. Siemens Mobility, Inc. (Formerly Bytemark, Inc.) Agreement No. C-0-2067 Fact Sheet

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