Contract Award for Consulting Engagement for the Universal Payment Processing Platform (UP3) Feasibility Study

Public Affairs and Communication Committee
June 18, 2019

Stephanie Schuchert
Senior Project Manager
Recommendation

- Approval of a resolution authorizing the President/Executive Director or his designee to award a three-month contract for a consulting engagement with KPMG LLP to conduct a feasibility study exploring the expansion of the GoPass mobile application for a total authorized amount not to exceed $673,801.
GoPass Evolution

GoPass 1.0
- Ticketing
- Trip planning
- Special events and offers

Deep Linking
- Uber
- Lyft
- Zipcar

FTA Grant Recipient

GoPass 2.0
- Real time
- Cash to mobile
- Fare capping
- Apple Pay
- GoPass Wallet

GoPass 3.0
- Multimodal
- Microtransit
- UberPool
- Bird
- Rideshare choices

Sell of admission tickets
- State Fair of Texas
- Zoo
- CFC
- NCAA

Introduced Corporate and University passes

DART, let's go.
GoPass Expansion Opportunity

- Well received by customers in the DFW region;
- Recognized in the industry for both innovation and service;
- A number of regional and national transit agencies have inquired if DART could make the platform available to additional participants:
  - Requests include the ability to utilize GoPass in their respective service areas to provide:
    - Mobile ticketing functionality;
    - Real-time trip planning; and
    - Mobility as a Service options.
Feasibility Study

- DART issued a request for proposals to conduct a feasibility study to provide the following:
  - Advise DART on the feasibility of the GoPass mobile app national platform value proposition;
  - Create the business case and conduct the market research required to determine if GoPass can be scaled up to the national level;
  - If feasible, develop a product roadmap for the agency to include the framework and direction required as well as the process for determining pricing and a go-to-market strategy.
Procurement Process

- Request for Qualifications (RFQ) issued on January 25, 2019:
  - 4 responses received
- Request for Proposal (RFP) issued to 2 firms on March 8, 2019:
  - 1 proposal received
- Vendor Selected:
  - KPMG LLP
- The pricing was determined to be fair and reasonable, and this firm is recommended for award.
Contract Details

• Term of Contract – 90 days
• Task Order Driven Contract:
  – The contract consists of three independent task orders:
    o Task Order 1:
      ▪ Product & Market Feasibility
    o Task Order 2:
      ▪ Organizational & Financial
    o Task Order 3:
      ▪ Technical Review & Analysis
# Contract Pricing

<table>
<thead>
<tr>
<th>Task Order</th>
<th>Description</th>
<th>Extended Price</th>
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<tbody>
<tr>
<td>1</td>
<td>Product &amp; Market Feasibility</td>
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<tr>
<td>2</td>
<td>Organizational &amp; Financial Feasibility</td>
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<td>3</td>
<td>Technical Feasibility</td>
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<td>Travel Allowance</td>
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<tr>
<td></td>
<td><strong>Total Contract Price</strong></td>
<td><strong>$673,801</strong></td>
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QUESTIONS