



Mayor Javier Villalobos
Mayor Pro Tem/Commissioner J. Omar Quintanilla
Commissioner Tony Aguirre, Jr.
Commissioner Joaquin Zamora

Commissioner Rodolfo "Rudy" Castillo
Commissioner Victor "Seby" Haddad
Commissioner Pepe Cabeza de Vaca
City Manager Roel "Roy" Rodriguez, P.E.

**NOTICE OF WORKSHOP TO BE HELD BY THE
MCALLEN BOARD OF COMMISSIONERS
MONDAY, AUGUST 14, 2023 – 4:00 PM
MCALLEN CITY HALL
CITY COMMISSION CHAMBERS; 3RD FLOOR
1300 HOUSTON AVENUE
MCALLEN TEXAS, 78501**

AGENDA

"At any time during the course of this meeting, the City Commission may retire to Executive Session under Texas Government Code 551.071(2) to confer with its legal counsel on any subject matter on this agenda in which the duty of the attorney to the City Commission under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with Chapter 551 of the Texas Government Code. Further, at any time during the course of this meeting, the City Commission may retire to Executive Session to deliberate on any subject slated for discussion at this meeting, as may be permitted under one or more of the exceptions to the Open Meetings Act set forth in Title 5, Subtitle A, Chapter 551, Subchapter D of the Texas Government Code."

CALL TO ORDER

1. Present questions to staff relating to the August 14, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. Go Pass Presentation.
3. **EXECUTIVE SESSION, CHAPTER 551, TEXAS GOVERNMENT CODE, SECTION 551.071 (CONSULTATION WITH ATTORNEY), SECTION 551.072 (DELIBERATION REGARDING REAL PROPERTY), SECTION 551.074 (PERSONNEL MATTERS) AND SECTION 551.087 (ECONOMIC DEVELOPMENT)**
 - A) Discussion and possible lease, sale or purchase of Real Property, Tract 1. (Section 551.072, T.G.C.)
 - B) Consideration of Economic Development Matters. (Section 551.087 T.G.C)
 - C) Consultation with City Attorney for a litigation update regarding Cause No. C-0074-19-D pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
 - D) Consultation with City Attorney regarding legal aspects of data privacy and security. (Section 551.072, T.G.C)
 - E) Consultation with City Attorney regarding pending litigation: Civil Action No. 7:23-cv-00027 in the United States Southern District of Texas - McAllen Division. (Section 551.072, T.G.C)
 - F) Consultation with City Attorney regarding pending litigation: Cause No. C-2815-23-D pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
 - G) Consultation with City Attorney for pending litigation: Cause No. SC23-0137-J42 pending in Hidalgo County, Texas. (Section 551.072, T.G.C)

ADJOURNMENT

IF ANY ACCOMMODATION FOR A DISABILITY IS REQUIRED (OR INTERPRETERS FOR THE DEAF), NOTIFY THE CITY SECRETARY'S DEPARTMENT AT 681-1020 FORTY-EIGHT (48) HOURS PRIOR TO THE MEETING DATE. WITH REGARD TO ANY ITEM, THE BOARD OF COMMISSIONERS MAY TAKE VARIOUS ACTIONS INCLUDING BUT NOT LIMITED TO RESCHEDULING AN ITEM IN ITS ENTIRETY FOR A FUTURE DATE OR TIME.

C E R T I F I C A T I O N

I, the Undersigned Authority, do hereby certify that the attached agenda of the meeting of the McAllen Board of Commissioners is a true and correct copy and that I posted a true and correct copy of said notice on the bulletin board in the Municipal Building, a place convenient and readily accessible to the general public at all times, and said Notice was posted on August 11, 2023 at 3:30 PM and will remain so posted continuously for at least 72 hours preceding the scheduled time of said meeting in accordance with Chapter 551 of the Texas Government Code.

/s/
Perla Lara, TRMC/CMC, CPM
City Secretary



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

1.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Present questions to staff relating to the August 14, 2023 Regular Meeting Agenda, to be discussed at such meeting.
2. Party Making Request:
3. Nature of Request:
4. Routing:
Emmanuel Garcia
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created -



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM
DATE SUBMITTED
MEETING DATE

2.
08/08/2023
8/14/2023

1. Agenda Item: Go Pass Presentation.
2. Party Making Request: Mario Delgado
3. Nature of Request: Go Pass Presentation.
4. Routing:
Angela Cano
Mario Delgado
Jeff Johnston
Isaac Tawil
5. Staff Recommendation:
6. Advisory Board:
7. City Attorney:
8. Manager's Recommendation:

Created/Initiated - 8/8/2023
Approved - 8/8/2023
Approved - 8/9/2023
Final Approval - 8/9/2023

GoPass® Mobility Platform Overview

Presentation to:

City of McAllen Commissioners

Workshop - August 14, 2023

Presented by:

Mario Delgado, Transit Director



Unwire, DART, Metro McAllen – A Unique Partnership

This collaboration is unique and brings an unmatched proposition to agencies seeking best in class product and support.

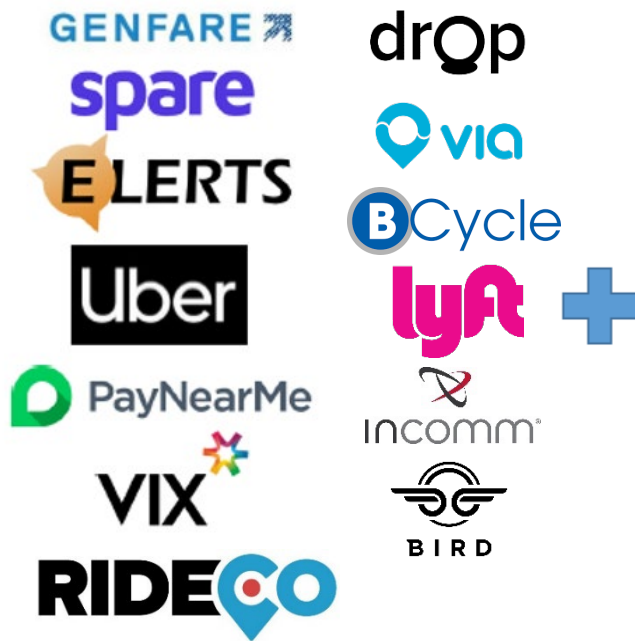
By combining DART's in-depth knowledge of the transit industry and Unwire's more than 20 years of experience in developing and operating mobility and payment platforms, our partnership is able to provide McAllen with mobility solutions which enhance the digital rider experience.

The shared vision is to enable mobility options and effective travel tools for riders across the region, driving the market forward through introduction of new capabilities and challenging the status quo.

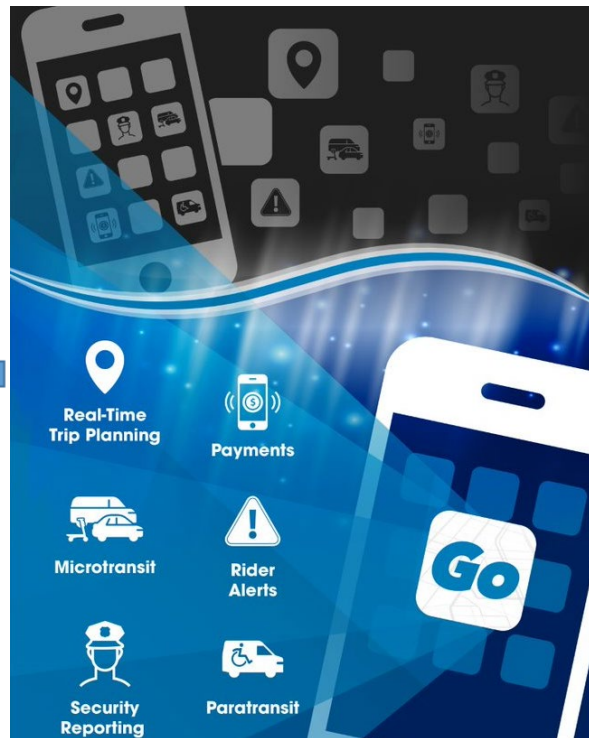


GoPass® Mobility Platform Overview

Third Party MaaS Integrations



All-In One Customer Facing Travel Tool



Back Office



Reporting Tools



Auxiliary Rider Tools



The History of the GoPass® Mobility Platform

Ratings and Reviews

4.8 out of 5

44.1K Ratings

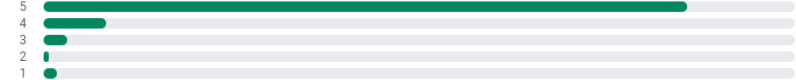


Ratings and reviews →

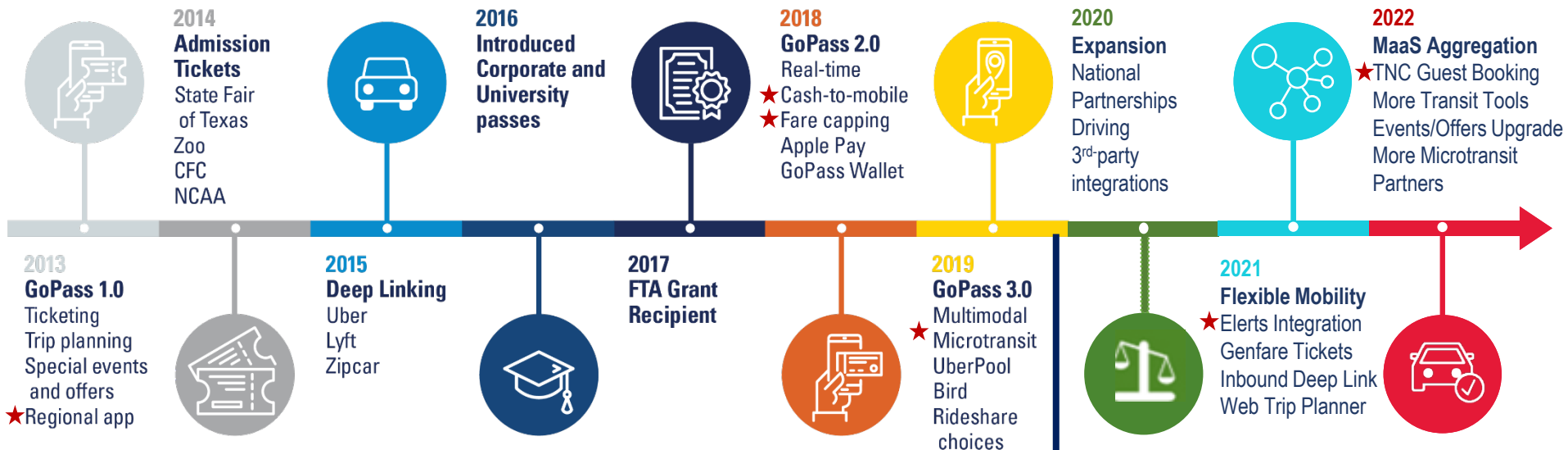
Ratings and reviews are verified ⓘ

4.8

14.9K reviews



★ N. America Industry First



DART was awarded the 2019 APTA Innovation Award in recognition of the industry impact that the GoPass platform has created.



GoPass[®] - Key Stats

2M+

GoPass App
Downloads



Advanced
Segmentation
and Message
Targeting

70%

On-Demand
Bookings



Multi-Modal
Trip Planning
and 3rd party
integrations

10+

Agencies
Supported



Broadens MaaS
capabilities of
GoPass App and
expand value
across multiple
Agencies

+77%

Incident Reports to
DART Police



Deep integration of
Elerts Security SDK
to Platform

Entities Utilizing GoPass® Across North America

- GoPass is available as a White-Label stand-alone App, or as a tenant led integrated offering branded as GoPass®.
- Both platforms are multi-tenant capable, meaning additional regional partners may be onboarded.
- A White-Label app allows for greater customization for agency branding and uniformity through agencies own uniquely named app.

GoPass Branded App



COLLIN
COUNTY
TRANSIT



White-Label App



Enabling Multi-Agency On-Demand Support



- Full front-end integration of branded agency on-demand services to GoPass.
- Multiple On-Demand Booking/Scheduling Vendor and Agency integrations.

spare



COLLIN COUNTY
TRANSIT



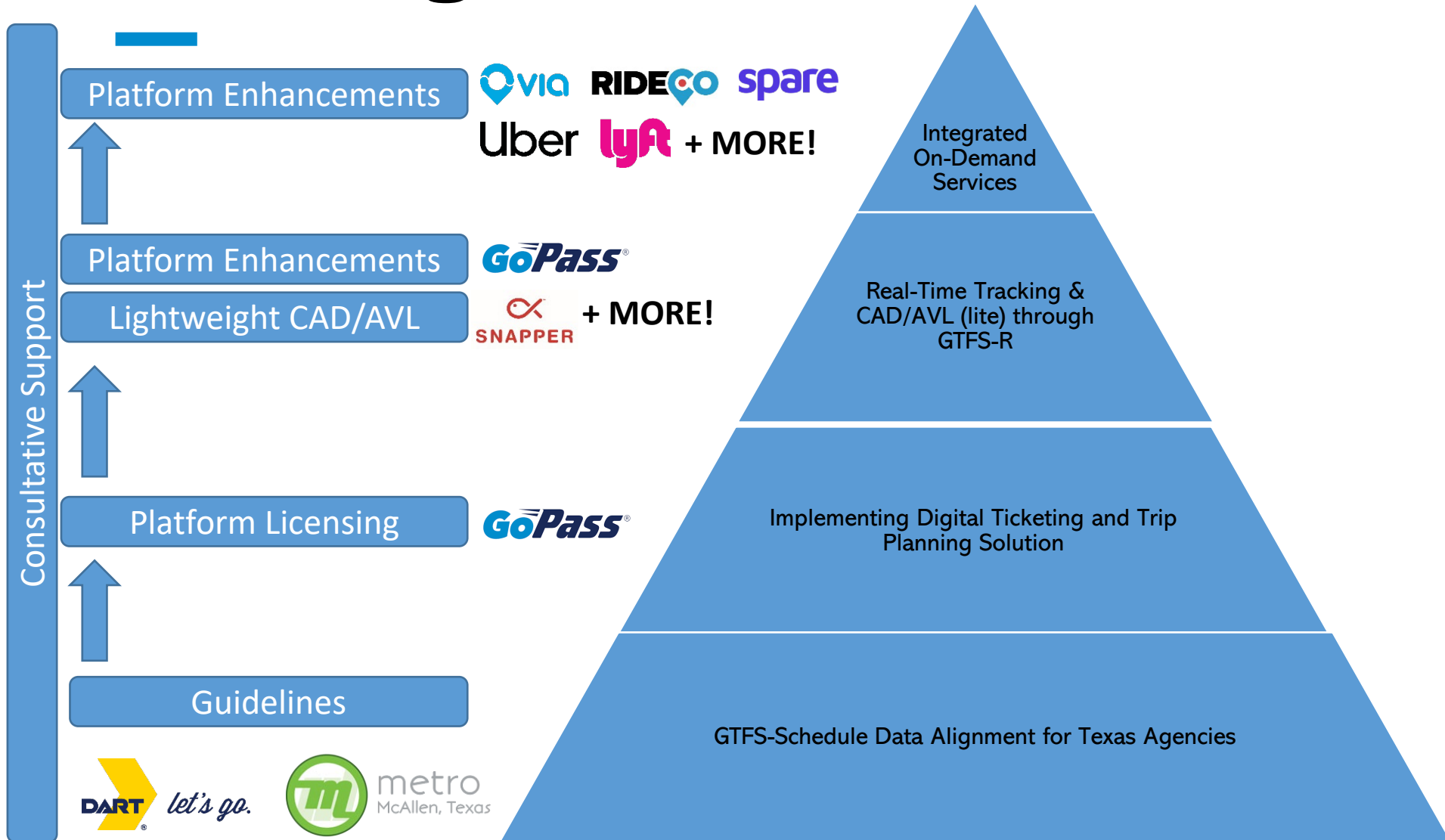
lyft

Uber



*Industry First! FTA Rider Choice
Compliant
Concierge / Guest Ride API Booking is
now live Q4 2022.*

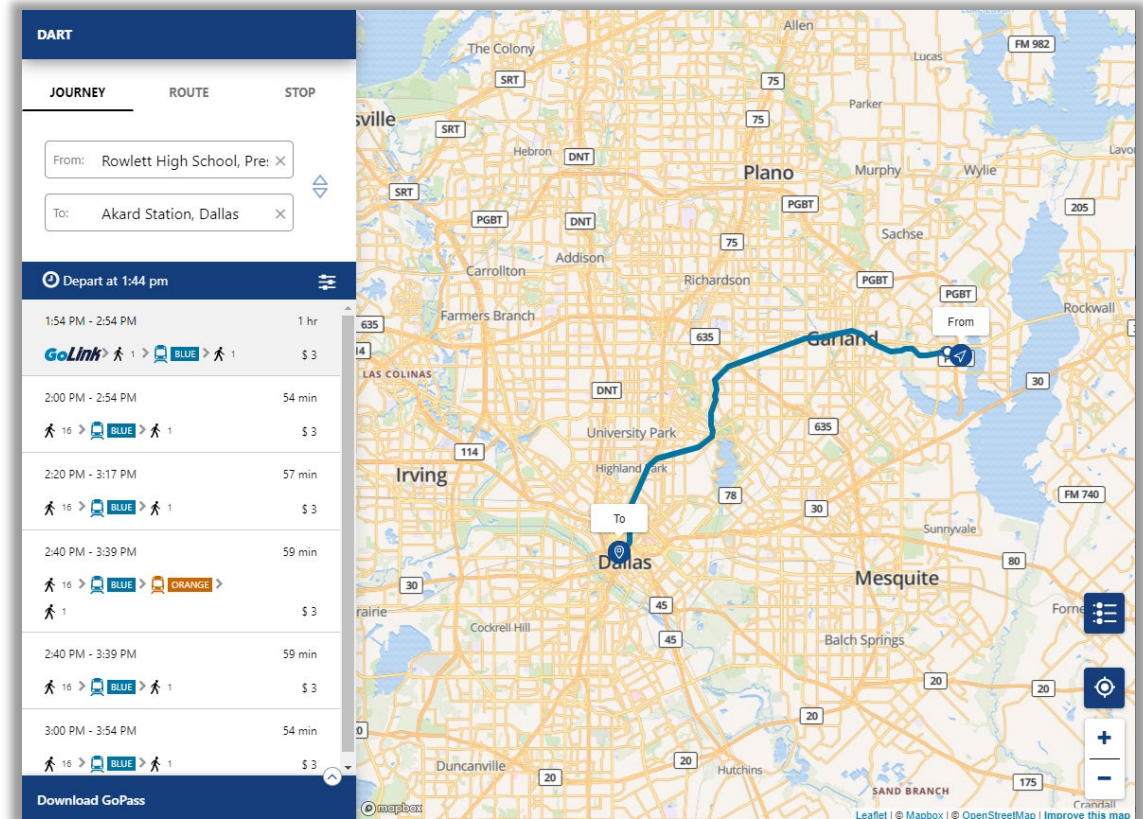
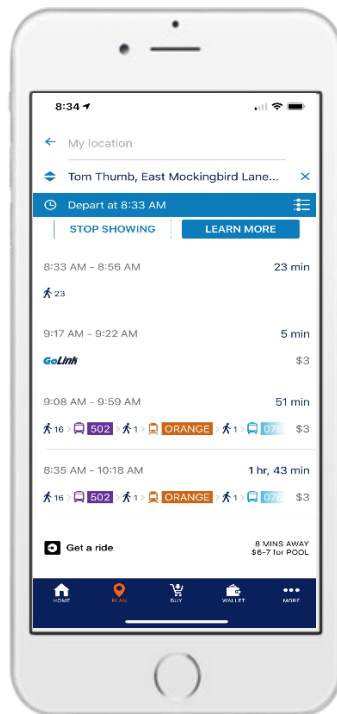
Digital Service Evolution for Texas Transit Agencies



Capability Highlights

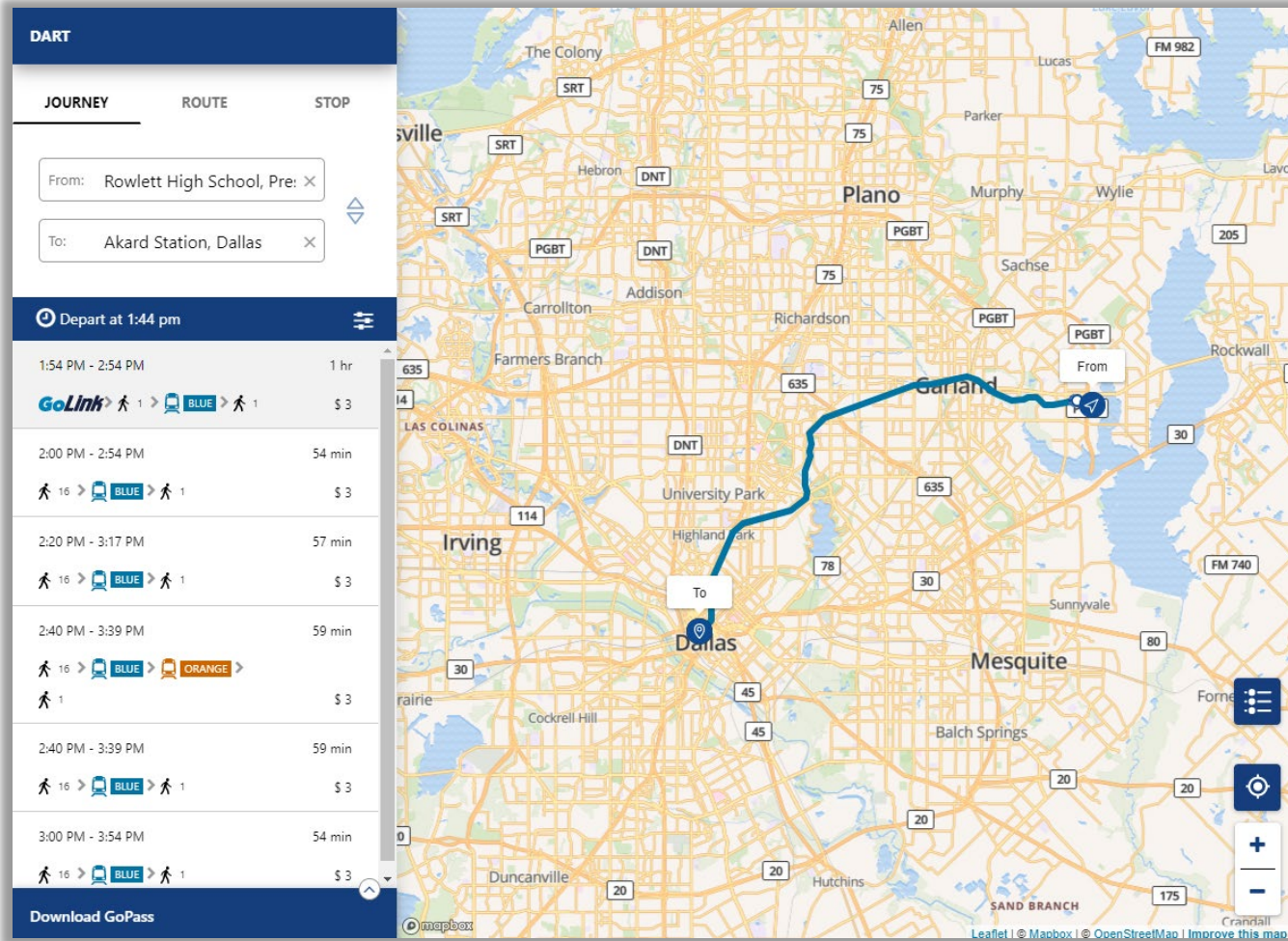
Multi-Channel, Multi-Modal Trip Planning to aid discovery and utilization of services

Riders are provided multi-modal, multi-agency co-mingled fixed-route and on-demand options through the platform, and web-based real-time trip planner tool.



Capability Highlights

Multi-Channel, Multi-Modal Trip Planning to aid discovery and utilization of services



DART

JOURNEY ROUTE STOP

From: Rowlett High School, Pre: X

To: Akard Station, Dallas X

Depart at 1:44 pm

Time	Duration	Mode	Cost
1:54 PM - 2:54 PM	1 hr	GoLink > 1 > BLUE > 1	\$ 3
2:00 PM - 2:54 PM	54 min	16 > BLUE > 1	\$ 3
2:20 PM - 3:17 PM	57 min	16 > BLUE > 1	\$ 3
2:40 PM - 3:39 PM	59 min	16 > BLUE > ORANGE > 1	\$ 3
2:40 PM - 3:39 PM	59 min	16 > BLUE > 1	\$ 3
3:00 PM - 3:54 PM	54 min	16 > BLUE > 1	\$ 3

Download GoPass

The map shows a route starting from Rowlett High School, Pre, passing through Garland, and ending at Akard Station, Dallas. The route is highlighted in blue on the map. The map includes labels for various cities and highways, such as The Colony, SRT, Hebron, DNT, PGBT, DNT, PGBT, Sachse, Wylie, Murphy, Parker, Lucas, FM 982, FM 205, Rockwall, Sunnyvale, FM 740, Balch Springs, Forney, Crandall, Hutchins, Duncanville, Irving, University Park, Highland Park, Farmers Branch, Carrollton, Addison, Richardson, Plano, Mesquite, Sand Branch, and Balch Springs. The map also shows major highways like 75, 635, 114, 30, 45, 20, 175, and 80.

Capability Highlights

Agency facilitated Alerts, in-App Messages, and Push Messaging

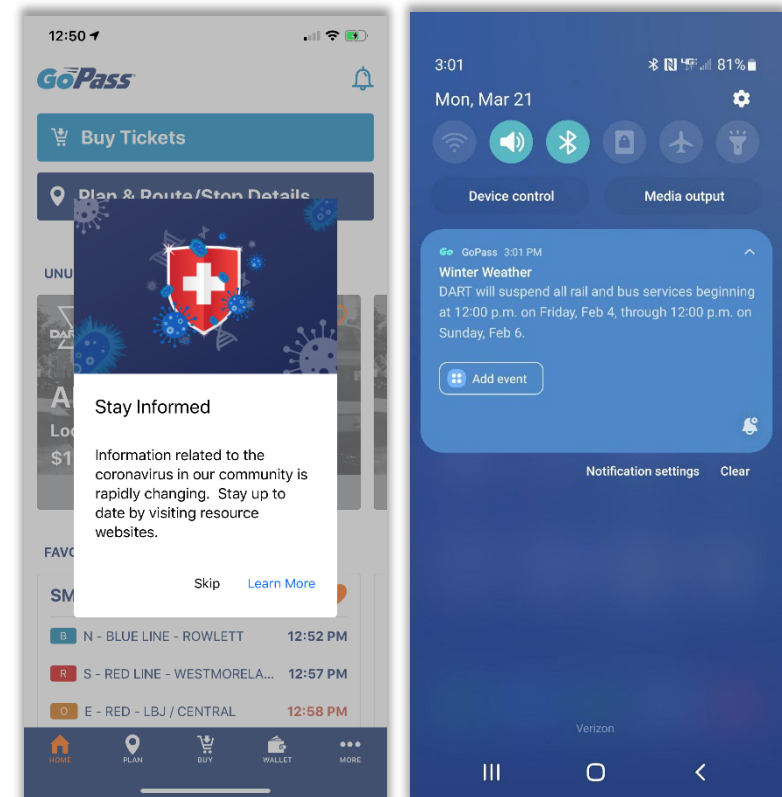
GoPass has rich messaging capabilities, and App messaging solutions may be segmented by App-related user data attributes or exported for segment building against external data criteria and reloaded to messaging platform.

Push Messaging Capabilities

- Agency Generated Push messaging
- May be segmented for delivery to specific user groups
- May be coupled with deep link parameters

In-App Messaging Capabilities

- Agency Generated In-App Messages
- Appear in any app section
- Segmented to specific user groups
- Custom rich content
- Coupled with deep link parameters
- Nested webpage links
- External webpage links



Capability Highlights

Universal Deep Linking connections to multiple app sections

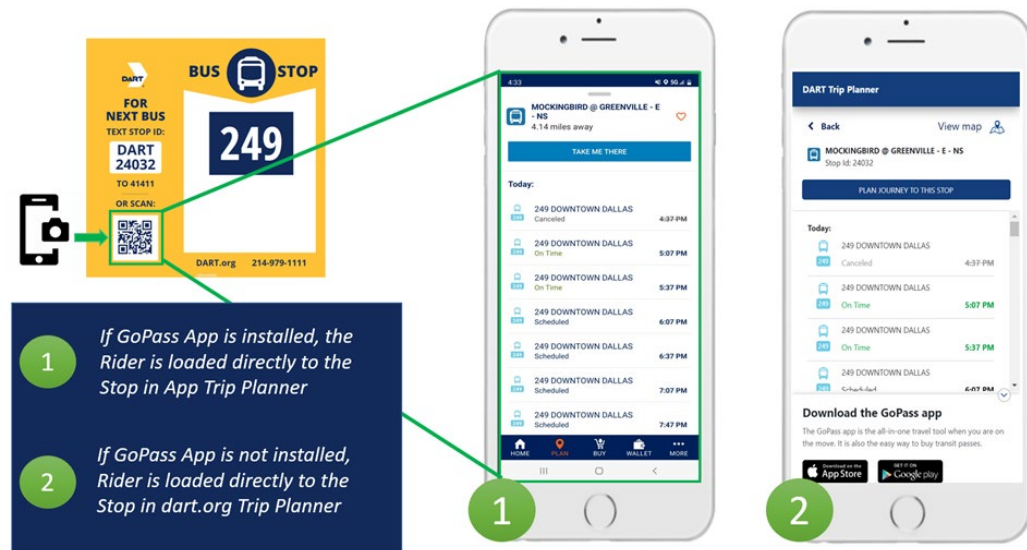
Universal Deep Linking is a very valuable toolset for Agencies to drive cross-channel digital campaigns

Agencies can generate links to the following in-app destinations

- Inbound Linking to **Trip Planner** + Pre-Populated Parameters
(Origin, Destination, Time of Travel, Stop ID, Route ID)
- Inbound Link to **Shopping Cart** + Pre-Populated Parameters
(Tickets in Cart, Promo Code applied)

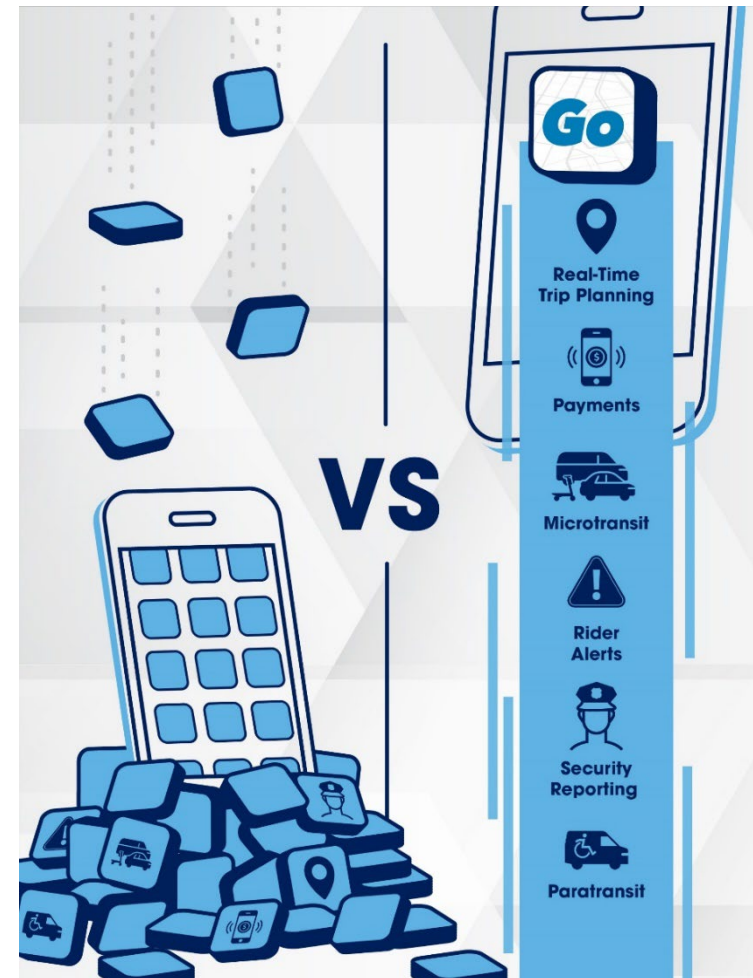
DART has redesigned 7,000 Bus Stop Signs and included QR codes that deep link to Bus Stop destination pages with real-time next arrival information.

This solution generated 300,000+ Scans in 2022



The Value of GoPass® as a Unified Mobility App

1. Meeting the rider at their points of need, with one comprehensive solution fulfilling all travel requirements.
2. GoPass mobile app role is a 'Gateway' technology for riders driving digital engagement.
3. Aggregation of mobility operational choices and services into one environment for riders to utilize drives adoption of your new services.
4. Fully integrating on-demand services to your primary digital tools in a single platform will drive adoption & engagement to your new services.
5. Significant cost savings from deep TNC integrations when scaled.
6. GoPass is a proven solution in piloting and launching new service innovations to riders seamlessly.



About Unwire

- Delivered mobile solutions for more than 20 years
- First mobile Mobility solution launched in 2008
- Focus on transportation companies and cities
- Customers in USA and Europe within Mobility
- Headquartered in Denmark, with subsidiaries in United States, United Kingdom, and Sweden.
- Part of ICM Mobility Group 

UNWIRE



littlepay



Q & A



UNWIRE



GoPass® Mobility Platform

Core Features

Ratings and Reviews

4.8 out of 5

44.1K Ratings



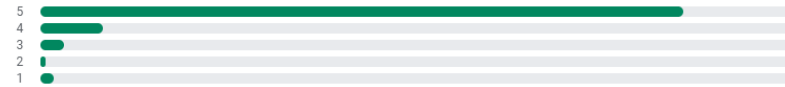
Ratings and reviews →

Ratings and reviews are verified ⓘ

4.8

★★★★★

14.9K reviews



Mature Multi-Agency Platform

- ✓ GoPass supports multiple Agencies across multiple regions
- ✓ In operation since 2013, frequent feature additions
- ✓ Currently scaling to different national partners
- ✓ White-label platform version also available
- ✓ Well received with leading App Store ratings

Multi-Modal Trip Planning

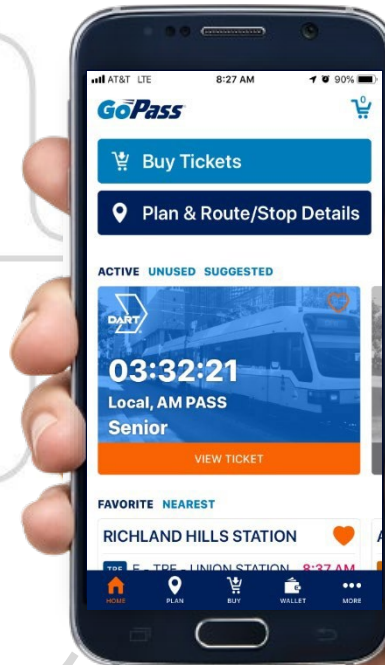
- ✓ Seamless end-to-end directions for Point A – B – C
- ✓ Real-time vehicle status updates
- ✓ Map interface displaying vehicles in motion
- ✓ Additional options for TNCs & Micro-Mobility (Uber, Bird)

Digital Payments & Cash to Mobile

- ✓ Google Pay, Apple Pay, All Major Credit Cards
- ✓ Digital Wallet solution for loading and storing value
- ✓ Cash-to-Mobile

Rider and Operator Safety & Security

- ✓ Elerts See Say® deep integration alerts authorities to incidents and protects rider safety



Additional Rider Support

- ✓ Support to service riders in transit deserts through on-demand services
- ✓ Integrated Concessions for eligible riders (Low income programs, minors, seniors)
- ✓ Support for riders with additional needs (wheelchair, service animal)



Regional Events & Wayfinding

- ✓ Presents and sell tickets to key regional events such as State Fair and NCAA events
- ✓ Local events promotion and listings through App



Fully Integrated Microtransit

- ✓ GoPass supports full integration of on-demand Microtransit and Paratransit services
- ✓ App integrates Multi-Modal options for trips, including scheduling, payment & booking flow
- ✓ TNC Integration (Uber + Lyft) in progress, (ETA Q2, 23)





ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.A.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Discussion and possible lease, sale or purchase of Real Property, Tract 1. (Section 551.072, T.G.C.)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request:
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount: _____

Under Budget: _____

Budgeted Amount: _____

Over Budget: _____

Amount Remaining: _____
7. Routing:
Amy Gonzalez

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.B.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Consideration of Economic Development Matters. (Section 551.087 T.G.C)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consideration of Economic Development Matters. (Section 551.087 T.G.C)
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount: _____

Under Budget: _____

Budgeted Amount: _____

Over Budget: _____

Amount Remaining: _____
7. Routing:

Amy Gonzalez

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.C.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Consultation with City Attorney for a litigation update regarding Cause No. C-0074-19-D pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request:
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount:	_____	Budgeted Amount:	_____
Under Budget:	_____	Over Budget:	_____
		Amount Remaining:	_____
7. Routing:
Amy Gonzalez

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.D.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Consultation with City Attorney regarding legal aspects of data privacy and security. (Section 551.072, T.G.C)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consultation with City Attorney regarding legal aspects of data privacy and security. (Section 551.072, T.G.C)
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount: _____

Under Budget: _____

Budgeted Amount: _____

Over Budget: _____

Amount Remaining: _____
7. Routing:
Amy Gonzalez

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:



ITEM SUMMARY

BOARD: City Commission

AGENDA ITEM

3.E.

DATE SUBMITTED

MEETING DATE

8/14/2023

1. Agenda Item: Consultation with City Attorney regarding pending litigation: Civil Action No. 7:23-cv-00027 in the United States Southern District of Texas - McAllen Division. (Section 551.072, T.G.C)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consultation with City Attorney regarding pending litigation: Civil Action No. 7:23-cv-00027 in the United States Southern District of Texas - McAllen Division. (Section 551.072, T.G.C)
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount:	_____	Budgeted Amount:	_____
Under Budget:	_____	Over Budget:	_____
		Amount Remaining:	_____
7. Routing:
Amy Gonzalez

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney:
11. Manager's Recommendation:



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.F.
	DATE SUBMITTED	
	MEETING DATE	8/14/2023

1. Agenda Item: Consultation with City Attorney regarding pending litigation: Cause No. C-2815-23-D pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
2. Party Making Request:
3. Applicant:
4. Nature of Request: Consultation with City Attorney regarding pending litigation: Cause No. C-2815-23-D pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount:	_____	Budgeted Amount:	_____
Under Budget:	_____	Over Budget:	_____
		Amount Remaining:	_____
7. Routing:
Alma Villarreal

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney: None - IJT
11. Manager's Recommendation:



ITEM SUMMARY

BOARD:	AGENDA ITEM	3.G.
	DATE SUBMITTED	
	MEETING DATE	8/14/2023

1. Agenda Item: Consultation with City Attorney for pending litigation: Cause No. SC23-0137-J42 pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
2. Party Making Request: Isaac Tawil
3. Applicant:
4. Nature of Request: Consultation with City Attorney for pending litigation: Cause No. SC23-0137-J42 pending in Hidalgo County, Texas. (Section 551.072, T.G.C)
5. Fiscal Impact Summary:
6. Budgeted:

Bid Amount:	_____	Budgeted Amount:	_____
Under Budget:	_____	Over Budget:	_____
		Amount Remaining:	_____
7. Routing:
Alma Villarreal

Created -
8. Staff Recommendation:
9. Advisory Board:
10. City Attorney: None - IJT
11. Manager's Recommendation: