

**STATE OF TEXAS
COUNTY OF HIDALGO
CITY OF MCALLEN**

The McAllen Board of Commissioners convened in a workshop on **Monday, August 14, 2023**, at 4:00 p.m., at McAllen City Hall Third Floor (3rd) Commission Chambers.

Mayor Javier Villalobos, Commissioner Antonio "Tony" Aguirre, Jr., Commissioner Joaquin Zamora, Commissioner Rodolfo "Rudy" Castillo, Commissioner Victor "Seby" Haddad, Commissioner Jose R. "Pepe" Cabeza de Vaca were present.

Absent: Mayor Pro Tem Omar Quintanilla

Also present City Manager Roy Rodriguez, City Attorney Isaac Tawil, Assistant City Manager Michelle Rivera, Assistant City Manager Joe Vera, Assistant City Manager Jeff Johnston, and City Secretary Perla Lara.

CALL TO ORDER

Mayor Javier Villalobos called the meeting to order at 4:00 pm.

1. PRESENT QUESTIONS TO STAFF RELATING TO THE AUGUST 14th REGULAR MEETING AGENDA, TO BE DISCUSSED AT SUCH MEETING.

There were no questions relating to the regular meeting agenda.

2. GO PASS PRESENTATION.

Director Mario Delgado gave a presentation on the GoPass Mobility Platform overview noting this collaboration is unique and brings an unmatched proposition to agencies seeking best in class product and support. History of the GoPass mobility platform was discussed and it was noted it is an all-in-one customer facing travel tool. Also noted was that 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, the partnership is able to provide McAllen with mobility solutions which enhance the digital rider experience. Staff noted that DART was awarded the 2019 Innovation Award in recognition of the industry impact that the GoPass platform has created. Also mentioned was that the shared vision is to enable mobility options and effective travel tools for riders across the region, driving the market forward through challenging the status quo.

Key highlights were discussed. It was noted that riders are provided multi-modal, multi-agency co-mingled fixed-route and on-demand option through the platform, and web-bases real-time trip planner tool. Capability highlights were also mentioned briefly as follows:

- Agency Generated Push Messaging
- May be segmented for delivery to specific user groups.
- May be coupled with deep link parameters.
- Agency generated in-app messages.
- Appear in any app section.
- Custom rich content
- Coupled with deep link parameters.
- Nested webpage links
- External webpage links

The value of GoPass were reviewed as follows:

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

A discussion ensued. Comments were shared by Council. Questions were asked related to number of users, ridership, upfront cost, established routes, rates, future planning, scheduled trips, mobile application data and benefits. Staff answered questions posed by Council.

Mayor Javier Villalobos thanked staff for their presentation.

Mayor Javier Villalobos recessed the meeting at 4:24 pm to go into Executive Session.

Mayor Javier Villalobos reconvened the meeting at 5:00 and announced action would be taken during the regular meeting.

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 MATTER. (SECTION 551.087, T.G.C.)
 - C) CONSULTATION WITH CITY ATTORNEY FOR LITIGATION UPDATE REGARDING CAUSE NO. C-0074-19-D PENDING IN HIDAGO 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. SC2300137-J42 PENDING IN HIDALGO COUNTY, TEXAS. (SECTION 551.072, T.G.C.)

PUBLIC COMMENT: Mr. Manuel Pescador

ADJOURN

Without objection, the meeting was adjourned at 5:00 p.m.

Javier Villalobos, Mayor

Attest:

Perla Lara, TRMC/CMC, CPM
City Secretary