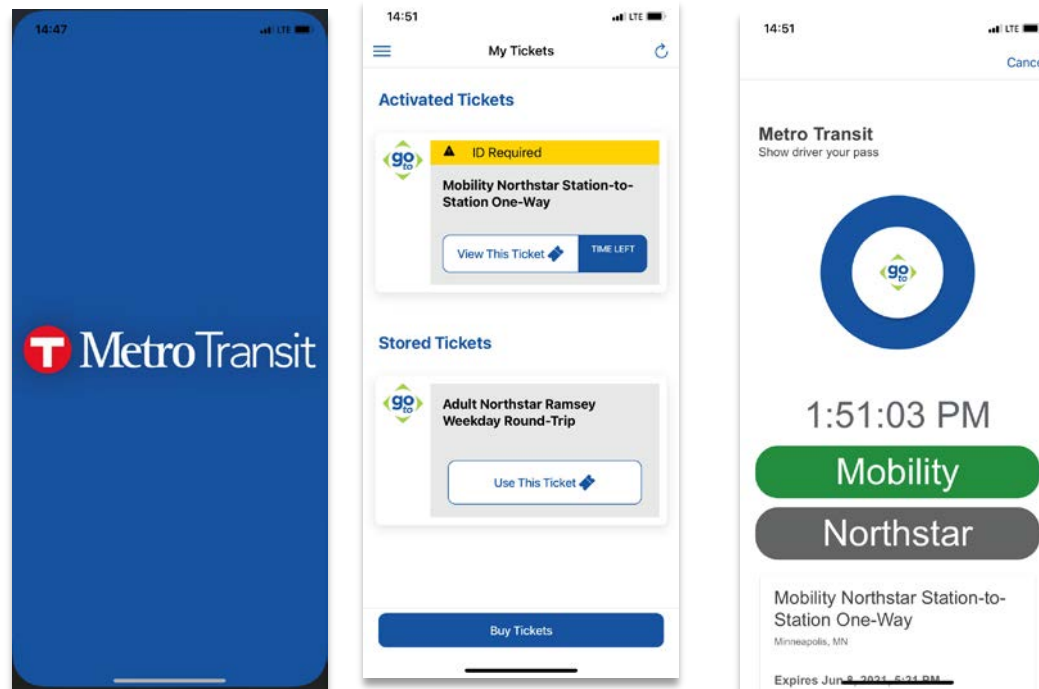




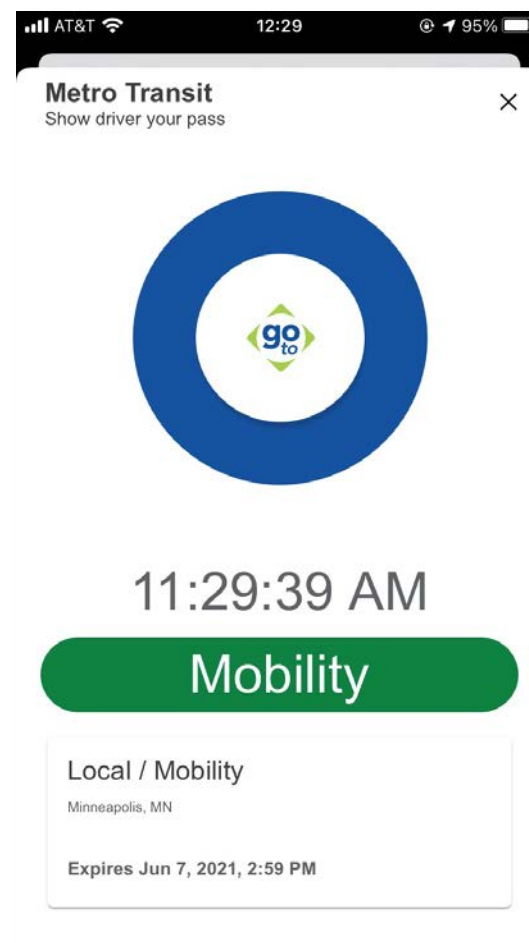
# Metro Transit Mobile App



Adam Mehl, Senior Market Development Specialist

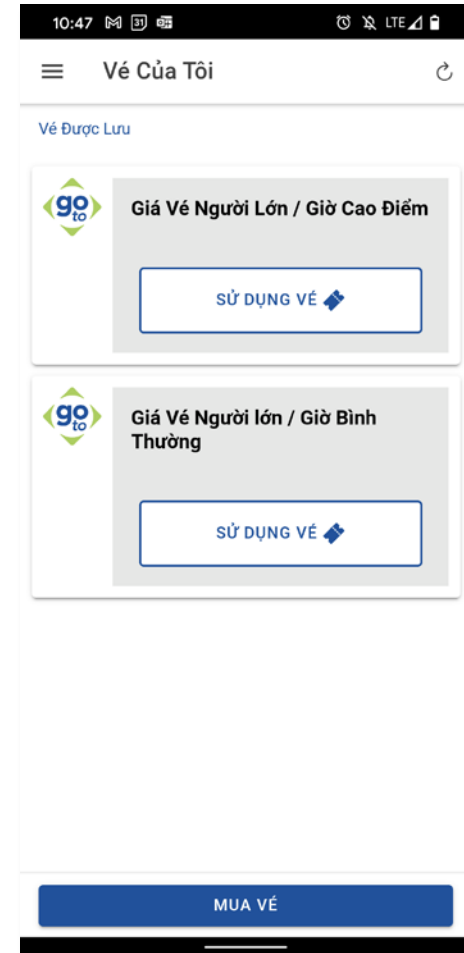
# The next phase of Metro Transit mobile tickets

- Designed for flexibility for everyone
  - Tickets can be purchased in MT app or through other providers using APIs
- Regionally focused
  - Much like Go-To card, designed with all regional providers in mind
  - One mobile ticket sold on many platforms



# New Features

- Improved screen reader compatibility
- Full native translations of Title VI languages
- Support for 3<sup>rd</sup> party apps



# Mobile Ticketing Reduces Barriers

- Customers are using many apps to access transit
- Allows for easy creation and implementation of mobile ticketing
- How do we keep it easy for the customer?



## Part of Shared Mobility

- Allows Metro Transit to be on any platform
- Opens the door for MaaS/ticket bundling
- Ticketing data stays with Metro Transit
- Avoids having to “pick a winner” as well as some liability





# Questions?