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 3rd 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?