Fare Collections Technology Update

Transportation Committee

June 27th, 2016

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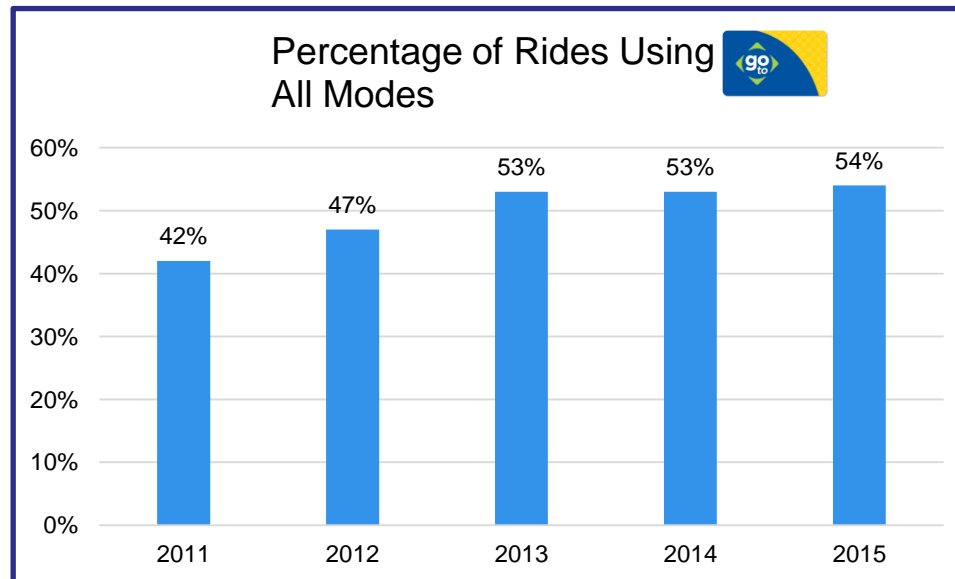*Senior Manager of Revenue Operations*

The Customer Experience

- "We make it easy for customers to pay fares and we treat those fares with respect."

The Go-To Card

- Officially launched in 2006
- Uses near field communications (NFC) technology
- Hardware and software provided by Cubic Transportation Systems, Inc.
- 570,000 unique cards used in 2015

Percentage of Rides Using go to All Modes

Year	Percentage
2011	42%
2012	47%
2013	53%
2014	53%
2015	54%

Metro Transit
a service of the Metropolitan Council

Go-To Card Payment/Validation

Bus Mobile Validator (BMV) – New in 2016

Rail Smartcard Validator (RSV) – New in 2014

Ticket Vending Machines - Rail

METRO Ticket Vending Machines

- Sales (cash/credit):
  - $8 million in ticket purchases
  - $5.4 million in Go-To reloads
  - 60% credit card use
- Approximately 140 TVMs in use
- Future upgrades include:
  - Windows 10
  - Europay, MasterCard and Visa compliant
  - Smartphone-based payments

Ticket Vending Machines – A Line

- Parkeon ticket vending machines
- Lower cost alternative to METRO ticket vending machines
- Accept cash, credit, coupons and tokens
- Issue flash passes for visual inspection
- Does not issue change
- Go-To Card validation accomplished using station validators
- Allow for cellular connections and solar power (very portable)
- Future capabilities could include recharging Go-To cards

What's Next for Fare Collection

- Approach focuses on four strategies:
  - **Preservation:** Ensure we can continue to collect fares similar to what we can today
  - **Enhancement:** Making incremental improvements along the way to improve the customer experience
  - **Expansion:** Looking at bringing on new technologies at the right time, for the right reasons
  - **Simplification:** Finding ways to make it easier for customers to pay, both through technology and policy

  Equity: Ensuring that with each decision we make regarding fare collection technology and policy, we're considering each and everyone of our customers and the impact these decisions will have on him/her.

Thank you!