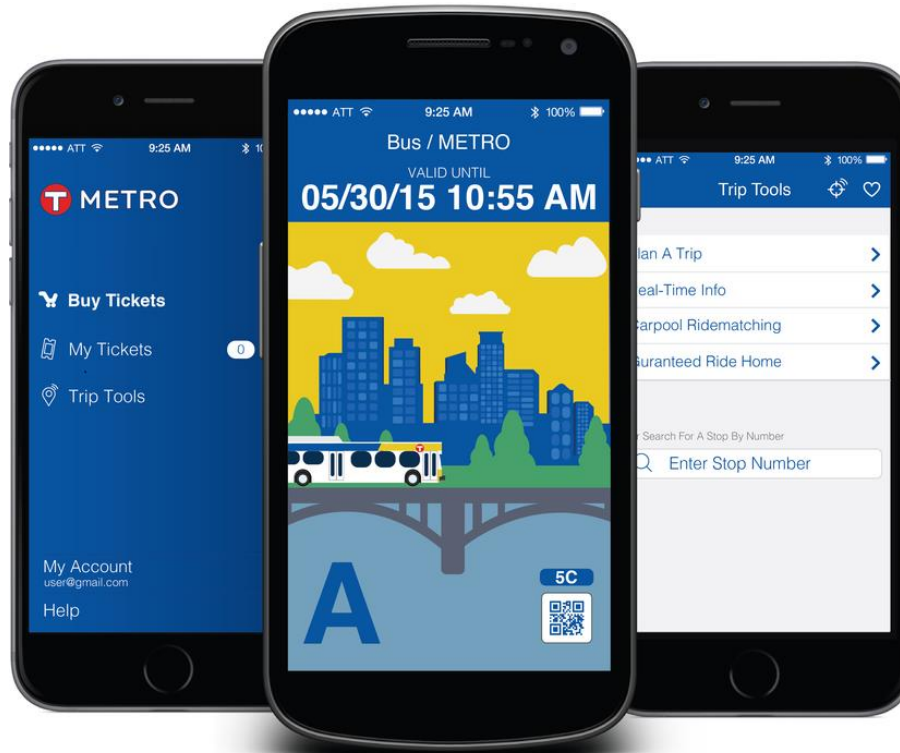




Metro Transit Mobile App Update



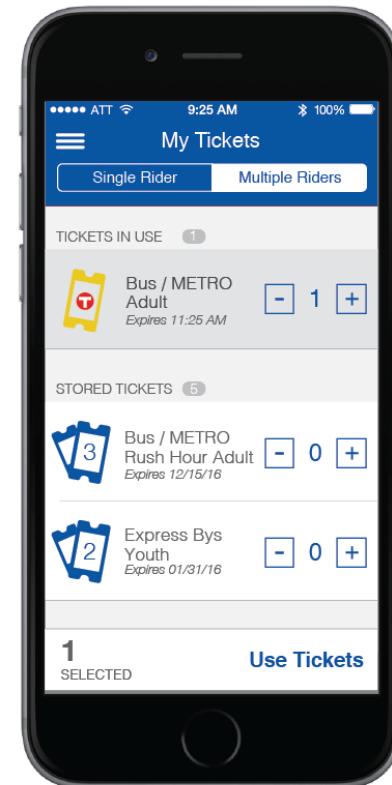
Mobile App: Phase 1



- Mobile Ticketing for All Modes
 - Bus
 - METRO & A Line
 - Northstar
 - Special Events
- User Accounts/Store
- Trip Planner & More
- Launch date: Summer 2016

Why Mobile Tickets?

- Game changing feature of the app
- Reduced cash usage
- Faster boarding
- Decreased cost to collect fares
- More opportunity to increase bus ridership
- Equity improvements – PayPal integration
- Reduced barriers
- Increased data collection
- Secure visual inspection



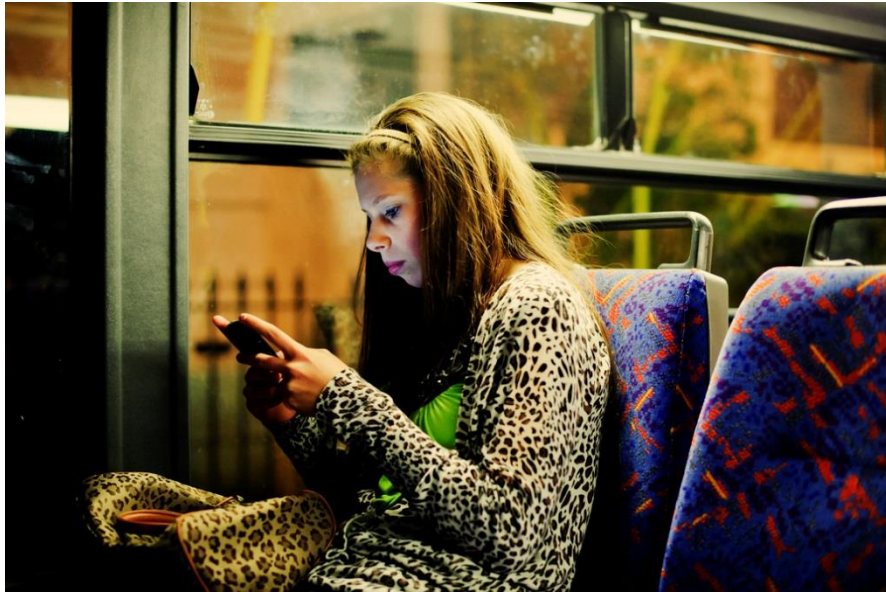
Who is mobile ticketing for?

- Millennials and the tech savvy
- Cash users
- Low-Income Customers
- Non-commuters/pass holders



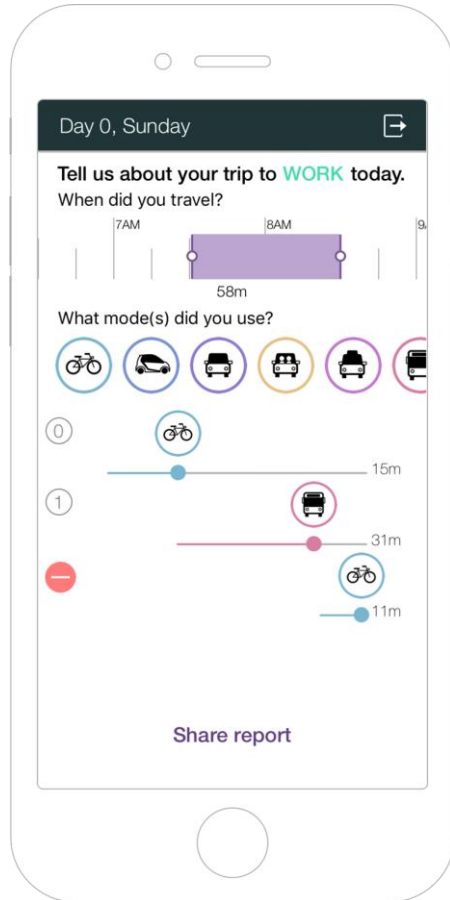
Note on Visual Inspection

- Bus Operations and MTPD will sign off on ticket design



Phase 2 – Late Summer 2016

- Police Reporting
 - Text/SMS Reporting
 - Smartphone In-App Reporting



Phase 3: Winter 2016

- Ride Scout 2.0
 - Full Trip Planner integration
 - Multi Modal Trip Chaining
- Push Notification Alerts
- Ridematching
- Guaranteed Ride Home program

Beyond Phase 3

- Tag and go payment

Questions?

Current GlobeSherpa/Ridescout Clients

