

# *Mobile App Update: The First Year*

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# Background

- Funding
  - CMAQ: \$300,000
  - Local funds: \$75,000
- Contract signed with moovel January 2016
  - Includes development and support 2 years post-launch
- Launched November 3, 2016

# Current Features

- Mobile Ticketing
  - Bus/METRO
  - Express Bus
  - Northstar
  - Special Events
- Trip Tools
  - NexTrip
  - Trip Planner
  - Routes & Schedules
  - Stops & Stations
  - Interactive Map
- Account Management



## Downloads

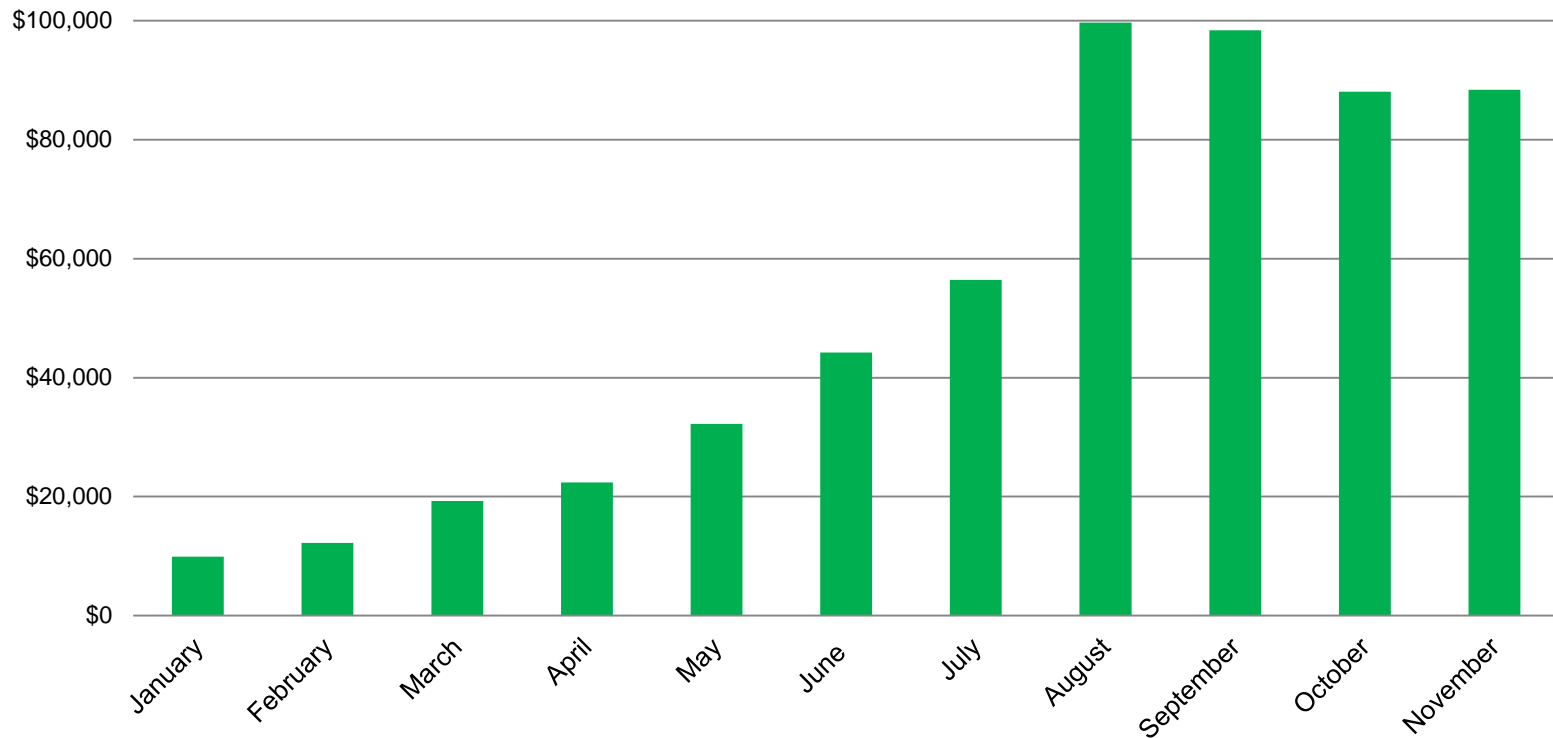
- 103,577
- 61% iOS
- 39% Android

## Sales

- 178,680 Tickets sold
- \$506,103 in sales



# 2017 Sales Year-to-Date



# 2017 Management Innovation Award Winner



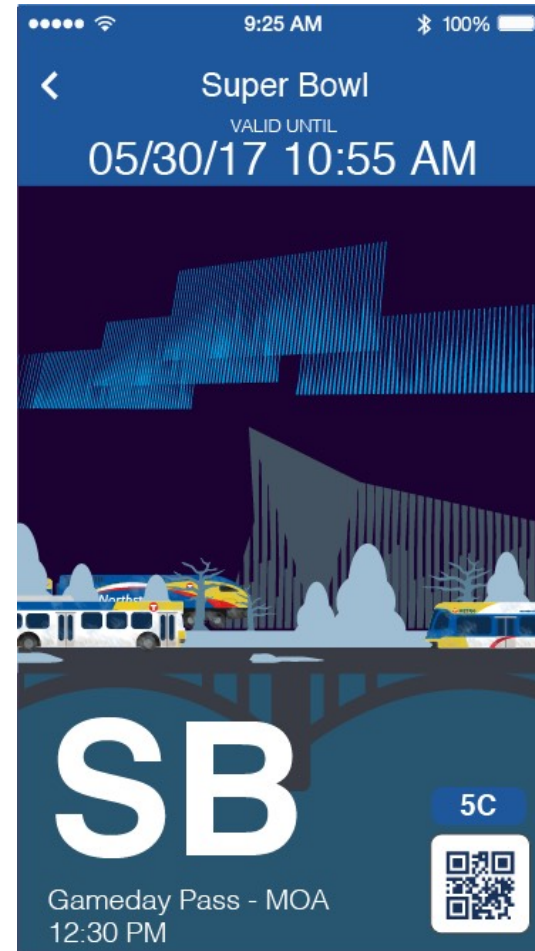


# Improvements

- Removed \$4.50 minimum purchase
  - Spring 2017
- Rush and Non-Rush fares
  - Spring 2017
- Express Bus Service tickets
  - Fall 2017



# Special Events





# Upcoming Development

- Text For Safety - December 2017
- Go-To Card Management - December 2017
- Improved Trip Planner - Q1/Q2 2018
- Promo Code Capabilities - Q1/Q2 2018





# Questions?

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