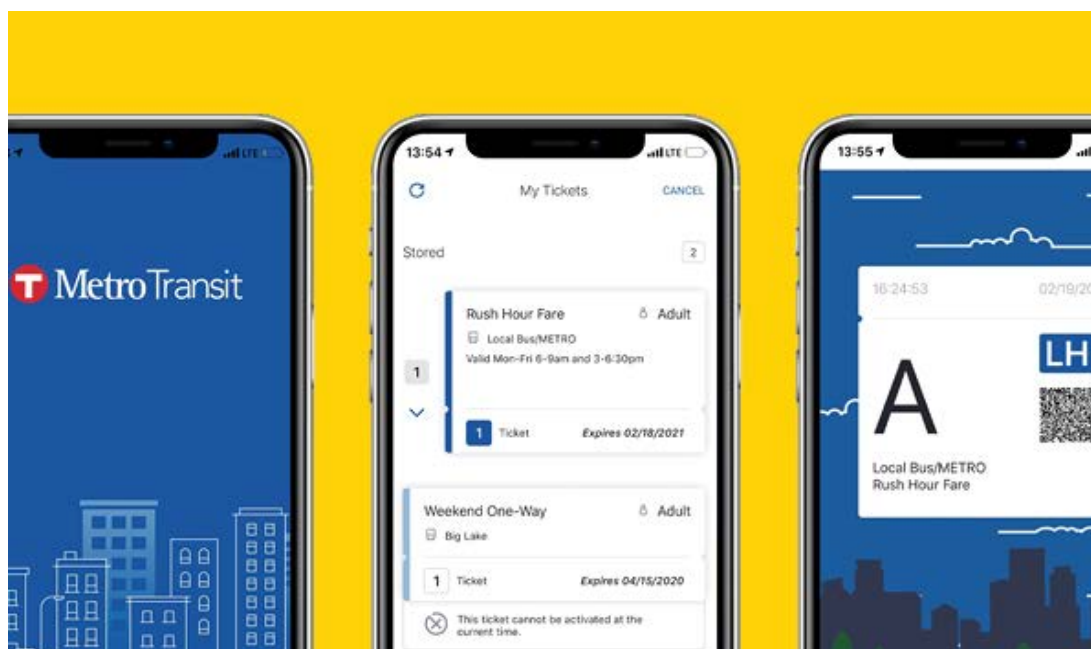




Metro Transit Mobile App Update

Transportation Committee

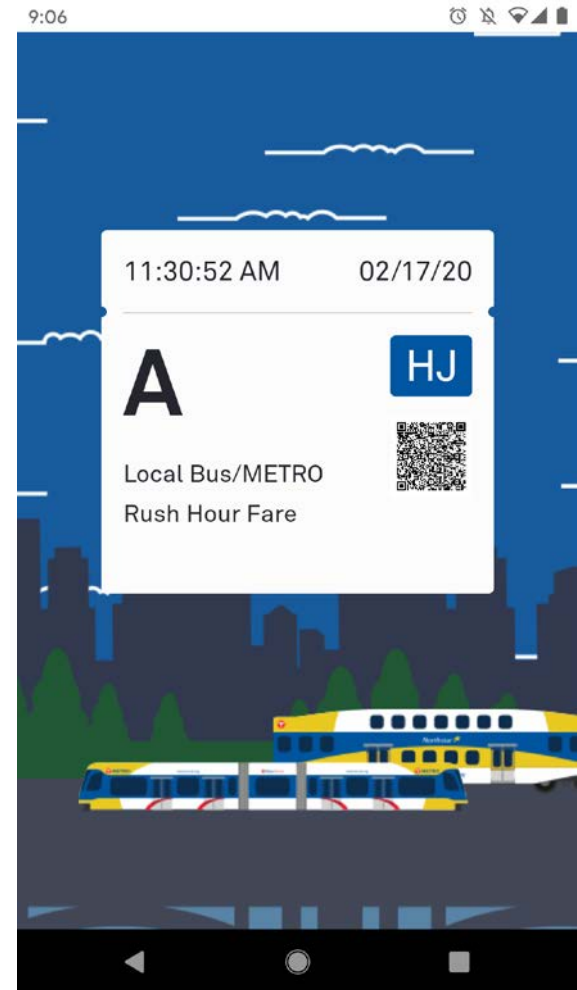
November 23rd, 2020



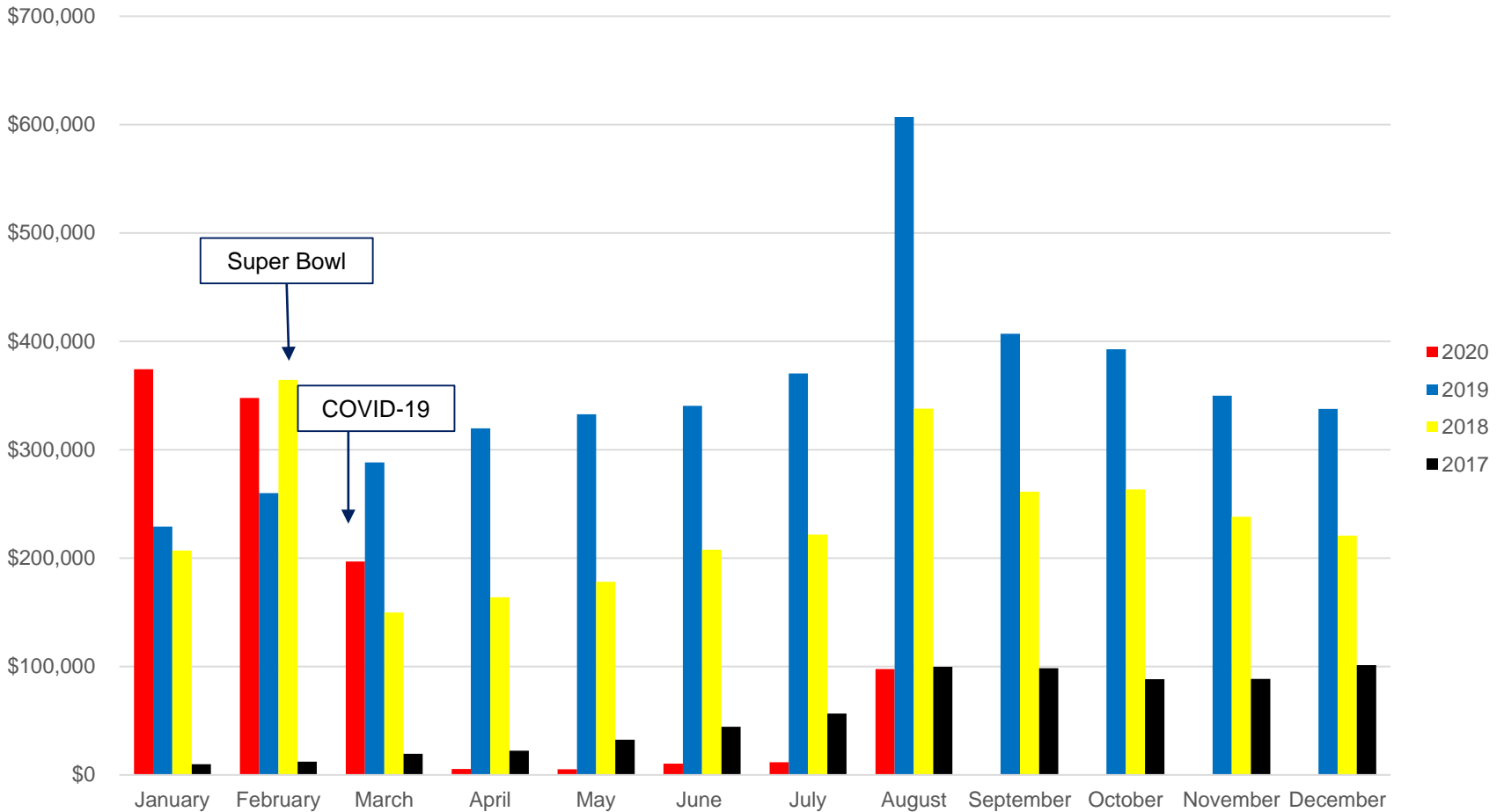
Adam Mehl, Senior Marketing Development Specialist
Nicholas Eull, Senior Manager of Revenue Collections

Mobile App Overview

- Mobile app launched in 2016 with mobile tickets
- Valuable service to our riders for both regular service and special events (State Fair, sporting events, etc.)
- Sales have grown exponentially each year
- Major upgrade March 2020

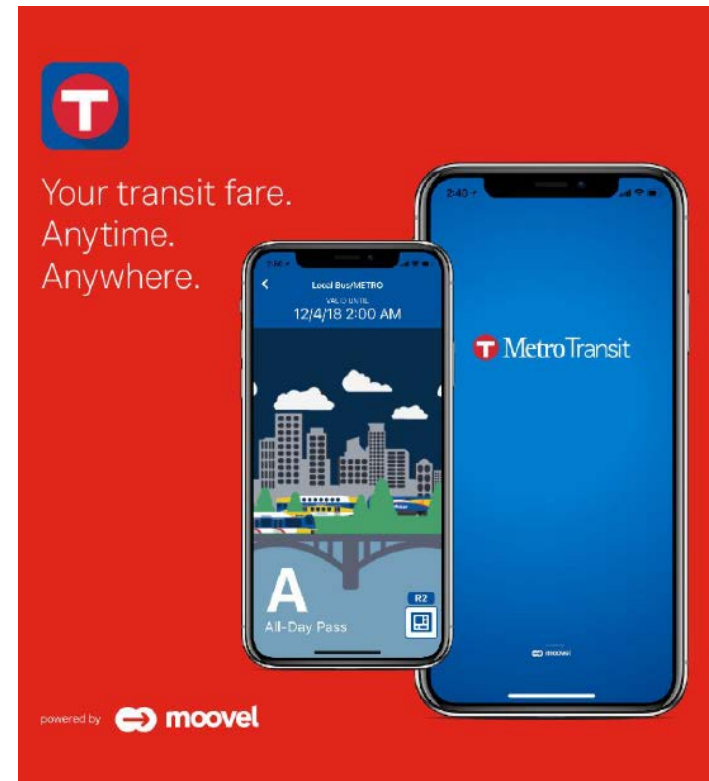


App Revenue by Month



Mobile App 2.0

- 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
 - Regional providers have been part of RFP process
 - One mobile ticket sold on many platforms (public and private apps)



Mobile Ticketing Reduces Barriers

- Launching a fare collection system has never been easier
- Allows for easy creation and implementation of mobile ticketing
- Multiple ticket designs come with risks
 - Who collects fares?
 - Who is reimbursed?
 - Quality control and security
- How do we keep it easy for the customer?
 - Which app do I use?
 - How does the inspection process work?

Solution – Regional Mobile Ticket

- Single ticket design representative of regional transit system
- Simplifies administration and reduces risk for regional providers
- Can be sold across multiple mobile apps, good across all providers
- Reduces challenges, drives simplicity
 - Easy for customers
 - Easy for operators and inspectors
 - Easy for reimbursement



Next Steps

- Select new vendor
- Finalize contract
- Finalize features for phase one roll-out
- Design ticket
- Develop a transition plan
- Work with regional providers to keep it easy for everyone

Let's make your commute easier.

Download the  MetroTransit app now!

