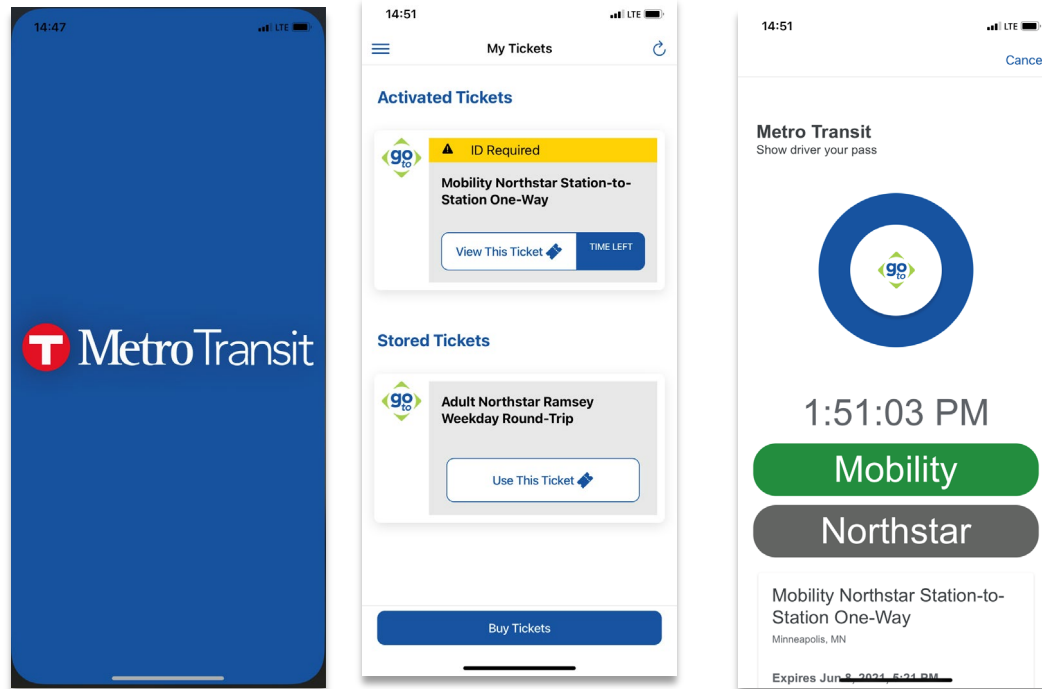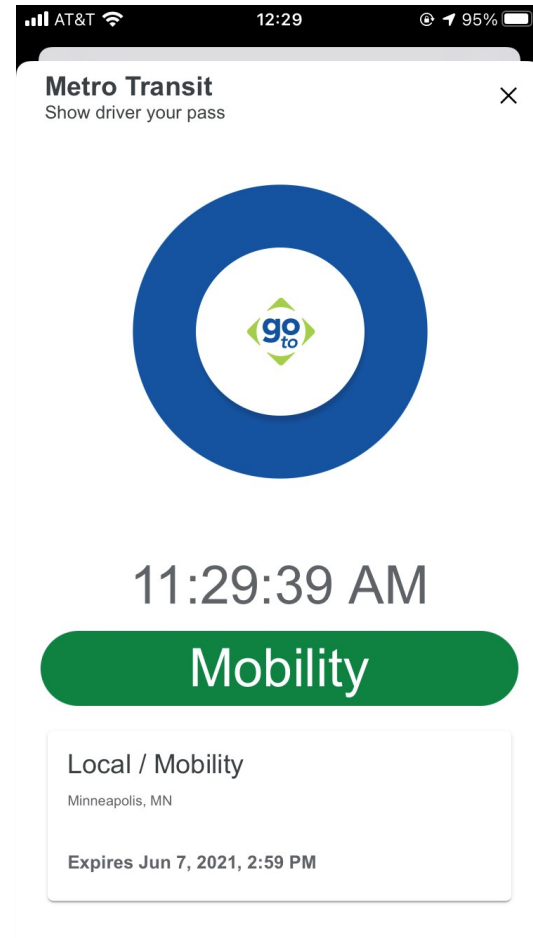# Metro Transit Mobile App

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

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?
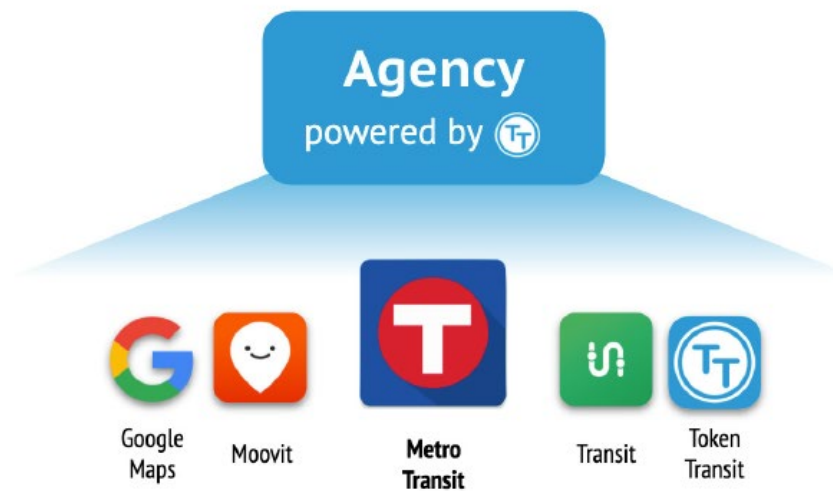
Part of Shared Mobility

- 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

2021 Timeline

- May
  - Requirements finalized

- May/June Development in progress
  - Working with internal partners, regional providers, etc.

- June/July*
  - Internal communications/education to start in June

    *Moovel contract extended through July

- July
  - Customer communications
  - Launch the app July 16 @ 9pm

- Fall 2021
  - Tickets in 3rd party apps:

Questions?