

3rd Party Mobile App Ticketing

Adam Mehl | Sr. Market Development Specialist

metrotransit.org/



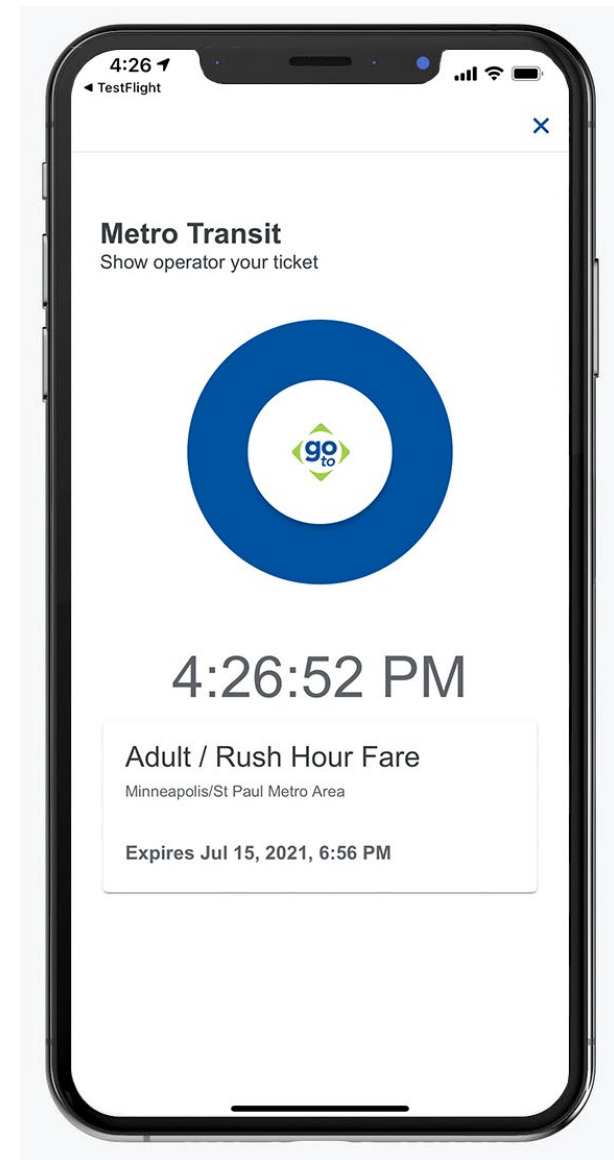
Metro Transit App Overview

- Mobile ticketing started in 2016, current vendor, Token Transit, launched July 2021
- Current vendor selected in large part for integration into other apps
- Transit industry moving to sell tickets in mobility apps
- 2019: 1.5 million tickets sold (\$4.5 million)
- 2022: 517,000 tickets sold (\$1.2 million)



Benefits

- Meeting our customers where they are
- Enhanced exposure/discovery/ease
- Opportunity to be in many other apps, not just transportation and mobility apps
- Low/No impact to Metro Transit operations
- No additional commission/costs
- Launching July 18, 2022



Questions?

Adam Mehl, Sr. Market Development Specialist

Adam.Mehl@metrotransit.org



Transit Information Media Blending

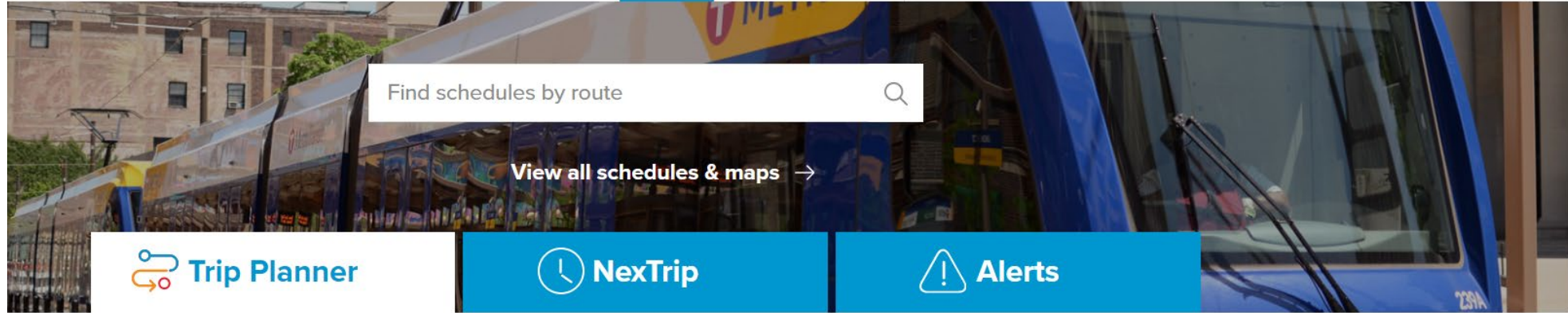
Ben Rajkowski | Transit Information Manager

metrotransit.org/



Chat & Text Options Now Live

- The Transit Information Center (TIC) moves from a call center to a contact center
 - TIC provides live assistance to customers via phone, SMS text, and webchat during business hours.
- Utilize technology to open new customer information channels that meet customers where they are
- Leverage the expertise of Transit Information Center Reps to support our customers through new channels
- Launch date: Tuesday, June 21, 2022



From

To

Leave now ▾ More options +

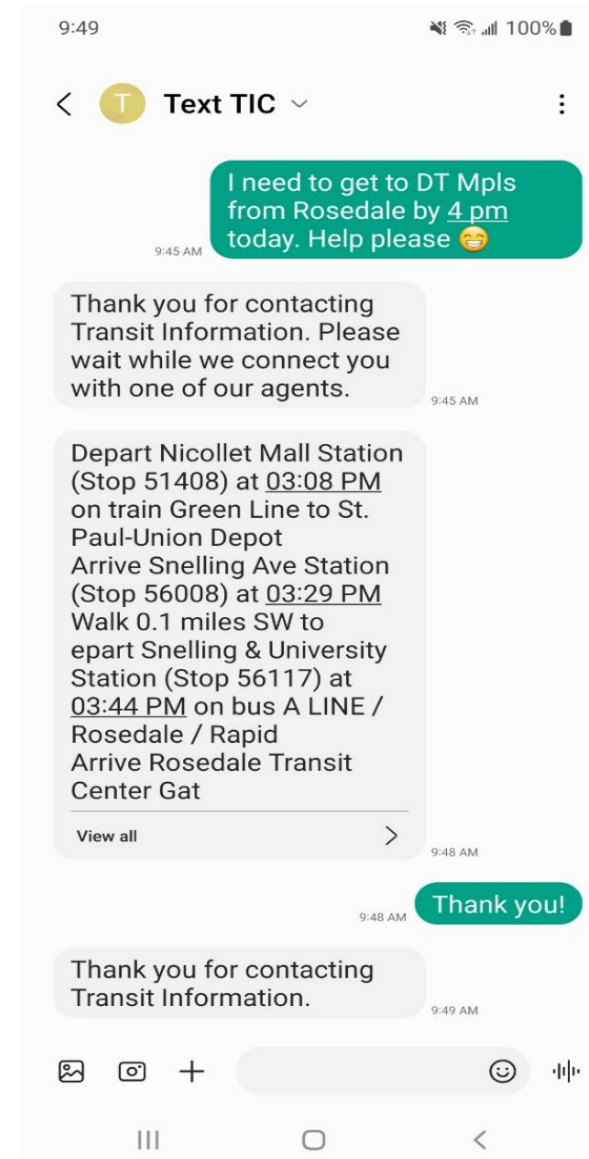
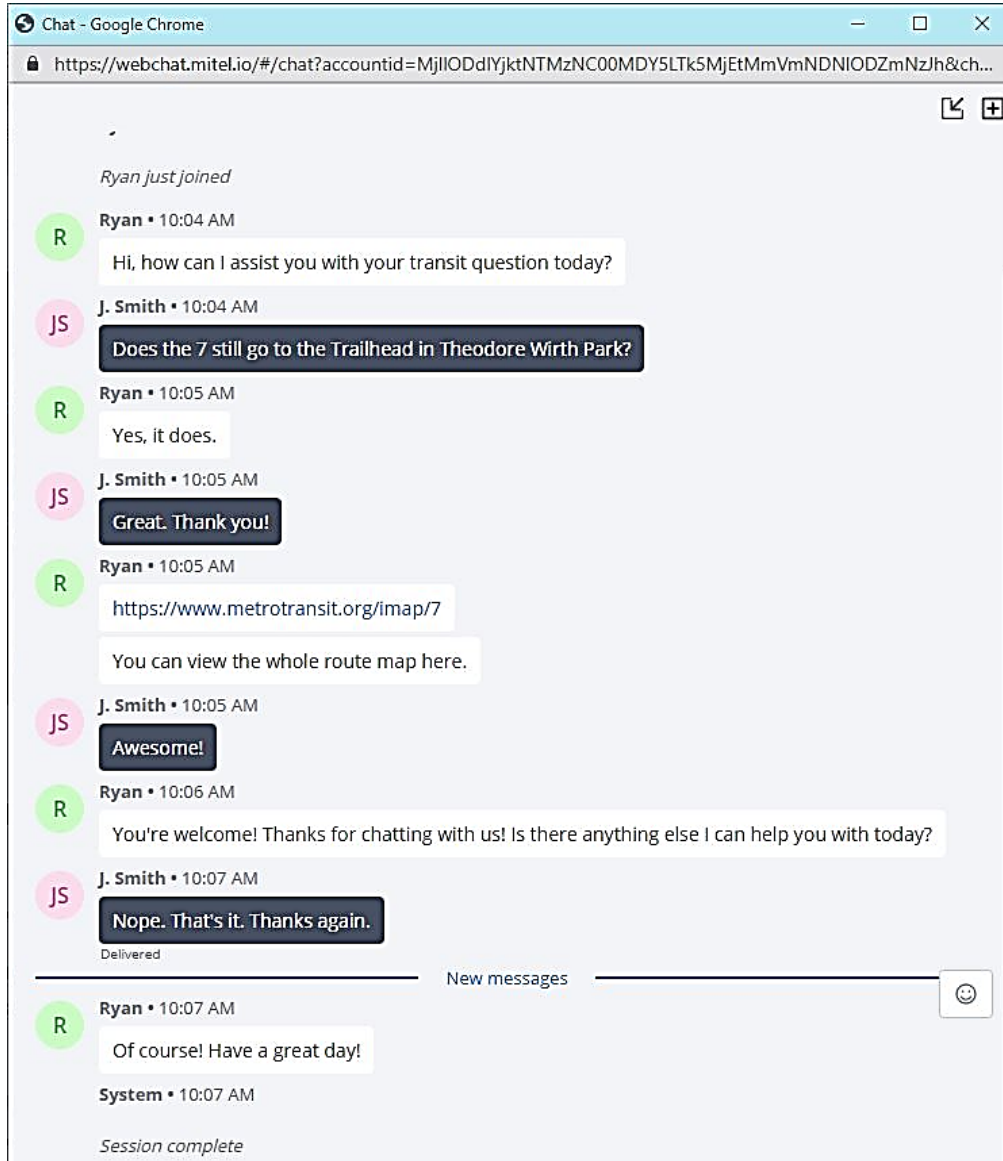
[Plan my trip](#)

[How to ride](#) →

[Need Help?](#)

Need Help Button Available on Every Page!

Examples of Chats & Texts to Transit Information



Next Steps

- Continuous improvement of existing system
- Plan for broader communication to customers and communities later this year
- Customer Relations rollout

Transit Information Center

Hours: Mon-Fri 6:30am-8pm, and Saturdays 8am-4:30pm.

Call us at +1 612-373-3333

Text us at +1 612-444-1161

Live Chat

Questions?

Ben Rajkowski, Transit Information Manager

Ben.rajkowski@metrotransit.org



Direct Response Interpretation Services

Ben Rajkowski | Transit Information Manager

metrotransit.org/



Direct Response Interpretation is Here

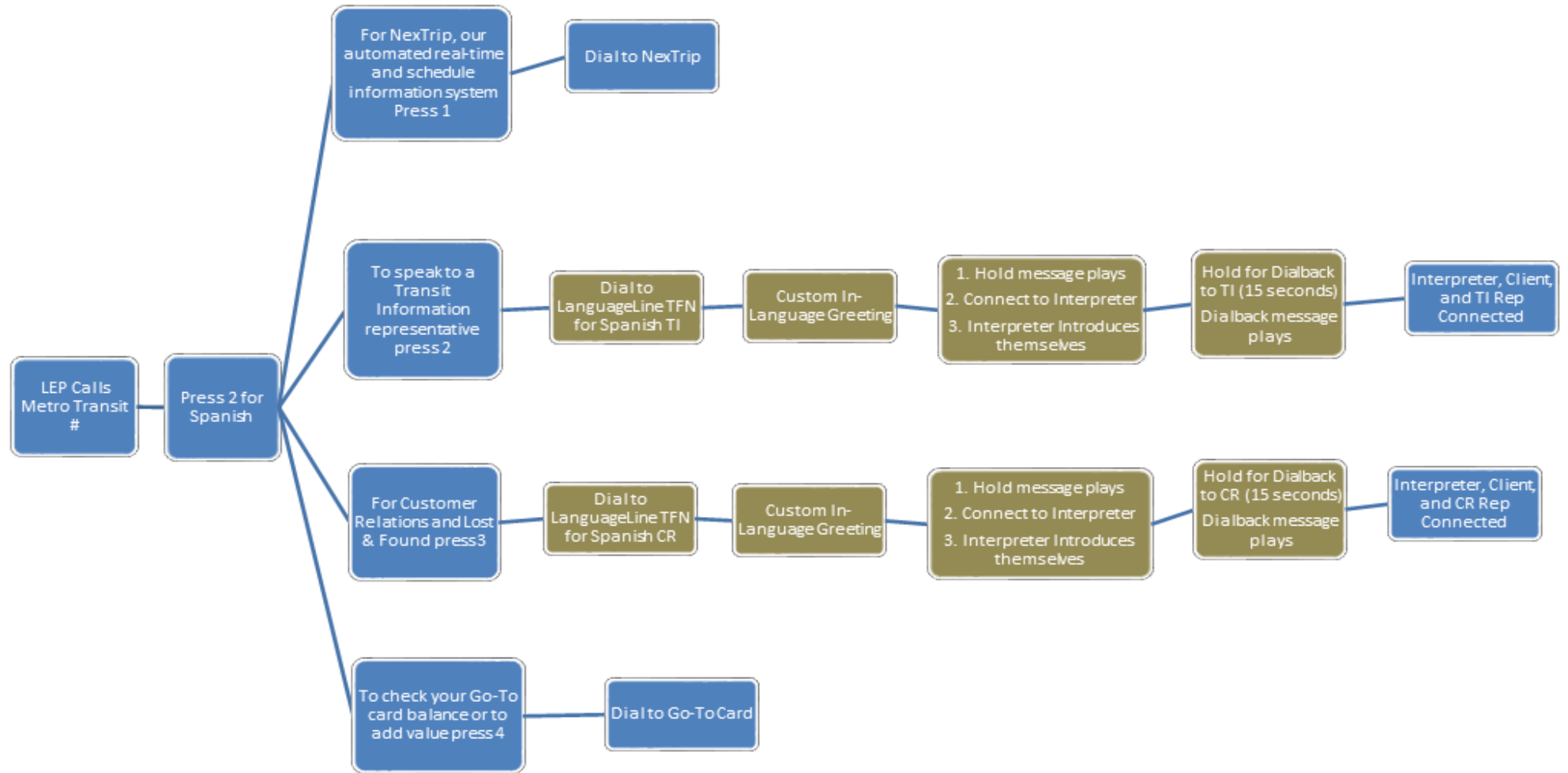
- Direct Response Interpretation Services (DRIS) will provide language options at the beginning of the call
- Provide direct access to interpreters
- Launch date: July 12, 2022

New Call Flow

- To continue in English, press 1
- For Spanish, press 2
- For Somali, press 3
- For Russian, press 4
- For Hmong, press 5
- For Vietnamese, press 6
- For Karen, press 7

Benefits to Customers

- All messages recorded in-language
- Improve access to the Metro Transit information and services
- Reduces obstacles for riders with Limited English Proficiency
 - No longer need to navigate prompts and messages in English to get to an interpreter



Example Call Flow

Next Steps

- Market service
 - Targeted in-community marketing
- Review usage and Title VI Language Assistance Plan



Questions?

Ben Rajkowski, Transit Information Manager

Ben.rajkowski@metrotransit.org