



Schedules & Mobile Tickets

Fare Policy for Regional Integration

APTA 2012 Annual Meeting

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What I'll Talk About Today

- **What are Obstacles to Cross-System integration**
- **Obvious benefits of Fare Integration**
- **Using fare medium to overcome most of them**



Obvious benefits of Fare Integration

- Customer convenience
- Facilitating better and more efficient operation
- Increase ridership
 - more options for riders
 - maximizing feeder service potential



Obstacles to Cross-system Integration

- **Separate**
 - fare structures
 - media
 - vending mechanisms
 - reconciliation
 - administrative/coordination cost



Using Fare Medium to Overcome the Obstacles



- Mobile ticketing solution
 - Seamless
 - Invisible to the customer
 - Eliminates vending issues
 - Eliminates reconciliation
 - **REDUCES cost!**



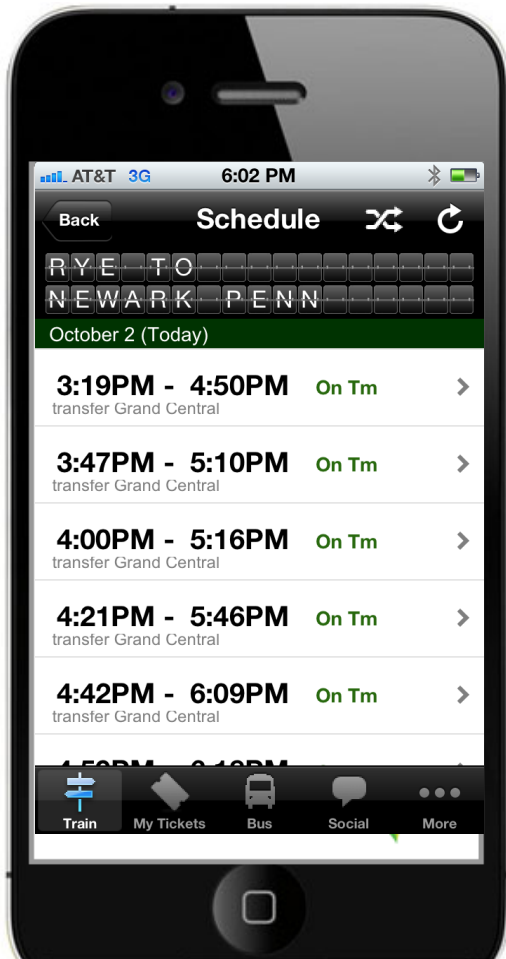
But there's more....



- For the Transit System
 - Provides redundancy
 - Targets important rider demographic (next-gen/tech savvy)
 - Real-time capture of O&D and time-of-day usage
 - Potential to generate revenue
 - Simplifies special event tickets



But there's more....



- For the Rider/Customer
 - Better integration of customer info
 - Schedules
 - Maps
 - Fares
 - Links to other important customer info
 - Decreases rider anxiety
 - Reduce penalty fare
 - One stop for more than just transit ride
 - Special events
 - Concerts
 - Discounts





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Thank You

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