



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION

A Denver RTD Program: Enabling Payment of Transit Trips Through The Uber App

May 7, 2019

Introduction



**MacPherson
Hughes-Cromwick**
Policy Analyst,
APTA

The National View

“It is well recognized that the landscape of surface transportation is in a state of transformational change and flux. This new mobility paradigm requires public transit to be inventive, innovative and bold in forging partnerships with new providers, adopting cutting-edge technologies and meeting customers’ evolving desire for more flexible, customized service.”

- Paul Skoutelas, APTA President and CEO

APTA's Mobility Innovation Hub



**MacPherson
Hughes-Cromwick**
Policy Analyst,
APTA

Mobility Innovation Hub

The Mobility Innovation Hub is an interactive portal to share cutting-edge initiatives and “how-to” information on how transit agencies are leveraging new technology and innovation to improve mobility.

This is our industry's laboratory to figure things out, and we'll showcase the many innovations happening at transit agencies each week.



Watch how transit agencies are becoming mobility authorities



What is our Vision?

To highlight next practices, facilitate information sharing, and be a catalyst for a culture of innovation that will support the creation of connected, integrated mobility services with transit as the backbone, and enable APTA members to proactively anticipate and navigate change.

Related

Peer Exchanges

Transit and TNC Partnerships

Mobility Action Plans

Webinars

TCRP Publications by Category



APTA's Mobility Innovation Pilot of the Month

- Each month, highlight a new service approach
- Tangible take-aways
- Procurement templates
- Contracts
- Promotional materials
- Documents on Mobility Innovation Hub

A new webinar each month

- **May 7 – Denver RTD – Transit in TNC apps**
- **June 27 – Tri-Met– Open Architecture in Payments**
- **July – TBD!**



Today's Presenters



David Zipper
DZ Strategies,
Washington, DC



David Genova
CEO and General Manager,
Regional Transportation District,
Denver, CO



Tonya Anderson
Product Manager,
Electronic Fare Operations,
Regional Transportation District,
Denver, CO

Session Presenter



David Zipper
DZ Strategies,
Washington, DC

A Denver RTD Program: Enabling Payment of Transit Trips Through Ride-Hail Apps

The Takeaway

The Regional Transportation District (RTD) in Denver is poised to become the first public transit agency in the United States to sell tickets through a ride hail app. Users of the Uber app in Denver currently see public transit options alongside ride hail, and in the second quarter of 2019 they will be able to pay for a ticket through the Uber app itself. This collaboration between RTD and Uber was made possible by **Masebi**, a mobile ticketing company that has formal relationships with both RTD and Uber.



RTD's collaboration with Uber and **Masebi** did not require the agency to pay anything directly; costs were borne by the two private companies.

The Setting


RTD serves the roughly three million residents of the Denver metropolitan area, providing approximately 100 million trips annually with bus, light rail, commuter rail, shuttle and paratransit services.



Resources Available Online

- Masabi-RTD mobile payment contract, with amendment to allow ticketing through Uber
- Marketing agreement between RTD and Uber
- Marketing materials and press releases

Asking Audience Questions

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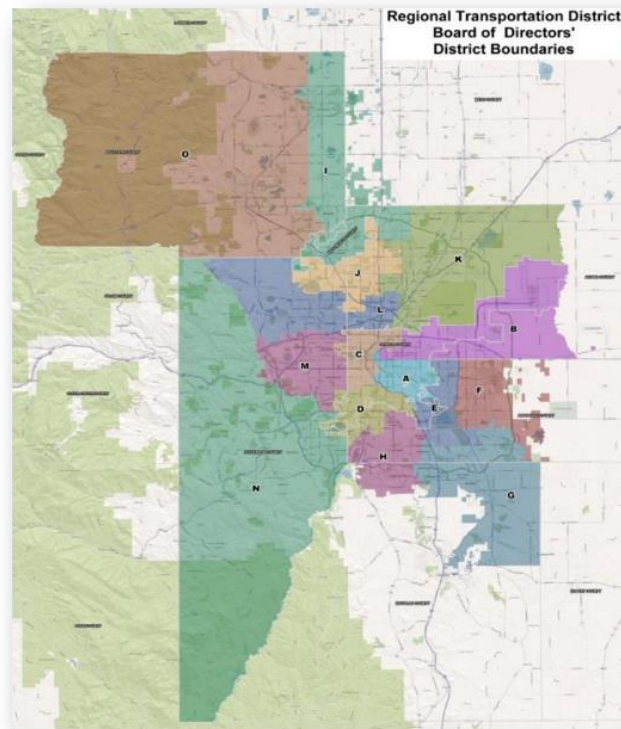


RTD

The image features a prominent red square in the center, containing the white, stylized letters 'RTD'. This logo is superimposed over a night-time photograph of a city skyline. The skyline is filled with numerous skyscrapers, many of which are brightly lit, creating a glowing effect against the dark blue night sky. In the foreground, there are trees, streetlights, and a road with light trails from moving vehicles. A green highway sign is visible on the left side of the image, providing directions for 20th Street, Park Ave, and 26th Ave towards Junction I-70. The overall scene is a vibrant urban landscape at night.

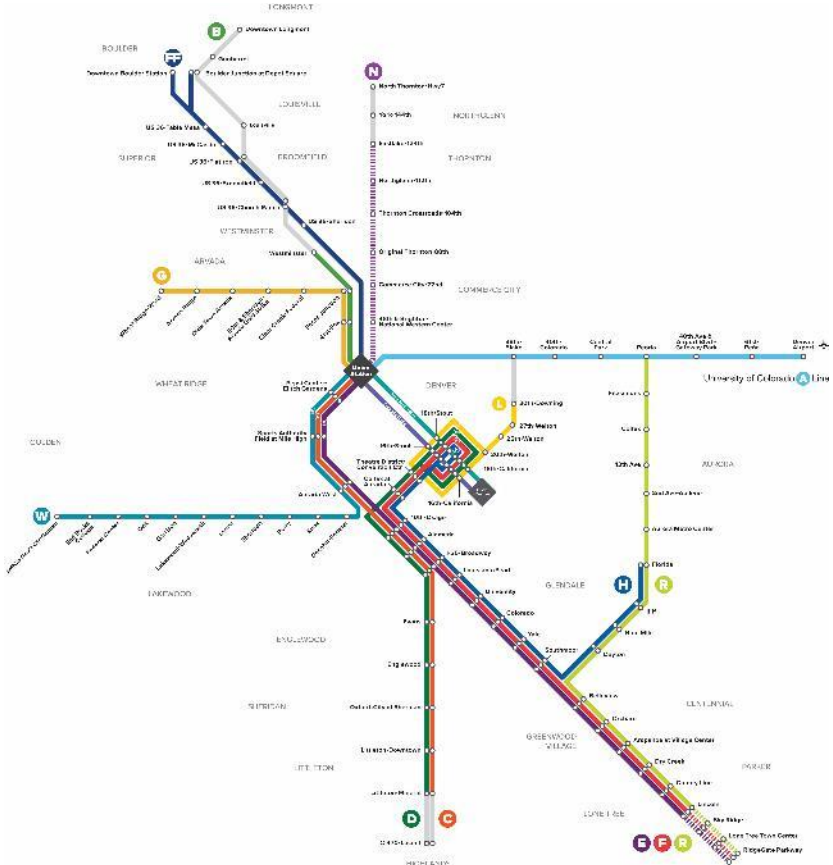
RTD Profile

- Created in 1969 by Colorado General Assembly
- Operates bus, light rail, commuter rail and paratransit
- Region of 3 million people
- 2,400-square-mile service area
- 40 cities in 8 counties
- 15-member elected board



RTD by the Numbers

- Annual ridership: 101 million
- 11 rail lines in operation
- 8 light rail
- 3 commuter rail
- 1 BRT line
- 140 fixed routes
- 1 pending commuter rail line
- 4 future rail extensions
- Nearly 3,000 employees



Redesigning Regional Mobility

- Public transportation and regional collaboration are key to future mobility
- As the regional mobility integrator, RTD is pursuing partnerships that integrate new mobility services with traditional public transportation
- RTD is beginning a two-year Comprehensive Operations Assessment/Systems Optimization project featuring extensive public outreach and engagement that will cover:
 - Financial and fiscal sustainability
 - Scenario planning and system expansion
 - Mobility expansion and emerging technologies
 - Workforce of the future



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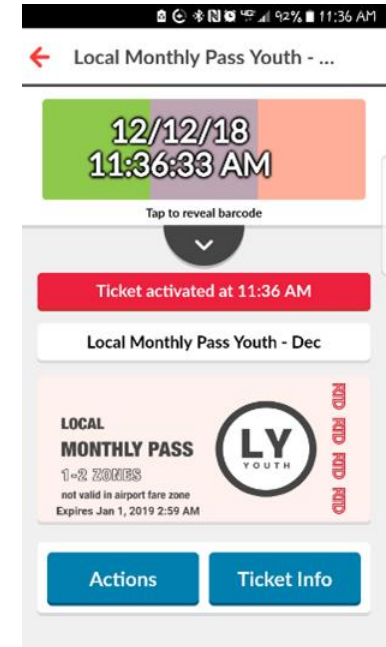
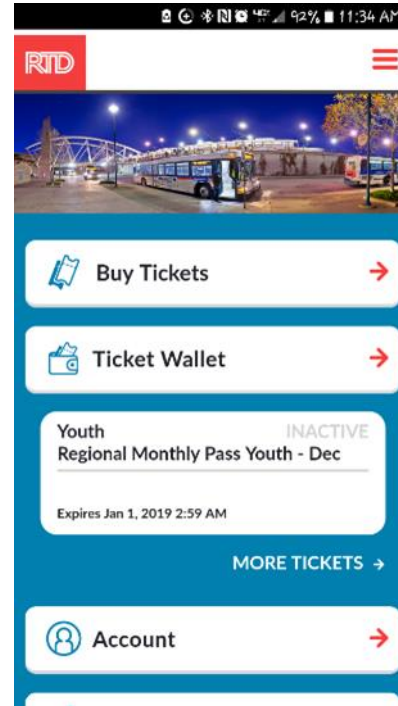
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RTD Mobile Tickets Key Takeaways

- Launched in November 2017 with visual validation and day passes
- Offer three products: 3-hour pass, day pass, and monthly passes
- Mobile app users do not ride often and are more likely to use RTD for other than commuting to/from work; only 33% ride RTD for their commute
- 49% used 1-way tickets as their primary method before the app
- Exceeded 2.5% revenue target
 - March 2018 – 3.7% of fare revenue
 - March 2019 – 9.8% of fare revenue
- Total tickets sold
 - March 2018 – 233,700
 - March 2019 – 1,700,000



Advantages of Masabi's Mobile Ticketing

- Revenue sharing model
- Software-as-a-Service
- App is customizable to meet RTD's branding and ticketing requirements
- Strategic partnerships



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Transit Ticketing in the Uber App – How We Got Here

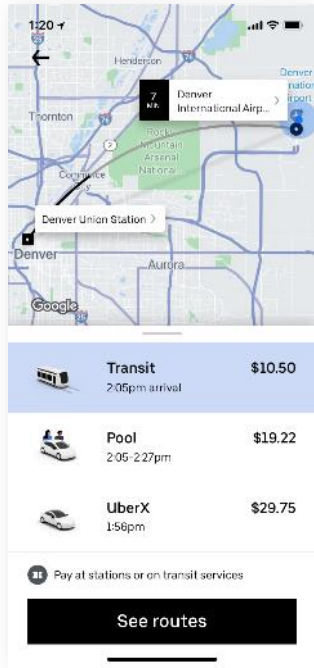
- Timeline
 - April 2018 - Masabi / Uber Partnership Announcement
 - January 2019 – Transit in the Uber App
 - May 2019 – Transit Ticketing in the Uber App – first collaboration between Uber and a transit agency
- Is this a partnership or collaboration?
 - No contractual agreement with Uber
 - No revenue sharing with Uber
 - No data-sharing agreement with Uber – yet
- Positive experience
 - Focused on win-win between all parties



Uber + masabi + RTD

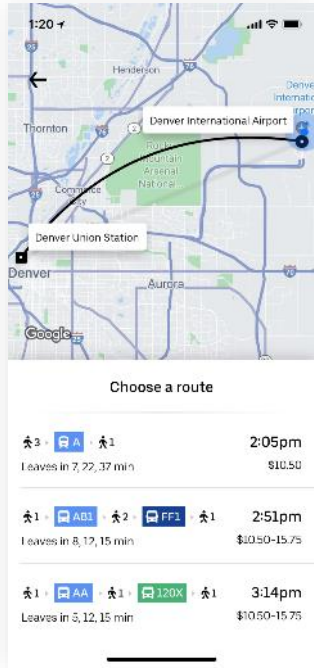
Transit Ticketing in the Uber App User Experience





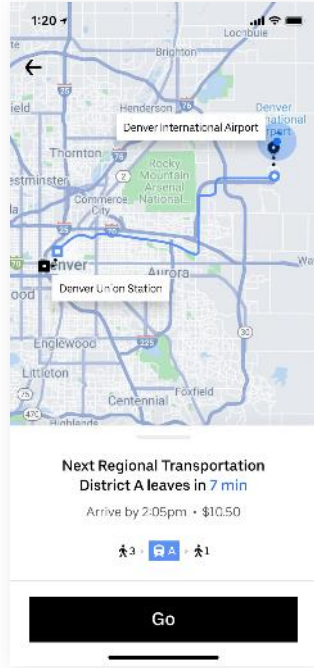
Select your product

After destination is entered, public transit is presented alongside other products.



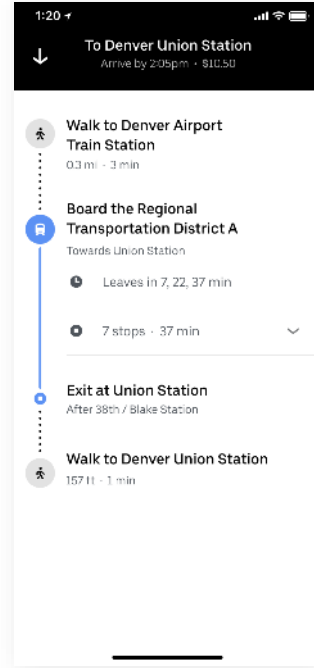
Route list

Riders are presented popular routes for their journey.



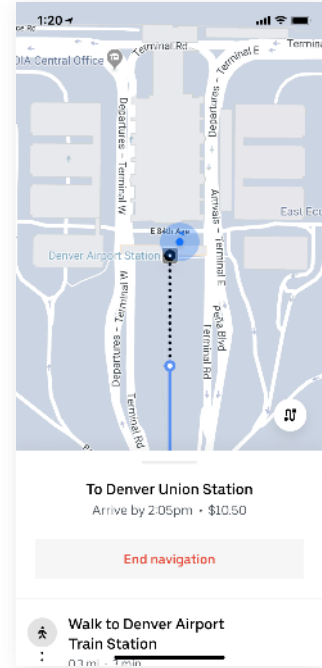
Selected route

Riders can go see their route overview and swipe up for route details.



Route details

Step-by-step instructions help riders successfully navigate their trip.



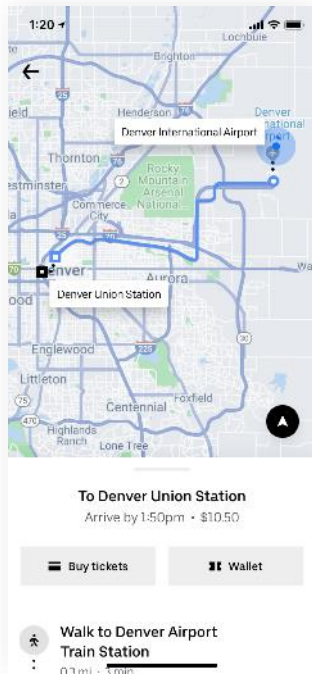
'On Trip'

Riders can toggle between steps and the map overview.

In-app mobile ticketing

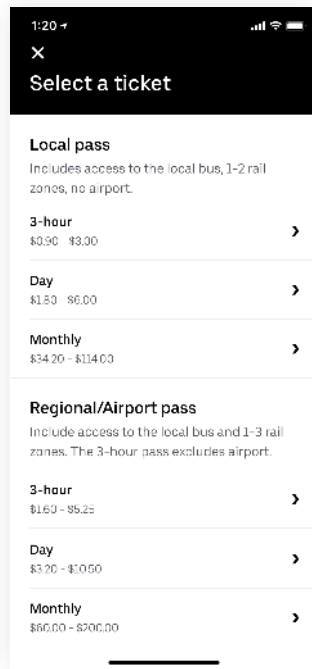
Soon riders will be able to purchase mobile tickets for their trip directly from the Uber app, in partnership with Masabi.

In partnership with masabi



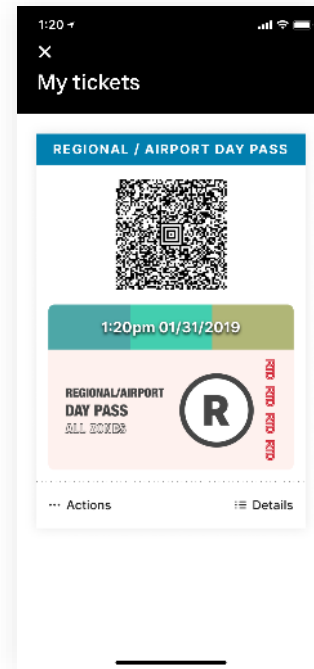
Buy tickets

Riders will be prompted to purchase tickets in the app.



Select a ticket

Riders can checkout once a ticket is selected.



Active ticket

Riders can present their ticket from the Uber app.

App User Experience Demo



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Audience Q&A With Today's Presenters



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