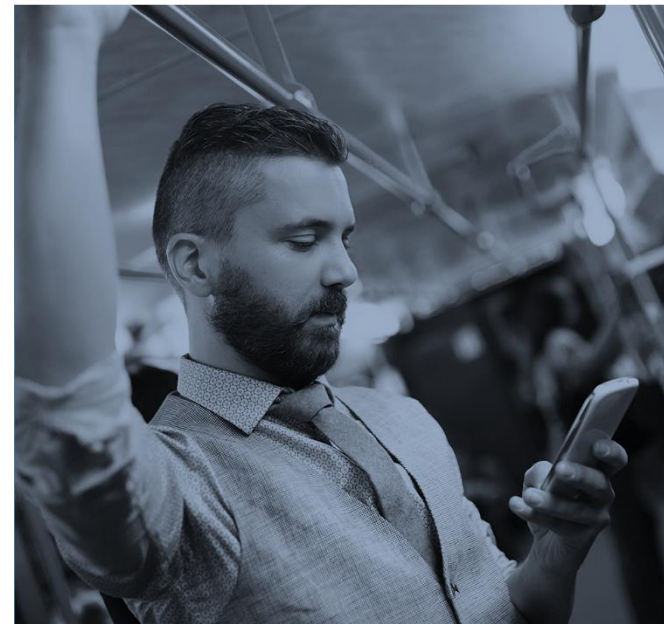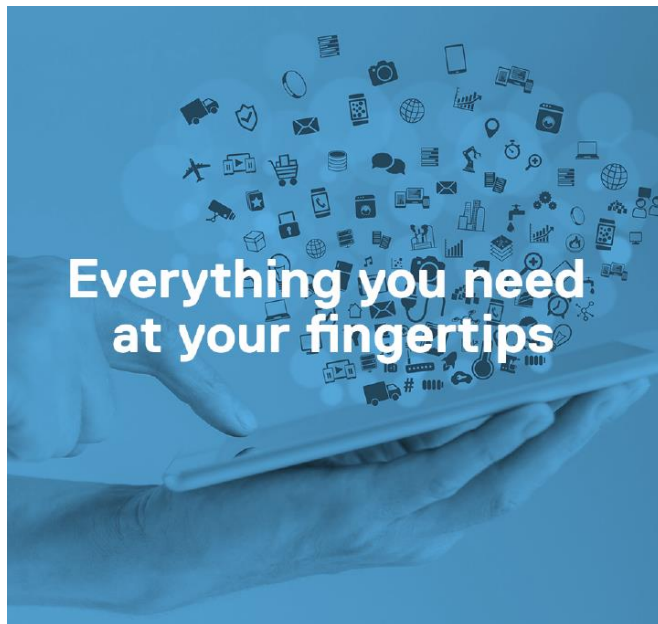# Mobile's Role in Public Transit

Tony Jannotta

Development Manager, Genfare
Elk Grove Village, Illinois

APTA

Mobile's Role in Public Transit

- Improved Rider Experience

- Optimized Operations and Cost Reduction

- Reaching A New Audience

Improved Rider Experience

Putting The Rider In Control

Improved Rider Experience

- Trip Planning and Real-time Assistance
  - o Point A to Point B, Schedules
  - o Where is my bus? Am I on the right bus?
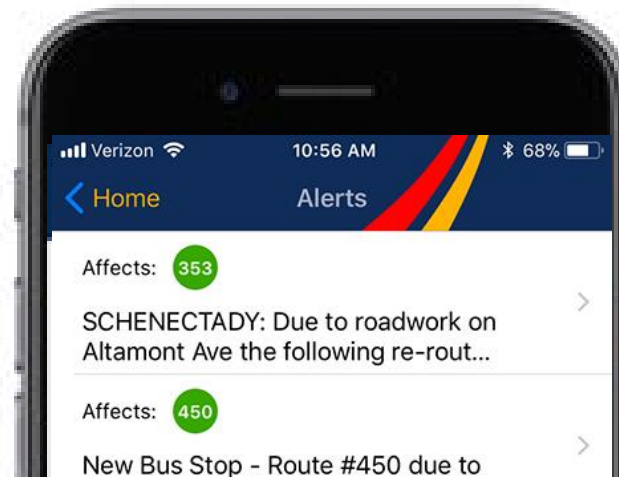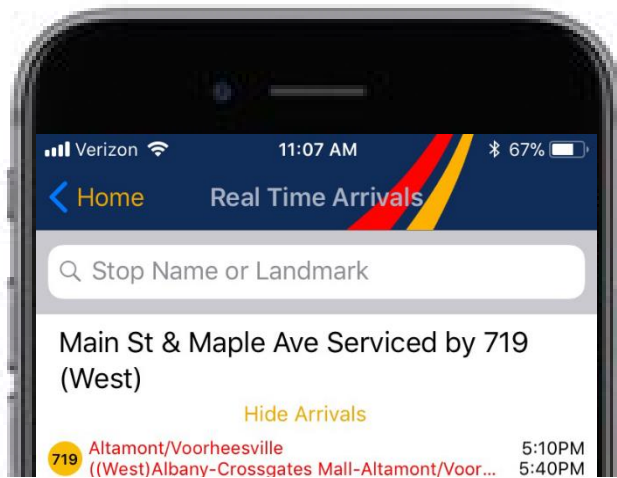 - o The Last Mile / API Integrations

Improved Rider Experience

- Fare Collection and Product Flexibility
  - o Don't need exact change!
  - o Account Based, Product Based
  - o Auto-load, Cash-to-mobile top up

Improved Rider Experience

- Keeping The Public Informed
  - o Travel Alerts
  - o Schedule Updates
  - o Fare Announcements

Operational Efficiency

- Optimized Fare Collection
  - Operational Cost Reduction
    - no cash/coin to collect
    - no cards or the maintenance associated
  - Increased revenue
    - Collection guaranteed
  - Fraud prevention
    - Mechanical validation

Reduced driver engagement!

Operational Efficiency

- Decreased maintenance and reliance on traditional channels
  - Less traffic at the ticket counters
  - Sales and marketing channels, printing and ad buys
  - General information and keeping the public informed

- Increased Reporting Opportunities
  - Ridership Patterns
  - Big Data!

Reaching A New Audience

- "If no app, it doesn't exist…"
- Mobile transforms perception
    - For business, it legitimizes
    - For transit:
        - » It gains ridership
        - » It reduces congestion
        - » It elevates the regional status

Reaching A New Audience

IoT Crowd   Dad

Q&A

Thank you.