

Put an RTC Washoe Transit Pass in Everyone's Pocket



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2018 Fare Collection/Revenue Management
& TransITech Conferences



April 2018

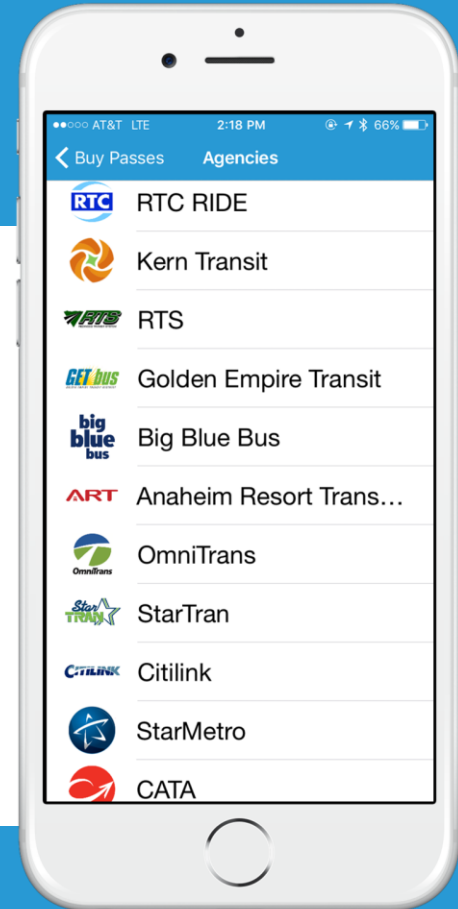
Who is Token Transit?

Founded by a **team of former Google and Apple engineers**, we have **decades of experience** building secure and scalable software. None of us have owned cars.

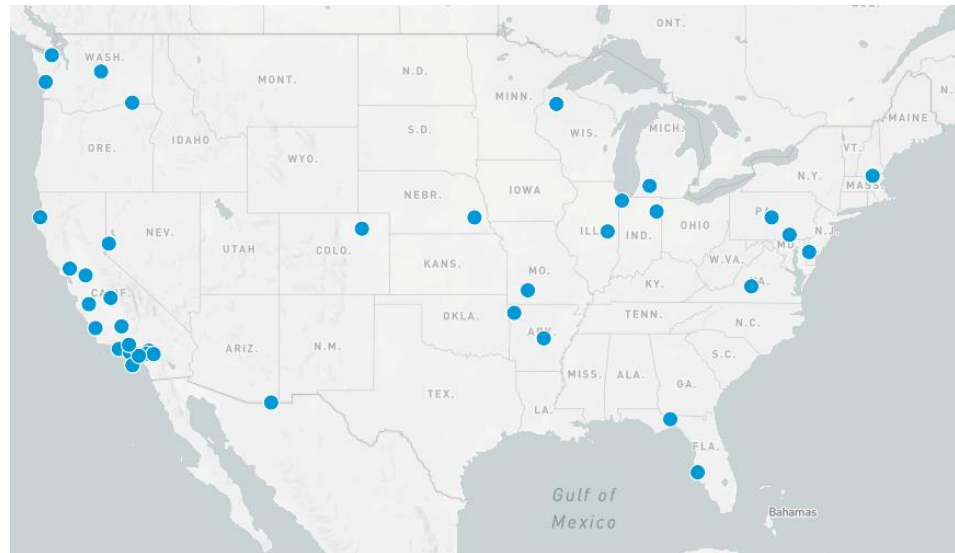


One App, Many Agencies

- *The app chooses agencies near you*
- *Each agency has full autonomy, interagency transfers*
- *No need for a new app in each city*
- *New features benefit all agencies*



40 Agencies Nationwide



But RTC Washoe Was #1!



Who is RTC Washoe?

313,150 service area population

\$7,290,692 in Fare Revenue

54 fixed-route buses

Free Rides on Earth Day



Launching Mobile Ticketing

Smartphones vs. Smart Cards

Smart Cards

- *High upfront costs for smart card vending machines*
- *Possibility of losing smart card*
- *Cost of smart card and smart card readers*

Smartphones

- Smartphones require WiFi or data plan to activate ticket
- Pilot/Demonstration/Evaluation Program vs Request for Proposal (RFP)

Smartphone Fare Payment Considerations

Three types of fees

- *Flat monthly fee*
- *Percentage of revenue*
- *Flat monthly fee if percentage of revenue does not meet a certain amount*

Who pays for credit card transaction fees?

Smartphone Fare Payment Considerations

Spanish language version and people with visual impairment

Which customer issues should go to transit agency or app provider

Define administrative portal/dashboard

- *User type, fare type*
- *Aggregated GPS boarding and alighting locations*

Lessons Learned

How to treat a one-ride ticket?

- *Option A: Purchase a one-ride ticket and get a transfer from the driver*
- *Option B: If transfer is 90 mins, instead of a one-ride ticket, offer a 90-min ticket*

Create an option to send a ticket to someone's phone

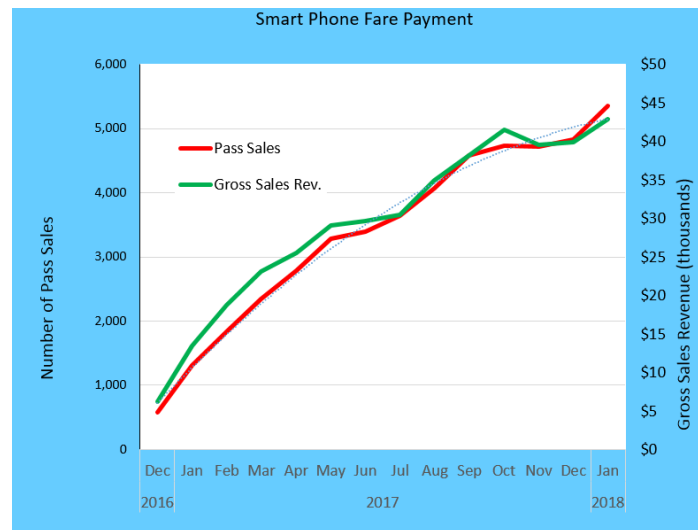
- *Parents don't have to worry about kids use of their credit card*
- *Social service agencies can text tickets to a client's phone*

Lessons Learned

- *Beta testing on employees and then volunteer bus riders for a discount*
- *Initial discount to lure riders*
- *While many transit users have smartphones (as their primary access to the Internet), many have never downloaded or used an app. Many will need to be trained.*
- *Many may not have the most recent operating software on their phones.*
- *Many transit users do not have sufficient data and rely mostly on free WiFi*
- *Transit users may have social service debit cards that don't work on apps*

Results

After 14 months, smartphone fare payment now makes up 12% of all pass sales and 7.6% of all rides.



Marketing Mobile Ticketing to RTC Washoe Riders

Put Marketing Material Everywhere



Attract Riders with Discounts

Buy RTC **50% Off** passes on your phone

Text **TOKEN** to 41411
for a download link

- 1 Download the **Token Transit** App
- 2 Purchase first pass **50% off**
- 3 Show phone to board bus

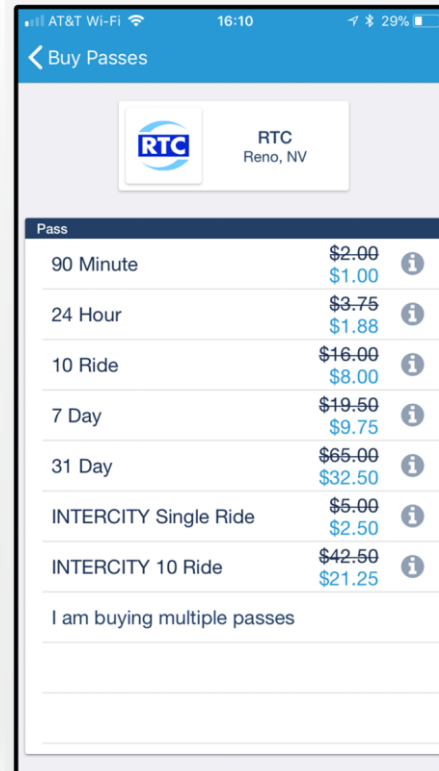


50% Off Your First Mobile Bus Pass

RTC Passes On Your Phone  Token Transit™











Text **"TOKEN"** to 41411
for a download link



AT&T Wi-Fi 16:10 29%

< Buy Passes

 RTC
Reno, NV

| Pass | | |
|-----------------------------|--------------------|---|
| 90 Minute | \$2.00 \$1.00 |  |
| 24 Hour | \$3.75 \$1.88 |  |
| 10 Ride | \$16.00 \$8.00 |  |
| 7 Day | \$19.50 \$9.75 |  |
| 31 Day | \$65.00 \$32.50 |  |
| INTERCITY Single Ride | \$5.00 \$2.50 |  |
| INTERCITY 10 Ride | \$42.50 \$21.25 |  |
| I am buying multiple passes | | |
| | | |
| | | |

Gain New Riders with Free Passes



[HOME](#) [AMENITIES](#) [FLOOR PLANS](#) [APPLY](#) [RESIDENTS](#) [PHOTO GALLERY](#) [COMMUNITIES](#) [CONTACT](#)

NOW PRE-LEASING THE
EXECUTIVE APARTMENTS

A NEW URBAN RESIDENTIAL COMMUNITY AT VICTORIAN SQUARE!

FOUNTAINHOUSE SPARKS

Clubhouse Open!

Location

Community

Amenities



IT'S ALL ABOUT LOCATION

Conveniently located between The Nugget casino and the 14th/15th Century Movie theater, this community also has two off ramps from Interstate 80 and is directly across street from the regional bus terminal (Hub of local bus routes as well as Megabus to Sacramento and the Bay area). Victorian Square is the home of many annual events that each draw over 100,000 people to the area. This new community will cater to tenants working locally as well as the rapidly expanding Tahoe Reno Industrial Center "TRIC"

across street from the regional bus terminal
(Hub of local bus routes as well as Megabus

FOUNTAIN HOUSE EXPERIENCE RIDE ON US

Limit one free pass per phone number. Free 7-day mobile pass is issued through Token Transit and is good for unlimited travel on any RIDE bus route for 7 continuous days. You must download the app to get the free pass by May 31st. Not valid on ACCESS.

PHONE

Phone Number

REGISTER FOR PASS

<https://www.tokentransit.com/rtcfreepassfh>

VICTORIAN SQUARE IS UNDERGOING A HUGE TRANSFORMATION



Sending Transit Passes in Reno

Send Passes to Employees



GSR EMPLOYEE 30 DAY PASS

Enter the employee's phone number to send them a 30 Day Pass. Only one pass can be sent per phone number, per month.

PHONE

PASS TYPE

GSR DISTRIBUTION PASSWORD

NAME (OPTIONAL)

REGISTER FOR PASS

Send Passes to Conference Attendees

**Download
App**

**Book
Hotel**

**Travel
Discounts**

Complimentary Digital Bus Pass

Our host, the Regional Transportation Commission of Washoe County (RTC), in collaboration with their mobile ticketing provider Token Transit, is providing free digital bus passes to all conference attendees.

[Use this link to download your digital bus pass.](#)

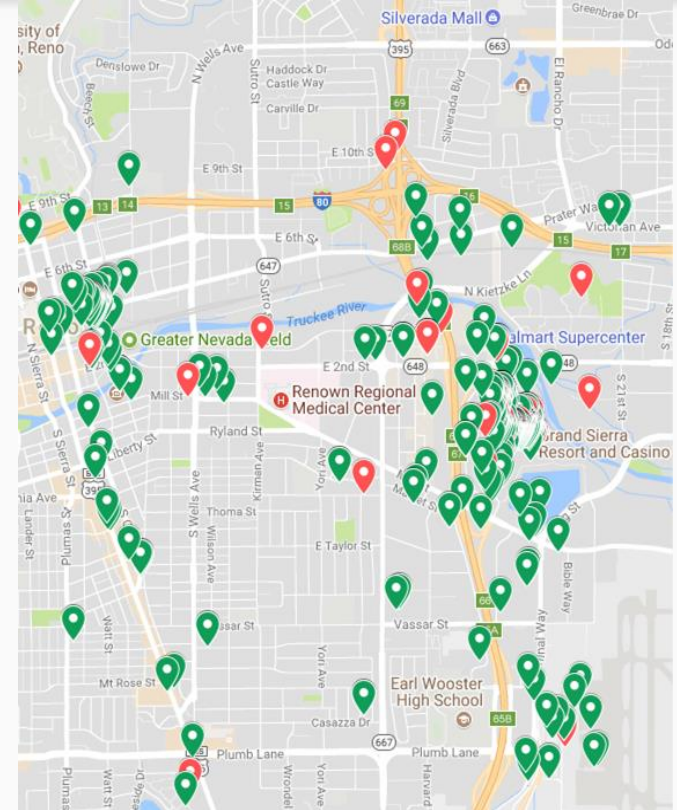


Follow Us:




1300 I Street

American Public Transportation Association



Send Passes to Anyone in Reno or Beyond!



RTC
RENO/SPARKS, NV

SEND A PASS

CHOOSE THE RIDER

RTC RIDE Adult

RTC RIDE Youth

RTC RIDE Senior

RTC RIDE Disabled

RTC ACCESS

CHOOSE THE FARE

90 Minute

24 Hour

10 Ride

7 Day

31 Day

INTERCITY Single Ride

INTERCITY 10 Ride

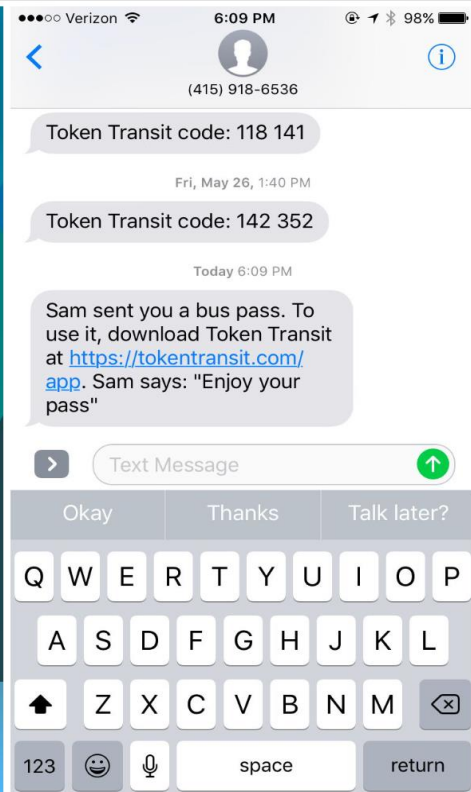
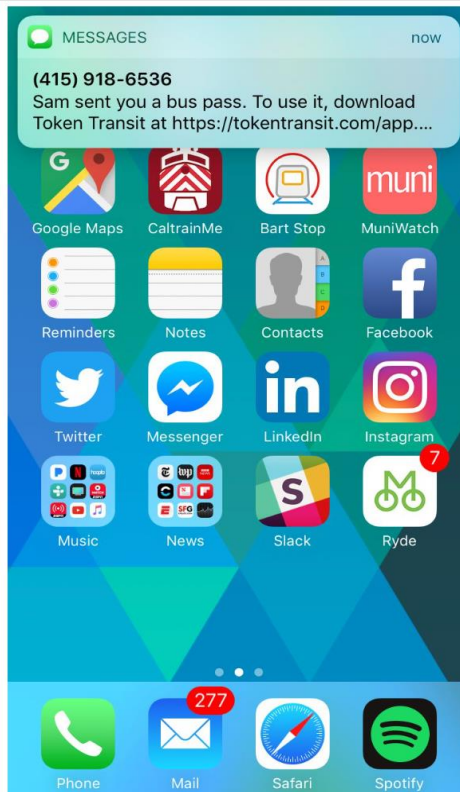
\$3.75

Purchased passes are saved for later use. 24-hour passes are activated at the time of first use and are valid for 24 hours. Valid on SIERRA SPIRIT, RTC RAPID and RTC RIDE. May be used on RTC INTERCITY with additional fare of \$3.50.

SEND PASS TO PHONE NUMBER

RE-TYPE PHONE NUMBER

YOUR NAME



*Making Mobile Ticketing Work for All
RTC Washoe Riders*

ADA Accessibility, Voiceover, Translations

App accessible feedback



Inbox x



to feedback ▾

Good evening,

Just a few suggestions to help visually disabled and blind users of the app have a better time.

- the button under the header on the pass wallet screen is unlabeled. I think it should be titled "my account"
- the button on the buy passes page is also unlabeled. I think it could be titled "edit payment".
- the transit agency is called "RTC RIDE" but I think it should actually be called "RTC WASHOE" instead

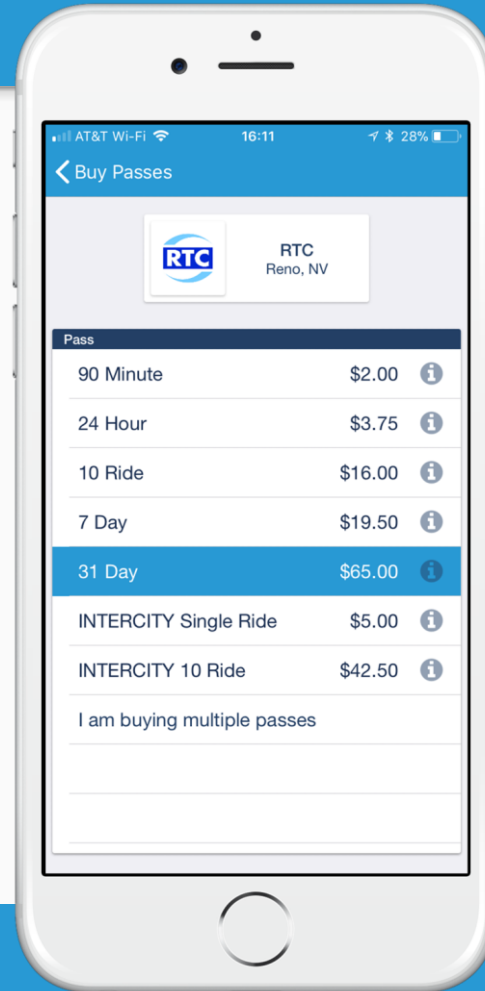
Lastly the "accessibility" button does not work which is pretty funny, but this is a beta so I guess it is

Cheers,



Why Fare Capping?

1. Riders always purchase fares that serve them best
2. Avoid charging riders more because they cannot afford expensive passes



Questions?



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