

Enabling Seamless Mobility through Transit Solutions

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2017 Fare Collection/Revenue Management
& TransTech Conferences



Recent Explosion of New Mobility Services

Carsharing



Ride-hailing/
Ridesharing



Bikesharing



Microtransit

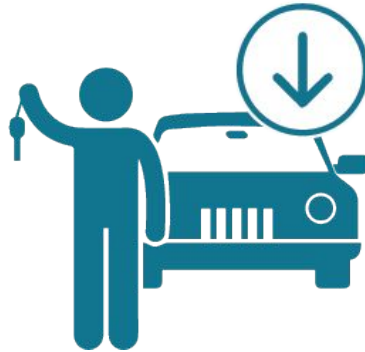


New Mobility Solutions Can Complement Transit Services

From a recent APTA report:



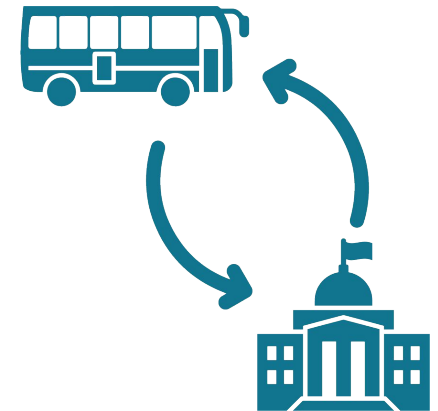
Increased:
Shared Modes.
Consequent
increase in public
transit



Reduced:
Car Ownership



Increased:
Importance/
significance of
shared modes
with public transit



Increased:
Interest of
collaboration
between private
and public

MaaS: What's Happening Today

- Mobile ticketing for transit continues to gain traction
 - Opportunity for integration with mobility services
- Integrated trip planning and payment
- Open data sets and open standards
- Robust APIs for easy integration
- Portal technology for management of reduced fares and transit benefits

RideTap: Multimodal Transportation Network for Apps

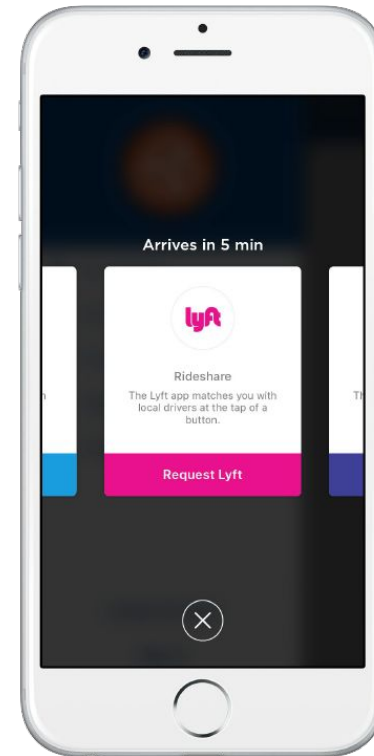
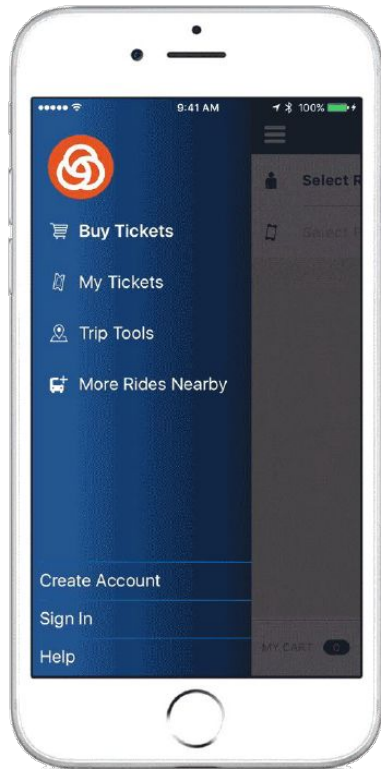


RideTap SDK



- Single-point integration
- Frictionless user experience
- Pilot launched April 2016
 - TriMet, GlobeSherpa & RideScout;
- Ride provider partners:
 - Lyft, car2go, Zipcar, and BIKETOWN

RideTap: Multimodal Transportation Network for Apps



Use Cases: Seamless Mobility

- Integration of transit applications with **first mile/ last mile** solutions
- Connecting transit users to off-hour solutions for their mobility needs - a mobility “safety net”

Result: Improved accessibility, reliability, and usability for current and future transit service consumers

Thank You!

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