

# Mobile Ticketing: Technologies for Today and the Future

**Adam McGavock**

*moovel North America*

*Director of Sales*

*Portland, Oregon*

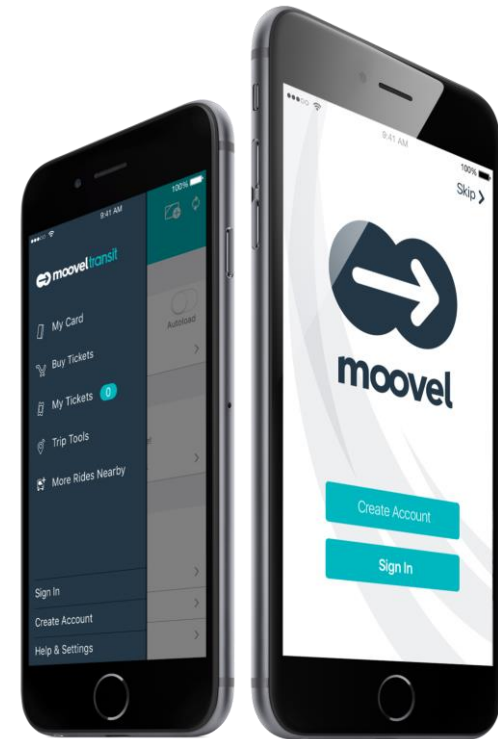


2017 Fare Collection/Revenue Management  
& TransTech Conferences



# Mobile Ticketing: A Big Step Forward

- There is **more** to fare collection **than selling tickets...**
- **Vast possibilities** that the mobile devices offers to public transit
- Currently focused on the front end - improving the back end poses as an opportunity for **huge benefit**

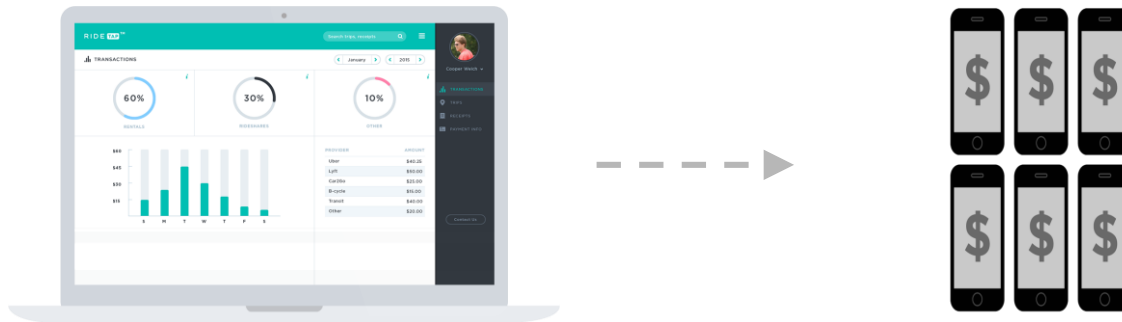


# Transit Pain Points and Opportunities

## Pain Points / Areas of Opportunity

1. Transit agencies must offer **reduced fare programs**. Enforcing eligibility is expensive, time-consuming, and difficult
1. Both transit authorities and their partners (e.g. universities, institutions, employers) need an **easy way to handle “groups”**.
1. Retailers and merchants want to **reach transit customers**.

## One to Many Service Model

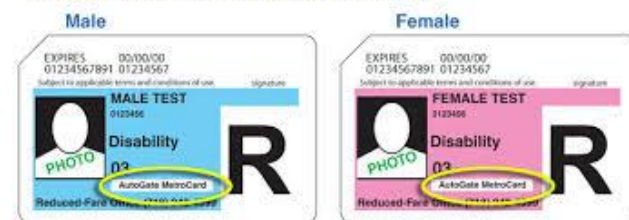


# Managing Restricted Fare Products

## Challenges:

- **Fare logistics:** Purchasing, maintaining, and storing a secure inventory of reduced fare passes
- **Tracking** sales/inventory across multiple vending channels
- **Enforcing eligibility** requirements for purchase and use
- **Rescinding unauthorized** passes

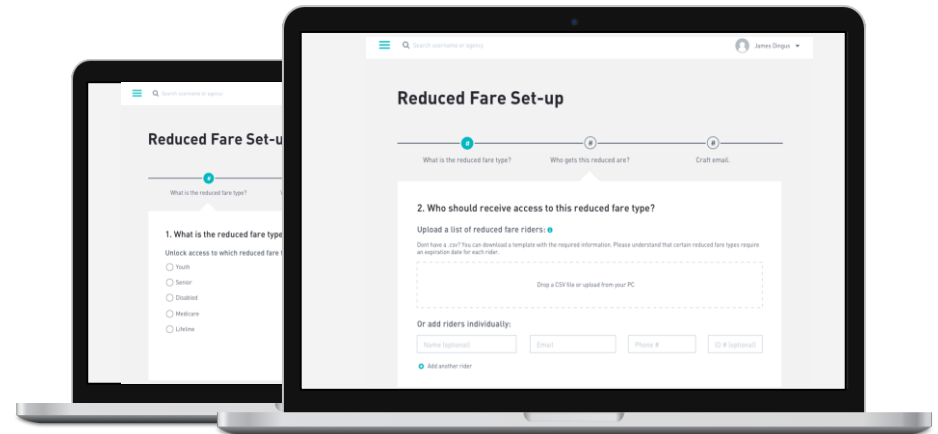
AutoGate Disability Reduced-Fare MetroCard:



# Managing Restricted Fare Products

## Solution:

- Transit agencies portal use:
  - Create and manage **inventories** of reduced fare products and passes
  - **Track** their usage
  - **Instantly rescind products** from users who do not meet eligibility requirements



# Discounted Fare Products - Eliminating Fraud

## Uncertainties:

- Eligibility requirements are enforced when sold
- Eligibility requirements are enforced when used
- People share passes with family and friends

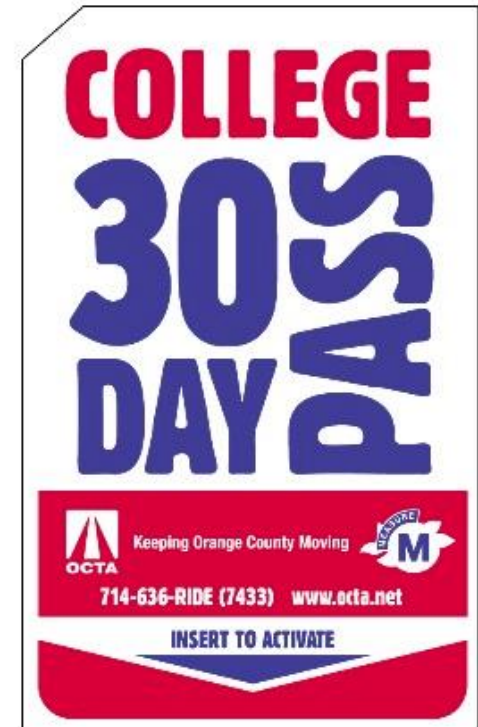


***WHO HAS LENT OUT THEIR PHONE RECENTLY?***

# Eligibility Lists: Today

## Eligibility Today:

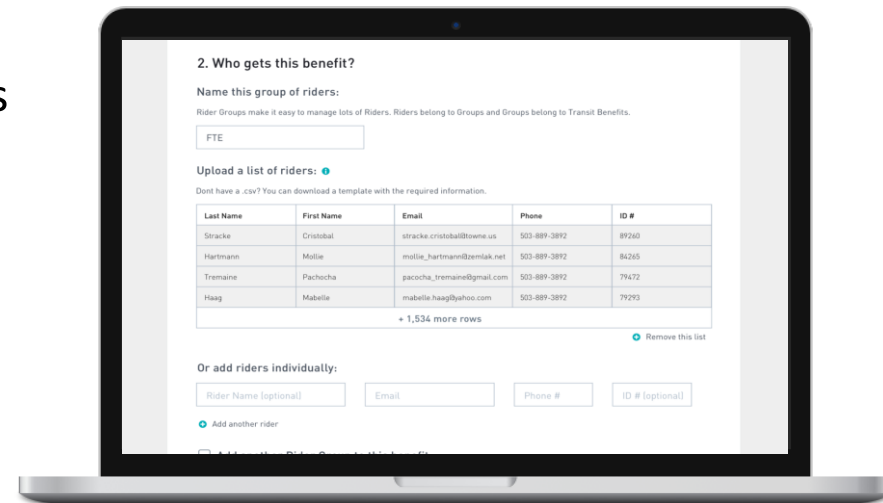
- Transit agency managed (ie ADA Paratransit eligible) or by an external entity (employee list).
- Adding/removing participants requires distributing or disabling discounted fare media
- Lag time in the process



# Eligibility Lists: Tomorrow

## Eligibility Tomorrow: *Using a Simple Web Interface*

- Transit agencies and outside entities can create and manage eligibility lists via a web-based interface.
- Instantaneous control:
  - Remove/alter participant eligibility
  - Discount fare products/transit subsidy amounts can be added, modified, or removed

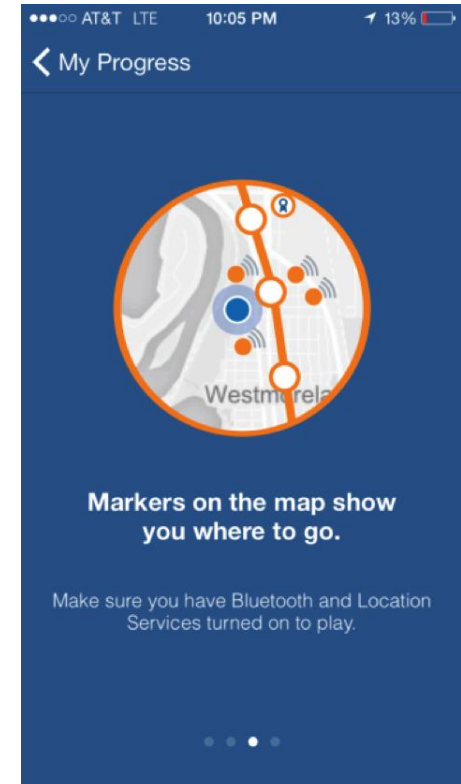




# Marketing Partnerships and Promo Codes

## Marketing Opportunities:

- **BLE Marketing** - Merchant partners can manage promotions, deals, and offers while tracking performance metrics
- **Promo codes** - Allows merchants, conferences, institutions, and other entities to provide fare payment to customers, attendees, visitors, and participants



# Key Presentation Takeaways

- **Mobile ticketing is evolving** and there is a need for group fare collection and distribution:
  - moovel portal offers transit agencies and third parties means to operate and **manage reduced fare programs**.
  - Program sponsors maintain eligibility lists, membership is **updated in real-time**.
- **Limited vulnerability**, fraud, theft, and sharing when fare/pass products **reside on mobile devices**.
- **Marketing opportunities** with BLE technology to offer merchant partners a superior vehicle to reach customers

# Thank you

**Adam McGavock**

Adam.McGavock@moovel.com

*moovel North America*

*Director of Sales*

*Portland, Oregon*





Search username or agency



James Dingus ▾

## Welcome, Maude

### Your Alerts

|   |        |   |
|---|--------|---|
| <u>Fall 2016 Benefit</u> has expired.                       | Jan 30 | ⓧ |
| You will be billed for <u>Winter 2016</u> on 01/31/2017     | Jan 16 | ⓧ |
| <u>67% of riders</u> have not activated Winter 2016 Benefit | Jan 13 | ⓧ |
| <u>2016 Annual Pass Benefit</u> budget is 90% of its limit. | Jan 13 | ⓧ |



### Partners

Export ▲

#### Most Number of Riders

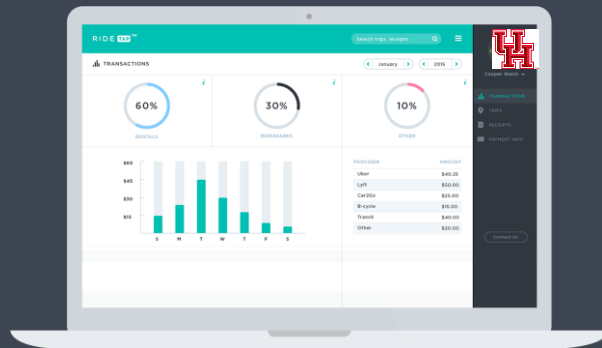
| Partner                           | Total Eligible |
|-----------------------------------|----------------|
| # <u>Intel</u>                    | 19,500         |
| # <u>Daimler Trucks NA LLC</u>    | 18,360         |
| # <u>Nike</u>                     | 16,450         |
| # <u>Precision Castparts Corp</u> | 13, 230        |

#### Most Profitable

| Partner                           | Total Billed |
|-----------------------------------|--------------|
| # <u>Intel</u>                    | \$92,727     |
| # <u>Daimler Trucks NA LLC</u>    | \$90,528     |
| # <u>Precision Castparts Corp</u> | \$86,193     |
| # <u>Nike</u>                     | \$81,105     |

# moovel's Solution: Portals

Transit authorities and/or Agency partners go into portal and distribute benefits and promotional offers via mobile



Riders use benefits through mobile app to pay for rides and apply discounts



# Improving The Customer Experience: Incident Reporting

- Through our partnership with Closewatch, moovel can help your customers feel secure, by providing them with a simple, fast, and effective means to report suspicious activity or individuals.
- The system allows customers to anonymously (and silently) provide text, photos, and video directly to transit staff and/or law enforcement, and allows the receiving agency to conduct 2-way anonymous communication with the customer.



# Improving The Customer Experience: Managing Tips and Evidence

- Robust back-end system allows agency/law enforcement to manage and share tips, send out alerts
- The system maintains chain-of-custody for all tips received

