Mobile Ticketing: Technologies for Today and the Future

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2017 Fare Collection/Revenue Management & TranslTech 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 •





Service Connected

Veteran ID Card



DMV Placard

Receipt





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

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C, booth parents at apert	Reduced Fare Set-up	
Reduced Fare Set-u	What is the reduced fare type? Who gets this reduced are	7 Craft email.
What is the reduced face type 1. What is the reduced face type Unlock access to which reduced face (2. Who should receive access to this reduced fare Upload a list of reduced fare riders: o Own has a car from the standard annulation with the regard information. Pleas	
Vium Seiter Sei	Drug a CSF tile er spisad form ynor	PC
Ultrine	Or add riders individually: Rume Isptional Add actherrister	



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



Fare fraud: Perth commuters steal cheap travel

Kent Acott, PerthNow February 8, 2017 10:02pm

AN 18-month sting operation has nabbed hundreds of commuters illegally using concession SmartRider cards to secure cheaper train and bus fares.

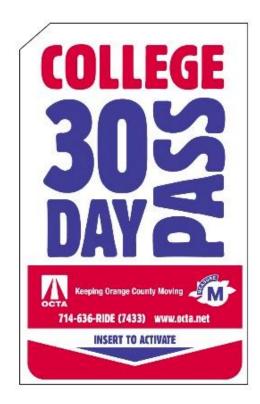
WHO HAS LENT OUT THEIR PHONE RECENTLY?



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,

-	oup of riders:			
	it easy to manage lots of R	iders. Riders belong to Group	s and Groups belong to Transi	it Benefits.
FTE				
Last Name	First Name	Email	Phone	ID#
Stracke	Cristobal	stracke.cristobal/dtown	e.us 503-889-3892	89260
Hartmann	Mollie	mollie_hartmann@zem	lak.net 503-889-3892	84265
Tremaine	Pachocha	pacocha_tremaine@gm	ail.com 503-889-3892	79472
Haag	Mabelle	mabelle.haagibyahoo.c	am 503-889-3892	79293
		+ 1,534 more rows		
				 Remove this
Or add riders	individually:			
Rider Name (o		Email	Phone #	ID # (optional)

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



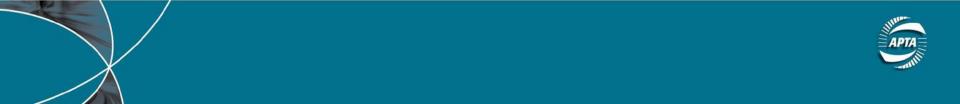


Key Presentation Takeaways

- 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





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Q Search username or agency

Welcome, Maude

Your Alerts

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

🖸 James Dingus 🔻

📮 Partner <i>s</i>			🕒 Export 🔺
Most Number of Riders		Most Profitable	
Partner	Total Eligible	Partner	Total Billed
# Intel	19,500	# Intel	\$92,727
Daimler Trucks NA LLC	18,360	Daimler Trucks NA LLC	\$90,528
// Nike	16,450	# Precision Castparts Corp	\$86,193
Precision Castparts Corp	13, 230	(#) Nike	\$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 chainof-custody for all tips received

