

# Simple Solutions Using Technology

## **Sanford Weinberg** **Conduent Transportation**

*VP Fare Collection*

*Somerset , NJ*



2017 Fare Collection/Revenue Management  
& TransTech Conferences



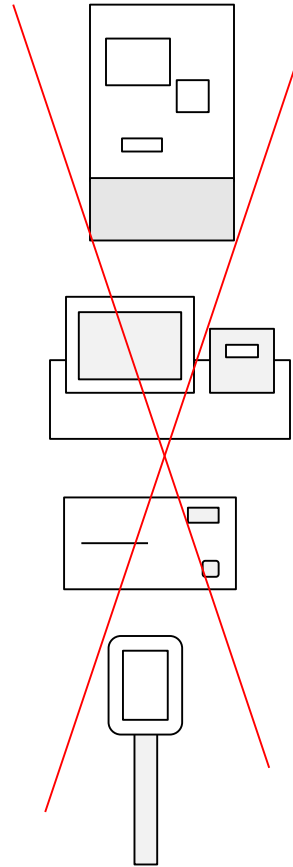
# Balancing Act

## Budget + Technology = New Fare System

- Agency Needs are the same for large or small
  - Collect funds securely and accurately
  - Apply business rules appropriately
  - Improved Rider access
- Growing Rider expectation for ease of access with technology
- Interest in expanded access with parking, bike share, public services i.e. Libraries/Pool
- Technology options for Fare Payment continues to expand
  - Closed Loop
  - Open Loop
  - Electronic Wallet NFC / Bluetooth
  - Back Office to Manage
  - Devices for acceptance

# What if ?

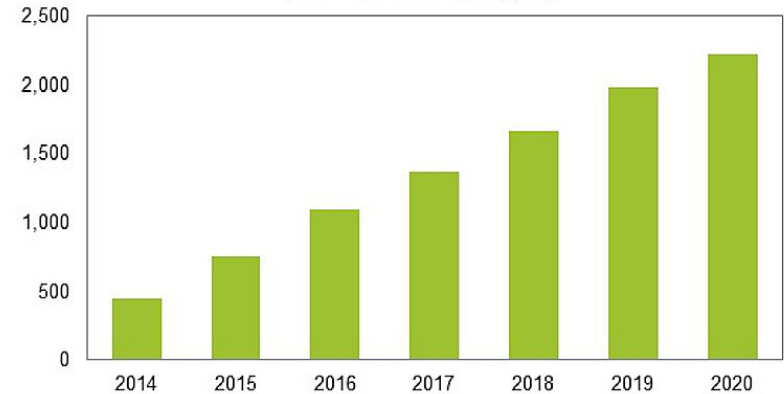
- What If you did not need costly devices?
- What if you didn't need distribution of media?
- What if media could support a range of transit needs?
- What if someone else paid for the network?



# Lets take advantage of the Growth NFC Devices

- NFC smartphone use growing to 2.2 Billion by 2020
- Increase in NFC terminals promoting users acceptance NFC payment

World Shipment of NFC-enabled Cellular Handsets  
(in Millions of Units Shipped)



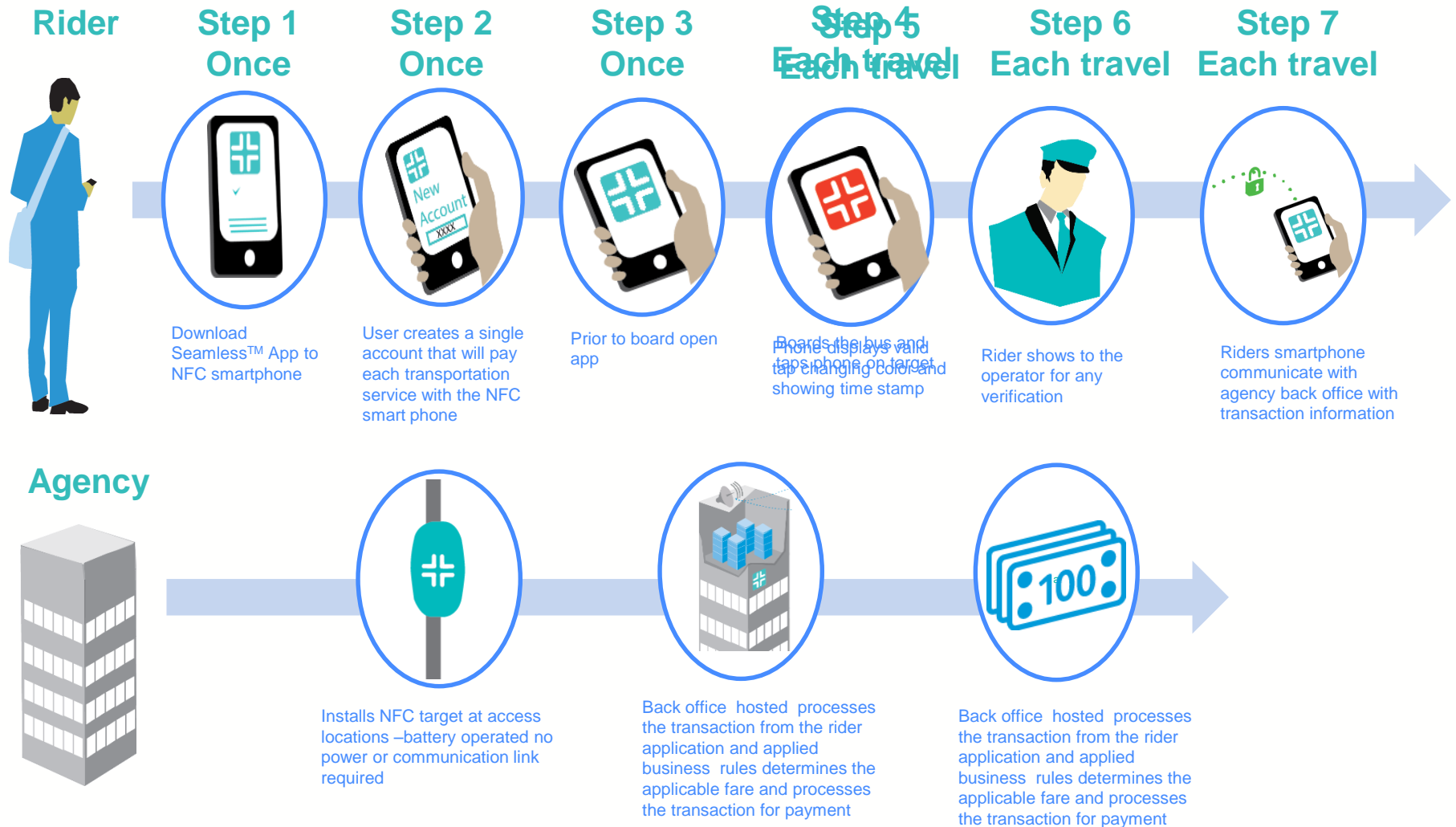
- NFC Provides a ready platform for Small/Mid-Size Agencies

# Valance France used the NFC Technology

- Population 250,000
- Services
  - Bus,
  - Bike Share
  - Parking
  - Car Pool
- 29 Routes
- 180 Busses
- 40,000 trips per day



# Rider Perspective



# Results for Valance

- Customer Satisfaction 90%

*“Taking the bus using my smartphone and without having to make a prior purchase makes travelling easier. And even more so as I have the annoying habit of misplacing tickets and cards.”*

- Pilot Program in operation 5 months

- Covers 4 Routes
- Test group of 296 riders
- 25,000 transactions

- Plans to continue expansion on routes and services

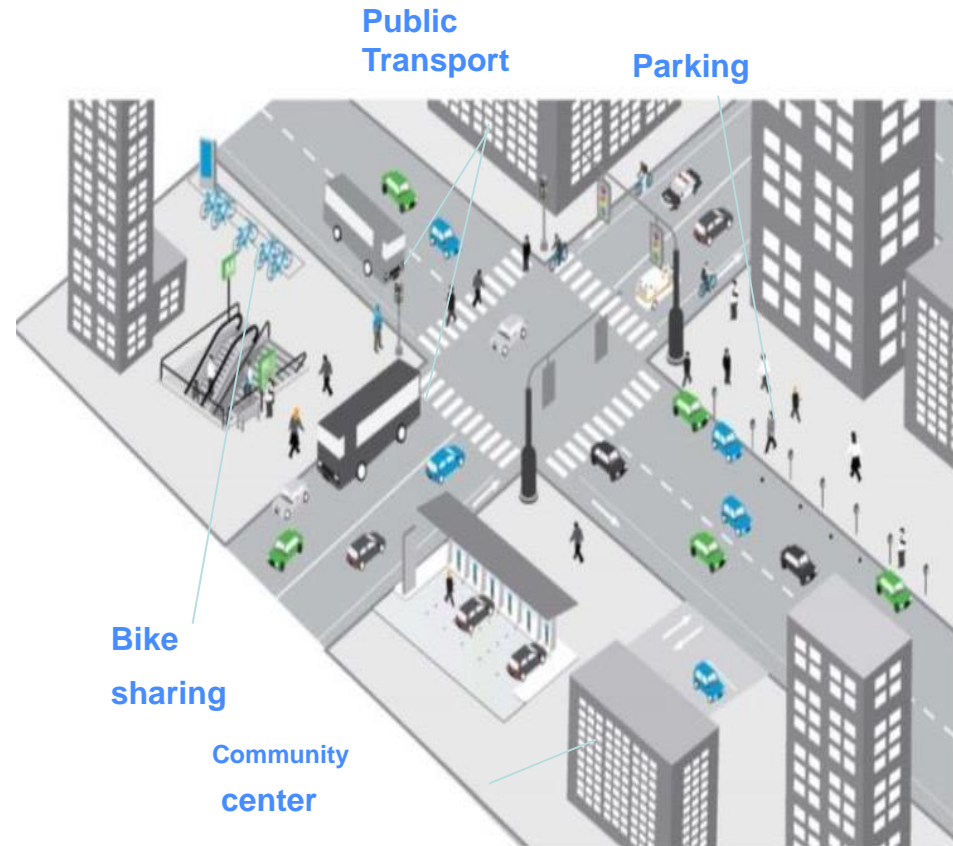
- Collected rider data





# So think simple With an Account Based Solution

- Use NFC Device Technology
- Think simple business rules
- Let the Back office do the work - calculations
- Provide Simple Access through out community
- Added Rider value with easy access Promotes rider acceptance
- Limited Investment





# Thank You

**Sanford Weinberg**  
**Conduent Public Sector**  
**Transportation**  
*Somerset , NJ*

