

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	09/14/15	Open	Action	09/03/15

Subject: Authorizing a Temporary Fare for the Mobile Ticketing Pilot

ISSUE

Whether to authorize new types of Prepaid Fares to be purchased and validated through a mobile application.

RECOMMENDED ACTION

Adopt Resolution No. 15-09-____, Temporarily Authorizing New Prepaid Fares for Purchase and Validation with a Mobile Application.

FISCAL IMPACT

Limited fiscal impact. The proposed 1.5 hour duration of the Mobile Single Ride fare would be a benefit for bus riders, who currently do not have the ability to transfer on a Fare Ticket, but is less than the 2 hours currently available to light rail system riders with a Fare Ticket.

DISCUSSION

By Resolution 09-10-0174, the Board amended and restated the Fare Structure for fixed route service. The Fare Structure identifies the types of fare media that will be accepted as valid for purpose of RT's fixed route service and the conditions of their use. The Fare Structure identifies and defines acceptable "Prepaid Fare" types, specifically: monthly pass, semi-monthly pass, daily pass, fare ticket, transit pass, group pass, temporary pass, lifetime pass, school class pass, peace officer identification badge, or token.

Fare Tickets are further defined as paper media only. A Fare Ticket is valid for a "Ride", which is defined as either: (1) a single ride on bus; or (2) as many trips as can be taken by one person on a light rail train(s) within 120 minutes.

RT has entered into a contract with Passport to develop and implement a mobile application for fare purchases for a six-month pilot period at no cost to RT. Daily passes and single ride tickets would be available through the application. Tickets can be purchased in advance through the application and "validated" through a redemption option when the user is ready to ride. For the pilot program, the fare media would be presented to a driver or inspector as a "flash pass" with a constantly updating timer showing the remaining validity period for the ticket or pass. There will be no way for a bus operator to know whether a single ride ticket has already been presented on another mode. To be able to offer a single ride ticket type valid on both bus and rail, staff is proposing that RT offer a 1.5 hour window for use of a single ride ticket purchased through the mobile application. This will simplify fare inspection between the two modes (bus and light rail) and will be attractive to bus riders. The proposed mobile single ride ticket would be available as both a full fare and discount fare with a 1.5 hour duration for transfers from the time of purchase.

Approved:

Presented:

Final 09/08/15

General Manager/CEO

Chief of Facilities and Business Support Services

J:\Board Meeting Documents\2015\15 September 14, 2015\Issue Paper - Authorizing a temporary fare for Smart Phones.doc

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
5	09/14/15	Open	Action	09/03/15

Subject: Authorizing a Temporary Fare for the Mobile Ticketing Pilot

In addition, the current definition of “Daily Pass” refers only to a “paper scrip” and does not envision an electronic ticket type. To offer a Daily Pass through the mobile application, the Board must authorize a new Mobile Daily Pass fare type.

Because the mobile application is a pilot program, at this time Staff is not proposing to amend and restate the Fare Structure to permanently incorporate the new fare types. Instead, Staff is requested that the Board approve, notwithstanding the existing Fare Structure, new Prepaid Fare types for purchase and validation through a mobile application.

Staff will provide the Board with a presentation to clarify the use of the mobile application.

Mobile Ticketing



The Experts and Leader in GovTech



**MOBILE
PAYMENTS**



**MOBILE
TICKETING**



**CITATION
MANAGEMENT**



**DIGITAL
PERMITS**



**MERCHANT &
GATEWAY
PROCESSING**



POWERED BY

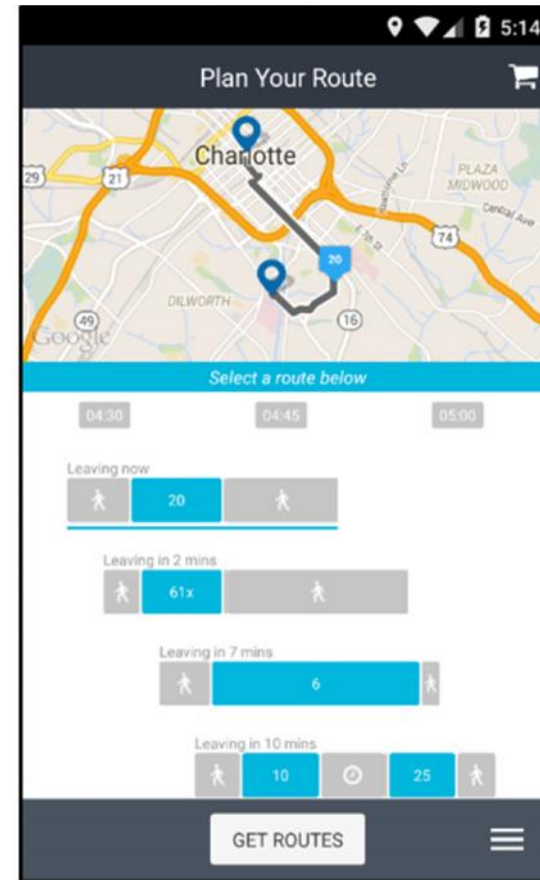
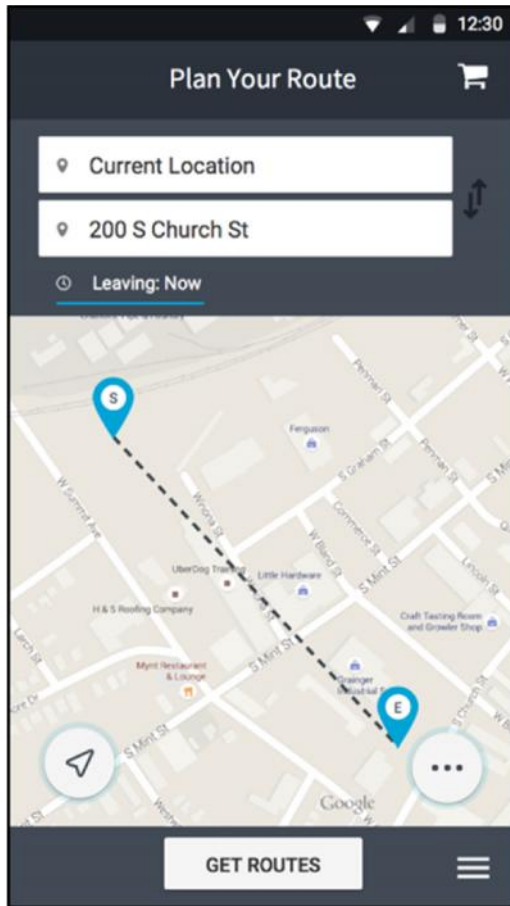
Passport

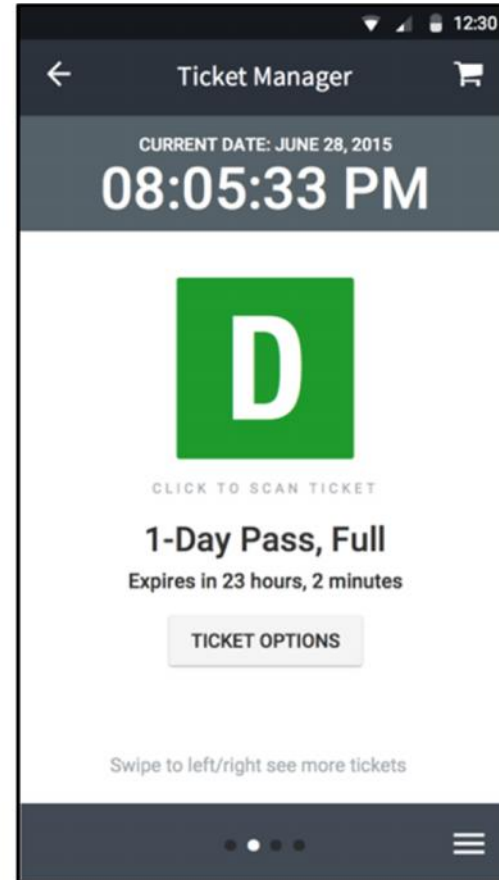
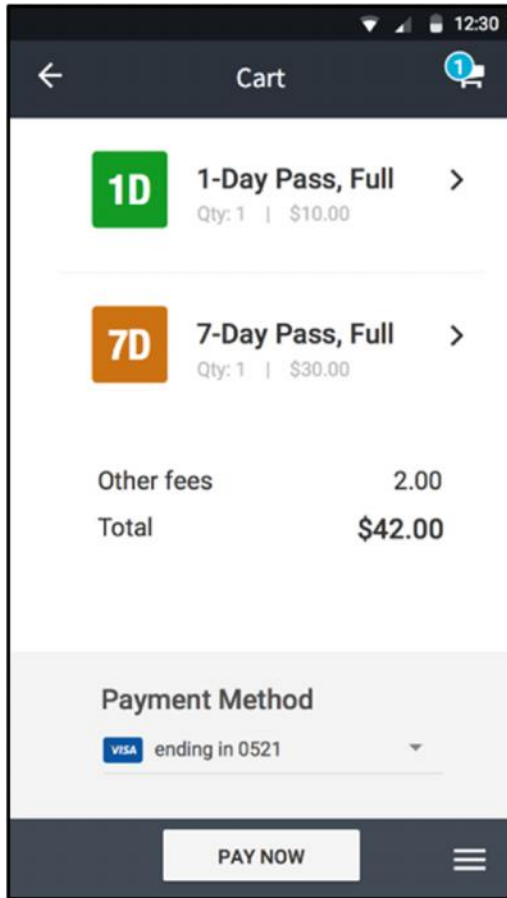
PLATFORM IS BUILT FOR SCALE TO SOLVE MULTIPLE NEEDS

USER

OPERATOR

ADMINISTRATION





Functional on Any Smartphone

Many ways to pay



Native iOS APP



Native Android APP



MOBILE WEB

As of March 2015, 95%
of smartphones operate
either iOS or Android.

Source: comSCORE

USER

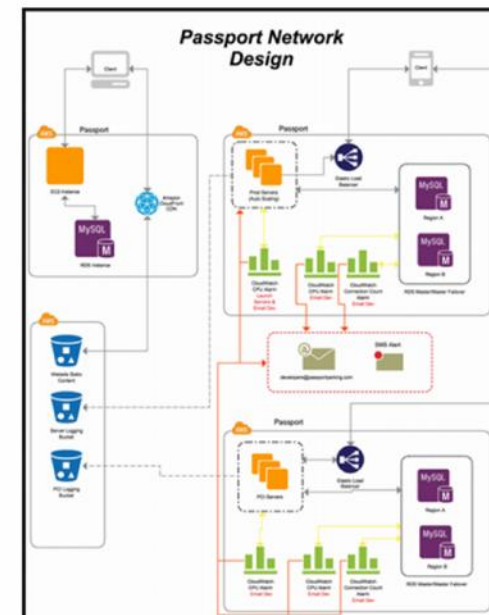
OPERATOR

ADMINISTRATION

Secure Web Portal for Riders

Passport's secure **two factor authentication**, **password re-entry lockout**, and **network design** provides the RT 's riders with a secure web portal to manage their account including:

- Viewing Rider History
- Managing Tickets
- Purchasing Rides
- Bug Reports
- Editing Payment Options
- Emailing Receipts
- Viewing Terms & Conditions



USER

OPERATOR

ADMINISTRATION

USER

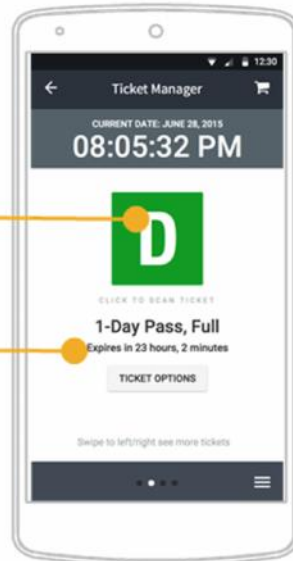
OPERATOR

ADMINISTRATION

Fraud Prevention: Active Ticket Screen

FARE TYPE.
Matches the rider to the appropriate fare type.

EXPIRY.
Counts down until expired. Prevents static screenshots.



CURRENT DATE & TIME.
Data from Passport's servers, not the time local to the phone. Prevents against video screen shots.



DYNAMIC QR CODE.
Changes at a custom interval. Prevents static screenshots.



USER

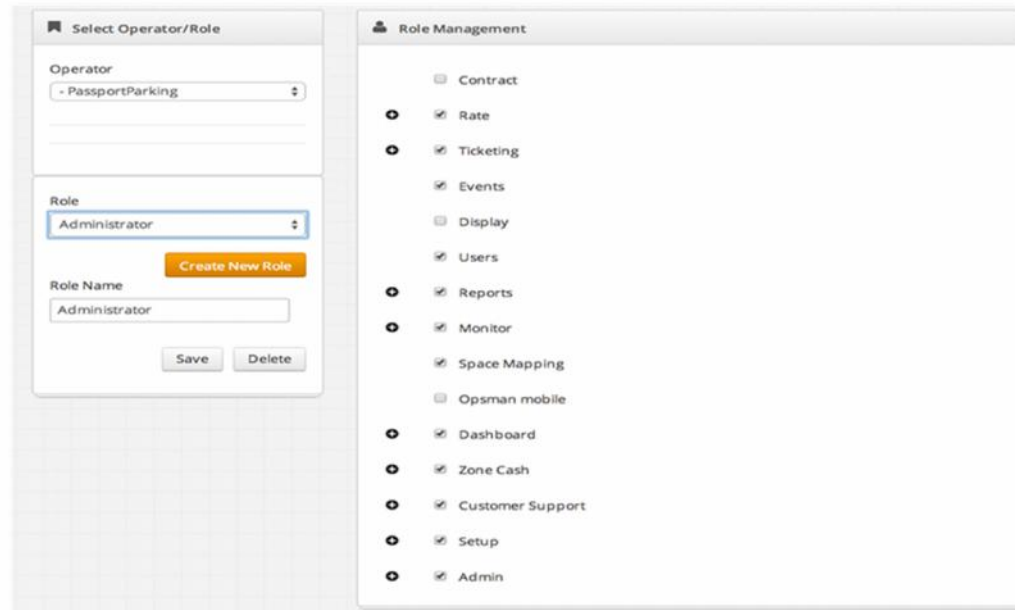
OPERATOR

ADMINISTRATION

User Management

Administrators can manage user permissions

The member can utilize predefined roles or build custom roles to suite their needs



The screenshot displays two panels in a web application interface:

- Select Operator/Role:** This panel contains a dropdown menu for "Operator" with the selected value "- PassportParking". Below it is a "Role" dropdown menu with "Administrator" selected. A "Create New Role" button is positioned to the right of the "Role" dropdown. Underneath, there is a "Role Name" text input field containing the text "Administrator". At the bottom of this panel are "Save" and "Delete" buttons.
- Role Management:** This panel lists various system functions with checkboxes for selection. The checked items are: Rate, Ticketing, Events, Reports, Monitor, Space Mapping, Dashboard, Zone Cash, Customer Support, Setup, and Admin. The unchecked items are: Contract, Display, Users, Opsman mobile, and Reports.

USER

OPERATOR

ADMINISTRATION

Customer Service Dashboard

Through this dashboard you can:

- Issue refunds
- Top up wallet accounts
- Activate or Deactivate Tickets
- Extend the expiration date of tickets

Support

[Back to List](#)

[Toggle](#)
[Customer Information](#)
[Transit](#)
[Miscellaneous](#)

Transit Active Sessions

Transaction	Ticket Type	Start	End	Fee	App UUID	App Changes	Update App Id	Deactivate	Refund
38	Regular 7 Days	05/20/2015 05:07 PM	05/26/2015 11:00 PM	\$14.00	8a9eef62-a157-4db3-9372-1669aa2da4ec		Update App Id	Deactivate	Refund
39	Half-fare 7 Days	05/20/2015 05:07 PM	05/26/2015 11:00 PM	\$7.00	c0bbe		Update App Id	Deactivate	Refund
33	Regular 31 Days	05/20/2015 04:46 PM	05/26/2015 09:30 PM ✖	\$40.00	8a9eef62-a157-4db3-9372-1669aa2da4ec		Update App Id	Deactivate	Refund

[USER](#)
[OPERATOR](#)
[ADMINISTRATION](#)

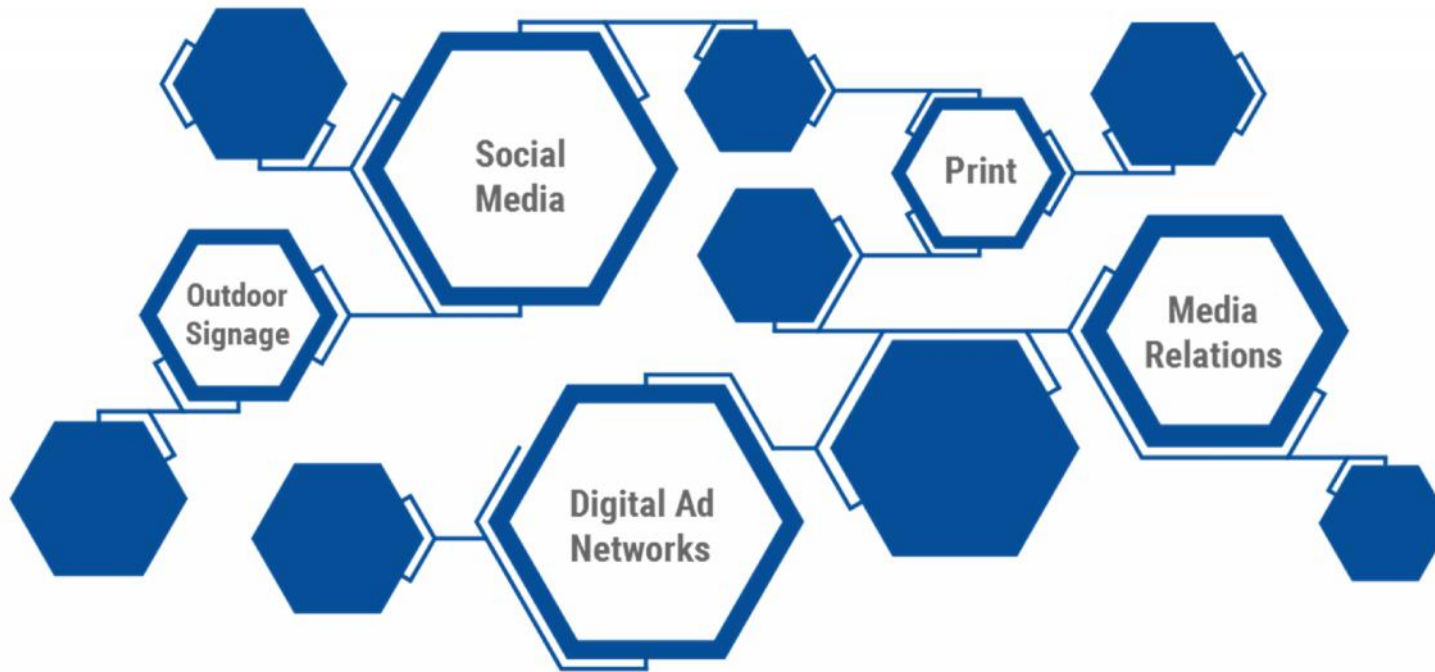


Marketing

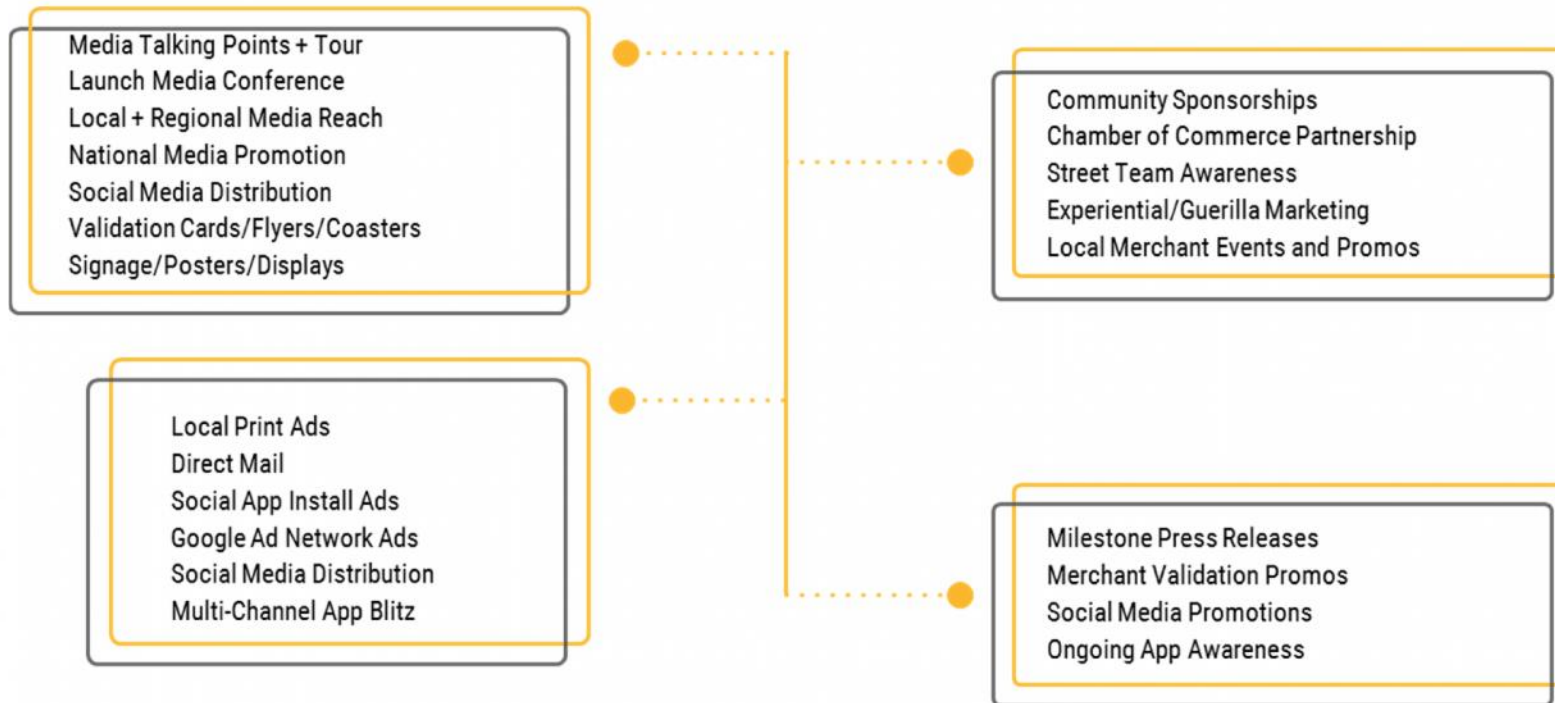
Marketing Questions

- Who will be the main point of contact for Marketing?
- Who is your typical rider (Age, Income, Gender, etc)?
- What outdoor opportunities are currently available to market the RT?
 - Examples:
 - Bus Stops
 - Poles or Street Signs
 - Benches
 - Other?
- What methods are currently being used to promote Sacramento RT?
- Can we use social media for co-promotions?
- Do you currently use direct mail, television, radio, or other forms of advertising?

Marketing Channel Strategy



Tactical Timeline



Project Schedule

Kick Off Meeting – 20 Aug 2015

Weekly Team Meetings – 26 Aug – 25 Sep 2015

Marketing Campaign Begins – 1 Oct 2015

Pilot Go Live – 1 Nov 2015

Pilot Ends – 31 March 2016

RFP for 3 to 5 year contract – 15 Feb 2016

Award – 1 April 2016

Go Live – 1 May 2016

RESOLUTION NO. 15-09-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

September 14, 2015

**TEMPORARILY AUTHORIZING NEW PREPAID FARES FOR PURCHASE AND
VALIDATION WITH A MOBILE APPLICATION**

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, RT desires to implement, on a pilot basis, a mobile application for fare purchasing and validation; and

WHEREAS, the present Fare Structure does not contemplate or cover media purchased and validated in a mobile format; and

WHEREAS, RT desires to temporarily create new types of Prepaid Fares for the duration of the pilot program.

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, in addition to the other Prepaid Fare types identified in Resolution No. 09-10-0174, a new Prepaid Fare entitled "Mobile Single Ride" is hereby established on a temporary basis for a six-month period from the date of launch of RT's Mobile Application for Fare Payment.

THAT, the Mobile Single Ride ticket may be purchased only through the mobile application implemented by RT.

THAT, the fare for a Mobile Single Ride ticket will be the Basic Fare or Discount Fare, as applicable, set forth in Resolution No. 09-10-0147 for a Fare Ticket.

THAT, the Mobile Single Ride ticket must be validated, through the mobile application, prior to the ticket holder boarding a bus or light rail vehicle and the validated ticket must be shown to a bus operator at the time of boarding.

THAT, once validated, the Mobile Single Ride ticket will be valid for a duration of 1.5 hours and may be used for multiple rides until expiration of the validity period.

THAT, in addition to the other Prepaid Fare types identified in Resolution No. 09-10-0174, a new Prepaid Fare entitled "Mobile Daily Pass" is hereby established on a temporary basis for a six-month period from the date of launch of RT's Mobile Application for Fare Payment.

THAT, the Mobile Daily Pass may be purchased only through the mobile application implemented by RT.

THAT, the fare for a Mobile Daily Pass will be the Basic Daily Pass or Discount Daily Pass price, as applicable, set forth in Resolution No. 09-10-0147 for a Daily Pass.

THAT, the Mobile Daily Pass must be validated, through the mobile application, prior to the ticket holder boarding a bus or light rail vehicle and the validated ticket must be shown to a bus operator at the time of boarding.

THAT, once validated, the Mobile Daily Pass will be valid on the date it is validated and until 1:30 a.m. local time on the following day.

THAT, upon expiration of the six-month pilot period, the Mobile Single Ride and Mobile Daily Pass will no longer be valid fare media.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174 this Resolution will govern as to the terms of use of the Mobile Single Ride and Mobile Daily Pass.

THAT, in all other respects, Resolution No. 09-10-0174 remains in full force and effect.

JAY SCHENIRER, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: _____
Cindy Brooks, Assistant Secretary