

# Mobile Ticketing Project Update



*We'll Get You There*

Transportation, Economy and  
Environment Committee

March 2018

# Mobile Ticketing Program Objectives

- Reduce cash fare payment
- Provide a non-cash option for infrequent riders
- Speed boarding
- Reduce operator conflicts
- Gain experience in advance of next generation ORCA



# Mobile Ticketing Capabilities

- Metro
  - Off Peak
  - 1 Zone Peak
  - 2 Zone Peak
  - Youth
- Sound Transit
  - Link Light Rail
  - Sounder
- Water Taxi
- Streetcar
- Monorail



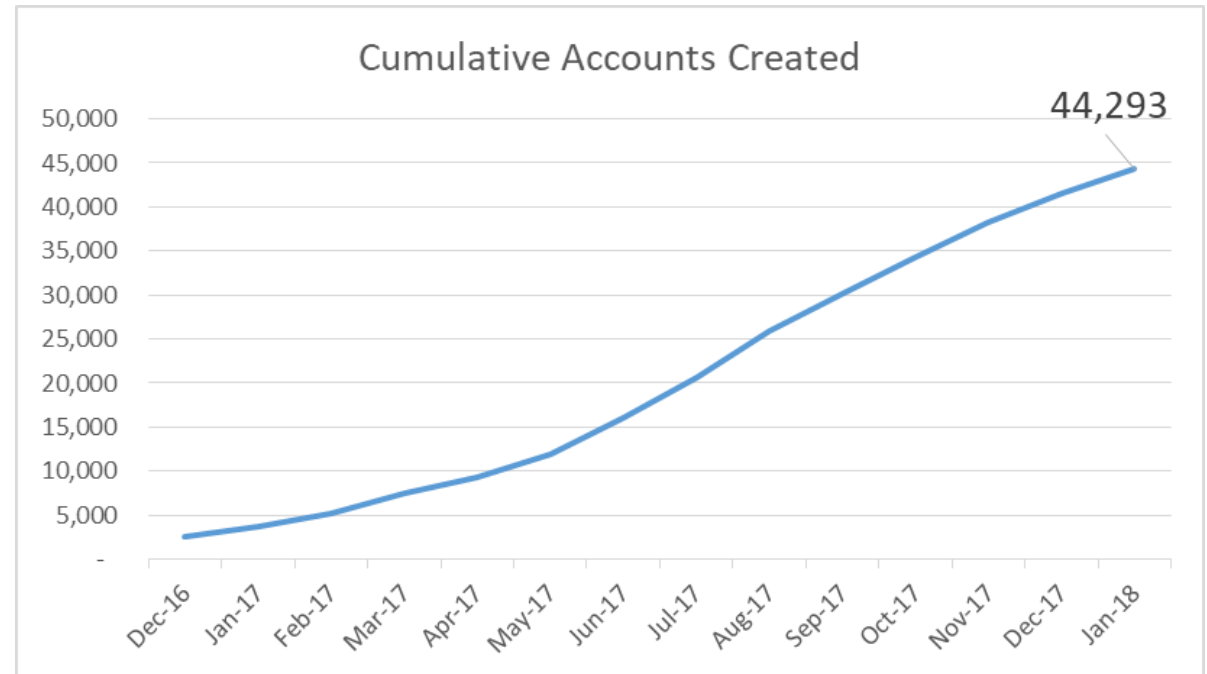
# Mobile Capabilities

- Features
  - Trip Planning
  - Schedules
  - Next Departures
- Limitations
  - Not regional
  - No intersystem transfers

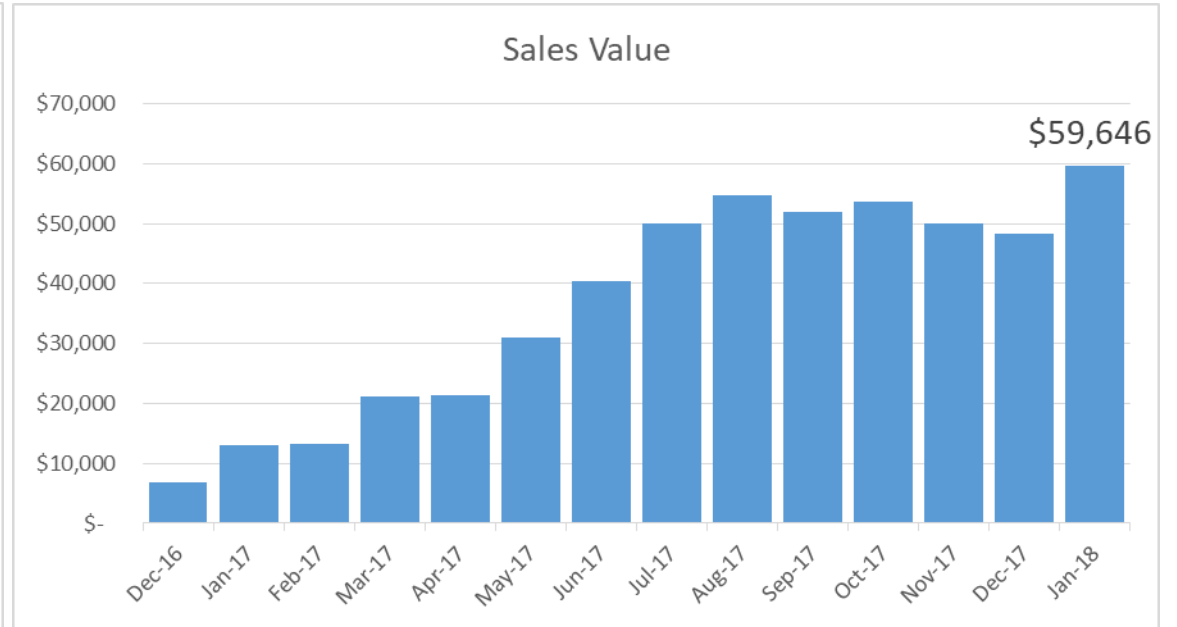
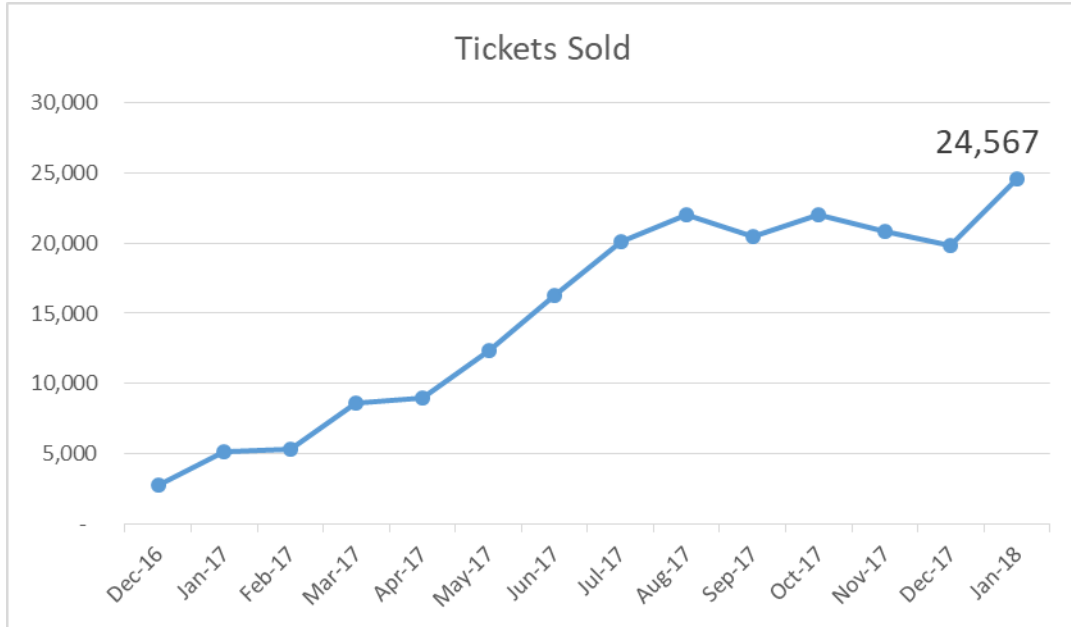


# Current Performance and Updates

- Over 45,000 customer accounts
- 168,000 Metro tickets used in 2017
- 24,000 Metro tickets used in January 2018
- Fare Evasion
- ACCESS Paratransit demonstration status



# Mobile Ticket Sales and Revenue on Metro



# Fare Collection Costs

## ORCA Costs (Regional)

- ~\$675,000 / month
- 10.1 million transactions
- \$0.062 per transaction

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## Mobile Ticketing Costs

- ~\$10,500 / month
- 44,500 transactions
- \$0.35 per transaction



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## ORCA Costs

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## Mobile Ticketing Costs

- ~\$10,500 / month
- 44,500 transactions
- \$0.35 per transaction
- *As the number of transactions grows, the cost per will go down*
- *Only 0.001% of total Metro boardings*

# Next Steps

- Metro staff training
- Bytemark managing July 2018 fare change
- Operator awareness
- Promotion
- New products
  - RRF
  - Youth
- Other agencies

Initial Activation



Activation



On Tap



# QUESTIONS?

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# Program Costs

- Mobile Ticketing:
  - Low fixed and variable monthly cost
  - Low number of transactions
  - High per trip cost
- ORCA:
  - High fixed and variable monthly cost
  - Very high number of transactions
  - Low per trip cost
- Cash: Lowest per trip cost

**BUY TRANSIT TICKETS ON YOUR PHONE.**

**EASY.**  
Use your mobile device to buy tickets for:

- Streetcar
- Metro bus
- Link light rail
- Sounder train
- Water Taxi



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