The Regional Transportation District's Mobile Ticketing collaboration with Uber – Audacious, you say?!

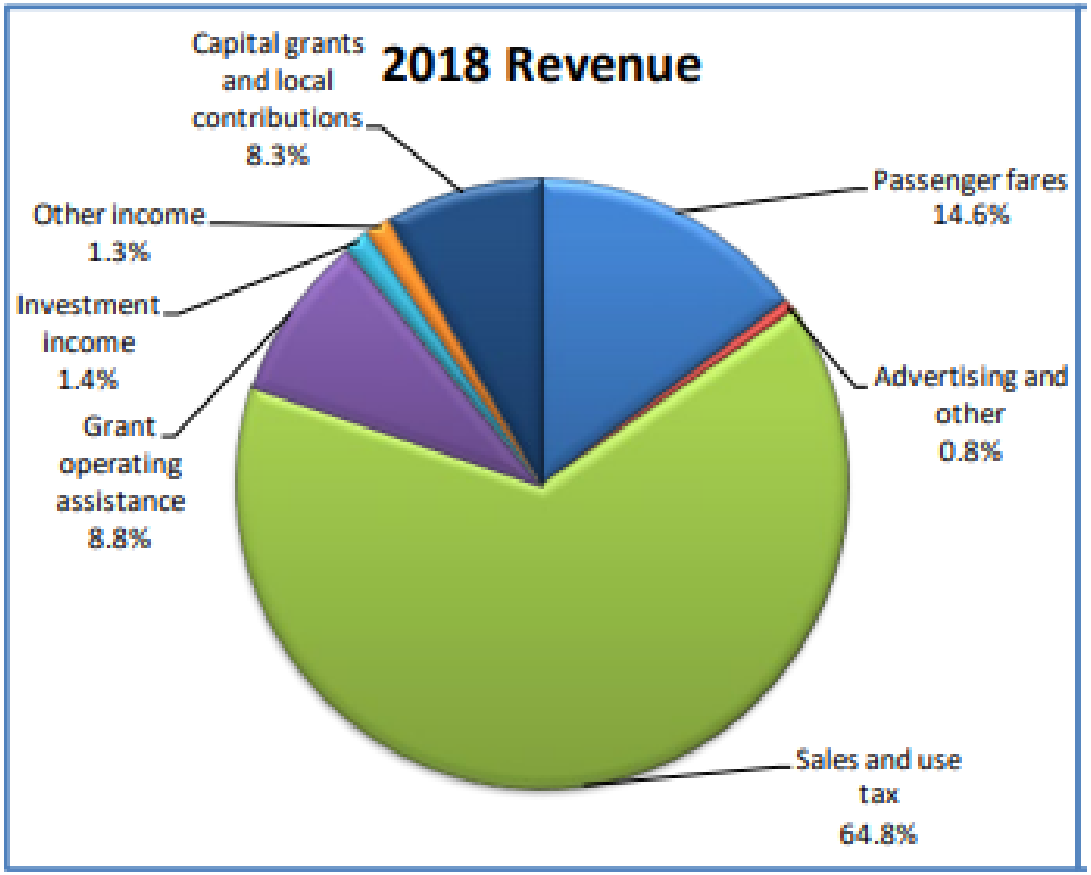
TRB Mobility Management Committee Meeting

Tonya Anderson, Product Manager

Oct 2019

By the numbers

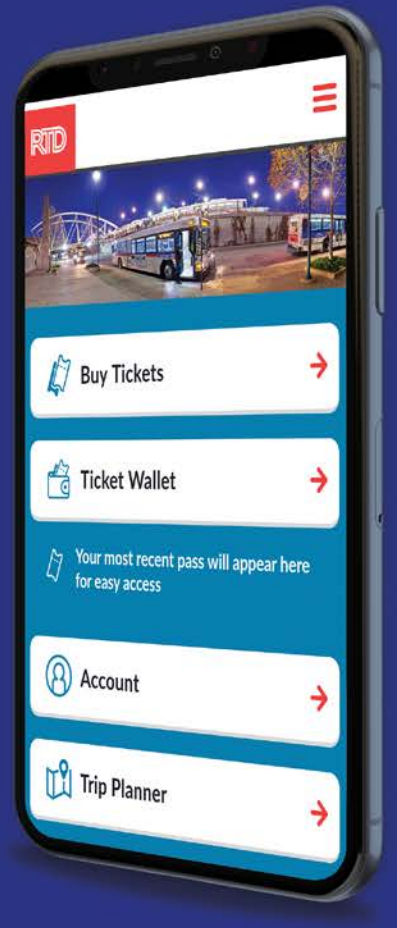
Created in 1969, nearly ***3,000 employees*** serve a region of ***3 million people*** with bus, light rail, commuter rail and paratransit service across a ***2,400-square-mile service area*** across ***40 cities*** in ***8 counties*** with ***97 million annual ridership***.



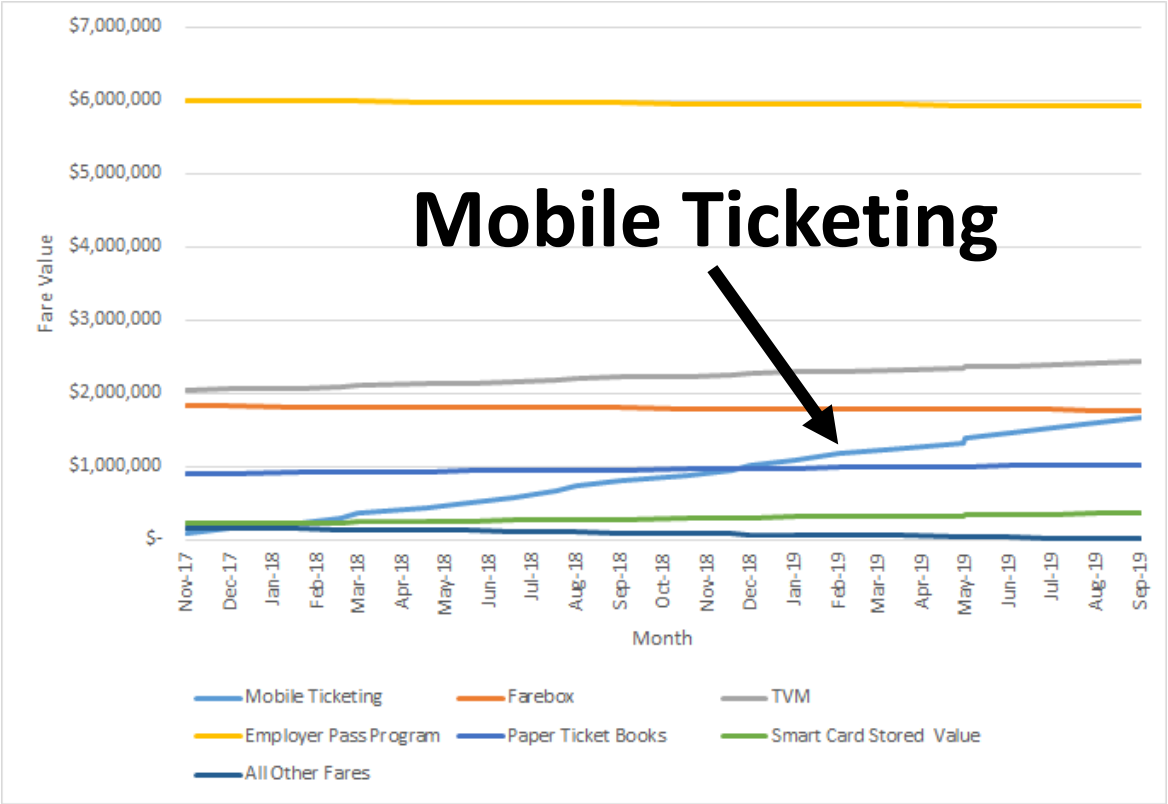
Passenger Fares

14.6%

MOBILE INNOVATION



Passenger Fare Sales Trends by Category



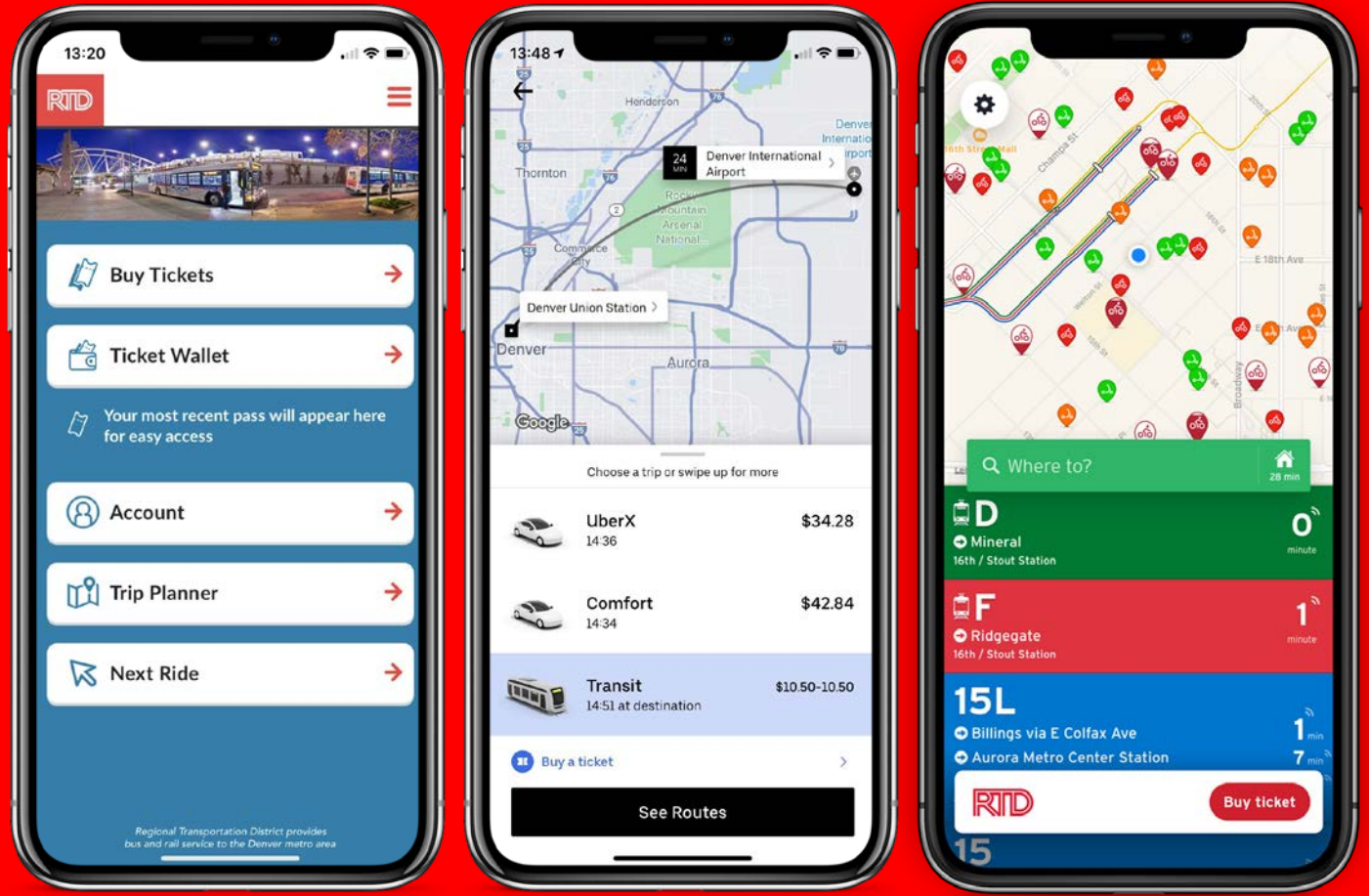
Mobile Ticketing Success Story

Nov 2017 – Sept 2019

12.8% Passenger Fare Revenue

278.2% Annual Compound Growth

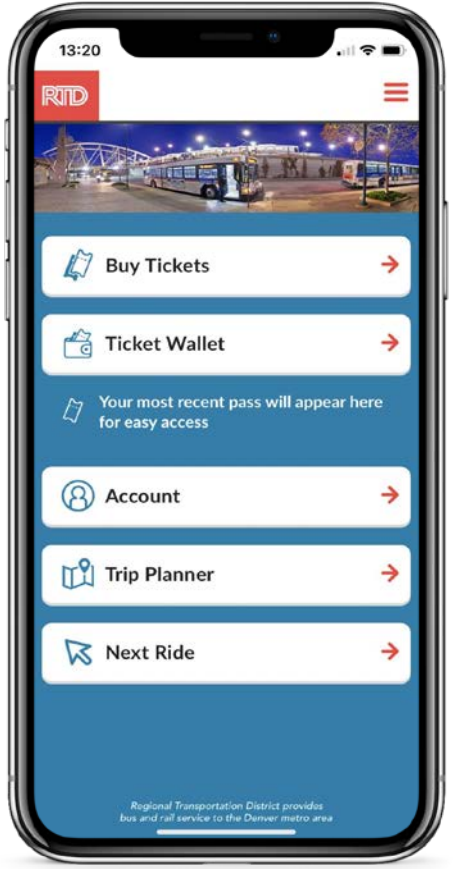
masabi

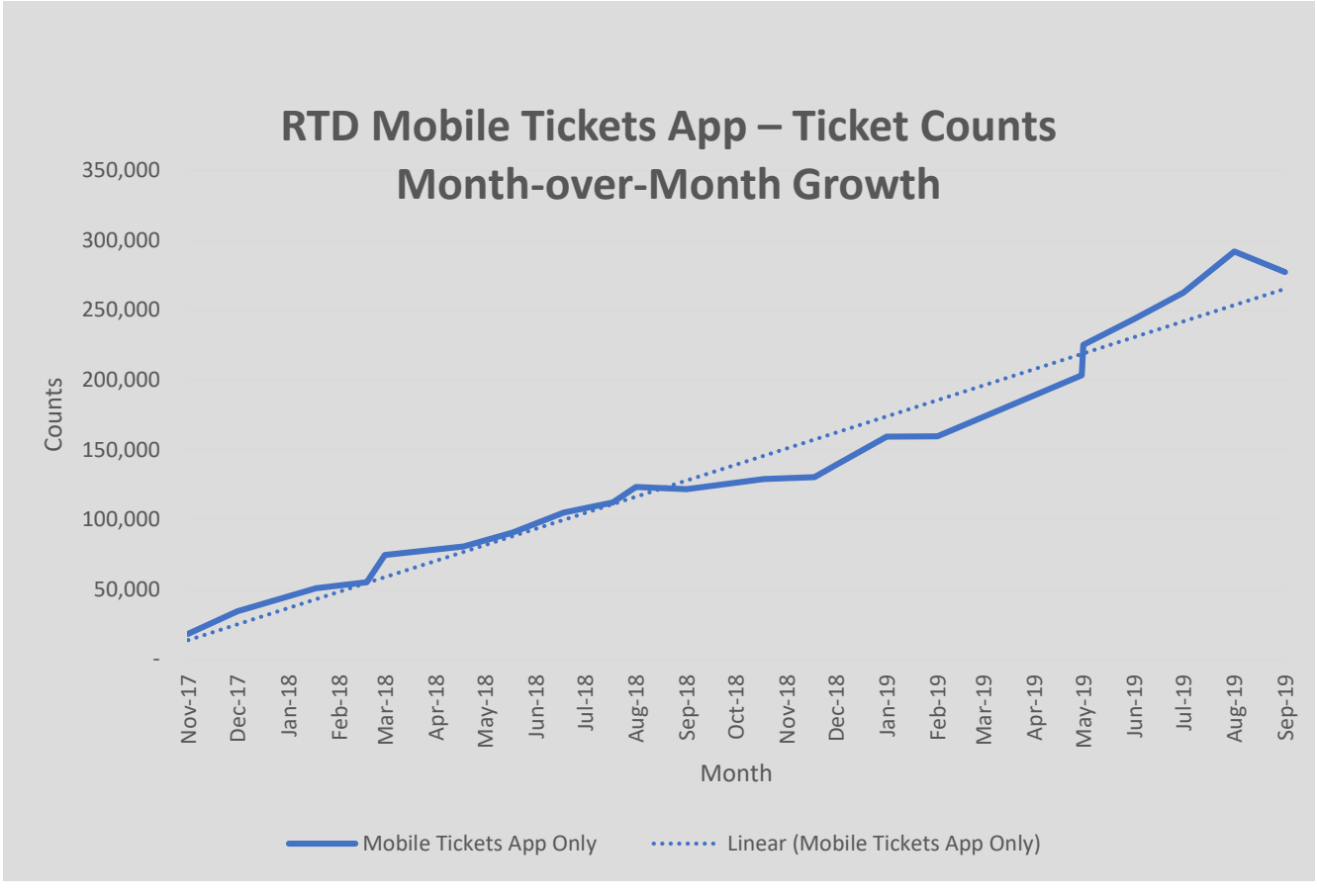


3 ways to buy RTD tickets

RTD's Mobile Tickets app launched in Nov 2017

It took 6 months to configure, test, and launch our app.





3.2M tickets sold
(Nov 2017 – Sept 2019)

$20M In sales
(Nov 2017 – Sept 2019)

Mobile App Fatigue

41% of users are not downloading extra apps.

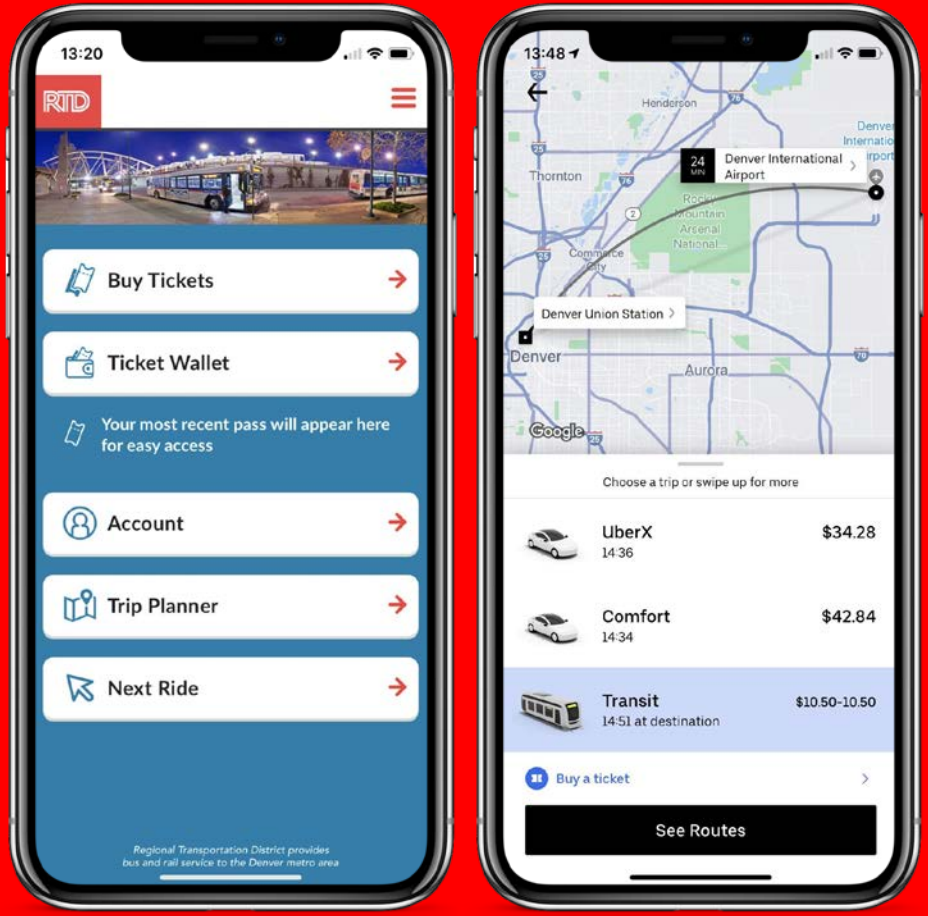
20% of users are actually downloading fewer apps.

–Gartner

You lost me at "First, download the app..."

Why Every IT Leader Should Be Concerned with App Fatigue.

https://www.mendix.com/blog/every-leader-concerned-app-fatigue/



Ticketing in Uber Launched in May 2019

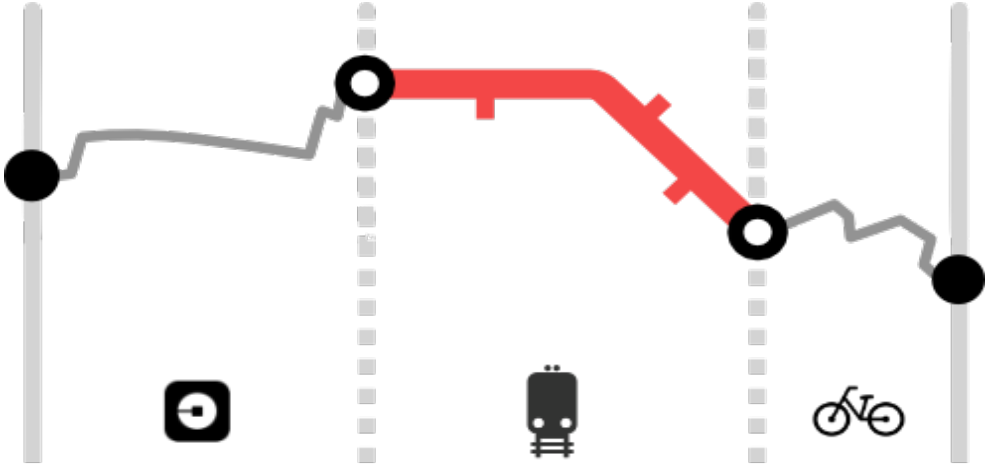
FIRST

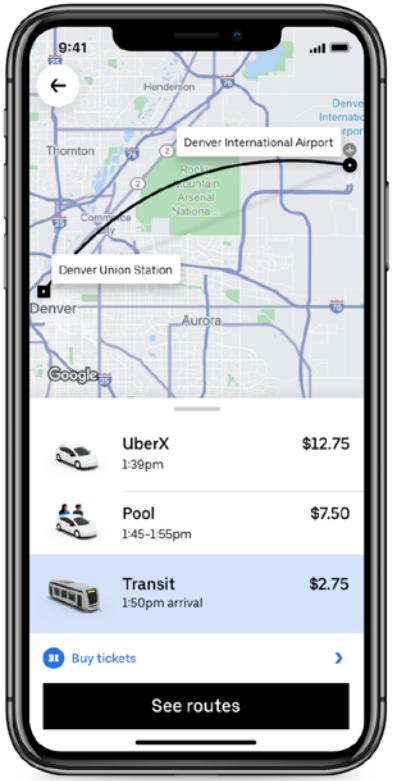
TRANSIT AGENCY TO OFFER TRIP PAYMENT THROUGH UBER

https://kdvr.com/2019/05/02/uber-riders-can-buy-transit-tickets-on-app-for-denver/

Justride Mobile Ticketing SDK

- Sell public transit tickets through popular 3rd party apps
- Fast and easy route to full first/last mile journeys
- Leverage popular mobility apps



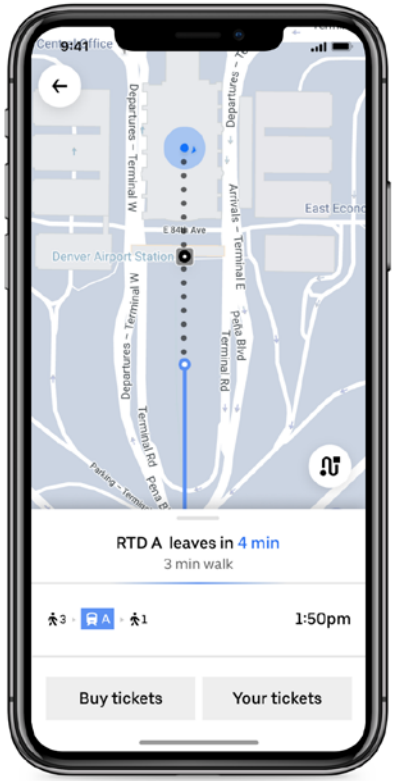


Select your product

After destination is entered, public transit is presented alongside other products.

Route list

Riders are presented popular routes for their journey.



Selected route

Riders can go see their route overview and swipe up for route details.

Active ticket

Riders can present their ticket from the Uber app.

Weekly Compound Growth

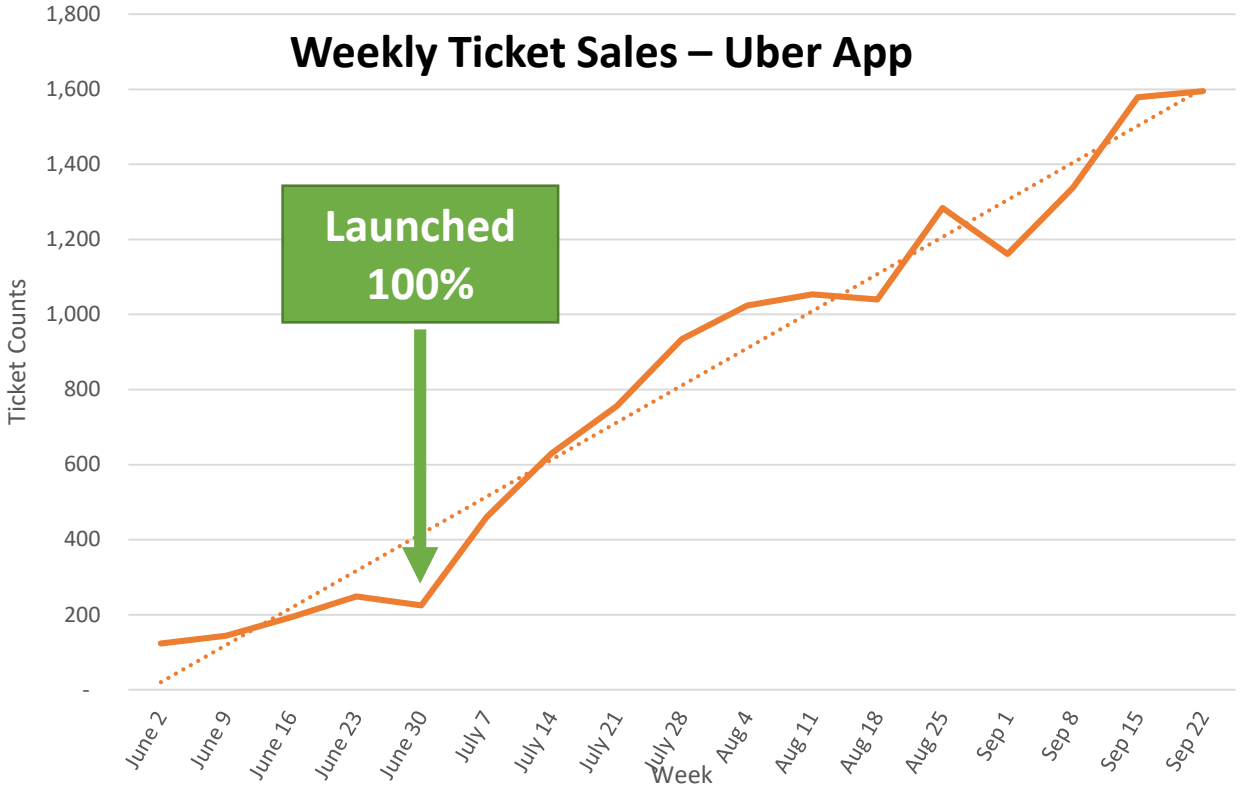
17.3%

(June 2019 – Sept 2019)

Total Tickets Sold

14,500

(June 2019 – Sept 2019)



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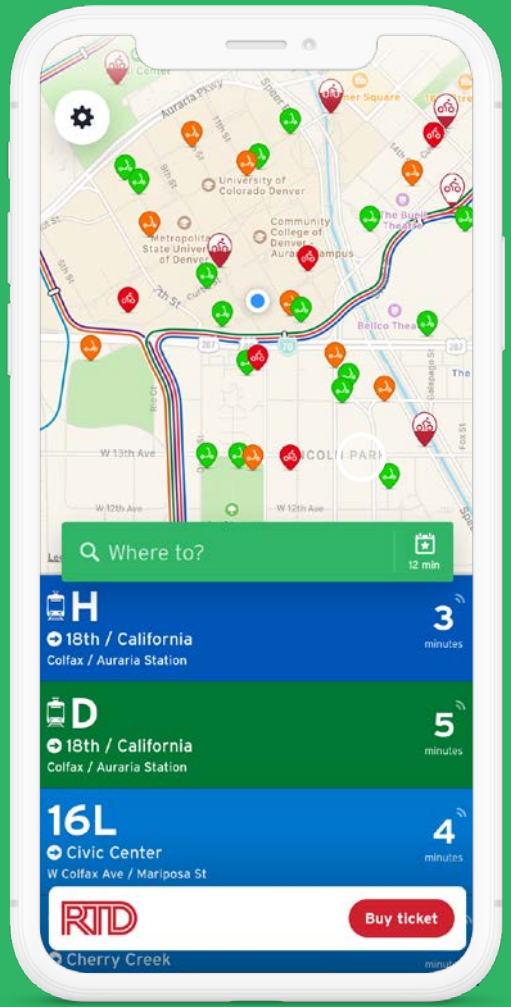
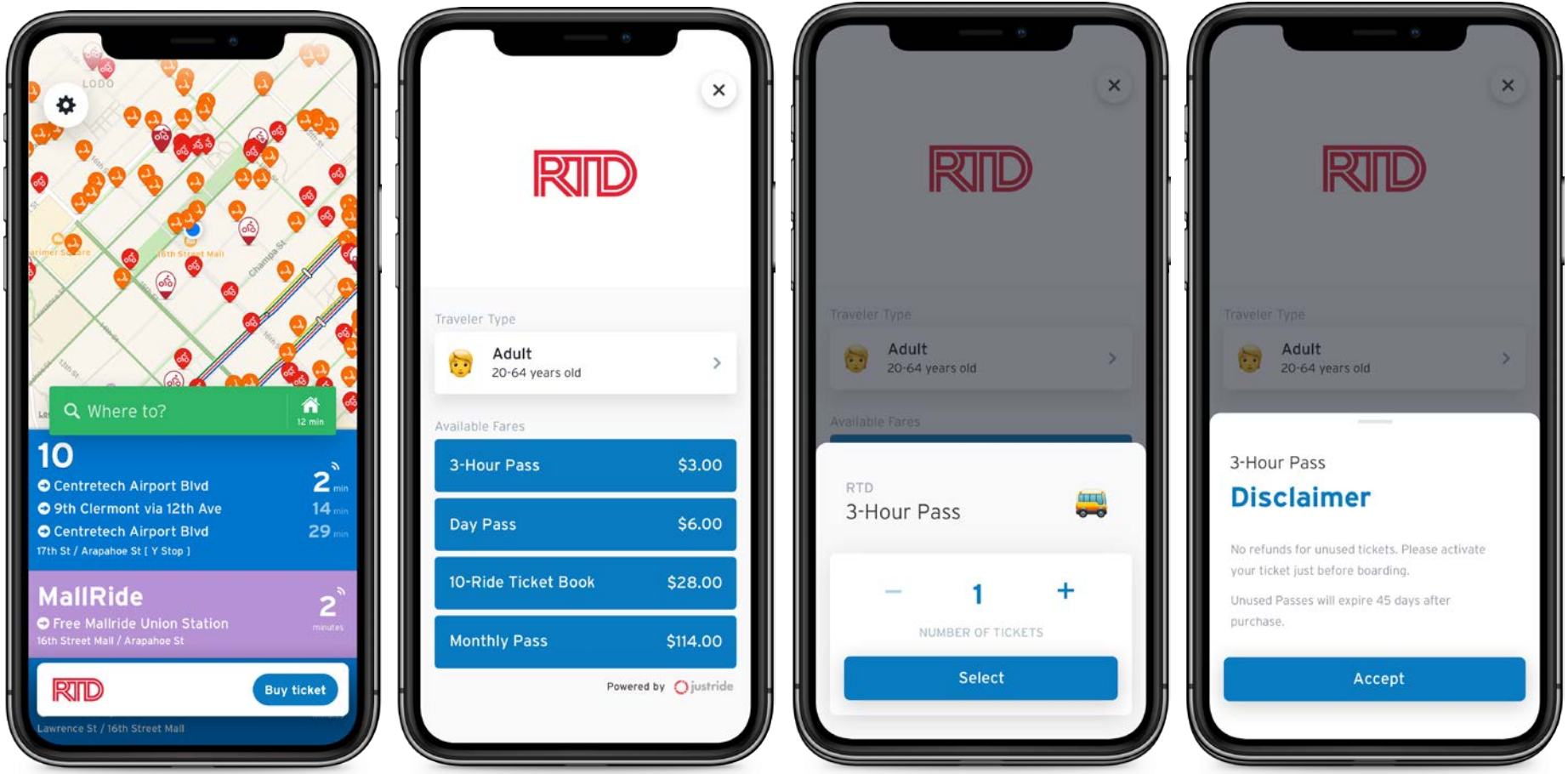
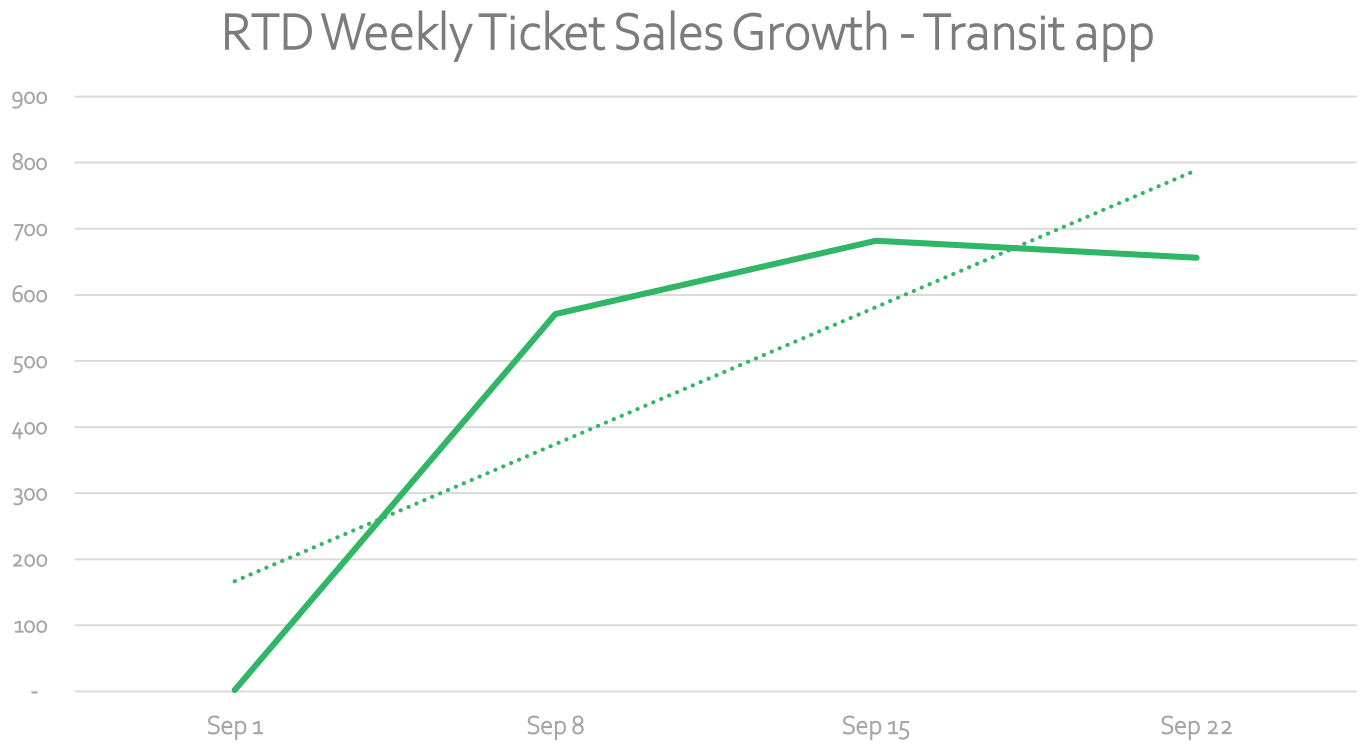
Ticketing in Transit Launched September 2019



Track your ride. See all your options. Plan your trip.


LODO
Where to?
12 min
10
Centretech Airport Blvd
2 min
9th Clermont via 12th Ave
14 min
Centretech Airport Blvd
29 min
17th St / Arapahoe St [Y Stop]
MallRide
Free Mallride Union Station
2 minutes
16th Street Mall / Arapahoe St
RTD
Buy ticket
Lawrence St / 16th Street Mall
RTD
Traveler Type
Adult
20-64 years old
Available Fares
3-Hour Pass $3.00
Day Pass $6.00
10-Ride Ticket Book $28.00
Monthly Pass $114.00
Powered by justride
RTD
Traveler Type
Adult
20-64 years old
Available Fares
RTD
3-Hour Pass
1
NUMBER OF TICKETS
Select
RTD
Traveler Type
Adult
20-64 years old
3-Hour Pass
Disclaimer
No refunds for unused tickets. Please activate your ticket just before boarding.
Unused Passes will expire 45 days after purchase.
Accept



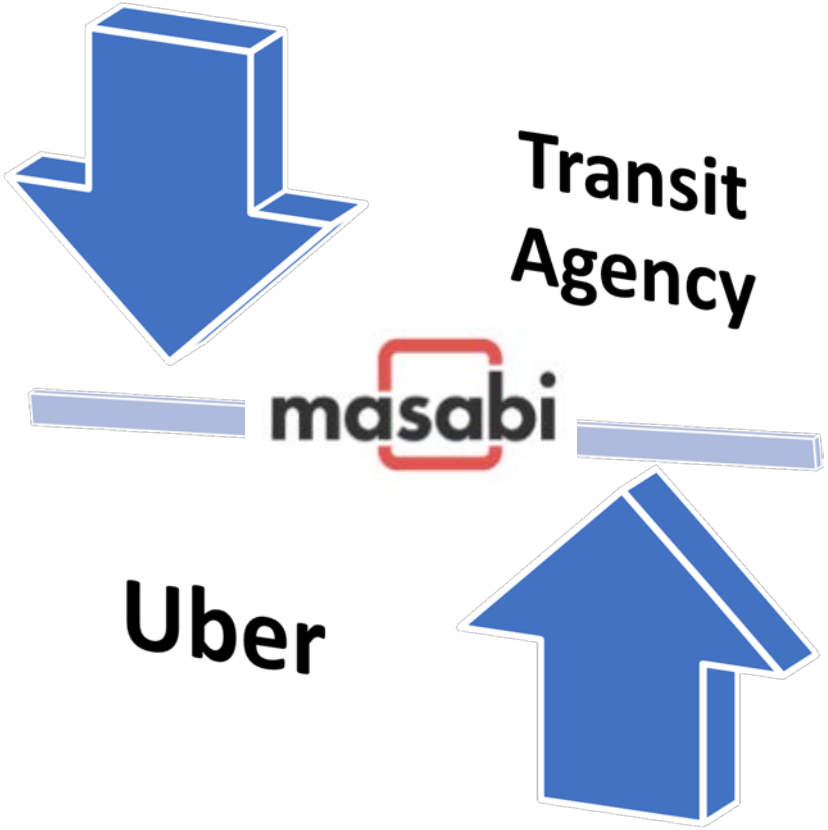
2,000 tickets sold in the first month -

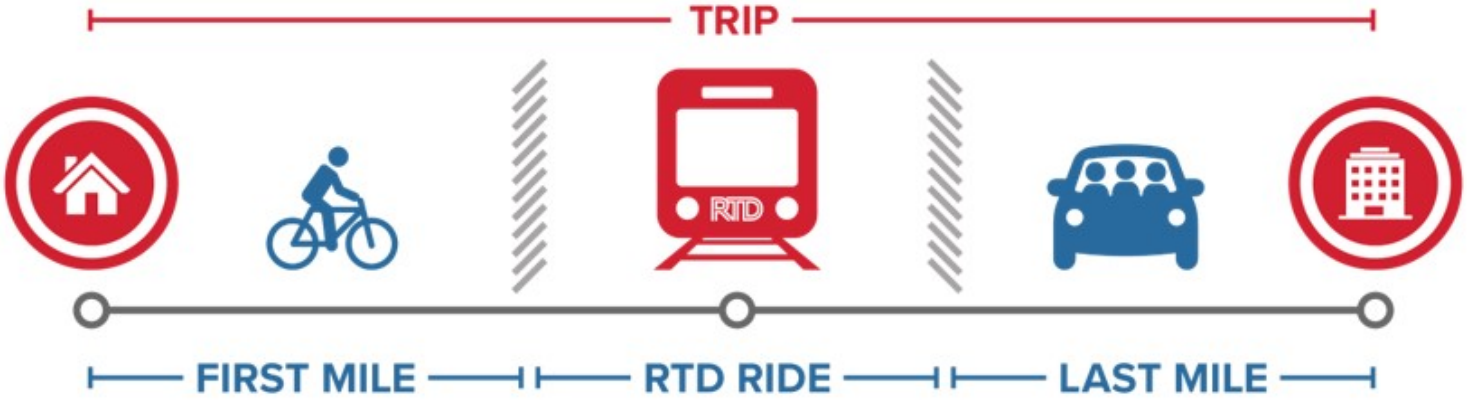
15.9% Weekly Compound Growth

Key Integration Strategies

1) Masabi acts as an intermediary between Transit Agencies and 3rd parties such as Uber and Transit.
2) Developing shared goals facilitates shared success

Masabi acts as an intermediary to turn challenges into opportunities



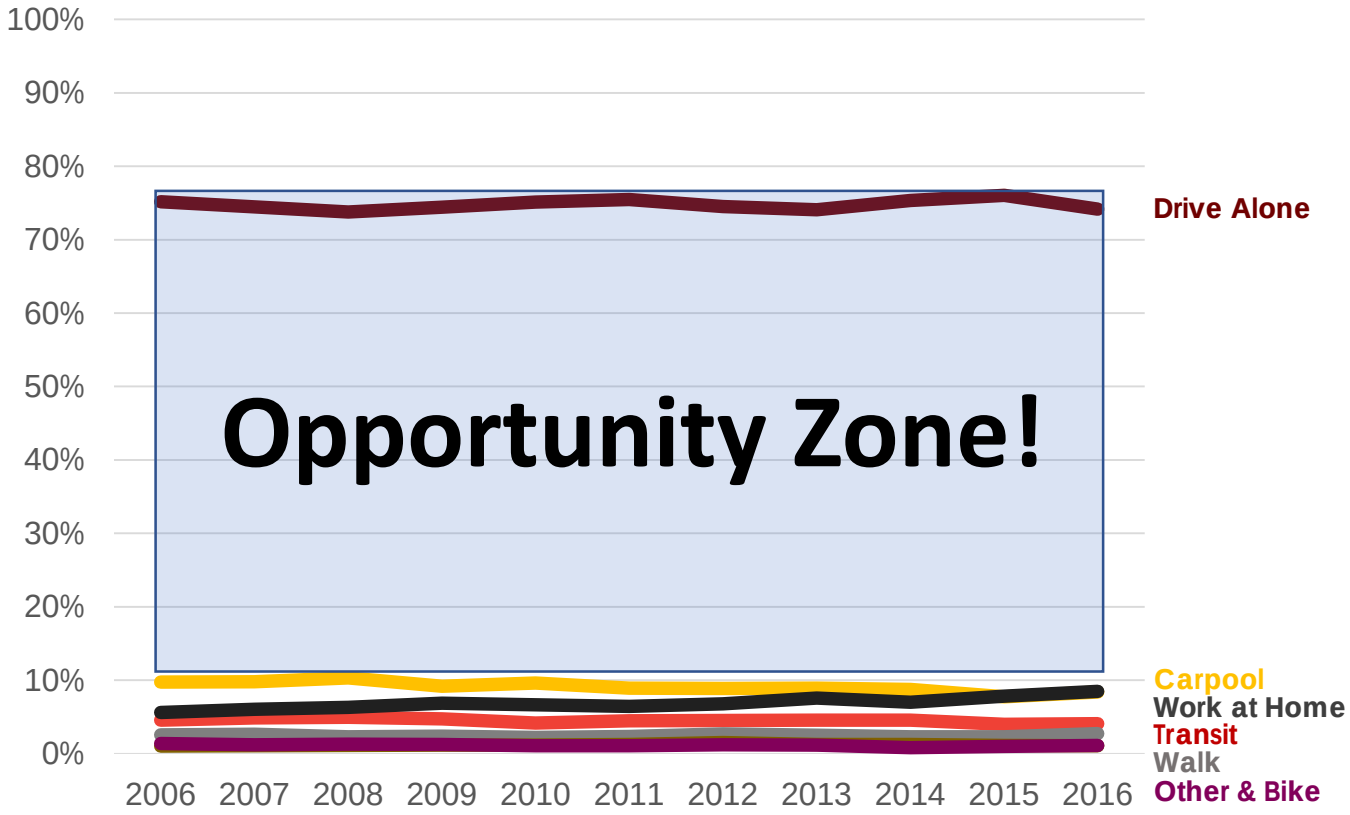


Collaborators with Shared Goals

- Increase interoperability between private and public sectors to enable full first and last mile journeys.
- Alleviate congestion by reducing single occupancy vehicle trips.

Potential for a 40% reduction in ticket vending machines resulting in $4.5M capital savings in future ticket vending machine replacement costs as customers shift to mobile ticketing sales channels.

Commute Mode Share



A bold collaboration may be what Transit Agencies need, to take advantage of this growth opportunity.

A transit agency, selling tickets in the Uber app
is down right audacious, you say?
But it's no more audacious than an unlikely animal friendship.

Thank you! tonya.anderson@rtd-denver.com