

Mobile Ticketing Project Update



Current Project Goals



Modernize OCTA's fare collection system and move towards the next generation in fare collection

Create a better user experience for riders

Attract new riders, i.e. Millennials

Improve regional integration

Mobile Ticketing Benefits

- Mobile payment technology is growing rapidly
- Leverage readily available technology in the palm of our customers' hands
- Able to implement easier and less costly than traditional fare systems
- Easier to achieve integration with other agencies
- Easier to introduce innovative fare products – possibly new products recommended by Fare Study

Current Plan

- Completed mobile ticketing for the 2015 OC Fair Express service
- Completed request for proposals for a systemwide mobile ticketing application
- Initiate a procurement for mobile routers and stand-beside readers in early 2016
- Implement mobile ticketing in phases:
 - Phase 1- Express and College passes with visual validation by Spring 2016
 - Phase 2 – Systemwide with electronic validation in late 2016

Projected Cost

Item	Cost
Development of the Mobile Ticketing App	\$579,209
<ul style="list-style-type: none">• Includes License and Maintenance for 5 years• Approved by the Board of Directors (Board) on July 13, 2015	
Electronic Validators (Stand-beside Readers) – Estimated	\$2,560,000
<ul style="list-style-type: none">• Included in fiscal year (FY) 2015-16 Board adopted budget	
Mobile Routers /Cellular and Wi-Fi – Estimated	\$1,420,000
<ul style="list-style-type: none">• Included in FY 2015-16 Board adopted budget	
Total	\$4,559,209

Note: Vendor will charge a 1% commission fee per transaction which is not included above.

Next Steps

- Return to the Board to approve procurements for mobile routers and electronic stand-beside readers and contract awards
- Roll out mobile ticketing app
- Measure and monitor mobile ticketing adoption rates
- Provide Board with periodic updates on project implementation