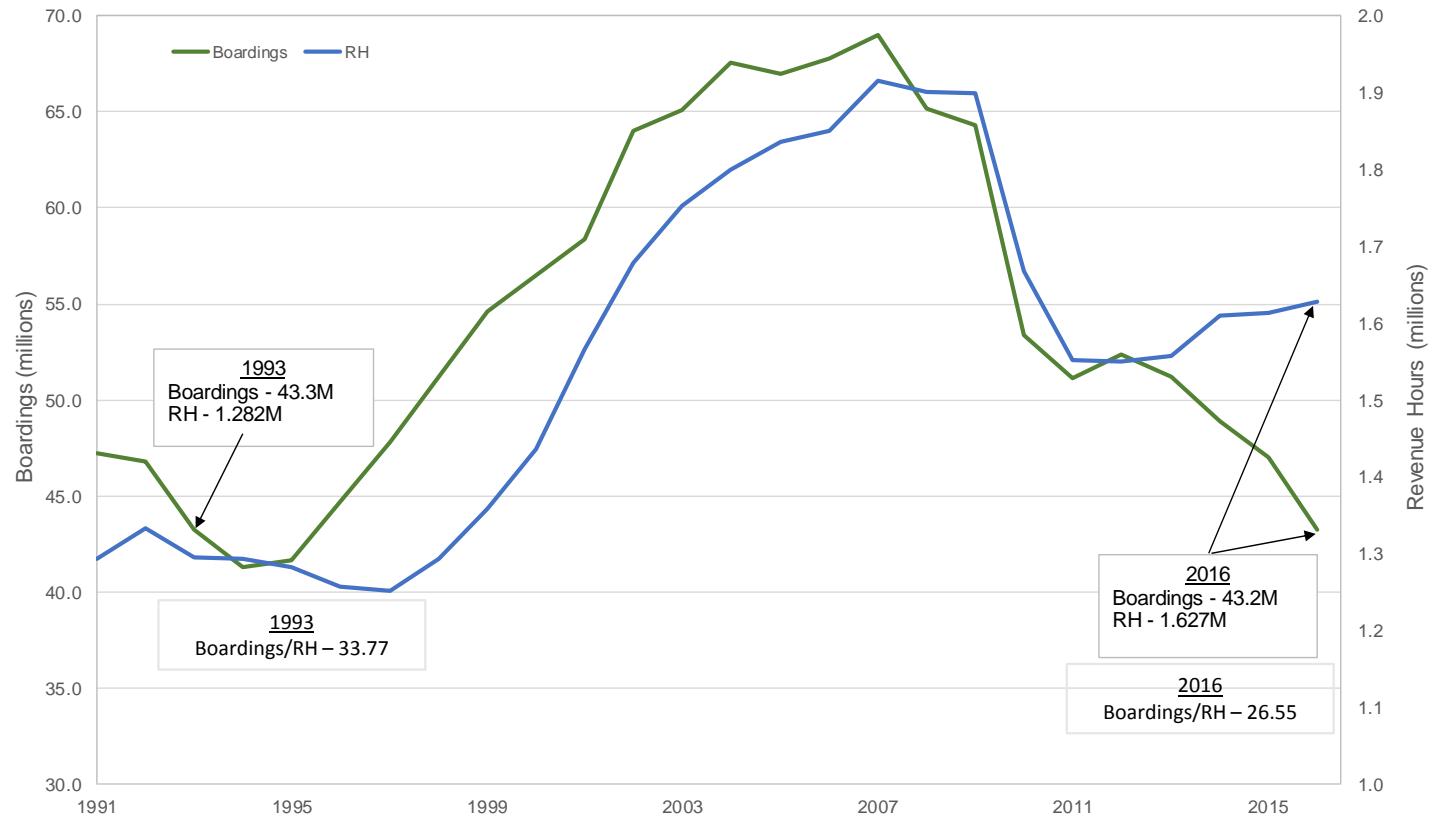




# Mobile Ticketing & On-Demand Service

# Fixed-Route Boardings and Revenue Hours



Replace lower-productivity service with private, shared-mobility services to reduce capital requirements (OC Bus 360).

# Current Situation

- Transit Network Providers (TNC's) Agreements
  - Uber, Lyft, Bridge, Curb, Via, etc.
  - Limited flexibility and challenging to execute
- Federal Transit Administration Regulations,
  - On-demand service would have to be accessible to persons with disabilities, including those who use wheelchairs
- Office of Innovation
  - Worked in conjunction with a cross-divisional team to find a solution

# Proposed Solution

- OCTA Mobile Ticketing Application via moovel North America
  - Board of Directors approved five-year contract with two additional option years
  - Expires December 2020
  - Leverage to provide seamless customer integration to all participating TNC's
- American Disability Act (ADA) Requirements
  - Addressed through customer choice of participating TNC providers equipped with ADA compliant vehicles
- Geofence technology
  - Allows for specific transit stops, routes, and geographic areas to be targeted for customer subsidies

