



ATL Regional Technology Committee

September 18, 2020

Regional Technology Committee Meeting

Thursday, September 18, 2020

Proposed Agenda

- I. Call to Order – Andy Macke, Chair
- II. Approval of the Meeting Minutes for May 7, 2020
- III. Approval of the Agenda for September 18, 2020
- IV. Token Transit Mobile Ticketing Pilot – Sam Daly, Token Transit
- V. Regional GTFS Policy Recommendations – Daniel Walls
- VI. IMI Project Kick-Off & Regional 3rd Party App Endorsement – Daniel Walls
- VII. Adjourn

Token Transit Overview

June 2020



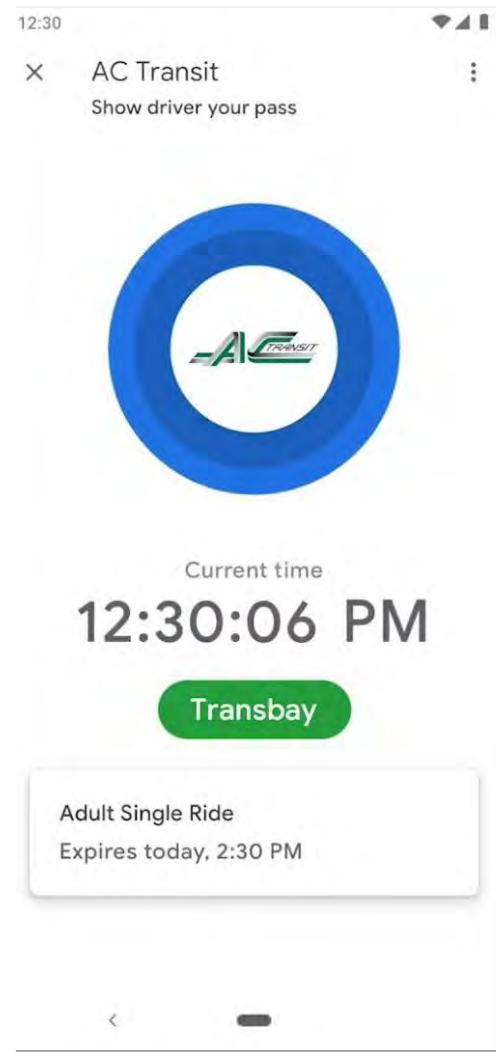
Protect riders and drivers with a touchless, safer way to pay

Protect drivers. Tickets are clearly visible from 6 feet.

Protect staff. Avoid risk of contact while distributing paper passes in person.

Protect riders. Receive and uses passes without close contact with others.

Protect partners. Text-a-pass allows partners to distribute passes in a safe way.



Validate passes in many different ways

Token Transit is **validation method agnostic** and can validate with existing open validation systems.

1. Visual ticketing (as a back up)
2. Token Transit Validators (pictured)
3. Open Payment / QR validators
4. “Proof of Payment” inspection



Install Token Transit Validators in minutes

Token Transit's simple tap-to-board validators let riders tap their phones to board.

- Works with any farebox
- Supports rear door boarding
- Battery lasts 5 years
- Provides route level ridership data

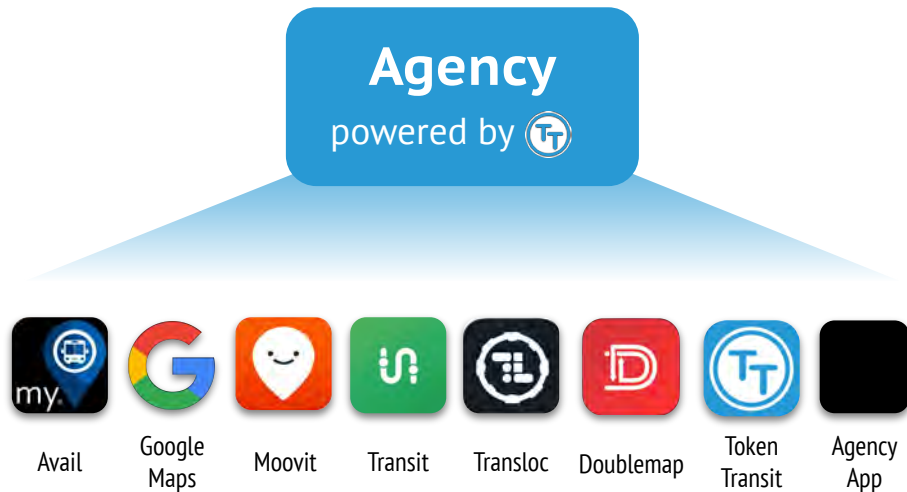
[Here](#) is a video demo



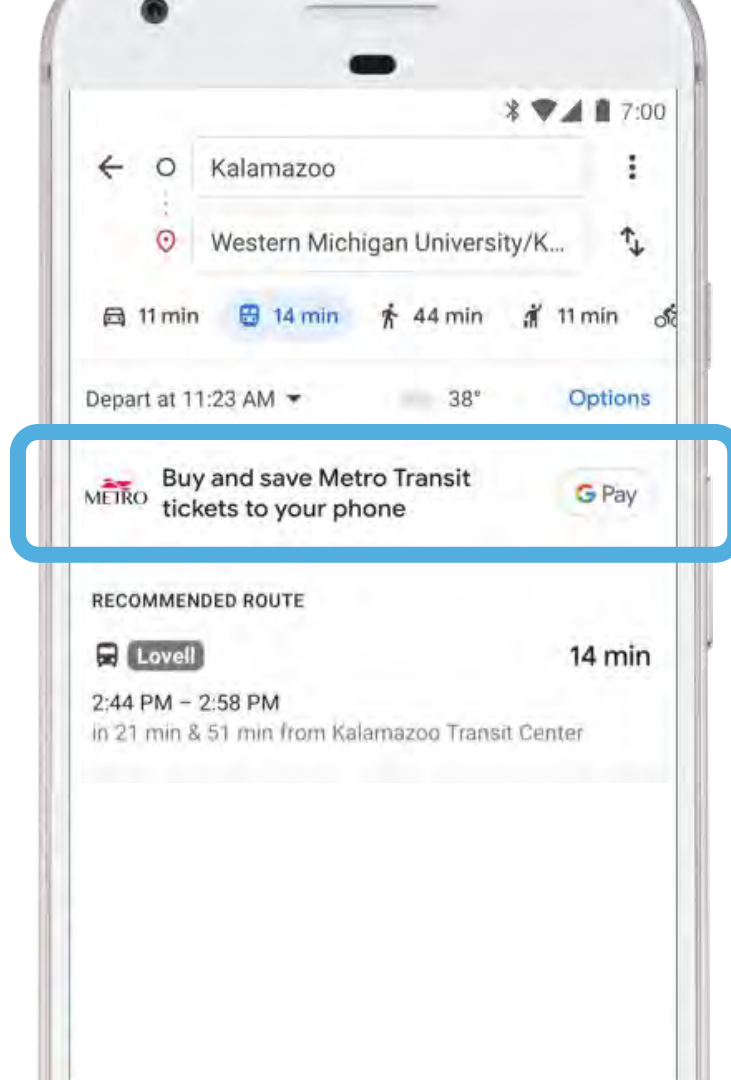
Better
Transit
Through
Payments



Let riders buy passes where they already plan trips



Token Transit **increases riders' choice**
while giving **agencies control**



Give everyone the power to instantly send 1000s of passes



Social Services - Text a pass or easily approve reduced pass riders to purchase discounted passes.



Schools and Employers - Distribute thousands of passes for students, staff or employees.



Conference/Convention Coordinators - Create custom passes for special events.



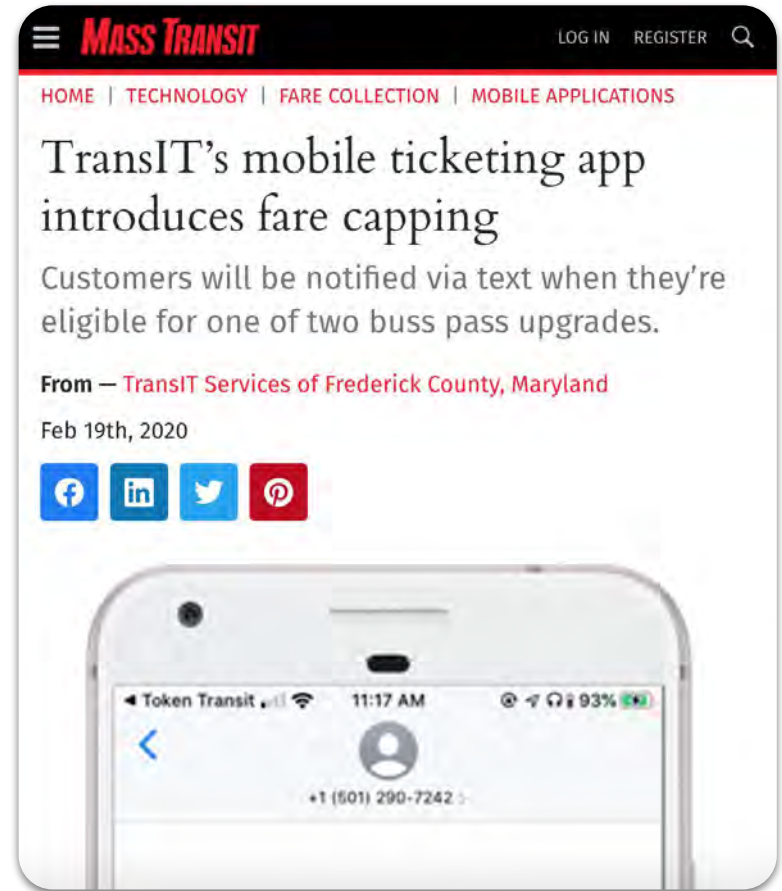
Family & Friends - Anyone can send a pass instantly and electronically. [Try it today.](#)

The screenshot shows the Token Transit website interface for the Modesto Medi-Cal Bus Mobile Pass Distribution Program. The header includes the Token Transit logo and navigation links: DOWNLOAD, SUPPORT, SEND A PASS, and TRANSIT AGENCIES. The main heading is "MODESTO MEDI-CAL BUS MOBILE PASS DISTRIBUTION PROGRAM". Below this, a text prompt says "Enter client's phone number to send them a pass. Reduced fare passes require proof of eligibility." The "SEND PASS" section contains the MAX Modesto Area Express logo and the text "MODESTO, CA". There is a "PHONE" section with a "Phone Number" input field. The "PASS TYPE" section displays a grid of pass options: Regular 1 Ride, Regular All Day, Regular Seven Day, Regular 50 Ride, Regular 31 Day, Regular MAX to ACE One Way, Regular MAX to ACE 20 Ride, Regular MAX to BART One Way, Regular MAX to BART Round Trip, Regular MAX to BART 7 Day, and Regular MAX to BART 31 Day. Below this is a "MEDI-CAL DISTRIBUTION PASSWORD" section with a "Medi-Cal Distribution Password" input field. A blue "SEND PASS" button is located at the bottom right of the form.

Ensure that low income riders never overpay

Token Transit fare capping always gives your riders the fare that is in their best financial interest.

[Here](#) is how fare capping works.



[Source](#)

Better transit for all riders



Steve

Travels with social assistance

- Automatically receives upgraded passes through fare capping, never overpays for a pass
- Receives passes from social service agency via SMS, doesn't need to pick up paper passes



Connie

Commuting to work and school

- Automatically receives mobile pass from employer, never has to decipher pre-tax benefits
- Checks real time bus information and uses pass in Transit app to board



Terry

Visiting from out of town

- Plans leisure trips and purchases passes directly in Google Maps, avoids learning curve for routes and where to pay
- Uses one pass to bike share and ride the bus

Token Transit demo

Launch with simple checklists in one day

Finance - Secure bank transfer setup takes minutes.

Operations - Training operators usually takes 5-10 minutes, we provide all the materials.

Customer Service - Token Transit provides all customer service support.

Marketing - We provide custom print and digital marketing materials.

Fare Media - We support all of your existing fare types.

Technology

Gold Coast Transit, Token Transit launch mobile fare payment app pilot

Posted on March 30, 2018



For a limited time, passengers using the app will get 50% off the first purchase of a multi-ride or 31-day pass.

Oxnard, Calif.'s Gold Coast Transit District (GCTD) launched a mobile ticketing application pilot in partnership with Token Transit that gives customers a new and cashless fare payment choice.

As part of GCTD's commitment to providing a better customer experience, the Token Transit application will evolve fare payment methods and allow customers to purchase and activate GCTD passes using their

smartphones before boarding the bus.

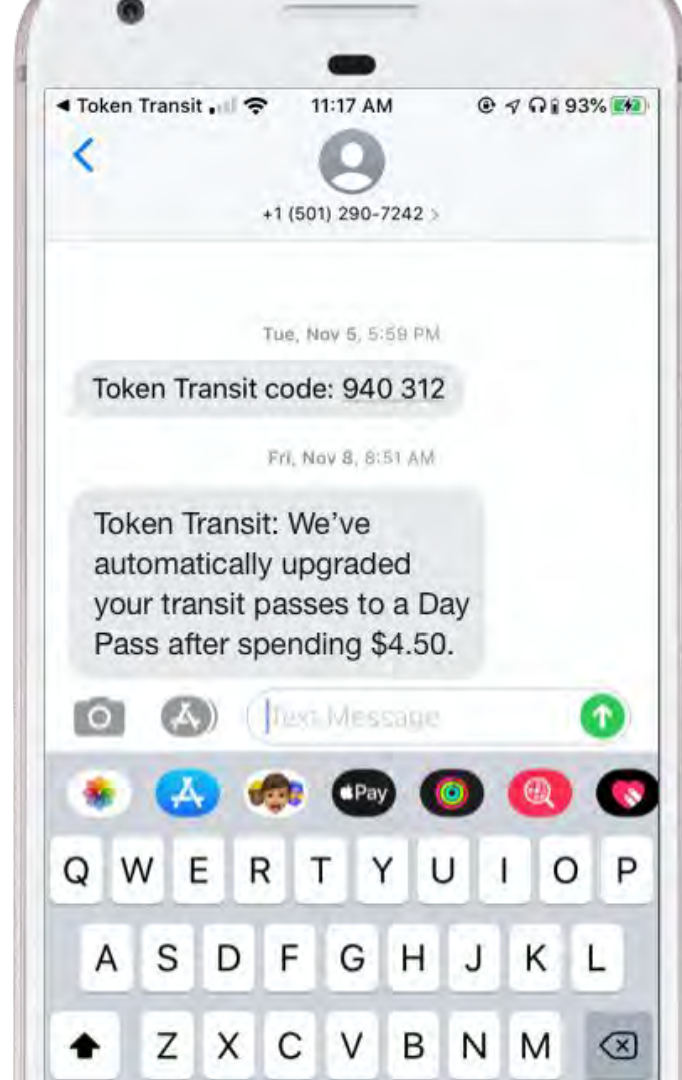
A system for easy mobile payments creates more access for passengers to purchase passes with a click of a button. With more accessibility, GCTD hopes to attract and engage with new customers who might not ordinarily choose public transit as a means of mobility.

New, complimentary features constantly launching

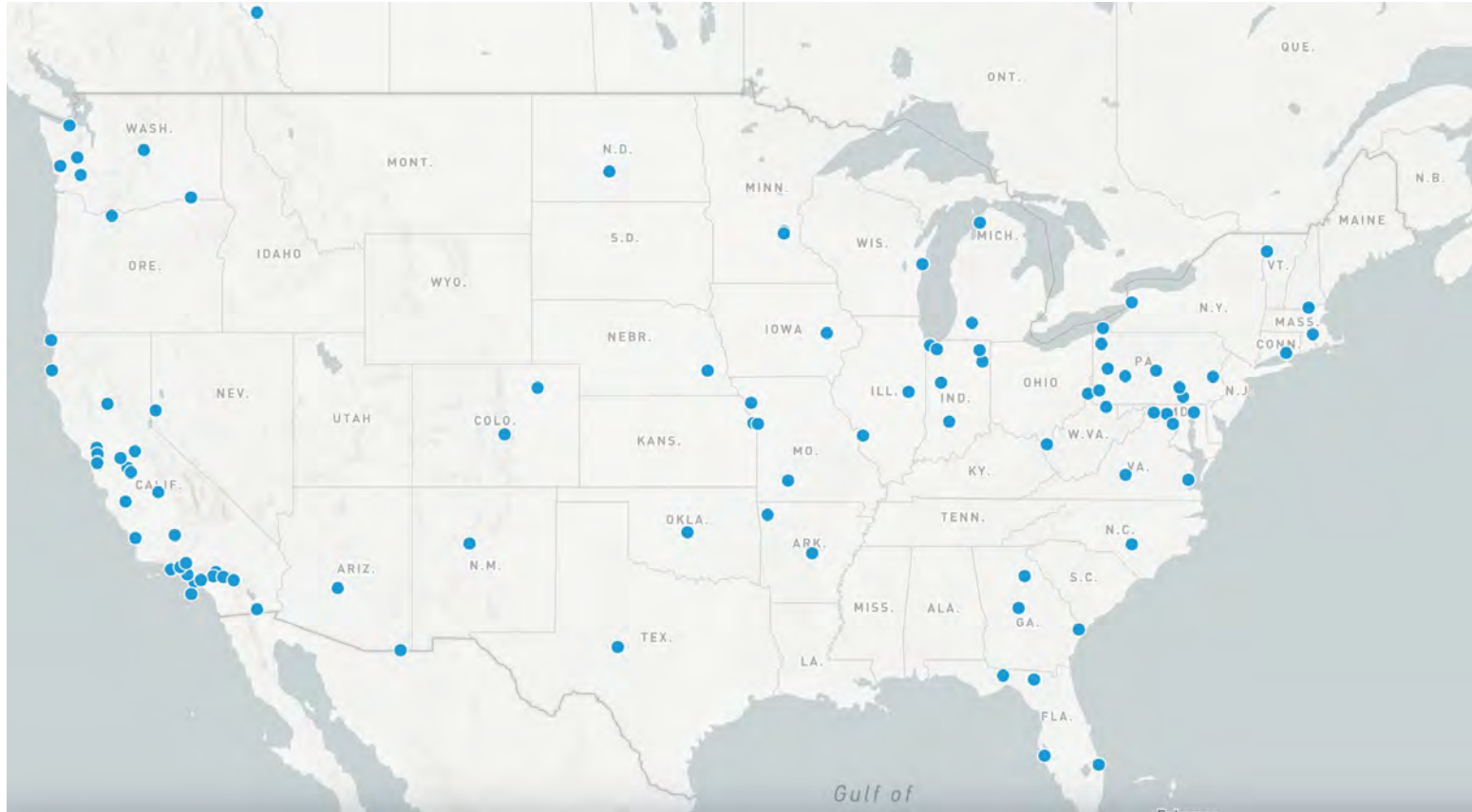
New features are made available to your agency at **no extra cost**. You choose what you want to make available.

Examples include

- Fare Capping
- Apple Pay
- Rider SMS Alerts
- Data Visualizations



Trusted by large and small agencies everywhere



Promoted by 100+ peer agencies nationwide

“

*We have been very impressed with the Token Transit team and are proud to be their first client. Their **commitment to our success, and responsiveness to our needs, is refreshing** in the transit industry.”*



David F. Jickling
Director of Public Transportation and Operations, RTC
Washoe (Reno, NV)

\$6 Million Annual Fare Revenue
85 Buses

“

*Token Transit has provided Metro's riders with options for **fare payment that speeds up boarding and limits interaction** with the drivers for both the fixed route and demand response systems.*



Kathy Schultz
Planning and Development Manager, Metro
(Kalamazoo, MI)

\$2.6 Million Annual Fare Revenue
29 Buses

“

*Token Transit has been a joy to work with as we replace our existing mobile payment system. The **transition has been effortless** and they've remained flexible as we implement during the pandemic.*



David Johnson
Manager, KCATA
(Kansas City, MO)

\$15 Million Annual Fare Revenue
225 Buses

Give riders convenience

96% Satisfied

80% Very likely to
recommend to a friend



Save drivers time

93% Stated Token Transit made
it easier to collect fares

68% Reported less time
collecting fares

**Peer reviewed, independent
academic study of Token Transit's
impact in Florida, citation:**

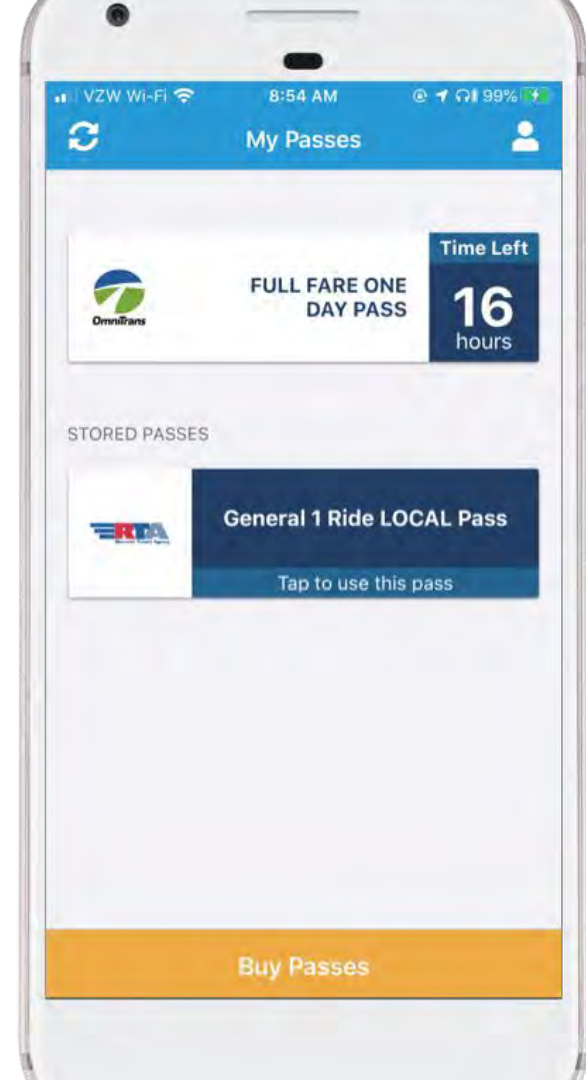
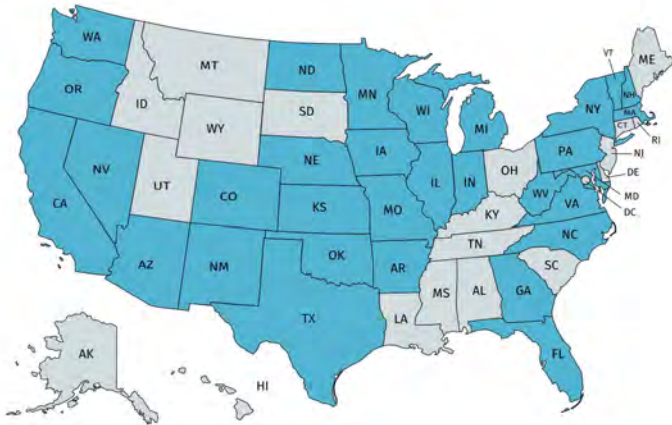
Brakewood, Candace, et al. "An Evaluation of the Benefits of Mobile Fare Payment Technology from the User and Operator Perspectives." *Transport Policy*, vol. 93, 2020, pp. 54-66., doi:10.1016/j.tranpol.2020.04.015.

Better
Transit
Through
Payments



Launch joint fares with nearby agencies

Agencies use Token Transit to establish inter-agency agreements, easily set up fare transfer rules, and split revenue accordingly.



Complement your existing fare collection operations

1. Get started immediately by running in parallel with existing fare collection systems
2. Integrate with data in the backend for accurate reporting across platforms
3. Optional integration with existing fare collection hardware if desired

Safeguard sensitive data and information

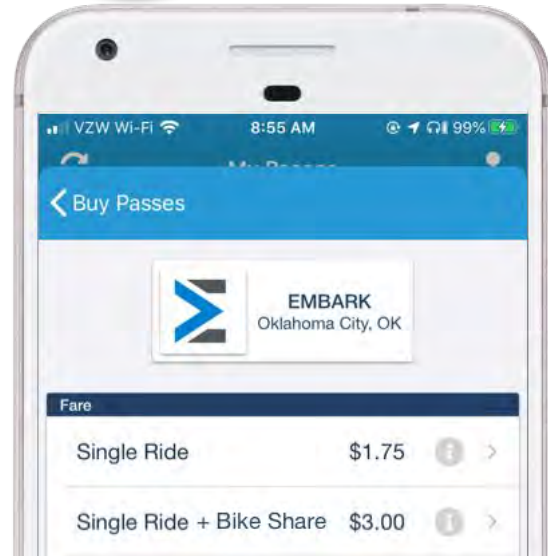
1. **Payments** - Token Transit's Level 1 PCI Compliant Certification protects consumers from data breaches and reduces fraud
2. **Data** - End to end data encryption protects sensitive information using industry leading AES and TLS security
3. **Analytics** - Anonymized, aggregated ridership data ensures privacy is protected

Seamlessly include 3rd party mobility in transit system

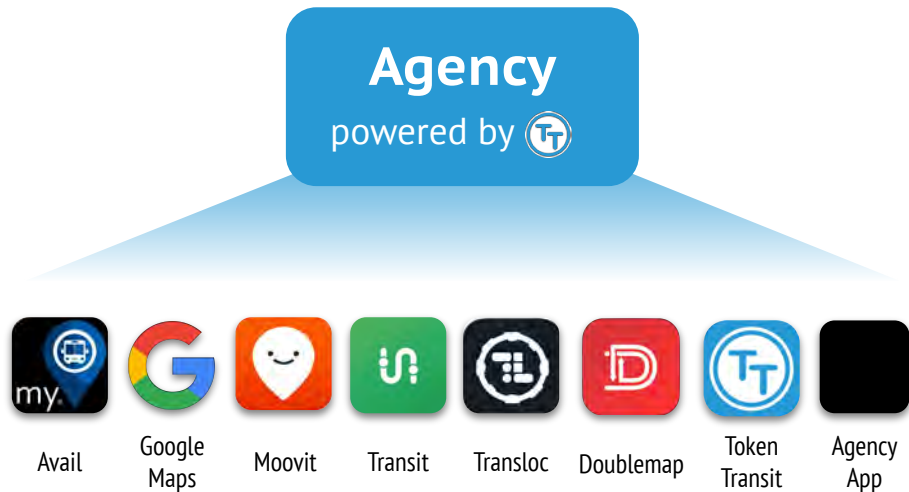
Maintain control as the “mobility manager”.

Seamlessly including bikeshare, scooters, microtransit, etc. in the agency’s larger transportation system.

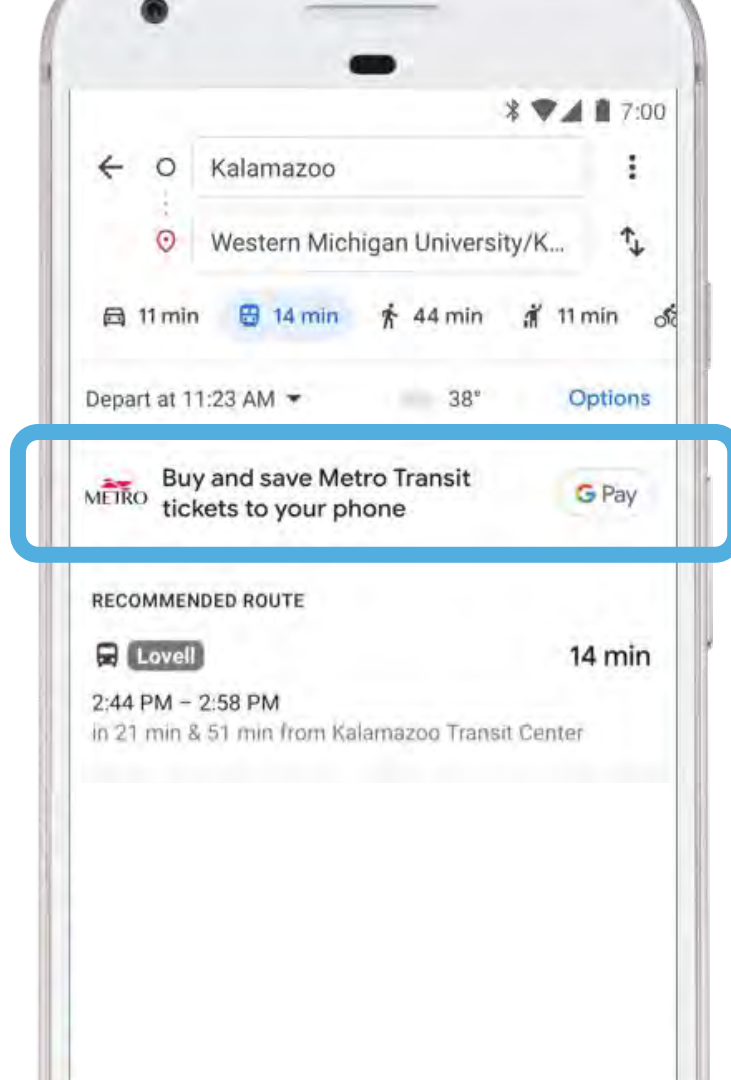
Make 3rd party mobility look and feel like transit. Offer a consistent payment experience, bundled passes and unified customer support.



Let riders buy passes where they already plan trips



Token Transit **increases riders' choice**
while giving **agencies control**



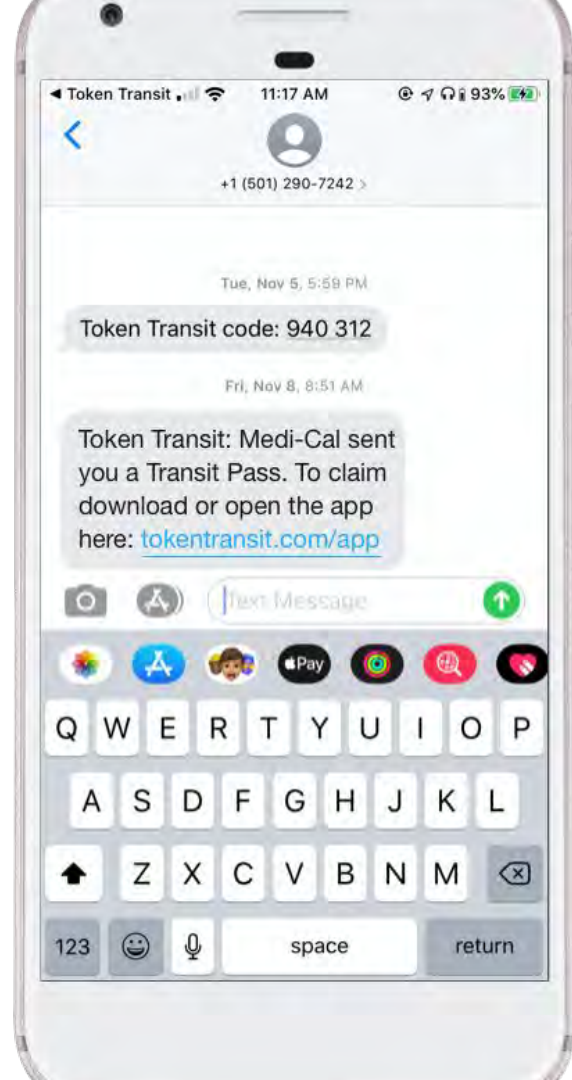
Questions?

Appendix Slides

Leverage the scale of existing Token Transit partnerships

Token Transit works with national non-emergency medical transit and commuter benefit platforms that want to distribute your agency's passes.

Unlock pre-tax commuter benefit solutions for your riders that are already set up..

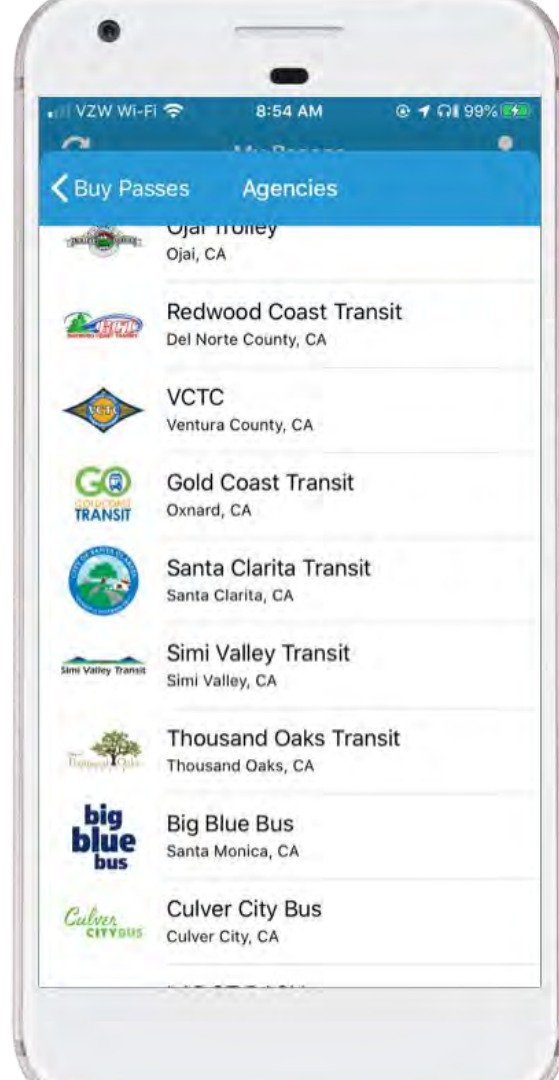


Transition to Token Transit from existing mobile ticketing apps

Seamlessly transfer accounts to Token Transit.

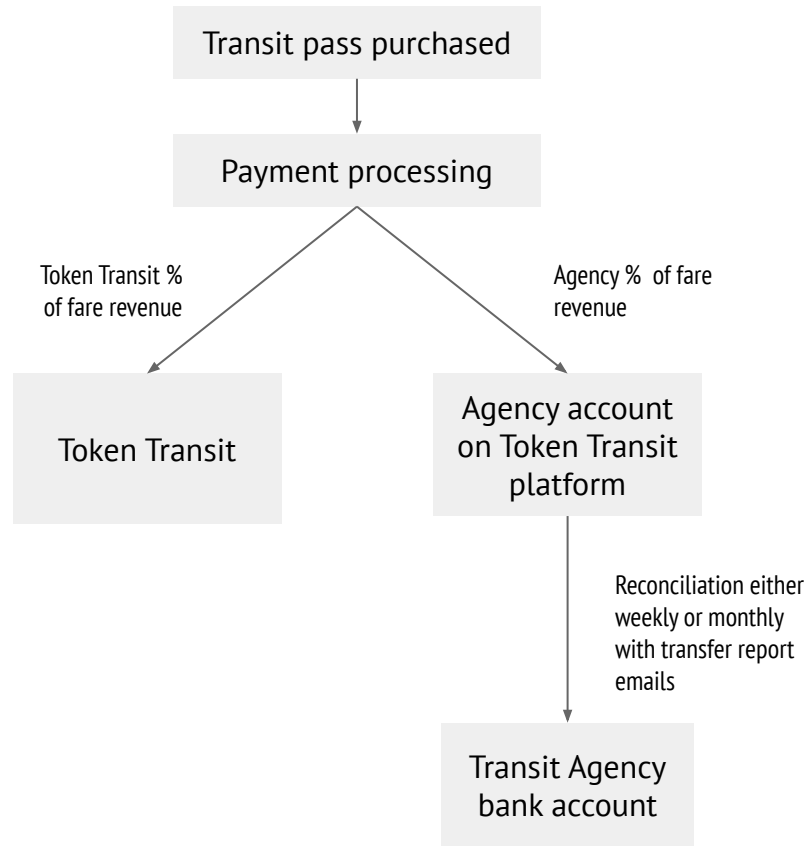
Questions for agencies:

1. Who owns your app store listing?
2. Who owns your accounts?
3. Is there a way to invalidate passes on your old system when we transition them over to Token Transit?



Secure bank transfer setup takes minutes

- Token Transit automatically deposits fare revenue into your account.
- For each deposit, agencies receive a complete set of .csv files including aggregate sales as, individual purchases and refunds.
- A financial summary is emailed at the end of each calendar month.
- All card processing fees are included in Token Transit's commission.



Partner with Token Transit to educate and engage riders

- ① Leverage Token Transit's marketing resources! This includes collateral for print and digital marketing that can be customized for any market.
- ② To supplement what's already available from Token Transit, our partners also create co-branded marketing materials.
- ③ For major marketing moments, agencies and 3rd party partners can collaborate with Token Transit to create new assets.



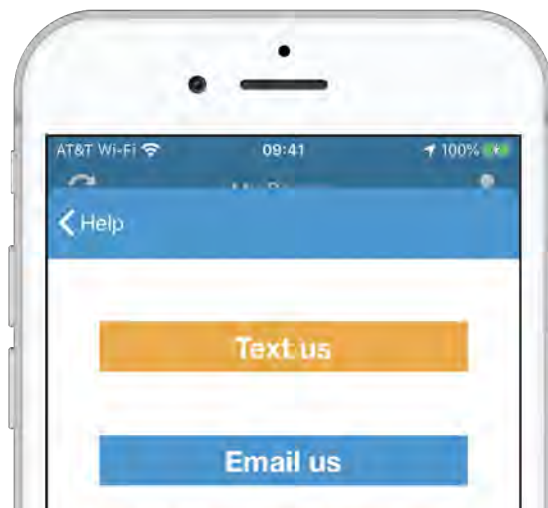
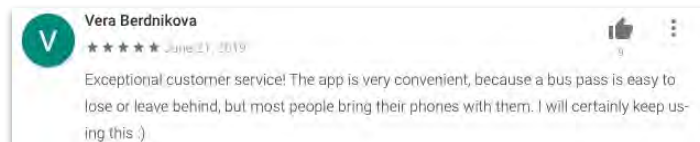
Token Transit creates many custom print marketing designs for you to print and deploy.

Current materials include: King/Queen/Read panels, posters, pamphlets, farebox stickers, interior panels

Token Transit provides all customer service support

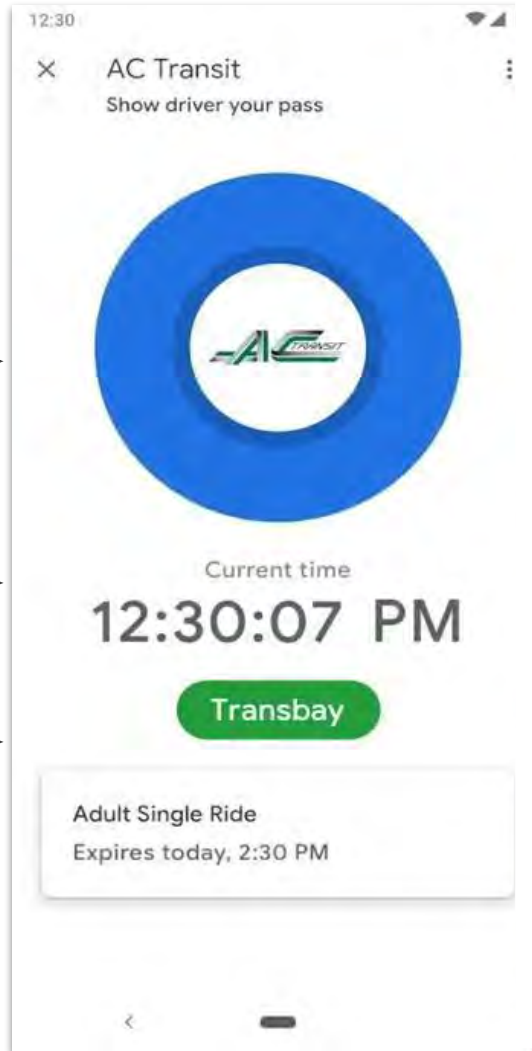
Riders can reach Token Transit customer service in the app for immediate support.

Additionally, agency staff can manage rider accounts and issue refunds directly from the agency portal.



Operator training is as easy as 1-2-3

- ① Circle around logo is **in motion**
- ② Time of day is **current**
- ③ Type of service is **valid**



Token Transit has training videos, handouts and FAQs to help you conduct effective training.

Elevate mobility for all riders regardless of income level or accessibility needs



Affordable for riders of all
income levels

- No rider fees to download and use the Token Transit app
- Riders automatically receive an upgraded pass in their account based on the dollar value of pass activations
- Riders can take advantage of tax free commuter benefits
- Enable payments from the unbanked, 23% of tickets across all Token Transit cities use prepaid debit cards



Inclusive for riders of all
accessibility needs

- Visually impaired riders can buy passes with VoiceOver
- Translated fare purchasing experience for any language
- Families can remotely text passes to seniors or children
- Social services can remotely send passes to clients
- Late workers can purchase passes “after hours”



Lori Ann Black

★★★★★ December 11, 2018

I love the convenience of this app. No more digging for change or paper passes. I only wish all the local mass transit used this.



“The Token Transit app is great”

Jeff Altman, representing the Nebraska Commission for the Blind and Nebraska Center for the Blind

Access your rider data where you want it

- Token Transit integrates with all the ways you gather store and use data:
 - **Real-time** - Stream data into back office via a secure webhook
 - **Static** - Schedule a recurring bulk transfer event via a secure HTTP webhook, FTP, or email
- Deeper integration to existing back-office databases on a case-by-case basis if desired.

Problem: Stand-alone mobile apps for transportation payments limit agency control and rider choice

Riders plans trips, but can't pay where they plan

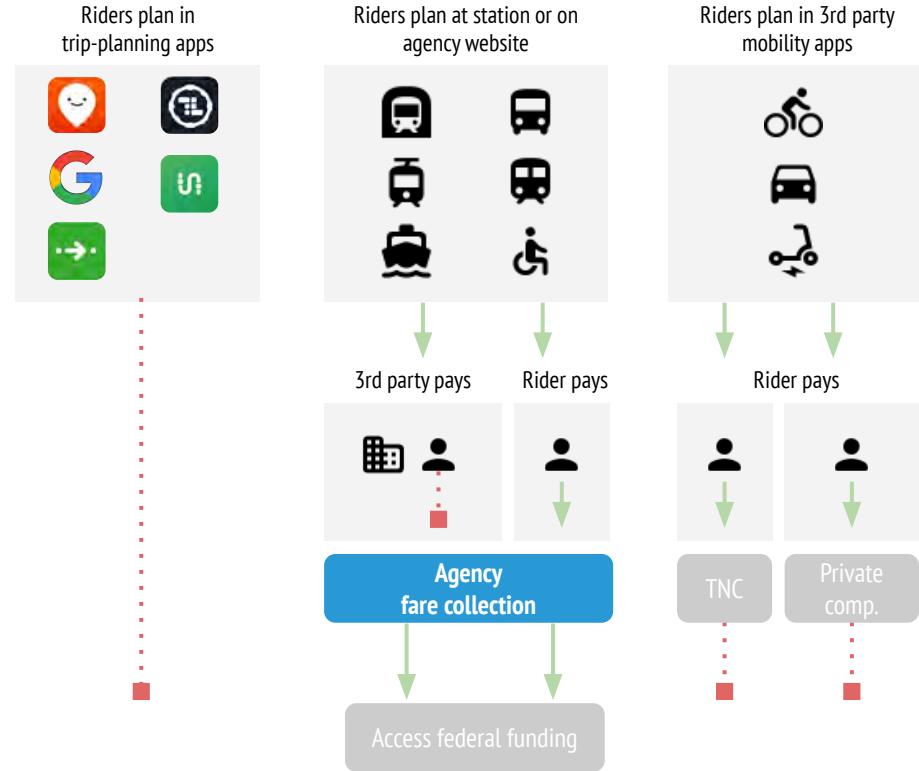
- Apps help compare modes across operators to get from A to B ... but riders can't pay where they plan
- Siloed rider accounts and payment processing are critical blockers to offering bundled passes across transit and 3rd party mobility

Riders can't pay in the way they prefer

- Subsidized pass distribution and controlling “who pays” is analog and hard for agencies to set up
- Riders often have to visit physical locations to reload card, convert cash into digital value, etc
- Riders who need affordability most can't access best value passes

Agency can only benefit from closed ecosystem of data

- Ridership data limited to the closed system created by stand-alone app
- Reports ridership data to access funding



Upgrading to Token Transit's platform for rider accounts gives agencies control while giving riders choice

Sell riders passes where they already plan trips

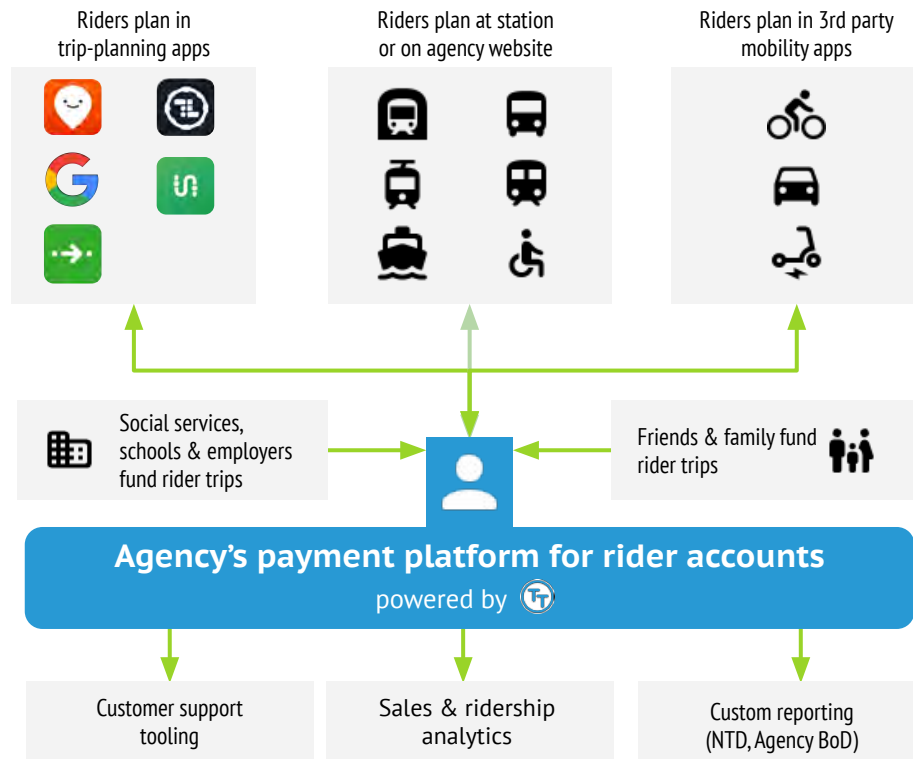
- Make it easy for riders to pay for all transit modes without the cost and effort of 3rd party integration
- Turnkey solution for payments across transit modes
- Sell joint passes for public transit and 3rd party mobility

Provide equity-based incentives to ride, and ride safely

- Instantly distribute subsidized passes by the 1000s
- Protect low income riders from overpaying
- Provide a digital contactless, safer way to pay
- Reduce operational cost and dwell time by reducing reliance on physical cash

Expand actionable insights and custom reporting

- Control third party access to ridership data
- Reduce operational risk through automated reporting that adheres to federal requirements
- Modern financial analytics and useful rider insights to inform marketing and product decisions





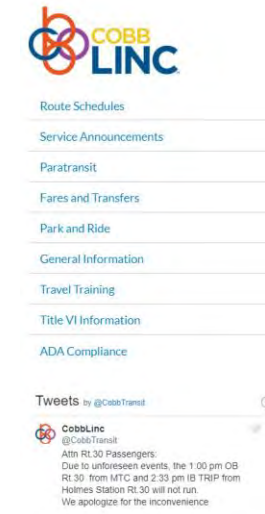
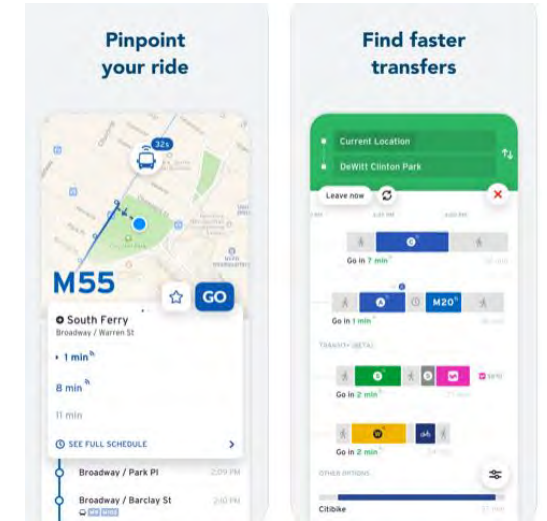
REGIONAL GTFS DATA POLICY DRAFT RECOMMENDATIONS

Daniel Walls - Transit Funding Administrator

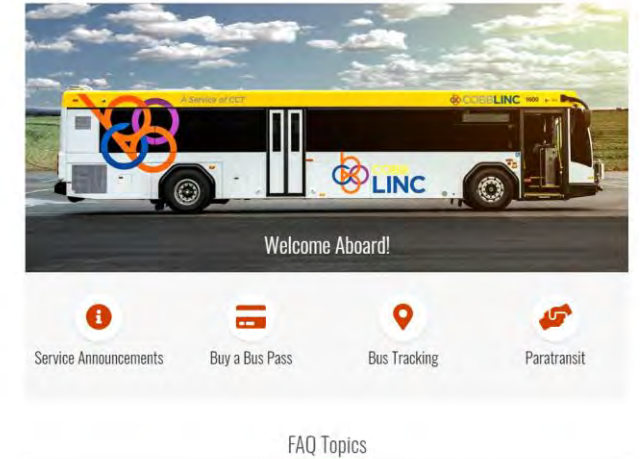
September 18, 2020

VISION FOR REGIONAL TRANSIT DATA

To provide transit riders with accurate, consistent, and reliable schedule and real-time information for all fixed-route transit services in the Metropolitan Atlanta region via the trip planning/mobility-as-a-service apps and websites that they use to make travel decisions.



Cobb Transit Service: CobbLinc



GENERAL TRANSIT FEED SPECIFICATION (GTFS) DATA TYPES

- ▶ **GTFS feed (static):** Schedule, route / stop configuration, fare, and transfer information for fixed-route transit services

- ▶ **GTFS-Realtime feeds:**
 - **Vehicle Positions feed:** Real-time vehicle locations
 - **Trip Updated feed:** Real-time arrival/departure predictions, information about trip changes (like additions, cancellations, and detours) and stop changes (like skipped stops)
 - **Service Alerts feed:** Information about planned service changes, unplanned service disruptions and other alerts

- ▶ **GTFS-Flex feeds:** Schedule, route / stop configuration, fare, and transfer information for flexible transit services

- ▶ **GTFS-Pathways feeds:** Extension to define paths (such as walkways, stairs, elevators, escalators, etc.) between station/transfer center entrances, exits, stops, and platforms

EXISTING CONDITIONS

- ▶ All current fixed route operators provide a GTFS feed (route patterns and schedule)
- ▶ Only CobbLinc currently provides GTFS-realtime feeds
- ▶ MARTA, GCT, and Xpress are developing GTFS-realtime feeds to include:
 - Vehicle Positions (Where is my bus/train?)
 - Trip Updates (When is the bus/train going to get here?)
 - Service Alerts (Is there something I should know?)
- ▶ No regional operator provides GTFS-flex or pathways feeds
- ▶ Data is of varying levels of quality
 - IBI Group has reviewed quality and workflows, and **shared recommendations for improvements with each operator**



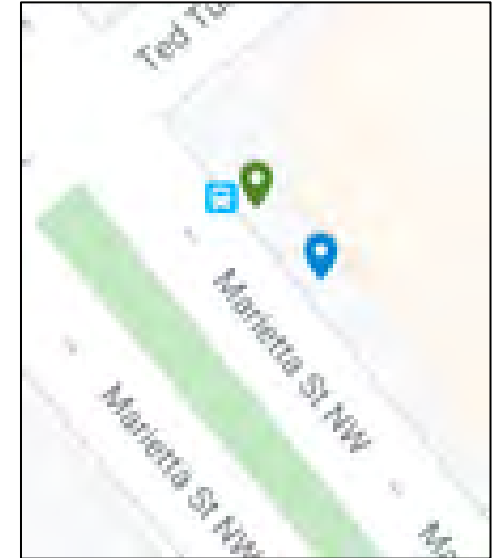
WHAT ARE THE ROLES OF THE ATL?

- ▶ **Establish stringent regional quality criteria** for including GTFS data from operators in regional data systems like the ATL trip planner and the ATL RIDES project
- ▶ **Provide tools and/or support** to operators, especially smaller operators such as CATS, Connect Douglas, and HCT, to create and maintain their GTFS feeds in accordance with quality criteria
- ▶ **Independently test and monitor** the quality of the GTFS and GTFS-realtime feeds
- ▶ Support operators in making their data **available to third parties**
- ▶ Support operators to, or conduct the work to, **improve regional coordination** of data

REGIONAL DATA COORDINATION

- ▶ Ensure consistent location data and stop names across shared stops

| Field | MARTA | CobbLinc |
|--------------------|-------------------------------------|-------------------------------------|
| stop_name | "MARIETTA ST NW @ TED TURNER DR" | "MARIETTA ST + TED TURNER DR AM" |
| stop_lat, stop_lon | 33.756897, -84.392443 | 33.756945, -84.392493 |



- ▶ Provide accurate transfer times for connections between different operators
- ▶ Provide accurate fare information for trips that include multi-operator transfers
- ▶ Provide consistent communication to customers via service alerts when service is disrupted across operators

WHAT ARE THE ROLES OF TRANSIT OPERATORS?

As the generators of GTFS/GTFS-realtime data, operators are in the best position to maintain quality at the source

To do so, operators should:

- ▶ **Include regional quality requirements when procuring systems**
or modules to generate GTFS and GTFS-realtime feeds (IBI Group has provided recommended requirements)
- ▶ **Test the quality** of the GTFS and GTFS-realtime feeds **before launch**
- ▶ Periodically and/or continuously **monitor the quality** of the GTFS and GTFS-realtime feeds
- ▶ Work to **improve** (or at least maintain) the quality of the GTFS and GTFS-realtime **feeds over time**

NEXT STEPS

- ▶ Establish and adopt stringent regional quality criteria (component of ATL RIDES)
- ▶ Continue assisting regional providers to create/improve their GTFS feeds
- ▶ Establish a single webpage to access all operators' feeds, including service alerts
- ▶ Coordinate with ARC and operators to improve shared stop data
- ▶ Adopt system to independently test and monitor the quality of GTFS feeds
- ▶ Develop GTFS flex and pathways feeds for region



Questions?



ATL RIDES PROJECT KICKOFF AND REGIONAL THIRD-PARTY PARTNERSHIP

Daniel Walls – Transit Funding Administrator

September 18, 2020



ATL RIDES PROJECT UPDATE

OVERVIEW

The ATL and its regional partner agencies are committed to becoming industry leaders in providing consistent, high quality public transit service data to improve the rider experience. Supporting initiatives include:

- ▶ Regional GTFS data assessment and workflow improvement recommendations
- ▶ Secured FTA IMI grant award for the development of ATL RIDES, an open source, multimodal journey planning application
 - Mobile app is expected to take one-year to develop followed by one-year of public demonstration; web-based platform expected to be available sooner
 - ATL RIDES project also includes a connected data platform and regional GTFS quality standards to enhance data usability by third-parties
- ▶ Desire by regional operators to engage in a partnership with an existing private third-party application
 - Immediately improve the customer experience and allow operators to leverage private sector resources

ATL RIDES UPDATE

- ▶ July - FTA grant executed and became active
- ▶ August 24th - Project kickoff meeting held with all regional partners
- ▶ September 17th - Contract signed and NTP issued to IBI Group
- ▶ Current status - Project Charter and Project Management Plan under development; Initiating conceptual and detailed design work with partners



ATL

ARC

Atlanta Regional Commission



Xpress



marta

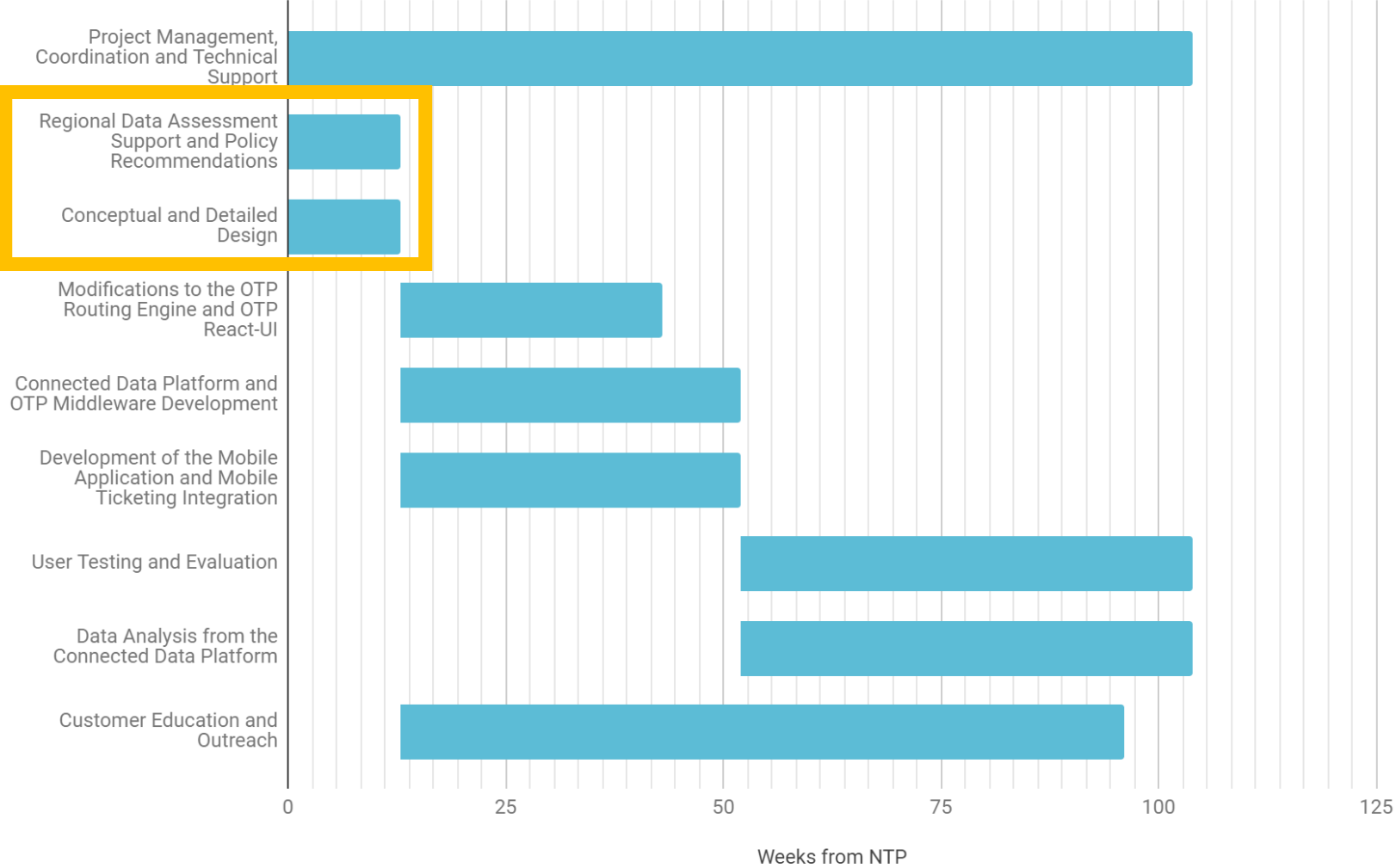


GWINNETT COUNTY TRANSIT

COBB LINC

CONNECT DOUGLAS
DOUGLAS COUNTY MULTI-MODAL TRANSPORTATION SERVICES

SCHEDULE AND NEXT STEPS





REGIONAL PRIVATE SECTOR PARTNERSHIP

PARTNERSHIP BENEFITS

Financial

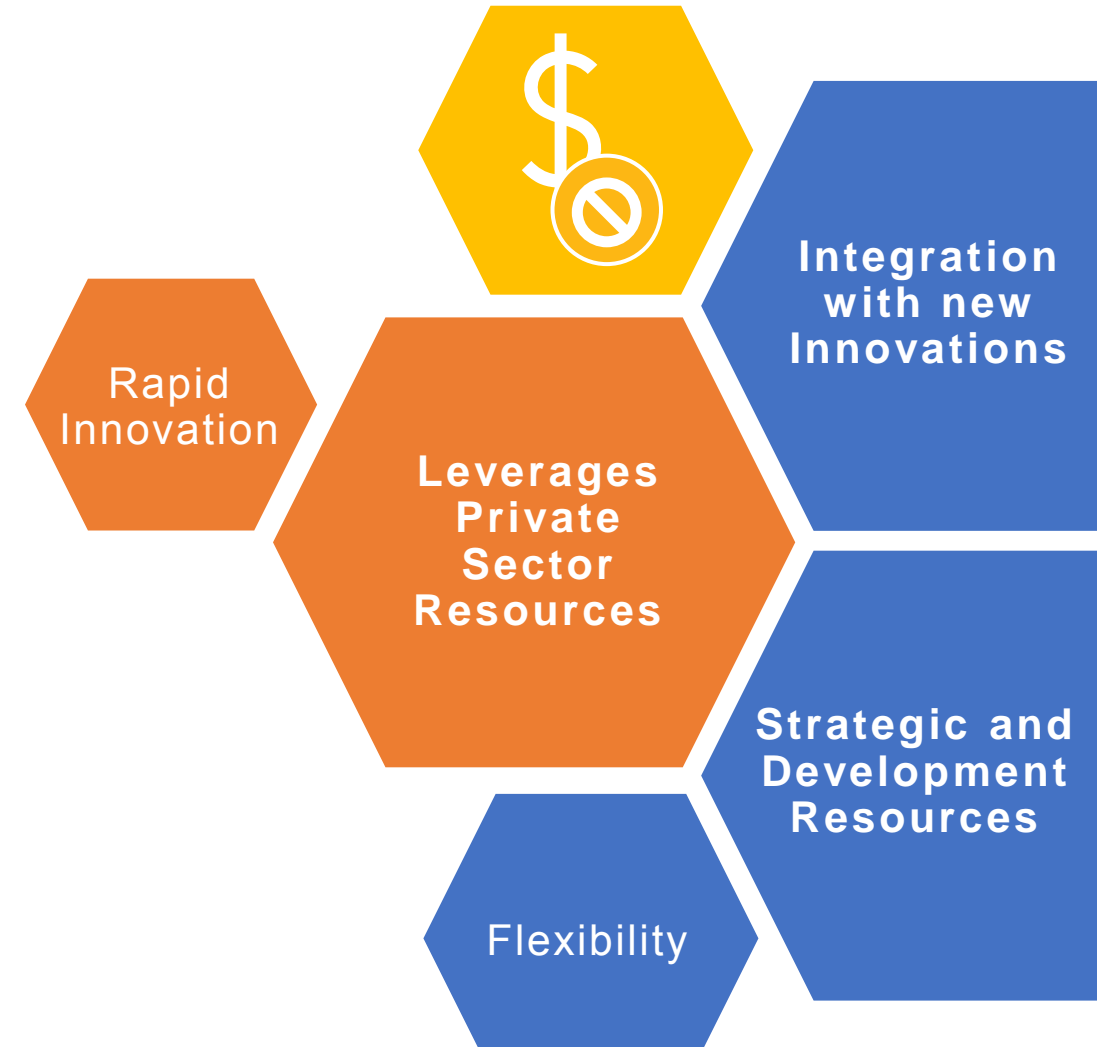
- ▶ Partnership is no-cost to operators
- ▶ Limits operators' financial risks for direct investments in software and technology

Customer Experience

- ▶ Enhances opportunities for feedback and engagement with customers
- ▶ Immediate improvements to real-time route information

Transit Provider Experience

- ▶ Allows operators to focus on maintaining and improving transit service data
- ▶ Access to certain app user and trip planning data



PARTNERSHIP STRUCTURE

Regional Providers

- ▶ One-year contract with two renewal options (3 years total)
- ▶ Official partnership agreement with all participating regional transit providers

Third-Party Developer

- ▶ Integrates metro Atlanta APIs for trip planning, realtime arrival data, customer feedback, and service alert notifications
- ▶ Version of mobile app with integrated metro Atlanta provider branding will launch within 60 days of notice to proceed
- ▶ Advisor for ATL RIDES project focused on public facing transit service data quality
- ▶ Ongoing support and data sharing with all regional providers

NEXT STEPS



Collaborate with Regional Providers

- ▶ Finalize Scope of Services
- ▶ Establish participating agencies



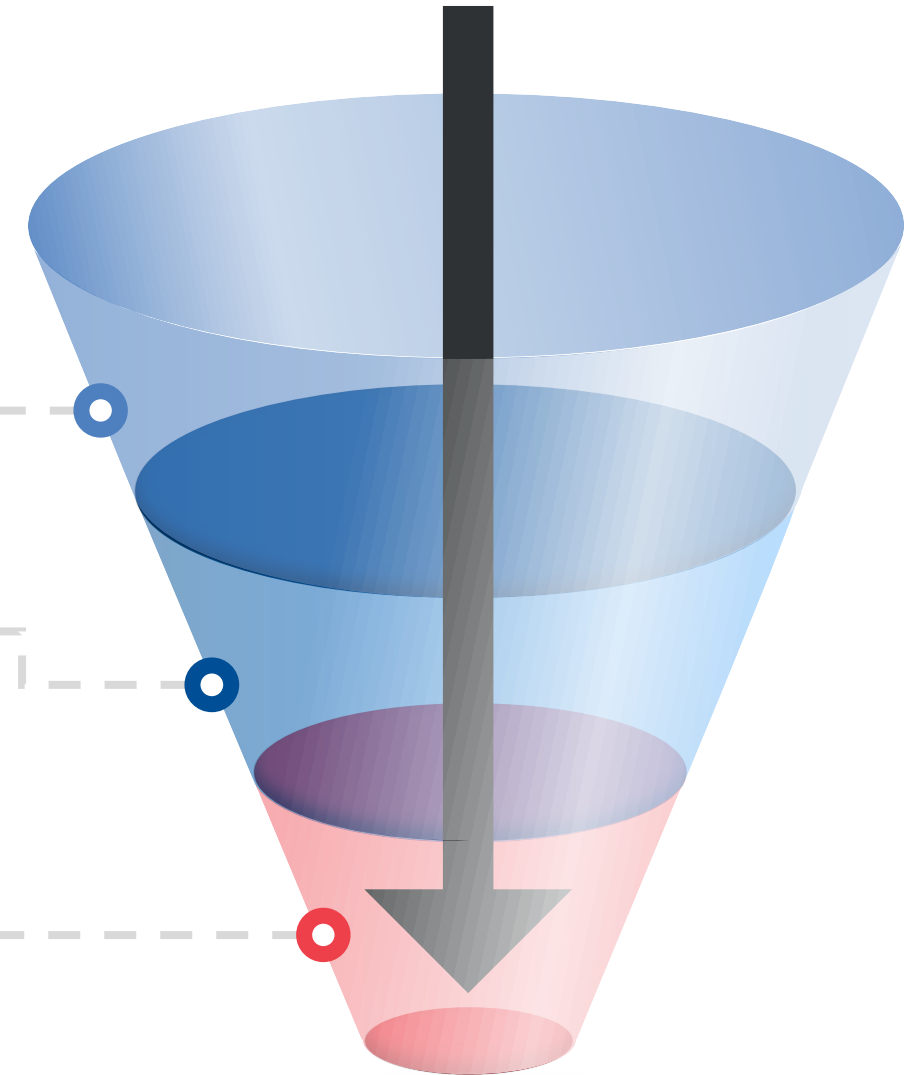
Procurement Process

- ▶ Finalize RFP with regional partners
- ▶ ATL to issue Regional RFP



App Selection

- ▶ Evaluate proposals w/input from all regional providers
- ▶ Issue NTP



**Regional Third-Party
App Partnership**



Questions?



ATL Regional Technology Committee

September 18, 2020