



REGIONAL TECHNOLOGY COMMITTEE

Andy Macke, Chair

July 1, 2021

Regional Technology Committee

Thursday, July 1, 2021

Proposed Agenda

- I. Call to Order – Andy Macke, Chair
- II. Approval of Minutes for January 7, 2021
- III. Approval of Agenda for July 1, 2021
- IV. ATL RIDES Update – Daniel Walls
- V. Future of Fare Payment Solutions Showcase Series – Masabi – Zach Ascher, Masabi
- VI. Adjournment



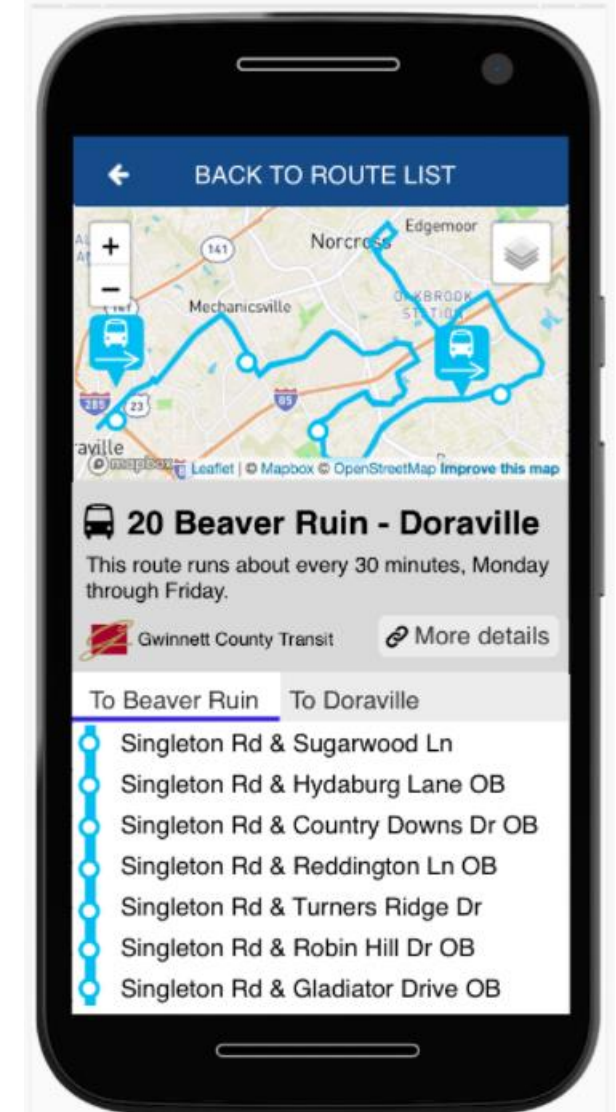
ATL RIDES PROJECT UPDATE

Daniel Walls, Transit Funding Administrator

July 1, 2021

Project Update

- ▶ Ongoing testing and enhancements of web app
- ▶ Development phase underway, new features:
 - Accessibility routing
 - Enhanced route viewer
 - Enhanced stop viewer
 - Cost/Fare details
 - Multi-language support
- ▶ Baseline mobile app available for internal testing (June 28)
- ▶ Shared stop analysis complete
- ▶ GTFS Flex scope expansion
- ▶ Ongoing coordination and collaboration with FTA



Enhanced Stop Viewer

☰
Sign in

← Back

INMAN PARK-REYNOLDSTOWN STATION ☆

Stop ID: 908692 [View schedule](#)

Plan a trip: 🕒 From here | 📍 To here

BLUE To BLUE WESTBOUND TO H E HOLMES STATION	🕒 10 min	▼
GREEN To GREEN WESTBOUND TO BANKHEAD STATION	🕒 4 min	▼

Related stops

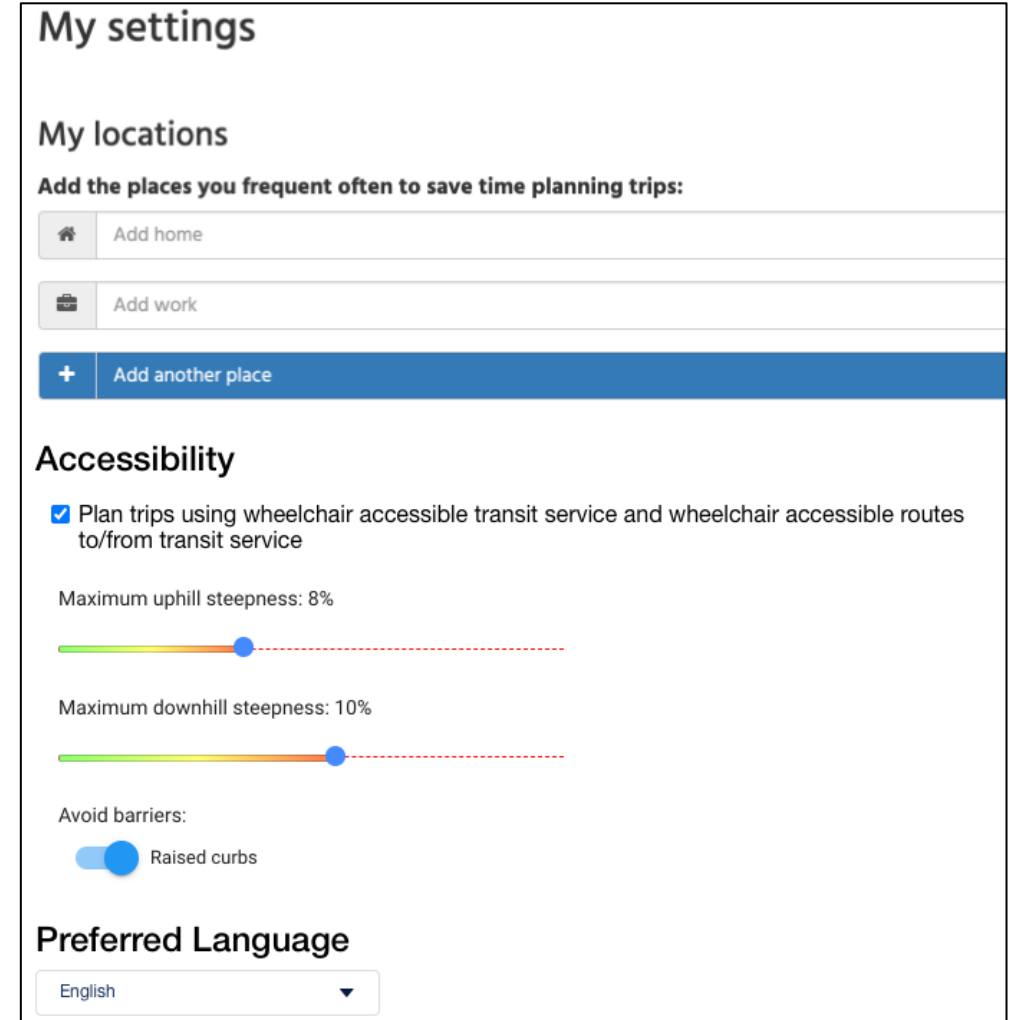
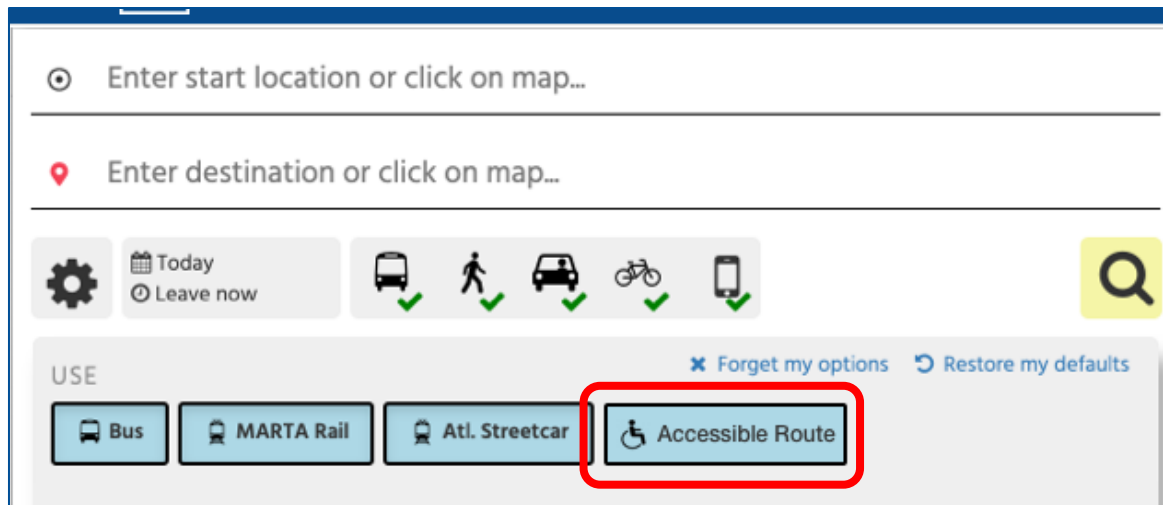
- 🚌 Inman Park/Reynoldstown North Loop
[View details](#)
- ④ Jonesboro Rd 🕒 13 min
- ⑥ Lindbergh Station 🕒 11 min
- 🚌 Inman Park/Reynoldstown South Loop
[View details](#)
- ③② South Park Blvd 🕒 7 min
- ⑦④ Rainbow Way 🕒 12 min

Nearby amenities

- P
Inman Park North Lot 🕒 From here | 📍 To here
- P
Inman Park South Lot 🕒 From here | 📍 To here
- 🚲
6 Relay bicycles available
- ⤴️
3 eScooters available

Accessibility Routing

- ▶ User able to plan a trip with accessibility information:
 - Prioritize trips confirmed as accessible to top of list
 - Hide itineraries that we know are not accessible



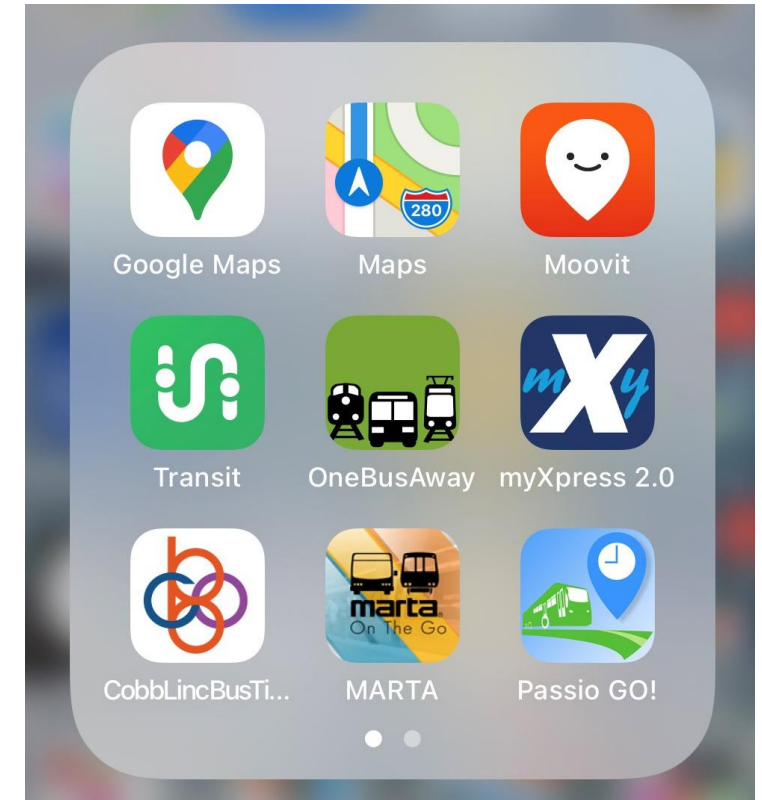
Shared Stops Analysis - Complete

- ▶ Results shared with partner agencies
- ▶ Coordinating with each agency to update feeds, priority is to update GPS coordinates then stop name

Agency	MARTA	Xpress	GCT	CobbLinc	Proposed
Stop ID	210762	191	191	191	600028
Stop Code	99971003	210762	210762	210762	Can Vary By Agency
Stop Name	COURTLAND ST @ AUBURN AVE	Courtland at Auburn Ave	Courtland at Auburn Ave	Courtland at Auburn Ave	Courtland Street at Auburn Avenue
Latitude	33.755912	33.756244	33.756244	33.756244	33.755925
Longitude	-84.384348	-84.384356	-84.384356	-84.384356	-84.384348

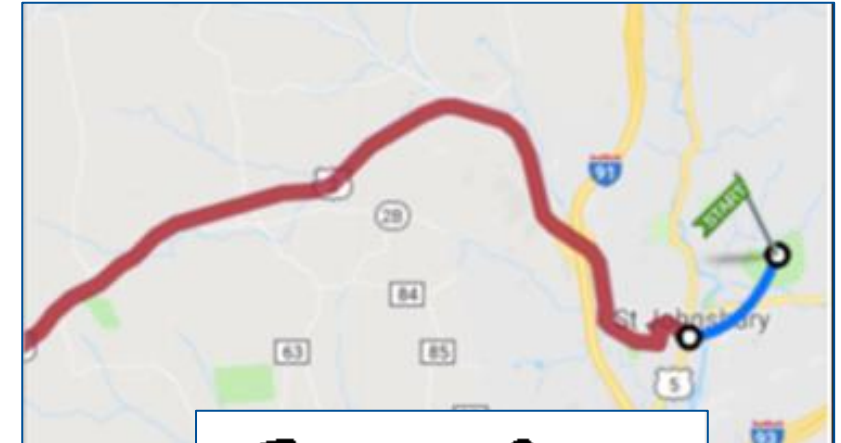
GTFS Benefits Extend Beyond RIDES

- ▶ Provide cohesive communication to customers across all apps and trip planning platforms
- ▶ Ensure consistent location data and stop names across shared stops will ensure more accurate trip plans
- ▶ Provide accurate transfer times and locations for connections between different operators



GTFS Flex Integration

- ▶ ATL RIDES currently includes all fixed route transit modes
- ▶ GTFS Flex expansion will allow rural demand response (i.e. Forsyth, Henry, Paulding, etc.) and deviated fixed routes (i.e. CobbLinc Flex Zones) to be included in trip plans
- ▶ Scope expansion is a **collaboration with GDOT, ARC, ATL** and partner agencies. It will **facilitate trip planning for ALL transit operators in the ATL region**, rural and urban alike
- ▶ Flex extension will include user interface integration for both the mobile app and web-based OTP platforms
- ▶ Partner agencies will be responsible for creating and maintaining their own Flex data



Forsyth County

Dial-A-Ride



Ongoing and Next Steps

Building/Refining Features

- ▶ Multiple Language Support
- ▶ Accessibility Routing
- ▶ Enhanced Route Viewer & Stop Viewer
- ▶ Continued updates on baseline mobile/web apps
- ▶ Developing API for Connected Data Platform

Mockups/Prototypes

- ▶ Dynamic rerouting if a bus or train is running late
- ▶ Mobile app logo and splash pages



Questions?



masabi

Masabi, the Fare Payments Company

Delivering a Fare Payment Platform to Public Transit

Our Mission

- Fare payments software is **the most important technology choice an agency can make** to redefine itself for the 21st century
- Fare collection is **fundamental to the rider experience** and are **critical to integrated mobility**
- Fare payment systems **must be scalable and have open APIs to facilitate integration**
- That's why Masabi has developed the leading **enterprise-grade fare payments platform**



The Masabi Story



2007/8

First ever mobile ticketing app for UK rail, developed UK barcode standard



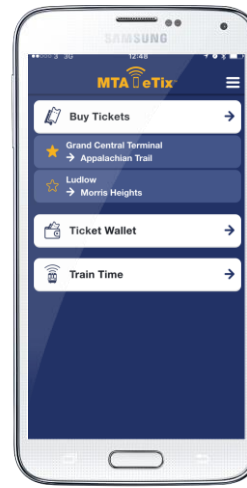
2012

First ever mobile ticketing app for US transit agency. **Justride is born.**



2014

Multi-format validators - handheld, bus, subway.



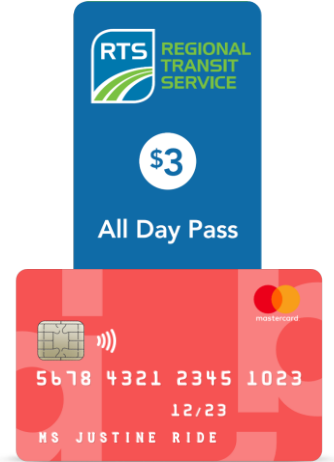
2016

New York MTA etix. LA Metrolink and National Express.



2019

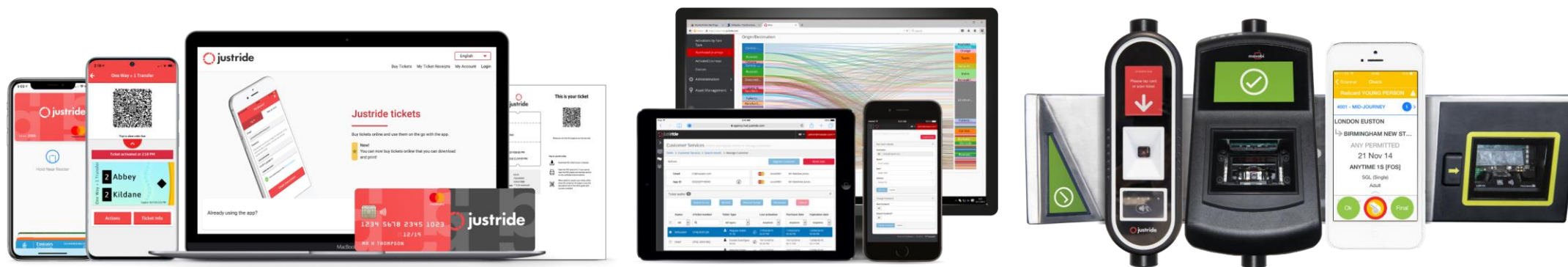
Account-Based Ticketing, MaaS enablement for Uber, Transit app & Jorudan, Japan. Regional app.



2020+

Full Account-Based Ticketing system, cEMV, Regional system. Cash digitization retailers.

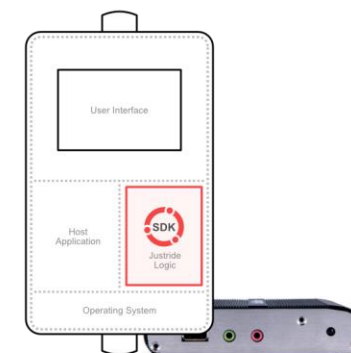
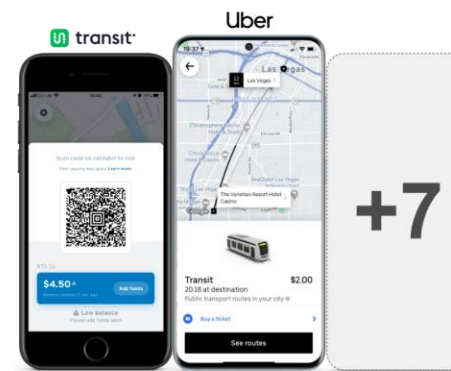
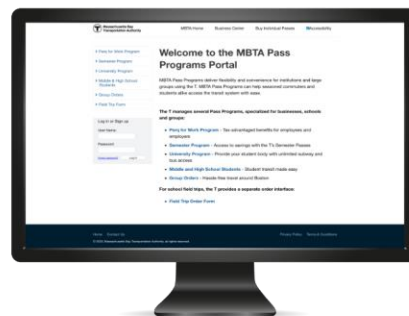




Masabi's justride Platform

API

SDK



The Leading Fare Platform

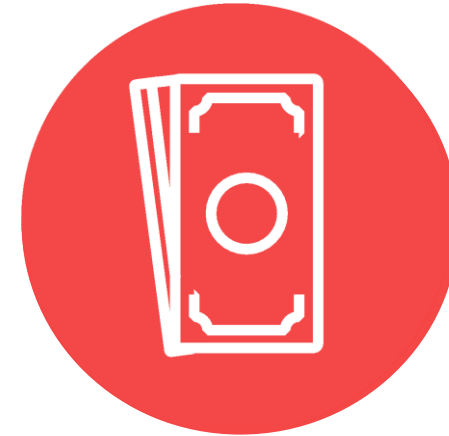
Masabi's Justride is the largest, most widely deployed, robust, secure and reliable Fare Payments-as-a-Service platform in the world.



Live in
10 countries



Trips per month
9.5 million+



Annual fare revenue
\$1bn per year

Agencies of ALL Sizes



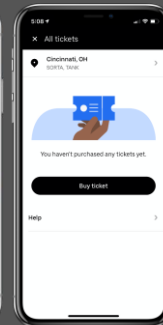
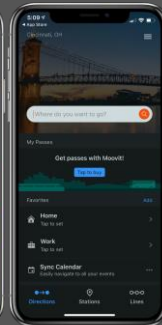
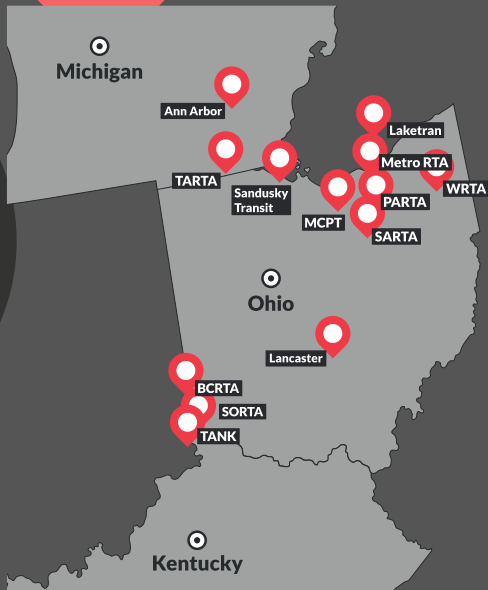
Case Studies



📍 40m/yr
💳 \$55m/yr

📍 EZfare, Ohio

15



transit moovit Uber

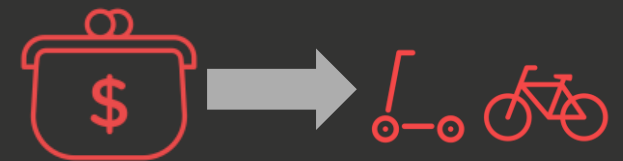
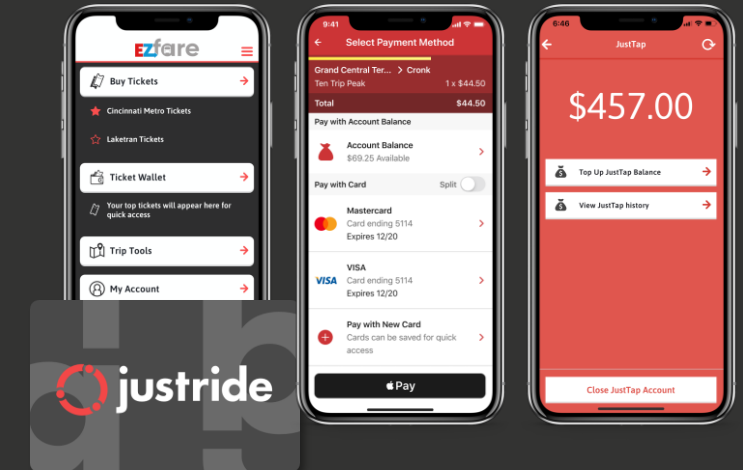
MaaS app integrations

1k+



Mobile ticket resellers

EZfare + masabi



2021

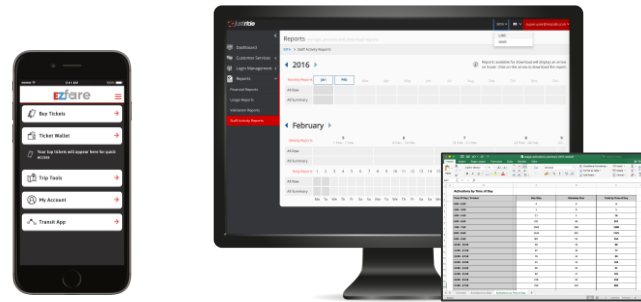
Retail store integration serving high proportion of ash riders

IMI grant award to fund SVA API development

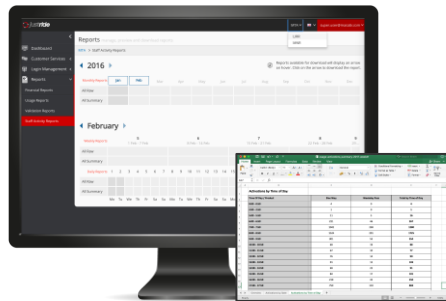
2018 - 2020

Deployed for 15 agencies across three states

Sophisticated Back-office

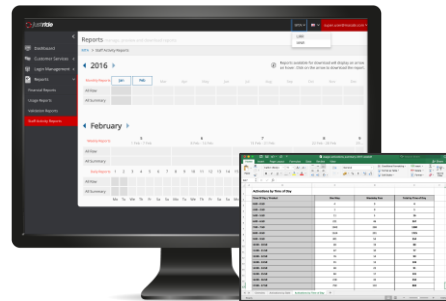


Aggregated reporting
Single app
Shared customer services



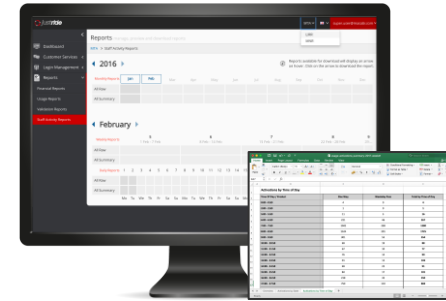
Agency A

- Shared app
- Segregated data
- Segregated payments



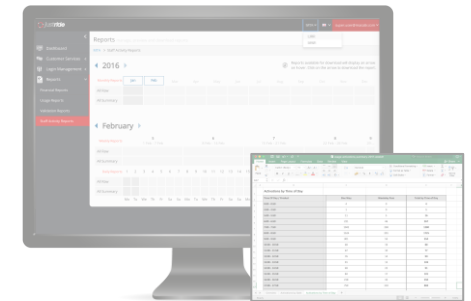
Agency B

- Shared app
- Segregated data
- Segregated payments



Agency C

- Shared app
- Segregated data
- Segregated payments

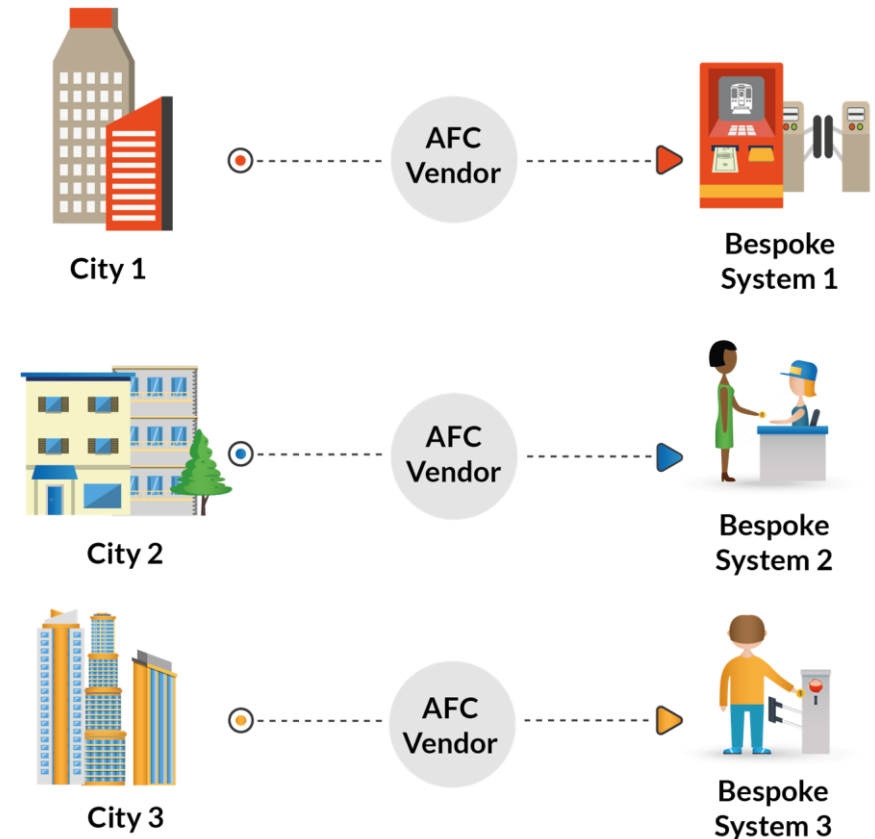


etc

The Problem

Design Build Operate Maintain (DBOM)

- Specifications that **require custom development and services**
- Agencies procuring AFC software from **systems integrators, not software companies**
- Systems integrators delivering **costly, closed, delayed and decaying solutions to agencies**



The Solution

Fare Payment Platforms as-a-Service



**Cost-effective
& Low Risk**
to deploy,
maintain &
upgrade



Quick to Deploy
Proven
technology is far
faster to deploy
than custom
solutions



Regular Updates
Adding new
functionality
available to all,
doesn't become
obsolete



**Productized
Cloud-native
Software**
Best in class
uptime, security,
and cloud features



Open Integrations
Connects with 3rd-
party systems
through global API's



Ticketing for Smarter Cities

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