

Findings and Lessons Learned Valley Metro Mobility On Demand Sandbox Pass2Go Pilot[®] Project



CONNECT COMMUNITIES ENHANCE LIVES VALLEY METRO, PHX AZ

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Valley Metro Agency Overview



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MOD Sandbox

- Empower transit agencies to explore innovative business models and partnerships to deliver high-quality, seamless and equitable mobility options
- Inform the USDOT and communities on how to approach MOD and structure future MOD policies, and support FTA grantees

MOD Projects:

- **Mobile App**
- Autonomous Vehicle Pilot demonstration



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Pass2Go Pilot® MOD Sandbox considerations

Valley Metro's mobile app grant proposal was to develop a fully accessible mobile app that:

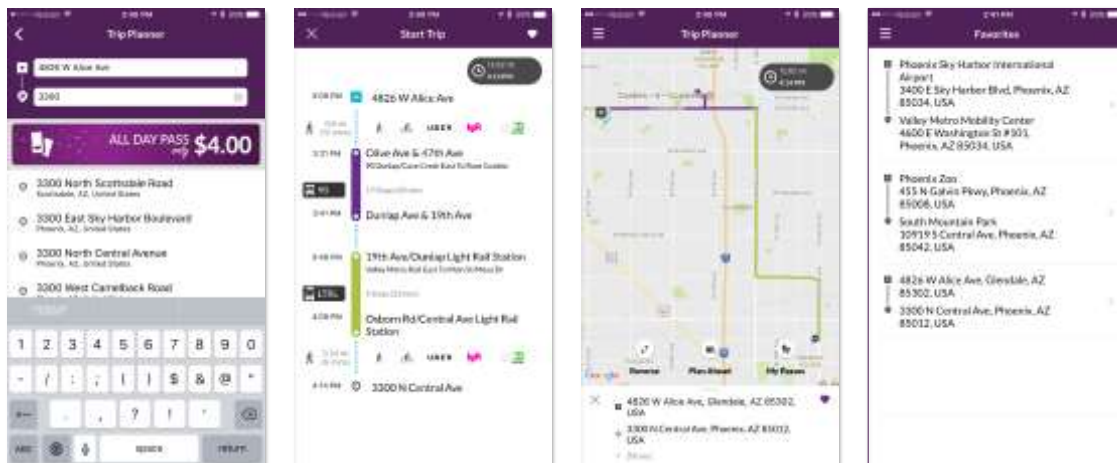
- Provided a more robust trip planning experience
- Produced a mobile ticket for bus and rail
- Provided a single payment solution for both public transit and a TNC project partner
 - Availability of private sector data (format, ability to provide, etc.)
 - Arizona Public Records Law



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Pass2Go Pilot® Trip Planning

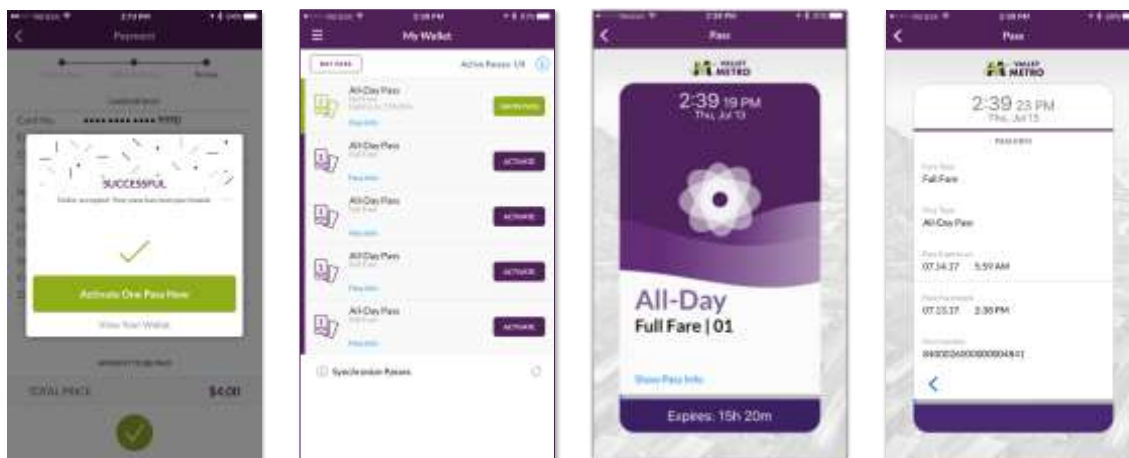


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Pass2Go Pilot® Mobile Ticketing

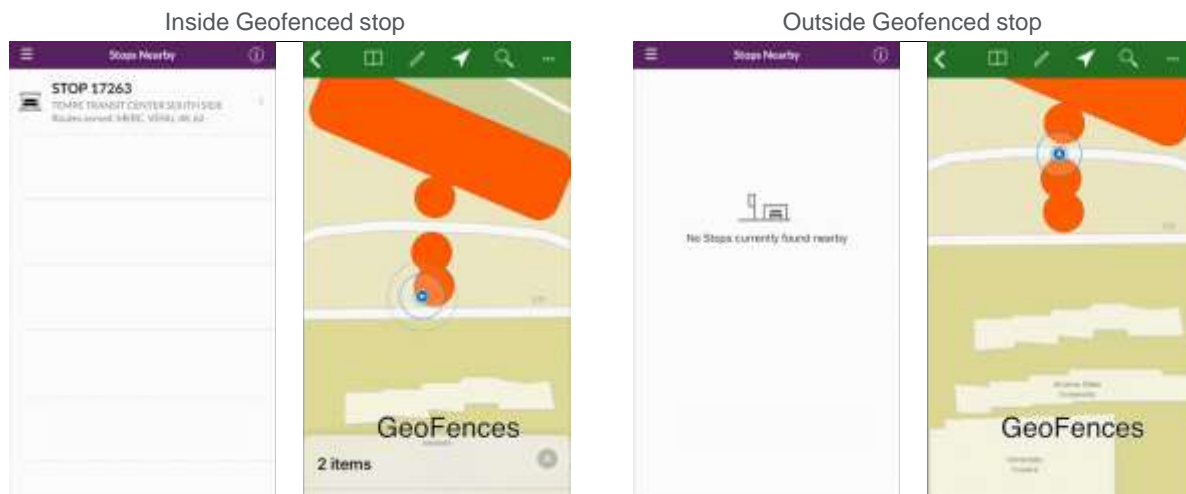


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NextRide Arrivals - Accessibility Feature



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Technology Lessons Learned

Technology Considerations

- QA and QC is key
- Real time Issue tracking and resolution – used the built-in issues list functionality in SharePoint
- Have developer expertise on staff or on call



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Overall Project Lessons Learned

- Partnership planning - internal and external partners
- Project team size
- Project evolution; be willing to pivot if you run into roadblocks; flexibility is key
- Leverage shared information; knowledge transfer sessions
- Data sharing and user engagement
- Use research and lessons learned moving forward



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Key Findings

- The average planning and wait times of Pass2Go® users declined.
- Users reported greater connectivity with public transportation using information augmented in Pass2Go®.
- User behavior showed greater use of connecting first-mile and last-mile modes through measured activity.
- Pass2Go® users with disabilities found that trip planning methods were improved.

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Payment Processing and Next Steps



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Payment Processing

- **Bluefin**

- PayConex
- Secure Mobile Payment Processing
- Tokenization
- Daily batches deposited next day
- Easily traceable transactions
- Refund on the spot
- Very reasonable fees



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Payment Processing Lessons Learned

- Ensure reporting works for your business processes
- Ensure the PSP can provide allocation of funds to multiple entities
- Opt for quickest route to refunds
- Ensure PCI compliance is ready for your technology

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Next steps

Project was not moved forward due to a replacement of the region's Fare Collection System which includes a mobile app.

Replacing Current Fare Collection System - Project Goals

1. Improved Fare Payment Options for Customers
2. Improved Data Collection and Ridership/Revenue Reconciliation
3. Increased Control Over Media Distribution and Reduced Fare Programs
4. Explore Longer Term Alternatives with Phased Implementation



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Phasing of Features

Phase 1 – Validators & Mobile Ticketing

- Gives transit users the ability to manage their account via a phone app or web browser.
- Validators installed on bus and light rail systems.



GoPass – Dallas Area Rapid Transit

“Unbanked” riders will be able to load cash to app or smart card



Phase 2 – Reloadable Smartcard & Ticket Vending Machines

- Reloadable smartcard availability to all transit users, with ability to purchase and load fare online.
- Validate on both bus and light rail.
- Installation of new Ticket Vending Machines (TVMs).

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Thank you.

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