

7/8/21

# California Integrated Travel Project

Making progress by not  
"staying in your lane"

**ITS America**



# Today's presenters



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# Introduction

# Supporting State Goals

## State Rail Plan

*"By 2040, Californians will have access to an integrated, state-of-the-art rail system that will revolutionize personal mobility and enhance quality of life."*

*"Conducting targeted investments in integrated ticketing and travel planning by 2022."*

## Executive Order N-79-20

**Create an integrated, statewide rail and transit network**



Equity



Climate



Mobility

# What is integrated mobility?

# Cal-ITP: Caltrans' future mobility unit

The California Integrated Travel Project (**Cal-ITP**) is a statewide effort to make riding by rail and bus simpler and more cost-effective—for both providers and riders.



# Cal-ITP objective

Put transit at the center of California's mobility ecosystem.

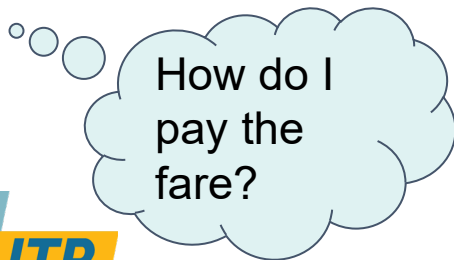
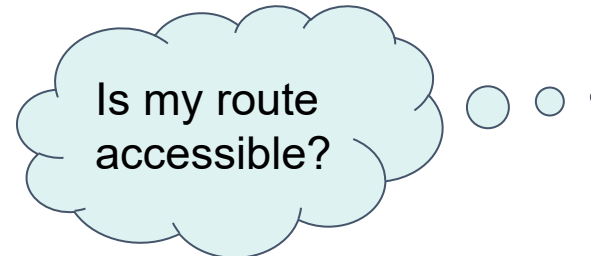
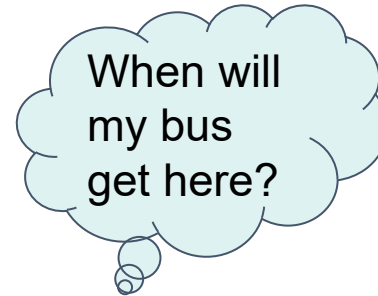
To change the state's car culture and achieve statewide goals, we need to transit to be an **affordable, convenient,** and **reliable** option, not a last resort.

# Start by knowing your customers

First step: Talk to the industry.

2019 Market Sounding revealed:

- Poor trip planning capabilities
- Unnecessary barriers to payment
- Inequitable fare policies





# What we're doing about it

Making travel simpler and more cost-effective by...

- 1 Enabling contactless payments
- 2 Automating discounts
- 3 Providing accurate and complete information for trip planning in real time



# Cal-ITP objectives: By the numbers

Seattle:  
**30% shorter**  
perceived wait  
times when riders  
can access GTFS  
Realtime data

London:  
**4–5% ridership**  
**increase** in first  
year of  
contactless  
payment

Global:  
**187% increase**  
in contactless  
transit payments  
in spring 2020

NYC & Chicago:  
**2% bus**  
**ridership**  
**increase** with  
provision of real-  
time arrival info

Washington, D.C.:  
**60% less**  
**expensive** to  
collect fares by  
bank card than  
cash

Global:  
Dwell time **50%**  
**shorter** when  
riders tap vs.  
swipe to pay



# 1

## Contactless payments: Vision

From a transit rider's perspective, **paying for transit should be as easy as paying for a cup of coffee**: When buying coffee, customers know they can instantly pay by tapping their contactless bank card or smartphone, no matter which coffee shop they visit.



# Advantages of contactless fare collection

Allowing riders to use what's already in their pockets—contactless bank cards or smart devices—to pay for transit creates numerous advantageous outcomes for transit providers and riders, including:



Improved customer experience



Higher ridership



Lower costs for both riders and providers

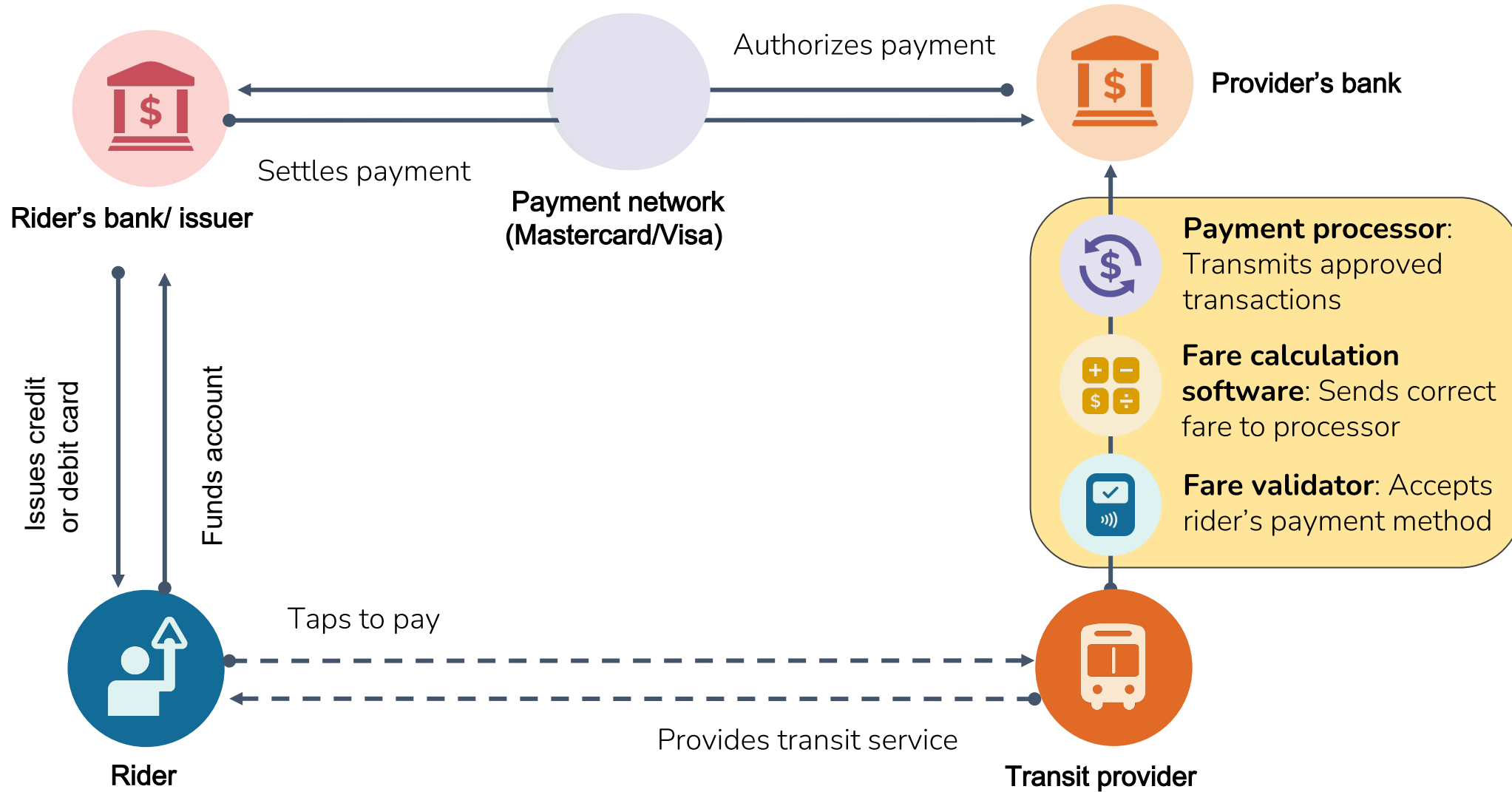


Reduced emissions through reduced dwell times and mode shift to transit



More equitable access to transit through fare capping and seamless transit discounts

# Lego Blocks instead of System Integration

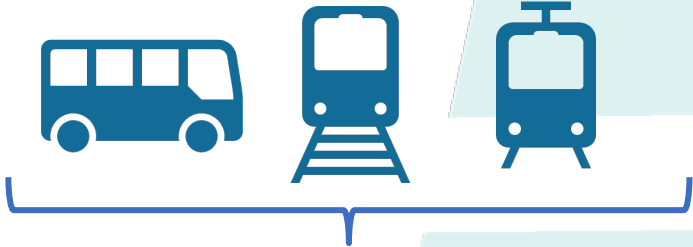


# California Mobility Marketplace

## Tap into the future of fare payment

Transit providers, we can help you make the switch to start accepting contactless bank cards and smart devices.

[Tell me more](#)



Multiple acquirers/payment processors, fare calculators, and validators

# 2

## Automating discounts: Vision

It shouldn't matter where in California a transit rider is--all transit systems should honor fare discounts for **all eligible riders**. When a rider taps to pay, the fare validator will charge the right fare every time.



# Cal-ITP Benefits

## Automatically enroll and receive discounts

- Easy online enrollment in minutes
- Discount eligibility linked to contactless bank card
- Discounts automatically honored when riders tap to pay
- Standardized, statewide definitions of discount-eligible groups



Receive your senior (65+) discount when you tap to ride!



Link your discount to your contactless card and pay the correct fare every time you tap.

### 1 Make sure you have:



- California driver's license or ID
- Contactless debit or credit card

### 2 Visit [benefits.calitp.org/mst](https://benefits.calitp.org/mst)



← Open the camera on your mobile device, and point it at this code to get there quickly!

We hope to add more discount groups soon.

#### Information and questions:

1-888-MST-BUS1 (678-2871)

TDD 831-393-8111

[mst.org/benefits](https://mst.org/benefits)

[customerservice@mst.org](mailto:customerservice@mst.org)

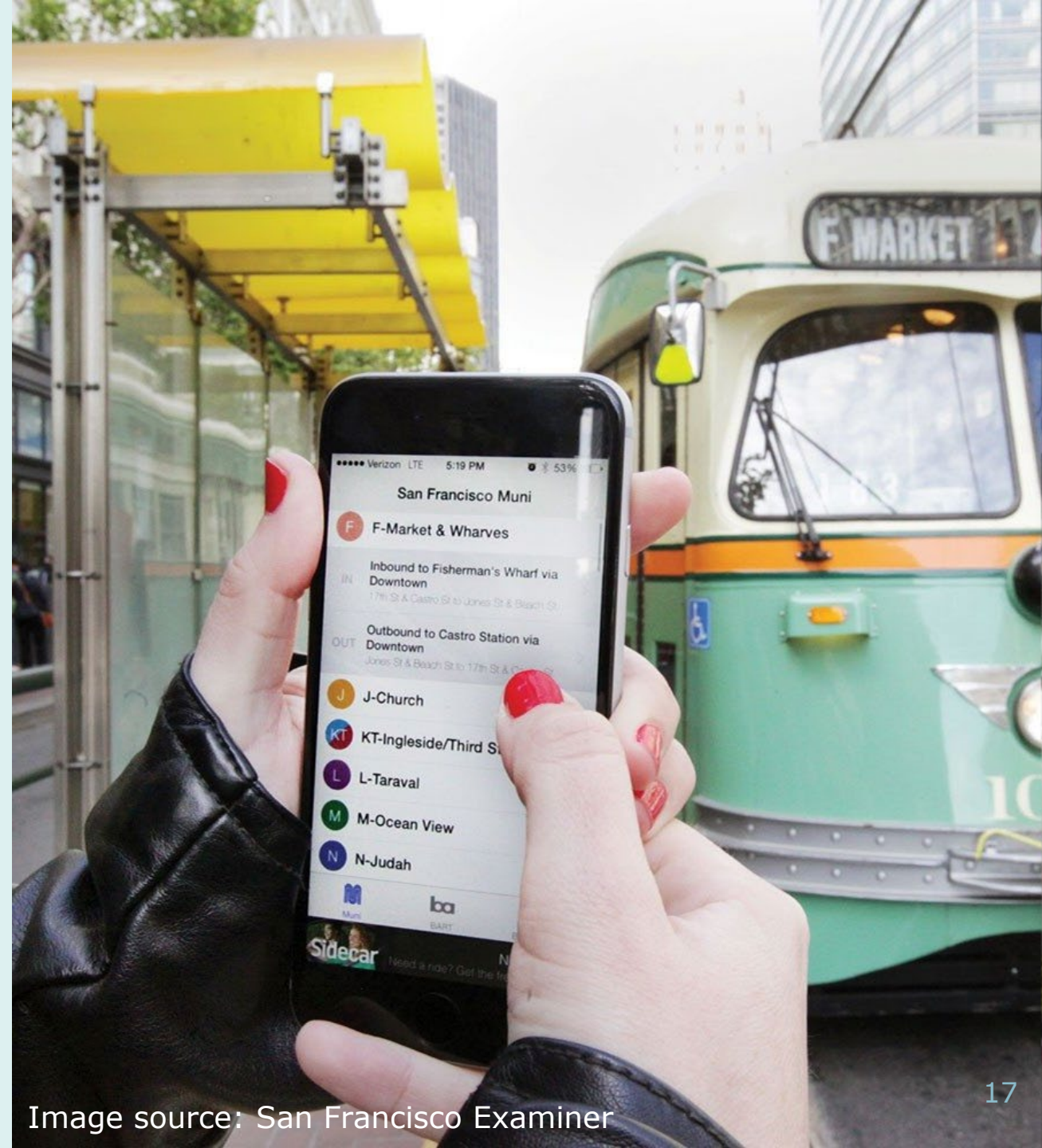




### 3

## Transit data: Vision

Transit providers in California have the **most complete and accurate data of their own operations**—including information about schedules, fares, payment method, accessibility, and vehicle crowding—which they both **share with their riders** in a **standardized format** and **use themselves** to manage their service.



# Getting to “good” data: Accurate, complete, and up-to-date

1

**Set clear expectations**

California Minimum GTFS Guidelines

Interoperability principles

2

**Assess against expectations**

<http://reports.calitp.org>

In-depth assessments

3

**Assist in meeting expectations**

Transit Data Improvement Strategies

Tools and technical assistance

# CA Minimum GTFS Guidelines

First of its kind, statewide guidance for transit providers to ensure data is complete, accurate and meets rider needs



Travel



Work with Caltrans



Programs



Caltrans Near Me



Search

## California Minimum General Transit Feed Specification (GTFS) Guidelines

Version 1.0 – Finalized September 8, 2020

### Table of Contents

- [Purpose](#)
- [Overview](#)
- [Principles](#)
- [Data Process Checklist](#)
- [Referenced Documents](#)
- [Guideline Development Process](#)
- [Frequently Asked Questions](#)
- [Feedback and Update Processes](#)
- [Tools and Resources](#)

***v2 release candidate available for comment thru 7/21***  
<https://dot.ca.gov/cal-itp/gtfs-minimum-guidelines-version-2-release-candidate>



# Mobility Data Interoperability Principles

Guidance for transit providers and technology companies to ensure that all systems using mobility data can communicate using the same data language

- Make data easily available to transit riders and providers
- Break down information silos
- Improve service quality and efficiency
- Save time and money
- Spur innovation



source: [blog.se.com](http://blog.se.com)

# Bringing it all together

Cal-ITP demonstration projects



# Monterey-Salinas Transit (MST)

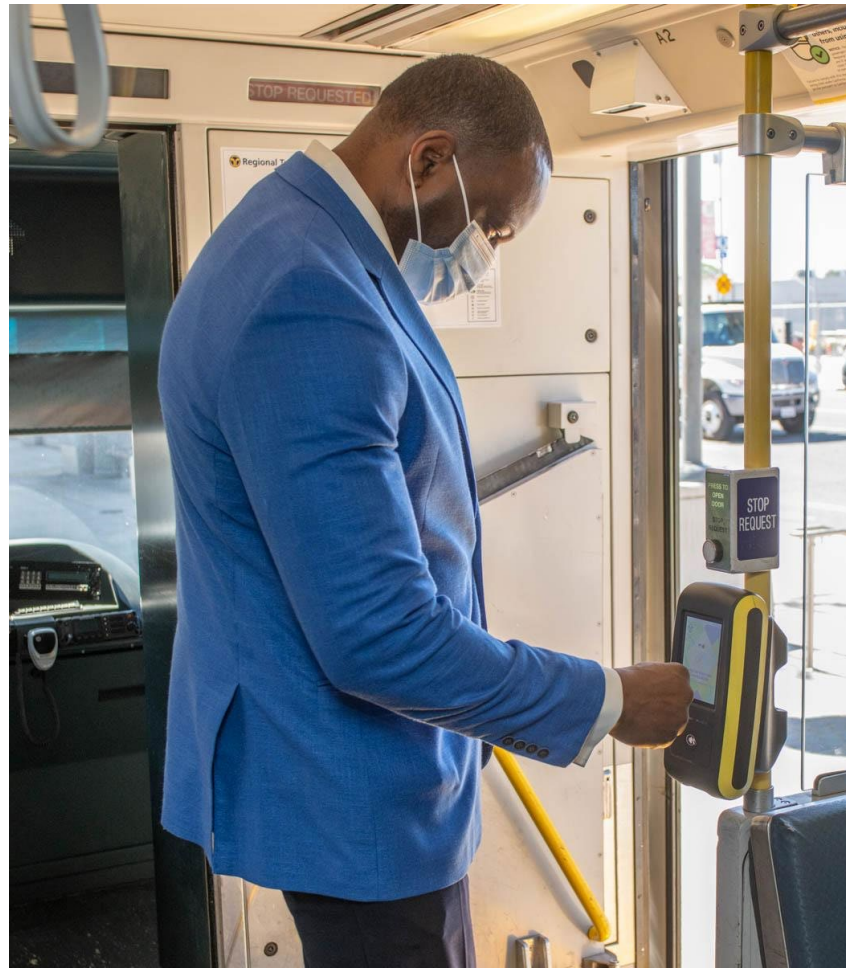
First open-loop contactless fare collection demo in California

- 1 Lets riders tap contactless bank cards (Visa or Mastercard credit/debit) to pay
- 2 Older adults will receive transit discount when they tap to pay
- 3 Complete GTFS data feeds accessible through trip planning apps



# Sacramento Regional Transit (SacRT)

Contactless fare collection launched on Sacramento's Green Line on 6/29



# Wrap-up

Building beyond the bus



# Rule #1: Know the customer

- Invest in technologies and systems that helps transit **meet riders where they are.**
- Leverage transit market to **address larger social objectives** around climate, equity, and mobility.



# Thank You!

Learn more about our work to date at [www.calitp.org](http://www.calitp.org)

Sign up to [join our mailing list](https://tinyurl.com/zsryvmx4) (https://tinyurl.com/zsryvmx4) to receive the Cal-ITP newsletter.

