The Regional Transportation District's Mobile Ticketing collaboration with Uber – Audacious, you say?!

TRB Mobility Management Committee Meeting
Tonya Anderson, Product Manager
Oct 2019
Created in 1969, nearly 3,000 employees serve a region of 3 million people with bus, light rail, commuter rail and paratransit service across a 2,400-square-mile service area across 40 cities in 8 counties with 97 million annual ridership.
Passenger Fares 14.6%
Passenger Fare Sales Trends by Category

Mobile Ticketing
Mobile Ticketing Success Story
Nov 2017 – Sept 2019

12.8% Passenger Fare Revenue

278.2% Annual Compound Growth
3 ways to buy RTD tickets
RTD's Mobile Tickets app launched in Nov 2017

It took 6 months to configure, test, and launch our app.
RTD Mobile Tickets App – Ticket Counts
Month-over-Month Growth

Counts

- 350,000
- 300,000
- 250,000
- 200,000
- 150,000
- 100,000
- 50,000

Month


Mobile Tickets App Only
Linear (Mobile Tickets App Only)

3.2M tickets sold
(Nov 2017 – Sept 2019)

$20M In sales
(Nov 2017 – Sept 2019)
You lost me at "First, download the app..."

Why Every IT Leader Should Be Concerned with App Fatigue.

https://www.mendix.com/blog/every-leader-concerned-app-fatigue/

Mobile App Fatigue

41% of users are not downloading extra apps.

20% of users are actually downloading fewer apps.

-Gartner
Ticketing in Uber
Launched in May 2019
FIRST TRANSIT AGENCY TO OFFER TRIP PAYMENT THROUGH UBER

https://kdvr.com/2019/05/02/uber-riders-can-buy-transit-tickets-on-app-for-denver/
Justride Mobile Ticketing SDK

• Sell public transit tickets through popular 3rd party apps
• Fast and easy route to full first/last mile journeys
• Leverage popular mobility apps
Select your product
After destination is entered, public transit is presented alongside other products.

Route list
Riders are presented popular routes for their journey.

Selected route
Riders can go see their route overview and swipe up for route details.

Active ticket
Riders can present their ticket from the Uber app.
Weekly Compound Growth
17.3% (June 2019 – Sept 2019)

Total Tickets Sold
14,500 (June 2019 – Sept 2019)
Ticketing in Transit
Launched September 2019
Track your ride.
See all your options.
Plan your trip.
2,000 tickets sold in the first month - 15.9% Weekly Compound Growth
Key Integration Strategies

1) Masabi acts as an intermediary between Transit Agencies and 3rd parties such as Uber and Transit.
2) Developing shared goals facilitates shared success
Masabi acts as an intermediary to turn challenges into opportunities
Collaborators with Shared Goals

- Increase interoperability between private and public sectors to enable full first and last mile journeys.
- Alleviate congestion by reducing single occupancy vehicle trips.
Potential for a 40% reduction in ticket vending machines resulting in $4.5M capital savings in future ticket vending machine replacement costs as customers shift to mobile ticketing sales channels.
A bold collaboration may be what Transit Agencies need, to take advantage of this growth opportunity.
A transit agency, selling tickets in the Uber app is down right audacious, you say?
But it’s no more audacious than an unlikely animal friendship.

Thank you! tonya.anderson@rtd-denver.com