

Mobile App Case Study

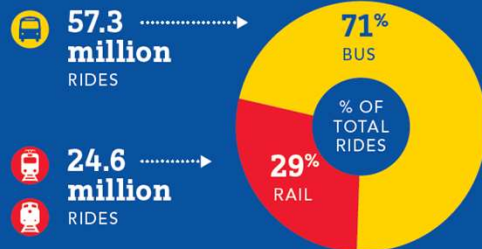
Adam Mehl
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Metro Transit



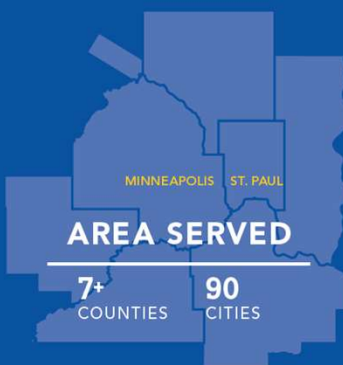
Metro Transit Overview

81.9 million RIDES

264,347 AVERAGE WEEKDAY RIDERSHIP

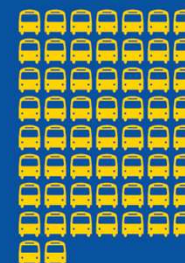


907 SQ. MILES

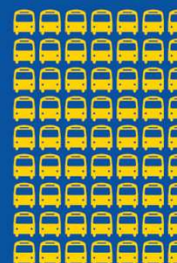


130 ROUTES

55
URBAN LOCAL



63*
EXPRESS



9
SUBURBAN LOCAL



2
LIGHT RAIL



1
COMMUTER RAIL



* Includes Maple Grove Transit routes operated by Metro Transit





What is the Metro Transit App?

A customer tool that enables easy and instant access to transit in the Twin Cities Metro Region. This is accomplished through payment integration, trip planning tools and features to make their the journey as easy and as pleasant as possible.

A potential clearinghouse of data and/or a nexus of services with the potential to link shared mobility options to the transit network and grant customers access to a regional integrated transportation network beyond traditional transit alone.

An access point to customer data and information that allows for greater understanding of customer needs and a window into new ways to improve our service.



 Metro Transit

Plan your trip, see arrival info, buy tickets on-the-go.

Download the app now!

Requirements to Reality

- Initial app scope
 - Navigation/Trip Tools
 - Web Store
 - Customer Communications
- No way, no how to showcase feature
 - Initially focused specifically on trip tools
 - Strong resistance internally
 - More stake holder meetings and engagement

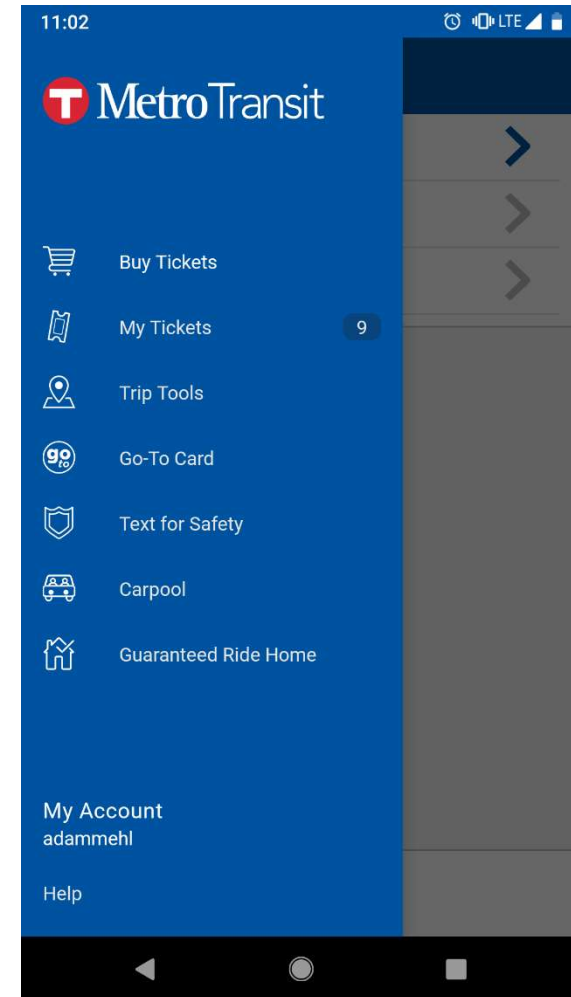




Current Features

- **Mobile Ticketing***
- **Trip Tools**
- **Go-To Card Management***
- **Text for Safety***
- **Carpool***
- **Guaranteed Ride Home***

*exclusive feature to Metro Transit





Timeline of Events

- 2012-2013
 - Conversations begin about app
 - Engagement of decision makers and stake holders
 - Finding funding – Regional Solicitation for CMAQ funds

Official	3 rd Party
We control the app and data	We only control data
Motivation: customer service	Motivation: financial/other
Free app	Free (likely ad supported) or paid
Regular update schedule	Unknown
Customer access to account, financial info, pay fares	Not possible
We have the ability to respond to feedback and resolve issues	Not possible
Trust: customers know us	Trust: unknown/lack of credibility
Promotion/incorporation of Metro Transit programs and services	Not possible
Built in feedback tools	Not possible

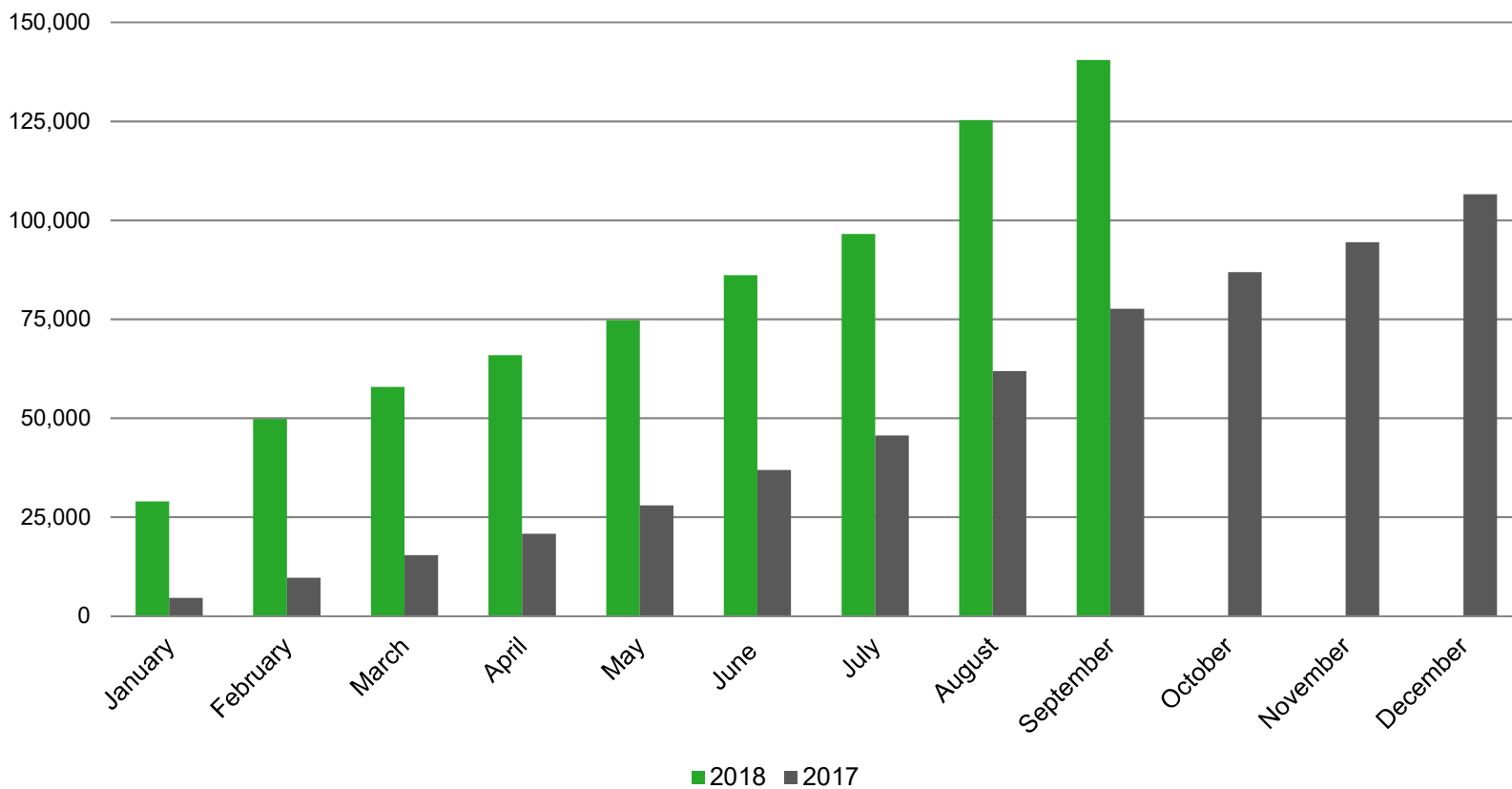
Timeline of Events (cont.)

- 2014
 - Funds awarded
- 2015
 - Full scope/specs for the app
 - Issue RFP and select vendors
- 2016
 - Award contract
 - Development and Launch



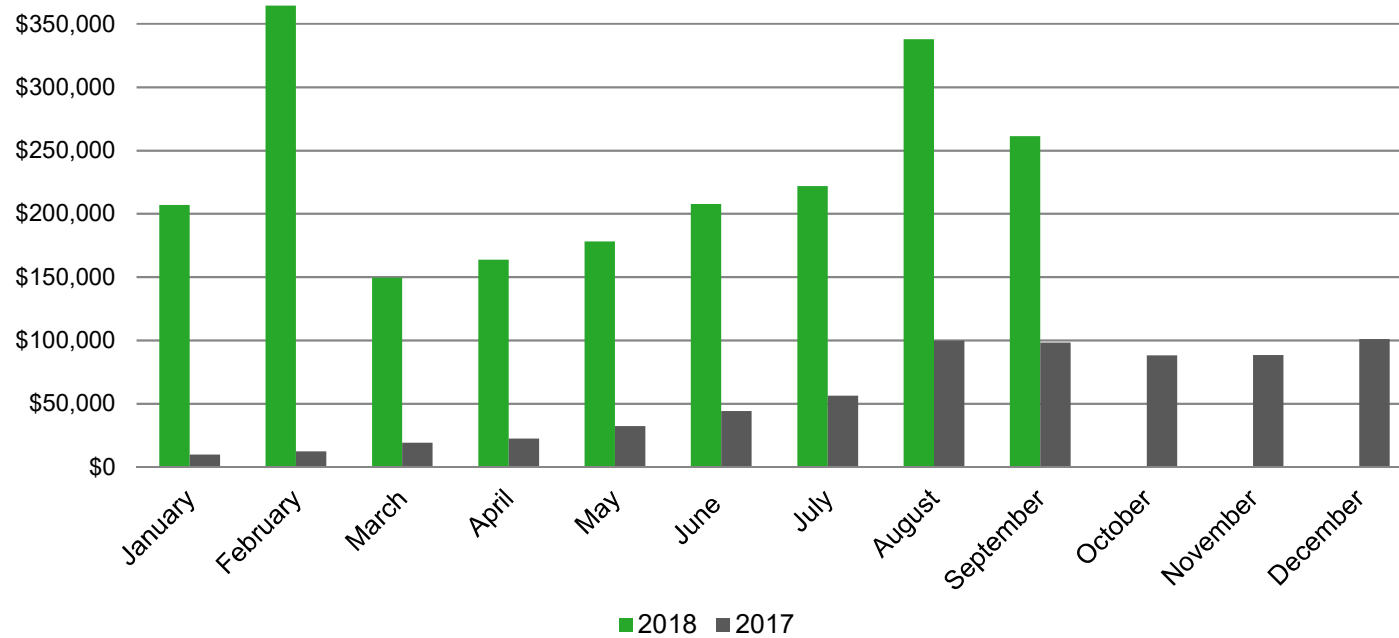


Downloads





Sales





Questions?

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Let's make your commute easier.

Download the  Metro Transit app now!

