



HAMPTON ROADS  
TRANSIT

## VIRGINIA TRANSIT ASSOCIATION'S 2019 TRANSIT CONFERENCE

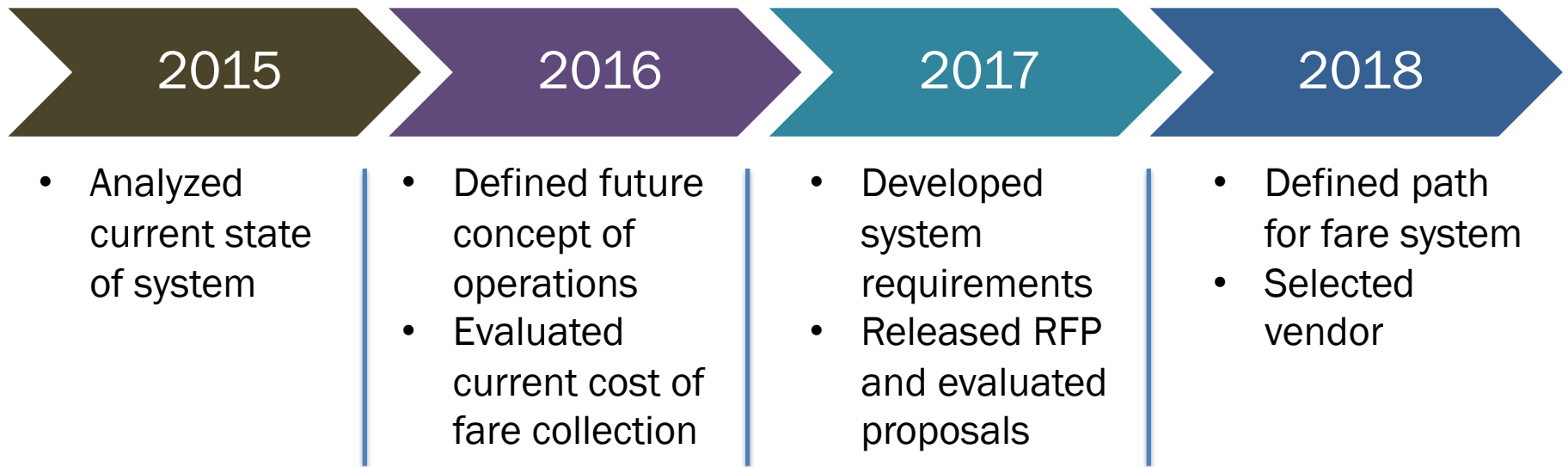
# Hampton Roads Transit Mobile Ticketing System Pilot Program May 30, 2019

**gohrt.com**

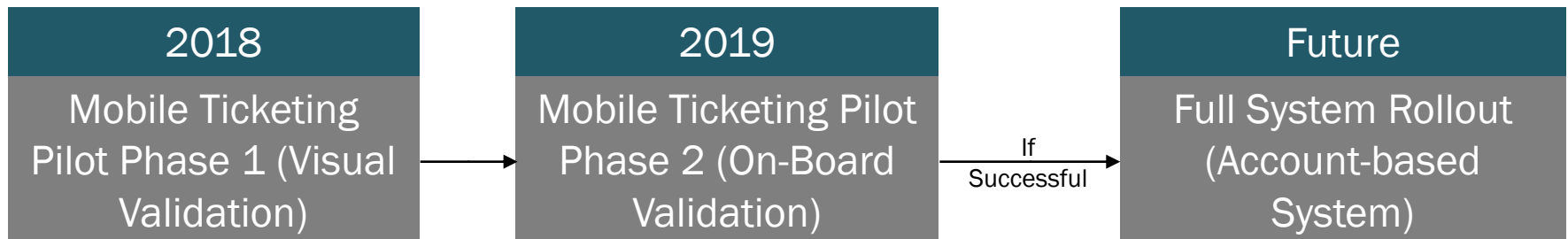


# Fare Technology Assessment

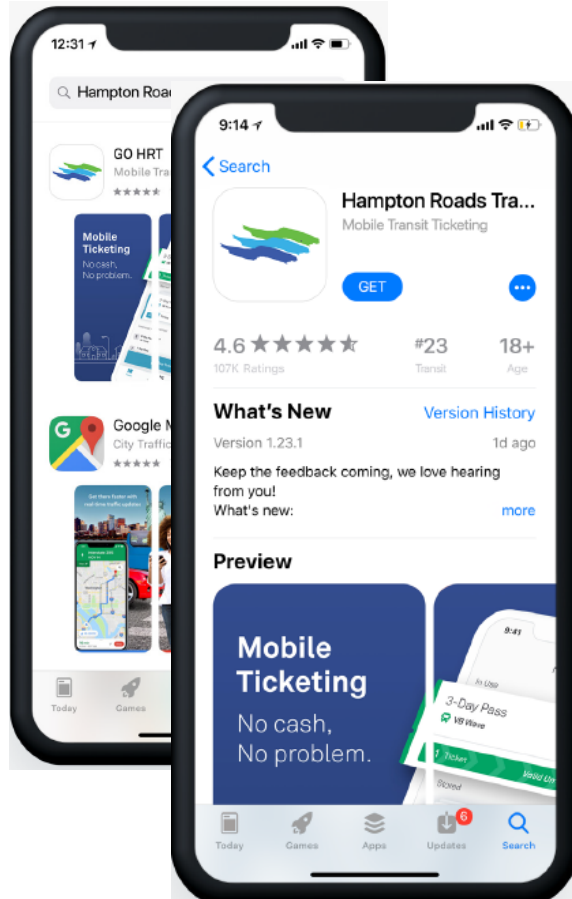
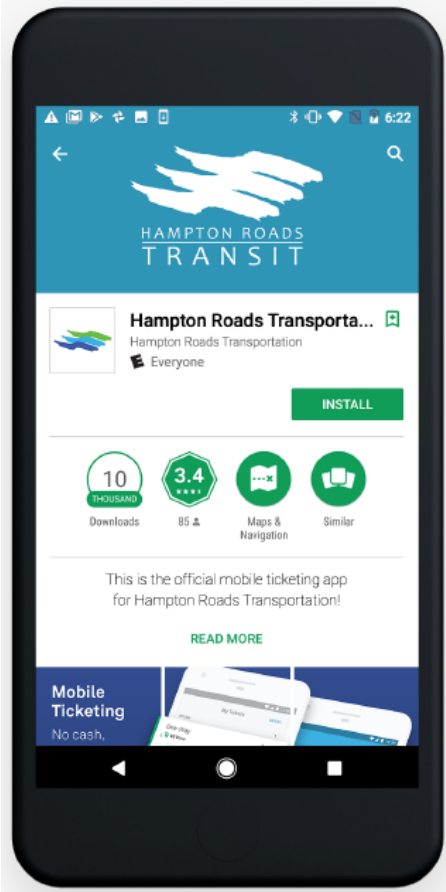
## How We Got Here...Where We Are Going



### Where are we now and what is the path ahead?



# HRT Mobile Ticketing Pilot Program (Virginia Beach Oceanfront Only)



# HRT Mobile Ticketing Pilot Program

***BUYING A TICKET  
ON THE VB WAVE  
JUST GOT EASIER!***  
***NO CASH, NO PROBLEM.***



**DOWNLOAD THE GOHRT  
APP AND BUY YOUR  
VB WAVE TICKETS FROM  
YOUR SMART PHONE.**



Mobile ticketing available on routes 30, 31 and 35 only.  
Mobile Pay offers Adult One-Way, One-Day, and Three-Day only.



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# Phase I – Visual Validation (Completed)

## When:

- Summer 2018 (July 29, 2018 thru September 30, 2018)

## What:

- Preview/Limited Scope and Offering
- Offer three products:
  - Adult Go 1-Way
  - Adult Go 1-Day
  - Adult Go 3-Day
- Test functionality of mobile app
- Evaluate customer experience
- Gain user and operator feedback
- Understand data being gathered
- Finalize procedures for Phase II launch: (Operations/Maintenance, Customer Service, Marketing, Finance, Technology)

# Phase II – On-Board Validation (In Process)

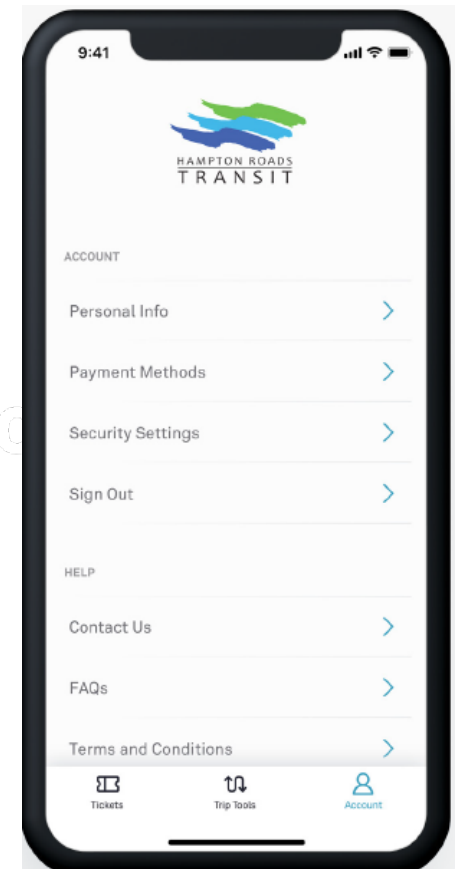
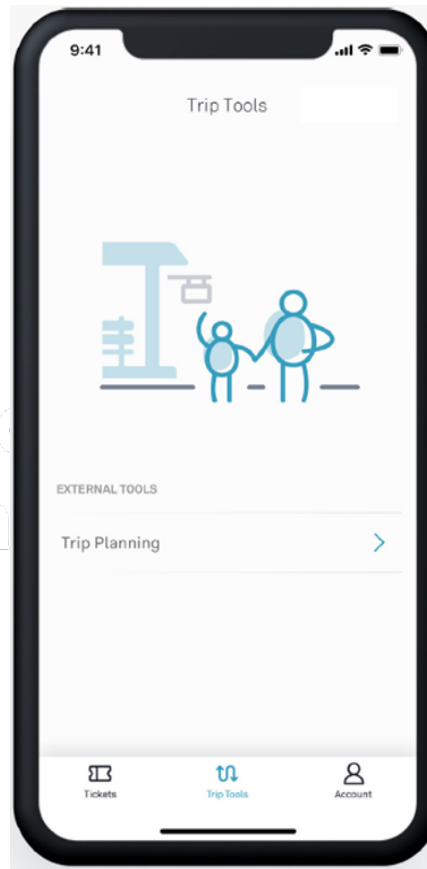
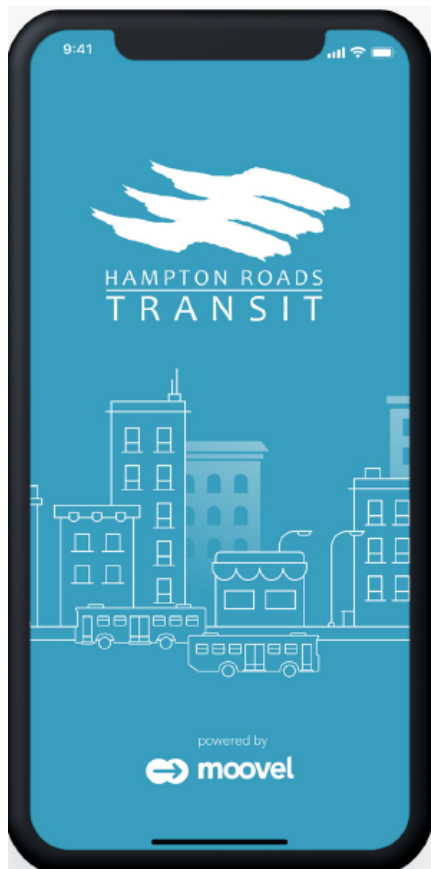
## When:

- Something In The Water (SITW) Festival – April 26-28, 2019
- Summer VB Wave Season 2019 (May 19, 2019 thru October 5, 2019)

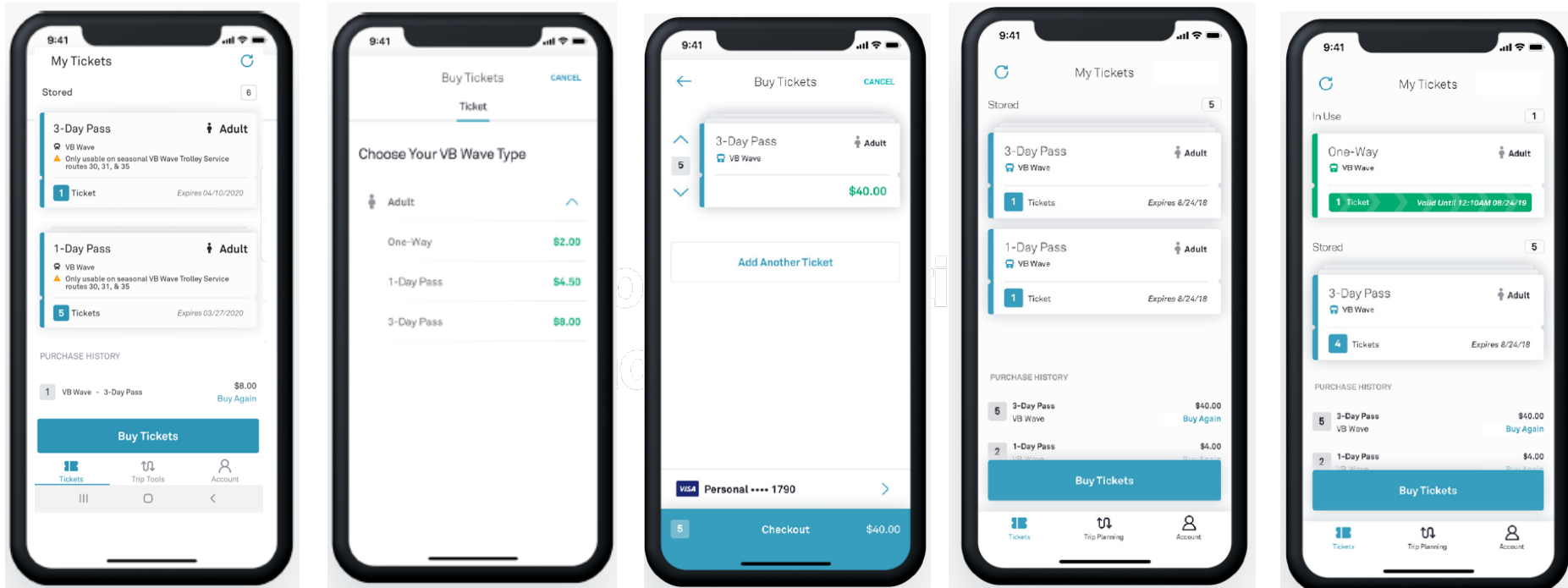
## What:



- Vendor mobile app changes & bug fixes based on Phase I
- On-board validating equipment selection and installation
- Fare catalog finalization
- Business process finalization
- Training – Operations/Maintenance, Customer Service, Administration
- Strategic Marketing and Communications Campaign
- Performance monitoring and analysis
- Account-based pilot design finalization (Phase III)

# Phase II – On-Board Validation

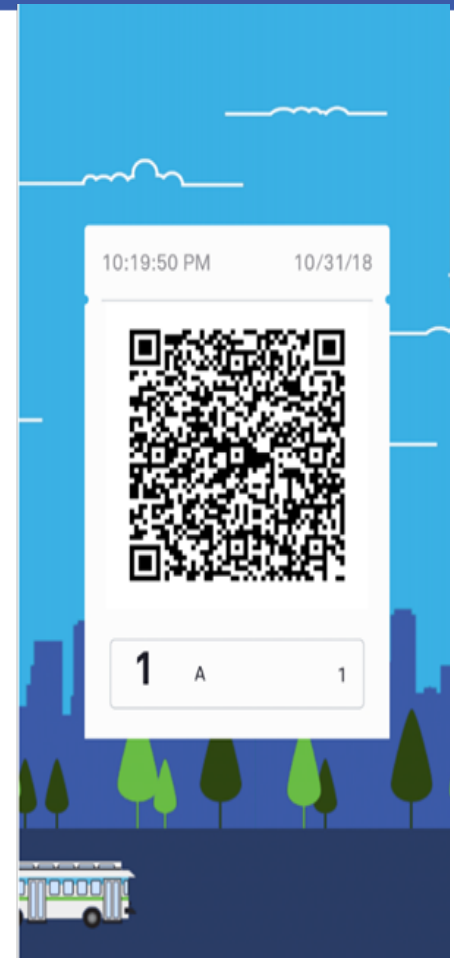


# Phase II – On-Board Validation



 VB Wave  
 Only usable on seasonal VB Wave Trolley Service routes 30, 31, & 35

# Phase II – On-Board Validation



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# Phase I – Observations

## Observations

- Visual Validation (2018 Summer Season)
  - 48% used Go 3-Day tickets as primary mobile ticket while using the app
  - 50/50 split Apple iOS vs Android
- On-Board Validation (SITW Festival-Only)
  - 70% used Go 3-Day tickets as primary mobile ticket while using the app
  - SITW Revenue over 3 days = 2.81x 2018 Summer Season
  - Apple device registration increased 2.88:1 over Android device registration
- Overall positive feedback – “Love it!” “No dislikes”
- Easy to train

# Phase I – Benefits

## Benefits

- Responsive and Customer-Focused Fare Collection Approach
- Positive customer engagement
- Reduced boarding time – didn't have to wait for passenger to enter money
- Cut down on dealing with damaged tickets
- Financial reporting and reconciliation
- Low-level data analytics availability

# Moving Forward...

## Phase II – Completion & Assessment

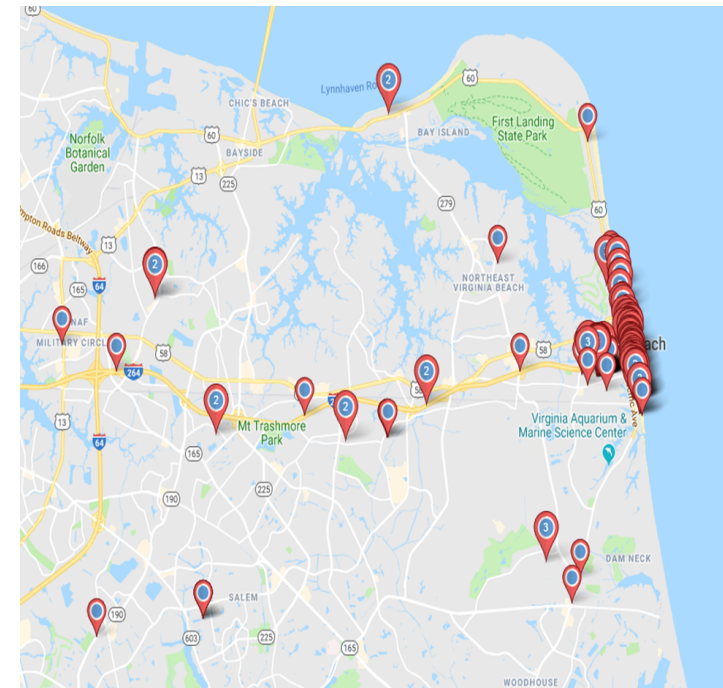
- Review Geographic Data
- Continue Performance Metrics Analysis
- Continue Financial Analysis

## Phase III – Account Based Demonstration

- Stored Value Pilot on Ferry
- Passenger Participation Selection
- Implement Fall 2019 & Assess

## Continuation of Pilot beyond Phase III

- Based on funding and analysis



# Considerations and Opportunities

## Financial

- Identify funding opportunities for expansion
  - Mobile ticketing transition will have additional operating costs and require capital investments
- Fare Policy Review
- Short Term – Customer convenience
- Long Term – Streamline operating costs to fit change to new revenue generation model
- Monitor Average Pass Usage and Revenue Per Usage

# Considerations and Opportunities

## Operational/Organizational/Technological

- Assess Future Expansion - System-Wide Multi-Modal Implementation Needs:
  - Reduce reliance on cash-focused revenue processing (e.g. maintenance, overhead)
  - Reduce need for purchase of heavy technology infrastructure (e.g. TVMs, fareboxes)
- Integration of HRT Customer-Centered Communications Across Platforms:
  - Website x Real-time Information x Trip-Planner x Mobility-as-a-Service (MaaS)
  - Open APIs/SDKs
- Integration and Collaboration with Strategic Partners:
  - Shared Mobility - TNCs x Rideshare x Carshare x Bikeshare
  - Businesses, Institutions, Other Entities – Mobility Benefits, Reduced Fares and Discounts
- Integration with Existing Fare Collection System – Hardware Agnostic
- Introduce Enhanced Marketing and Digital Campaigning – Performance and Out-of-Home to help target and increase ridership/adoption of public transit



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# Thank You!

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