

Mobile Ticketing

June 2015

Vendor Selection

- Received 7 vendor proposals
- Reduced to 4 vendors for oral presentations
- Vendors demonstrated products in an open forum
- GlobeSherpa was selected for having the most developed product, competitive pricing and good market penetration in Transit

Transit Market Penetration

7 other transit agencies currently use GlobeSherpa:

VRE, Virginia Railway Express

LADOT, Los Angeles

Valley Metro, Phoenix

TriMet, Portland

Muni, San Francisco

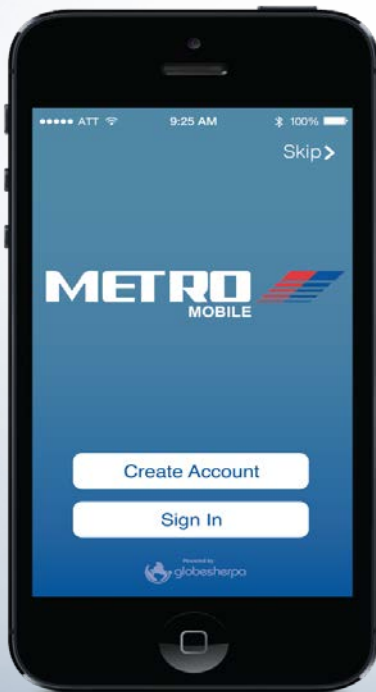
Ventra, Chicago area

Portland Streetcar

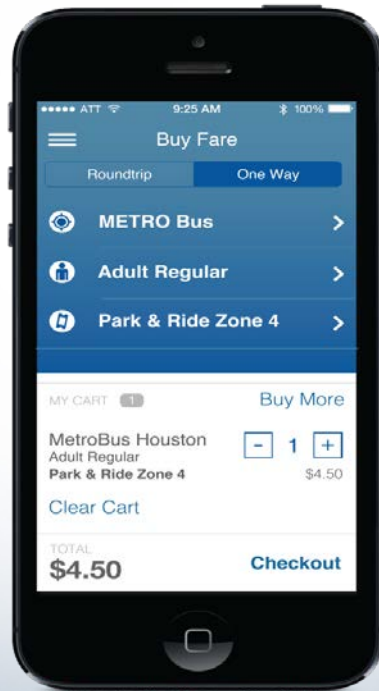


Simple Process to Use

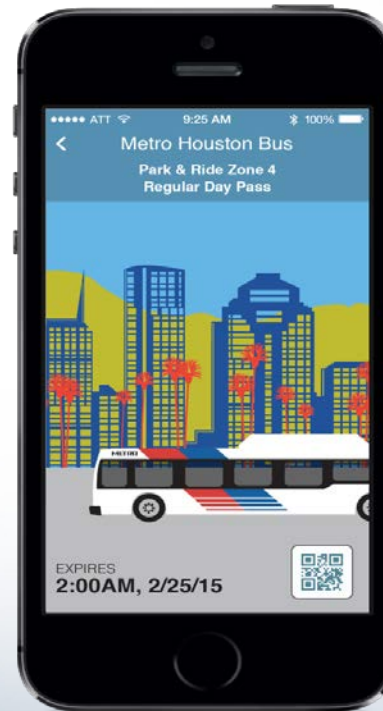
Create Account



Purchase a Ticket



Activate & Ride



Expired Ticket



Rollout Schedule

- **Phase 1 - Basic Functionality (2-3 months)**
 - Basic application – Download application, Register, Buy a ticket and ride
 - Local service only
 - Local trip
 - Day Pass unlimited local rides
- **Phase 2 - More Complex Functionality (6-9 months)**
 - Zoned fares, to include Park and Rides
 - Ride sponsor capability
 - Discounted fares such as students, seniors & disabled
 - Specialty fares, such as METROLift fares, special events, etc.
 - Payment choices to include Google Wallet and Apple Pay