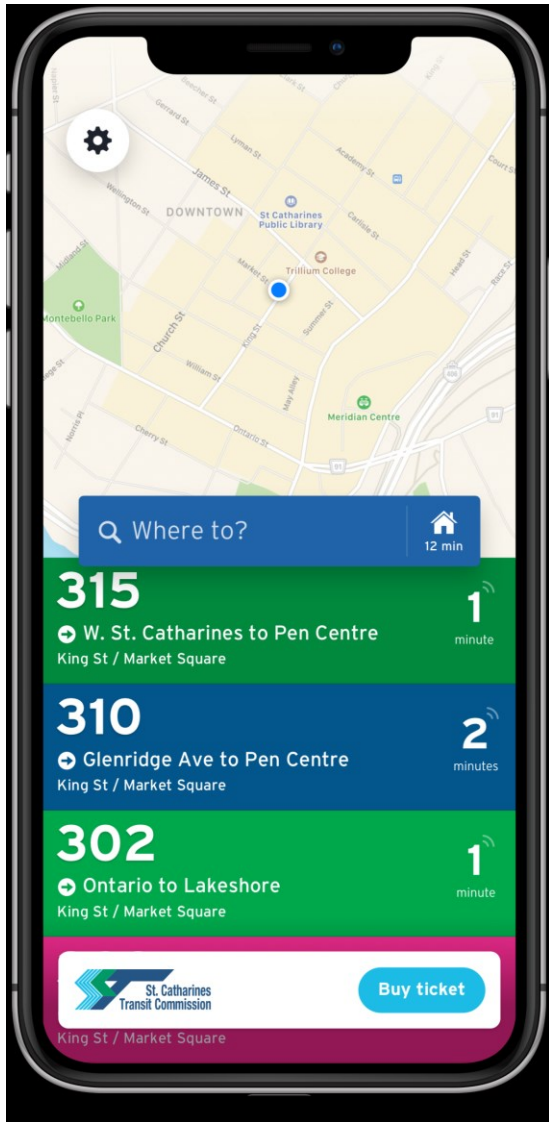


Our Journey to Mobile Ticketing



Mobile Ticketing:

- How did we get here?
- Why did we implement mobile ticketing?
- Where are we now?
- Where are we going?



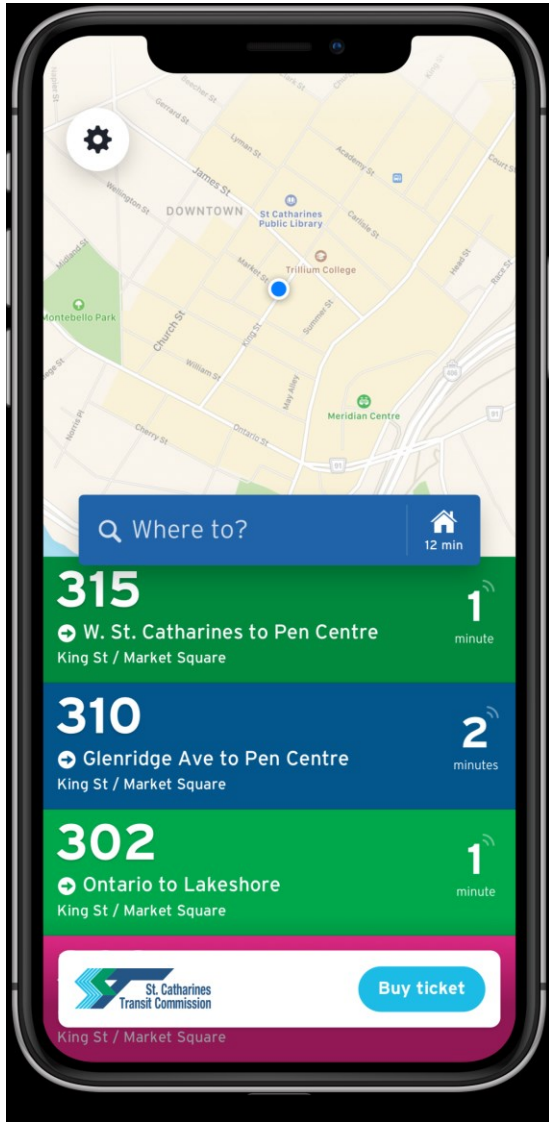
How did we get here?

October 2014 –
AVL Launch

August 2015 –
Transit App

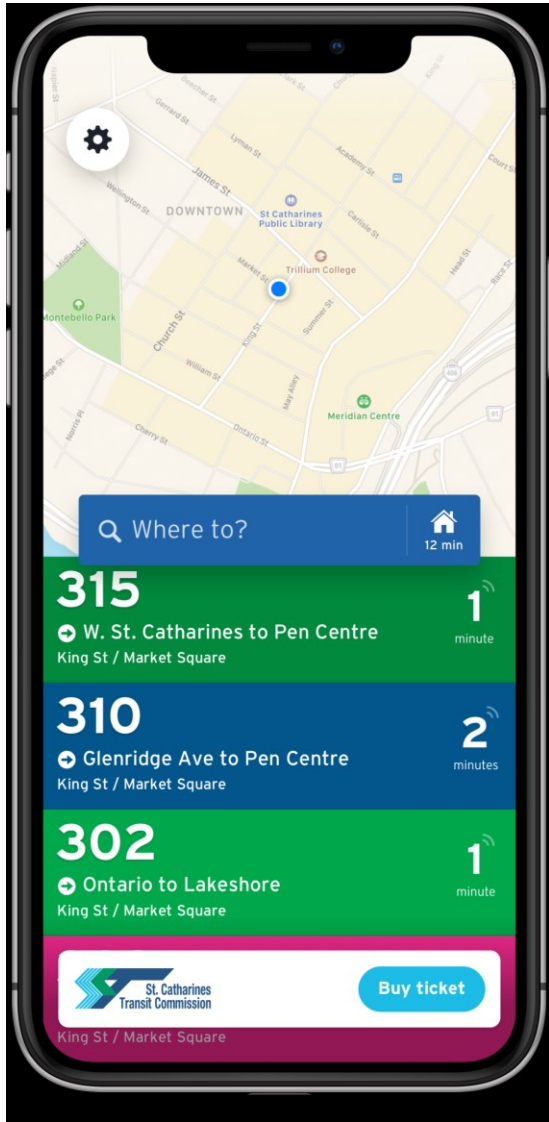
January 2019 – Mobile
Ticketing Pilot

April 2019 – Launch of
Mobile Ticketing



Why Mobile Ticketing:

1. Current fareboxes nearing their end of life
2. Regional integration option
3. Improve customer experience
4. Leapfrog Smart Card technology
5. Low risk implementation
6. Allows for fare flexibility

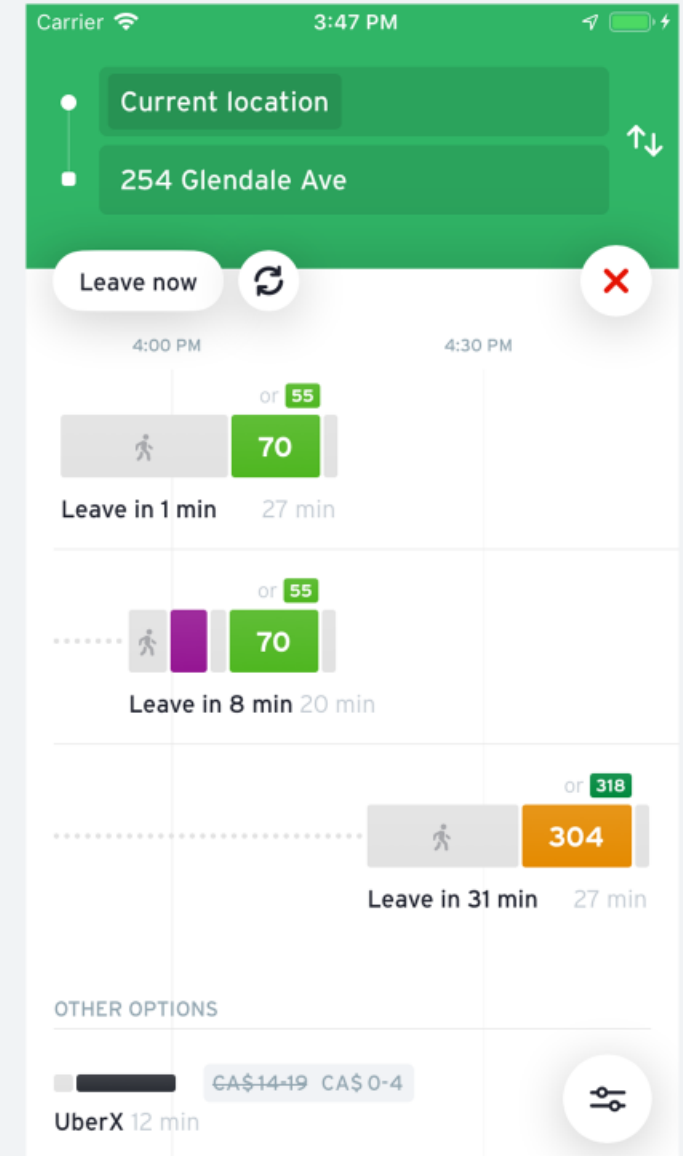


Where are we now?

- We launched a major mobility app based transit pass payment system
- Our app now allows St. Catharines Transit customers to:
 - Plan a trip
 - Track a bus and get real-time arrival times
 - Pay for the their trip
 - Board the bus

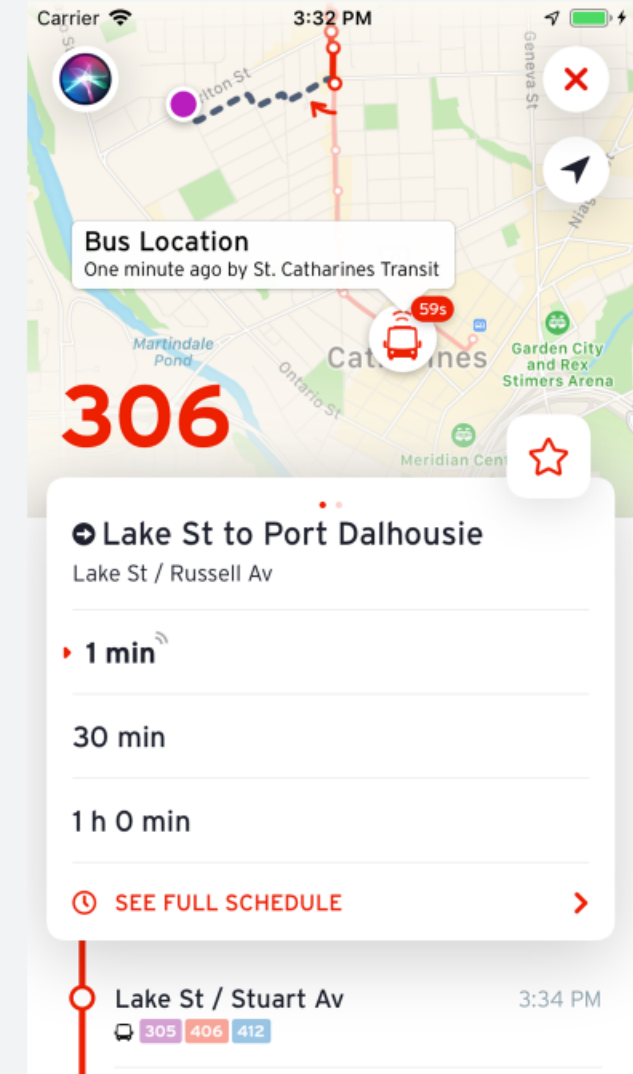
Plan a Trip

1. Enter the destination in the search bar.
2. Select result and choose Get Directions.
3. Tap Leave Now to set a departure or arrival time.
4. Tap each trip result for more details.

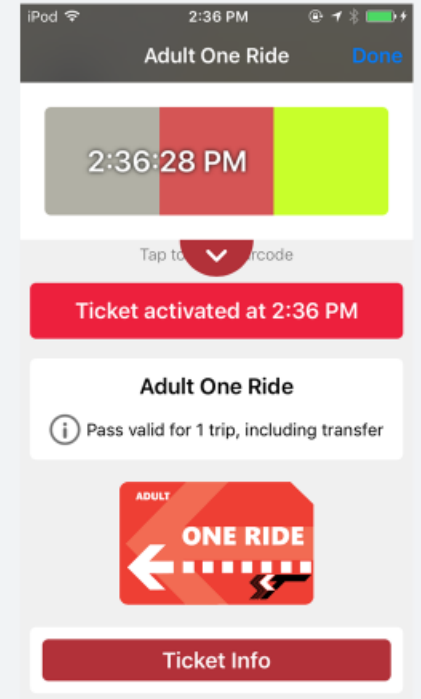
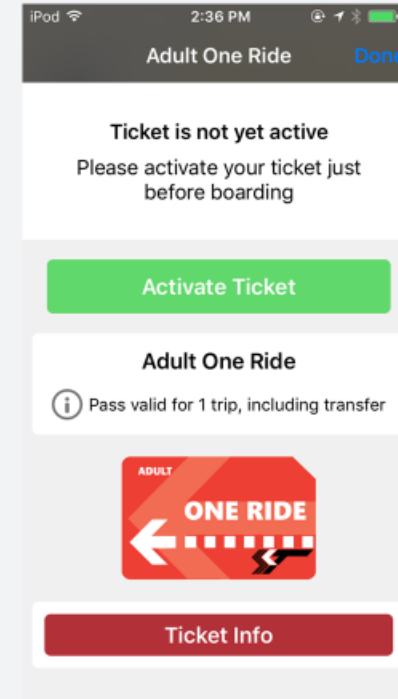
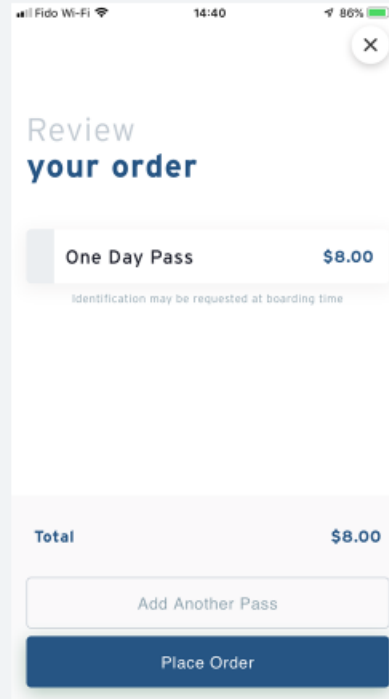
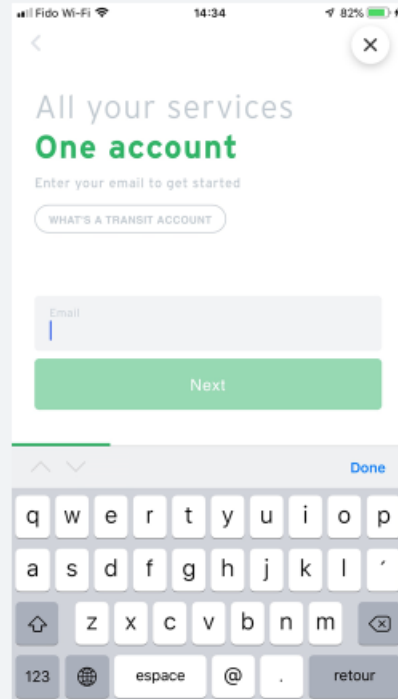
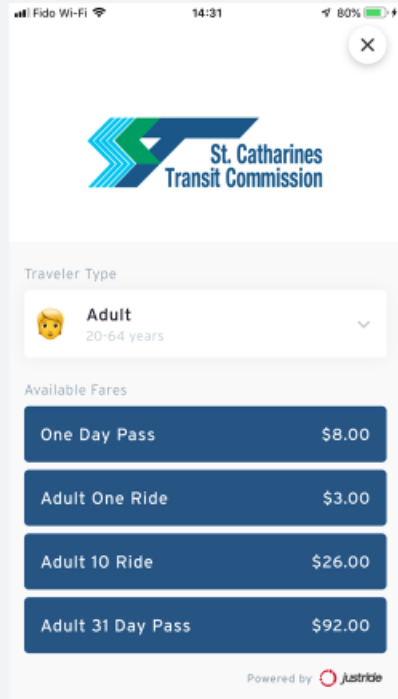
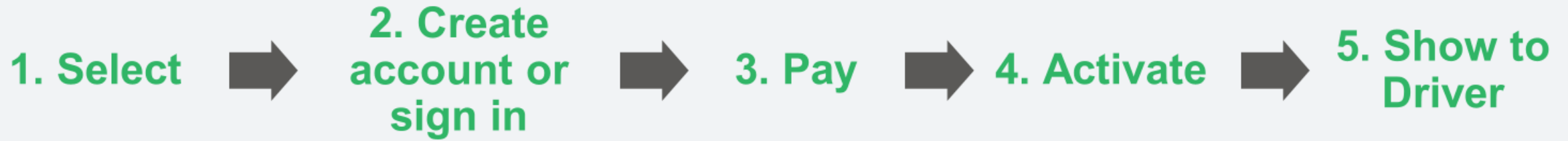


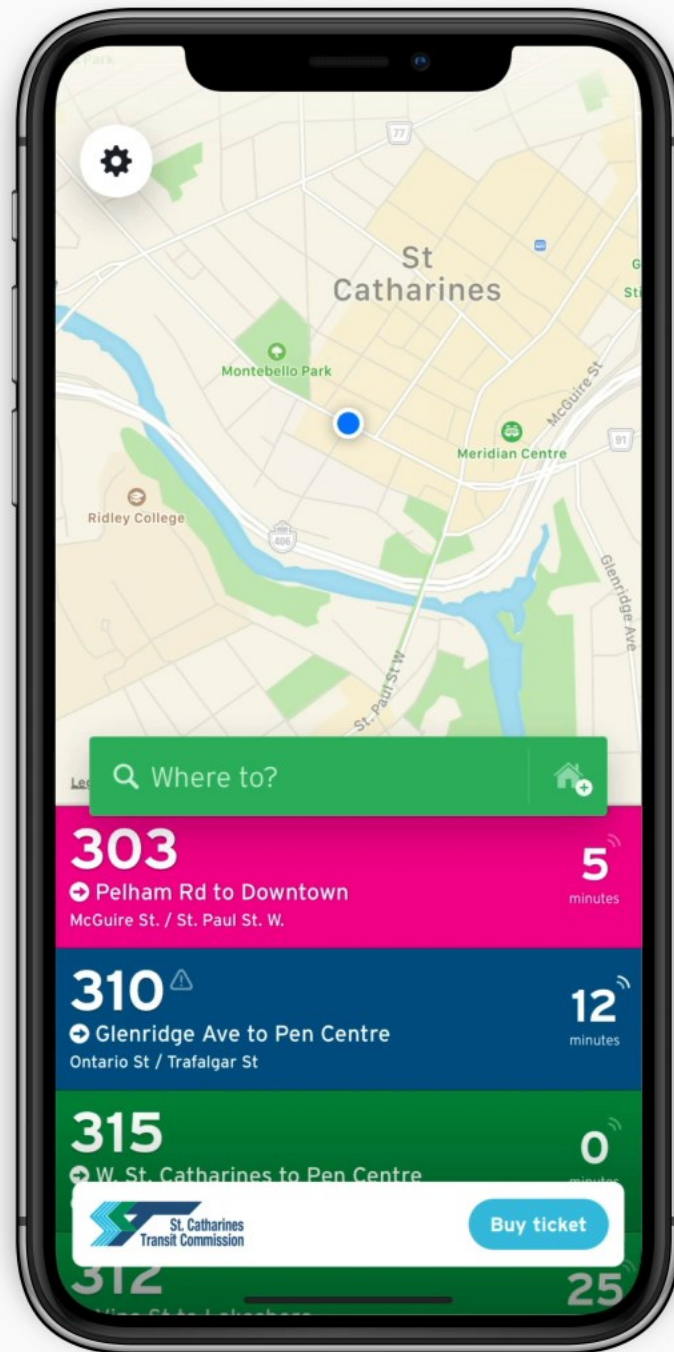
Track a Bus & Get Arrival Times

- Tap any route on the main screen to see arrival times and track the bus on the map.
- Tap See Full Schedule to see the entire day's schedule.
- Scroll down to see the full stop list.

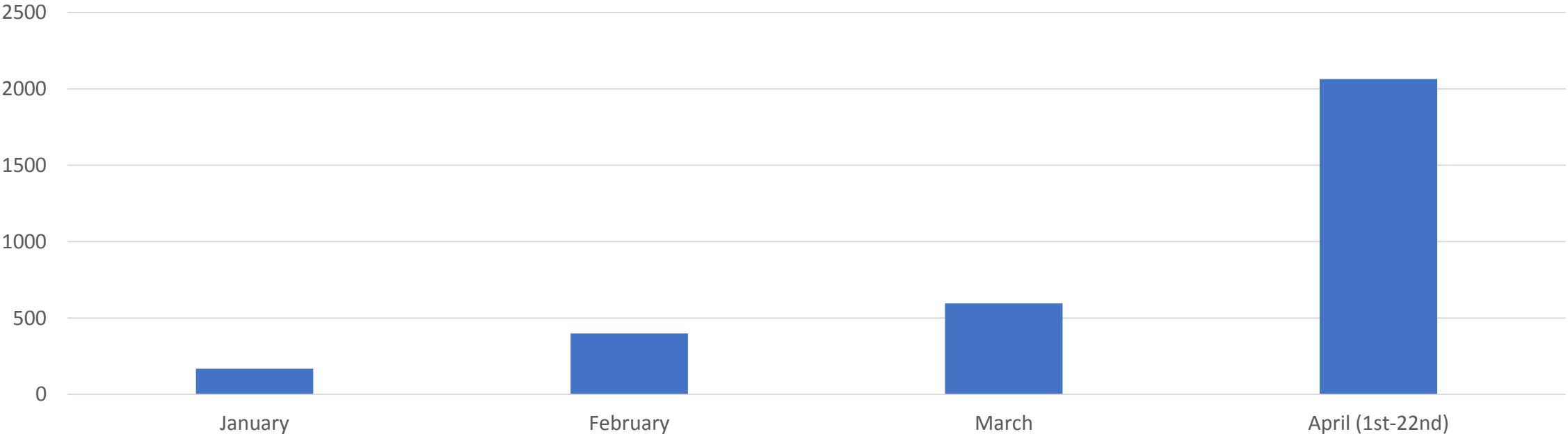


Ticket Purchase & Use Overview

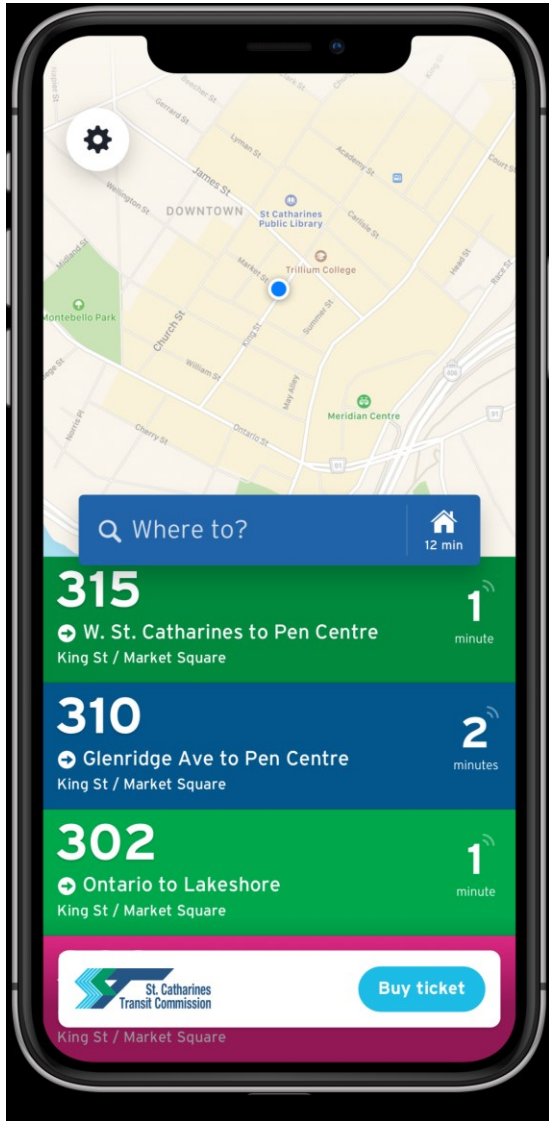




2019 Monthly Ridership

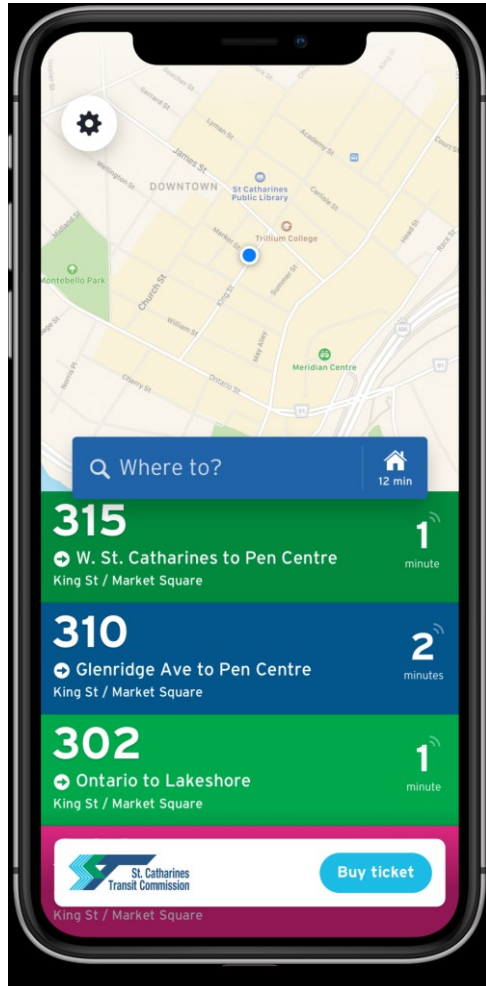


Mobile Ticket Usage



Where do we go from here?

1. Monitor results and support our operators who must visually inspect
2. Determine if we should invest in validation hardware
3. Determine how we can expand this to include our partners in Niagara



Questions?