

Welcome

Cal-ITP Market Sounding Kick-off Event

Excerpts from:



The five objectives of Cal-ITP



Improve the transit experience
in California



Increase public agency buying power
for technology and services

Reduce inequality



Realize benefits for transit services



Meet California
climate change law

Illustrative Use Cases

Infrequent riders

Value - efficiency

Mix of public transit, ride-hailing, car-sharing, possibly bike/scooter

Current Payment Options:

Cash, bank card, app

Discounted Fares

Value - cost

Primarily public transit or personal car

Current Payment Options:

Clipper/Compass/TAP Card

Commuters

Value - consistency

Primarily public transit; occasionally uses private operators for first/last mile connections

Current Payment Options:

Clipper/Compass/TAP Card, bank card

Income Discounts

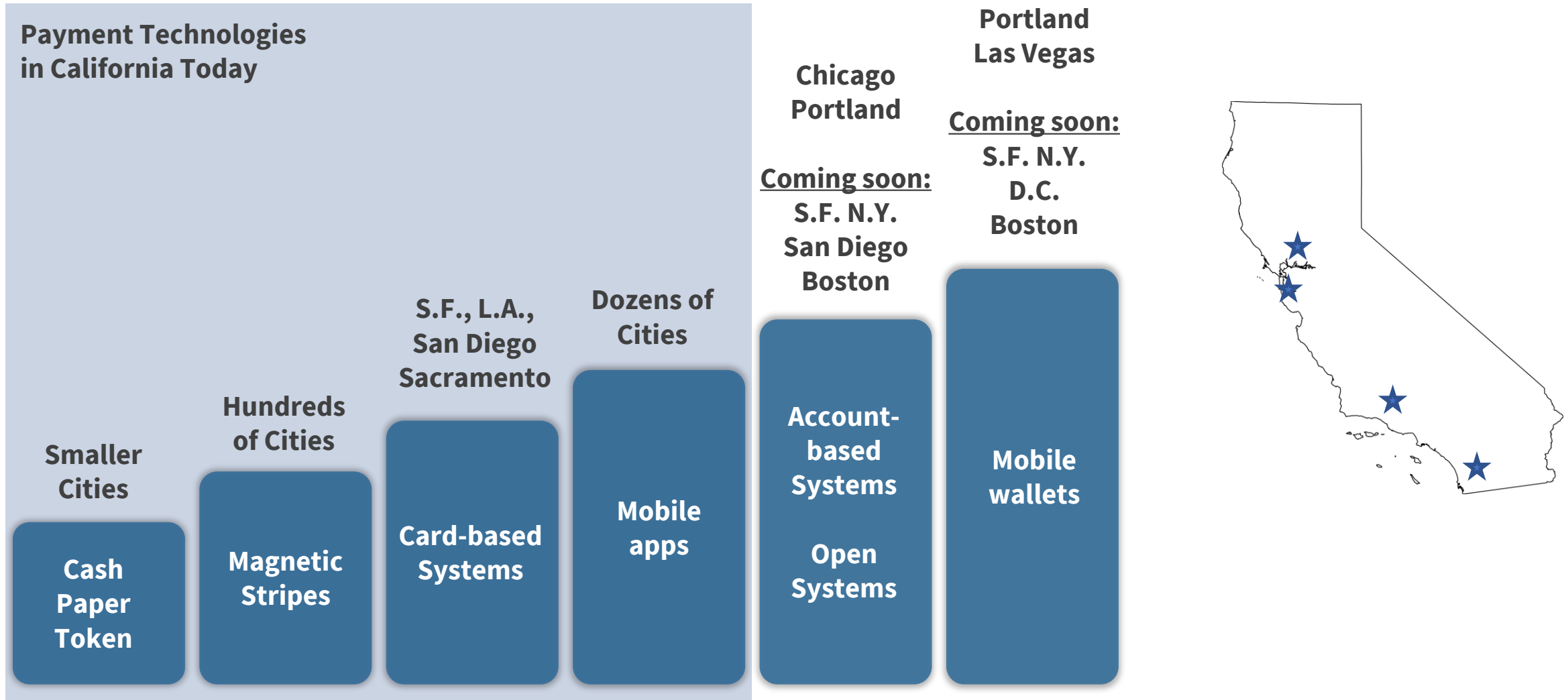
Value – access/equity

Current Payment Options:

Clipper/Compass/TAP Card, cash



Transit Payment Systems in the USA



Prerequisites of a new system

- Provide payment solution that serves **all customer groups**
 - Adults, seniors, youth, children
 - Full price and discount-eligible customers
 - Commuters and infrequent users
 - Long-haul and short-trip travelers
- Enable integrated payment **and pricing** across mobility services
 - Public Transit
 - Bike Share / Scooter Share / Car Share
 - Transportation network companies (TNCs)
- Introduce new payment options to both new and established services with **minimal barriers to entry**

Prerequisites of a new system

- Provide unbanked and underbanked customers **equal access to all mobility services**
- Prioritize customer experience, and encourage use of services by **reducing friction** in the payment process
- Provide **integrated trip planning and payment** across services where practical
- Leverage economies of scale to provide a **cost-effective solution** statewide for customers