



The RTD in Denver

Fare Payments-as-a-Service Case Study

 **Location: Denver, USA**

 **Mode: Bus and Rail**

From Mobile Ticketing to Mobility-as-a-Service with Uber and Transit in Denver

Introduction

The Regional Transport District (RTD) is the public transit agency covering the Denver Metropolitan area in Colorado, USA. It operates over a 2,342-square-mile-area, serving 3 million people, and across a range of bus and rail – with over 100 million passenger journeys in 2018.

“Tens of thousands of people across the Denver metro area already open Transit on their phone to plan their trip, track their ride and make connections with ridehail, bikeshare and scooter services. Adding RTD ticketing creates a complete, simplified experience for riders.”

Jake Sion
Chief Operating Officer at Transit



“For the first time ever, taking an Uber trip can mean taking public transit. We are excited to expand our collaboration with RTD and Masabi making Denver the first city in the world where riders can purchase transit tickets and ride public transit seamlessly through the Uber app. With this step, we are moving closer to making Uber’s platform a one-stop shop for transportation access, from shared rides to buses and bikes.”

David Reich
Uber’s Head of Transit



Background: Mobile Ticketing – The RTD Mobile Tickets Application

Masabi first launched mobile ticketing services for RTD in the fall of 2017 with the popular agency-branded RTD Mobile Tickets app, which enables riders to purchase, download and display tickets to travel across all modes of transit in the Denver area using RTD's services from the comfort of their own devices.

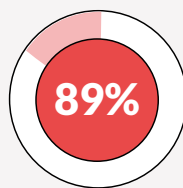
The branded app was an important digital asset for RTD, allowing them to have an application that acted like a ticket vending machine so people could buy their tickets quickly in just a few taps. This service allows commuters who know where they are going and simply need access to tickets quickly and easily board RTD services using an application from a brand they trust. It was also important for RTD to have a digital brand identity, helping to build relationships with the RTD brand and providing a platform for future growth.

In April 2019, RTD ran a riders' survey using 2,992 random users of its mobile tickets application. The results of the survey were extremely positive with 11% of users trying public transit for the first time through use of the service. The application is also extremely popular with 91% saying they would recommend it to other people and 90% rating its ease of use as four or five stars out of five.

DENVER MOBILE TICKETS SATISFACTION SURVEY 2019

Conducted by RTD in April 2019, using 2,992 random users of its mobile tickets app.

90% of users rate the app's ease of use as a 4 or 5 out of 5.



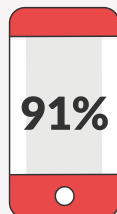
A higher percentage of users are satisfied in 2019 vs. 2017.

89% of users in the current survey are satisfied with the app overall compared to 85% in 2017.

Users often describe the app as

**“QUICK
FAST
CONVENIENT.”**

91% of users report they are likely to recommend the app to someone else.



Similarly, 91% are likely to use the app to pay their RTD fare in the future.



RTD had estimated before the service went live that the RTD Mobile Tickets app would be mostly used by infrequent riders and predicted it would have an adoption rate, as a percentage of fares collected by the agency, of 2.25%. However, the application proved to be extremely popular and now accounts for more than 14%.

A Changing Urban Mobility Landscape

Despite the introduction of mobile ticketing and its positive impact on ridership, private vehicles still stubbornly remained the overwhelming choice of commuters in the Denver Metro area. For many passengers who could use public transit, the first and last mile of their trip can be a deciding factor in whether to choose that option. Riders wanted the freedom to select the best route for them – whether that be determined by price, travel time, convenience, or even the weather.

With an overwhelming majority of Denverites still choosing to drive over public transit services, RTD committed to a plan to provide more integrated mobility options by working with leaders in the public and private sectors.

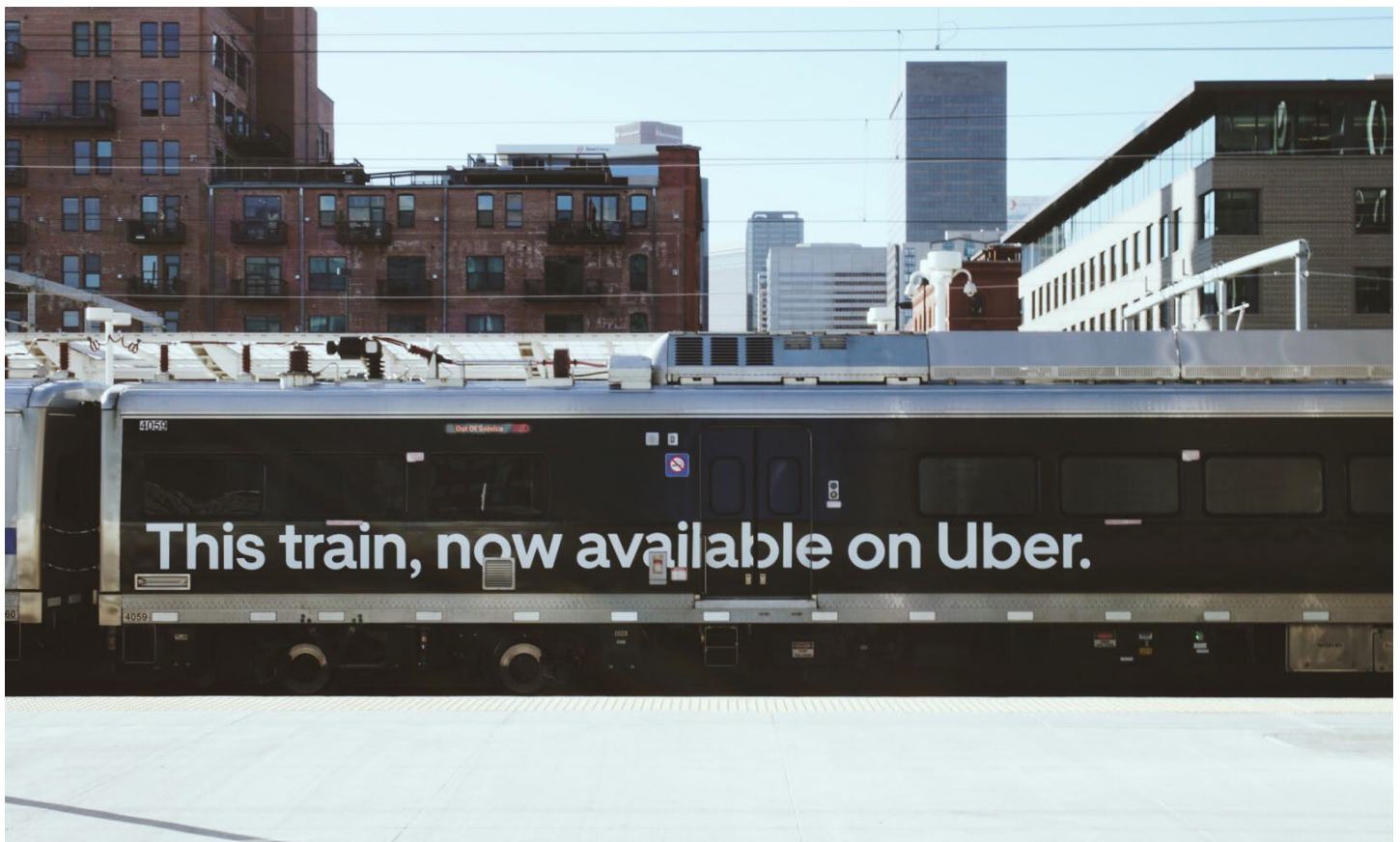
As the transit agency prepared to celebrate its 50th anniversary, it launched a comprehensive review of the entire RTD service network called Reimagine RTD. The planning effort, which included a review of new and emerging mobility options, was developed to determine the future transportation needs of the growing region, and set a goal to offer solutions that could make RTD services more discoverable and accessible via readily available and affordable means.

RTD wanted to target potential riders that were still not using public transit by offering them a solution that could make RTD's services more discoverable and easier to access.

The Mobility as a Service (MaaS) Solution – Integrating Public Transit Tickets into Uber

In order for RTD to target those who had a first/last mile challenge or preferred to use their private cars, the agency needed to find ways to make public transit even easier and more convenient for its riders, bridging the first/last mile issue and the convenience gap.

In May 2019, Denver became the world's first city to enable riders to purchase public transit tickets and ride public transport seamlessly through the Uber app using Uber Transit ticketing. This new service meant Uber users could jump in an Uber, then onto a bus or train, all from the same application, planning and paying seamlessly. The full roll out of services for all Uber users in Denver was completed at the end of June 2019.



The project uses Masabi's Justride SDK, the world's first mobile ticketing Software Development Kit for public transit to integrate ticketing into the Uber app. Using Masabi's Justride SDK, RTD could quickly and easily integrate its transit options into the Uber app, requiring no additional contracts or costs for the transit agency beyond the usual fee to retail a mobile ticket.

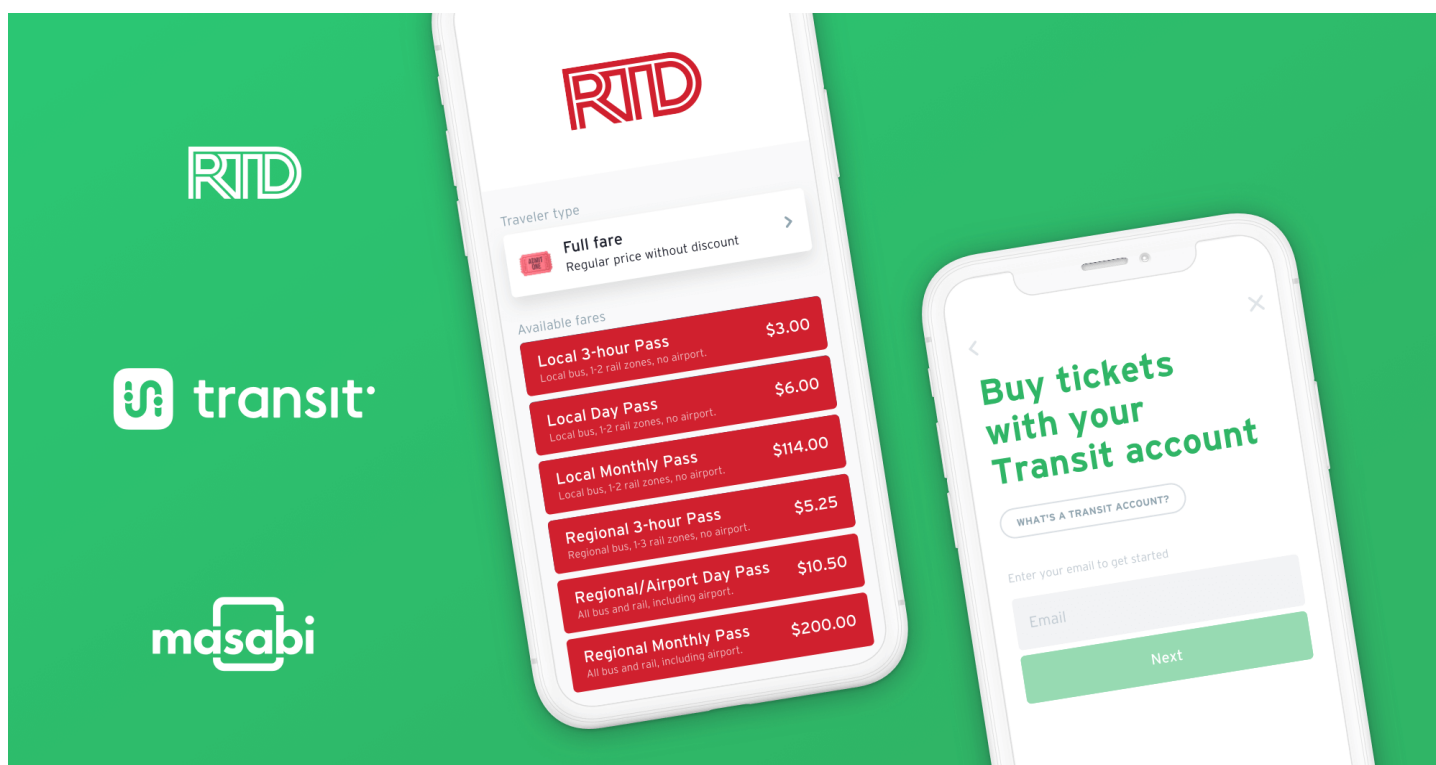
The new service immediately made public transit tickets easier to access, improved digital reach to established urban mobility user bases, increased convenience for riders and attracted more people to conveniently ride public transit.

Buying a transit ticket in the Uber app is easy: after riders enter a destination, they will see “transit” as an option in the “choose a ride” selector. Upon selecting “transit,” riders can purchase tickets on all available transit options while also having access to real-time schedules and walking directions to and from transit stations.

Uber’s menu bar lets users purchase and redeem a range of tickets available on RTD services, including three-hour, day and monthly passes. Users activate tickets, which are stored in the “transit tickets” section of the Uber app, when boarding transit services. Once purchased, tickets are available even when riders are offline.

Extending MaaS – Integrating Public Transit Tickets into Transit app

The next stage of this project launched in September 2019 allowing the 35,000 people who use the Transit app every month across the Denver metro area to be able to purchase and activate RTD tickets within the popular journey planning app. This launch was again made possible through an integration with Masabi’s Justride mobile ticketing SDK and enables users to plan and pay for trips involving multiple modes of transportation using a single platform.

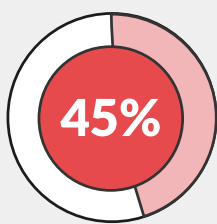


In August 2019, Transit had been downloaded 10,000 times and opened 1.6 million times in Denver, with 15 percent of its users being from outside the region. Transit provides a single platform for users to access real-time, unbiased trip planning information spanning multiple public and private operators. Travelers in Denver can plan multimodal trips that combine transit, bikeshare and scooters, as well as pay for multimodal trips using Uber and Lyft within the app.

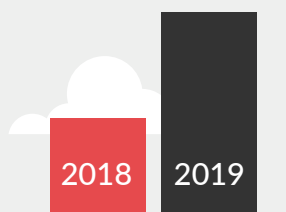
To purchase a ticket with Transit, riders can tap the bar with RTD’s logo at the bottom of their screen inside the app. Transit guides users through a step-by-step process to choose a fare type, enter payment information and activate their ticket, which can then be shown to a bus operator or fare inspector for validation. Riders can also store tickets in a wallet with their Transit account and use them when they’re ready to ride RTD services.

Multi-App Ticketing in Denver – The Results

These new MaaS implementations make public transit tickets easier to access, improve digital reach to established urban mobility user bases, increase convenience for riders and attract more people to ride public transit.



Since the launch of ticketing in the Uber application in May, the overall volume of ticket sales through all mobile channels (including the agency branded 'RTD Mobile Tickets' application, also supplied by Masabi) has increased by a staggering 45% (April-December).



When comparing December 2018 to 2019 there was a 110% increase in mobile ticket sales, with the agency branded app seeing more than a 30% increase since April.

Since its launch, Uber trips in Denver starting and/or ending at a transit station were up 11.6 percent by July 2019, and RTD tickets sold on Uber Transit have increased each week exceeding 40,000 after a few months (full roll out occurred at the end of June). Transit ticketing in Denver continues to grow rapidly, with over 60% of local riders who have purchased a transit pass in the Uber app returning to purchase another within a month.

Meanwhile in Transit, ticket sales have seen double digit growth month-on-month and adoption shows no sign of slowing down.



"Practical mobility as a service is about delivering an integrated and intuitive journey experience across all transit types for all citizens,"

"Denver is a perfect example of how having access to public transit tickets through best-of-breed apps which people are already familiar with, increases the accessibility and discoverability of public transit services. We are in no doubt that this innovative practical approach will see increased ridership, making cities like Denver less congested and better places to live, work and visit."

Brian Zanghi
Masabi CEO

Masabi played the key integration role, making accessing public transit easier, quicker and more convenient for riders – helping agencies to deliver on the promise of MaaS without the expensive price tag. The next city to enable this service was Las Vegas in January 2020 – continuing the rollout of a new way to travel by public transit. Bringing together RTD, Transit and Uber, Masabi has removed this hurdle for both the agency and riders, combining public and private transit into seamless in-app experiences.

It's still early in the development of these new services in Denver, but so far so good. In fact, leaving your car at home and travelling in Denver has never been so easy.

Awards

- ➔ **Transport Ticketing Global Award.**
Smart City 2020, Uber, Denver RTD & Masabi - Highly Commended
- ➔ **TRANStech Traveller Experience Award.**
Masabi, Uber and RTD
- ➔ **WTS Colorado Award.**
Most Innovative Transportation Solution for RTD, Uber and Masabi

The future

As Uber's Head of Transit David Reich put it: "For the first time ever, taking an Uber trip can mean taking public transit."

The Uber & RTD integration is a prime example of how a practical approach to MaaS can directly address the major determinant as to whether people choose to use public transit for all/part of their journey – namely convenience. A multimodal public and shared private approach is a key element to encouraging more people to take fewer private car journeys, which in turn reduces congestion and pollution.

By making fare payment for public transit available through apps such as Uber and Transit, agencies of all sizes can quickly and cost effectively integrate ticketing into already popular MaaS apps, helping more people seamlessly and conveniently discover and access public transit services while accelerating their own journey to a MaaS-enabled transit system.

Masabi's Justride SDK is enabling agencies to integrate their transit options into ride-hailing, journey planning and MaaS apps such as Uber, Transit, Jorudan, Kisio Digital and Gertek. The future of mobility in cities relies on innovative agencies like RTD taking the right approach, ensuring that public transit is at the core of this new ecosystem.

Contact

If you would like to learn more, please get in touch with us using the contact options listed below:

email: contact@masabi.com | **twitter:** [@masabi_com](https://twitter.com/masabi_com) | **website:** www.masabi.com