

Rochester RTS

Rochester rolls out Account-Based Ticketing and Mobility as a Service in upstate New York.



Introduction



Mode: Bus



New York

Regional Transit Service (RTS) is a regional transit authority established by New York State. RTS proudly serves customers and business partners in Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne and Wyoming counties. Recognized as one of the best-run transit systems in the nation, RTS partners with the community it serves to provide safe and sustainable mobility, offering better access, frequency, and reliability to nearly 16 million people each year.

Takeaways

- Mobile ticketing integrated into the Transit app for convenient and seamless (MaaS) rider experiences.
- Account Based Ticketing with smartcards and mobile removes the need for riders to buy tickets or select fares in advance - just tap and ride.
- Fare-capping means riders are always charged the best price for their journey, delivering equity by enabling period passes for those who can't afford to purchase them in advance.
- Fare Payments as-a-Service (FPaaS) system delivery model enables constant updates and provides a cost-effective solution for RTS.

The Challenge

Rochester's Regional Transit Service wanted to introduce a contactless ticketing system on bus services across the city without excluding unbanked and underbanked riders in order to help enhance the rider experience and attract more people to ride.

Rochester needed a complete overhaul of their existing legacy system and to introduce a convenient touch-free fare payment solution – even for those without access to a bank card or mobile phone - without the cost involved with procuring, building and running their own solution.

The Solution

Rochester RTS used Masabi's Justride platform to roll out ticketless travel via the Transit app alongside a reloadable smartcard which can be topped up with credit online, via Transit or at Ticket Vending Machines.

Smartphone users can simply download Transit and add credit to their accounts, then use their smartphones as tickets to ride. This combines the searchability and travel-planning advantages of the Transit app with the ability to pay, tap and ride the bus and connect to other mobility services – all in one place.

Customers who don't have a smartphone can purchase an RTS Go reloadable smart card online at myRTS.com or at one of Rochester RTS' new ticket vending machines or get a printed barcode ticket.

When boarding the bus, passengers simply tap their mobile pass or smart card on Masabi's newly installed Justride Validators.

The Account Based Ticketing fare engine that underpins both the RTS Go smartcard and ticketing in the Transit app means that every rider gets the best value fare for every journey they make.

This has been possible thanks to the fare-capping rules RTS introduced, meaning that regular riders will pay just \$1 a ride – but never more than \$3 a day or \$56 a month. As well as rewarding regular riders for their loyalty, fare capping allows riders to get on with their work and home lives without worrying about how much they are spending on getting around or whether they are getting the best value for money.

Instead of providing discounted passes only to those who can afford to purchase period passes in advance, fare capping delivers greater equity by delivering the benefits of period passes to all riders based on their usage of the system, rewarding them for riding.

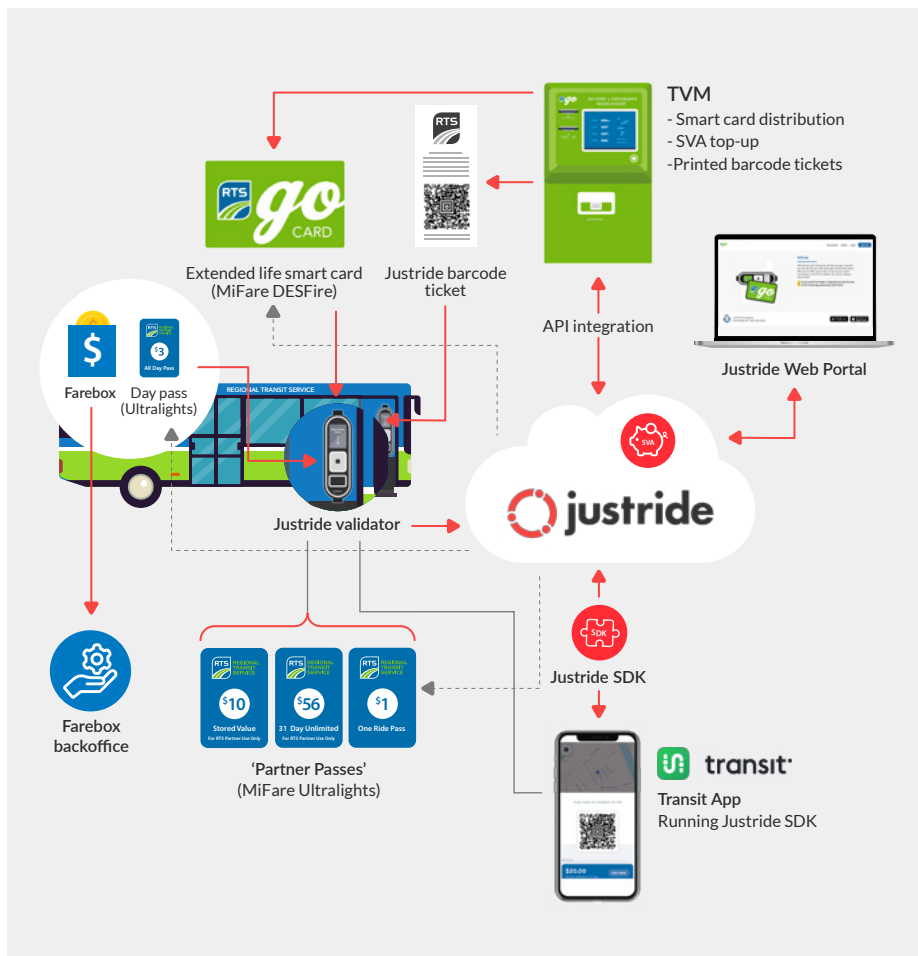


System overview:

Riders can still board the bus and use the farebox to purchase a Day Pass product that is fulfilled to a MiFare Ultralight (Chip-on-paper) media.

Using a proven shared platform (Justride) and moving to a Fare Payments as-a-Service delivery model enabled Rochester to move quickly to introduce a MaaS app experience and Account Based Ticketing rather than undertake a time-consuming, costly and potentially risky design and build exercise.

Justride is already used by more than 100 public transit agencies around the world and the cloud-native platform is constantly updating and adding new features delivering constant innovation and improvement.



The Results

For Rochester RTS, ensuring the availability of fully contactless journeys for all riders was central to delivering an enhanced public transit experience for people living, working and visiting Rochester, as well as providing a safe way to pay and ride.

Over 3 million trips (taps) were made using the new system a little over a year from launch, with around 250,000 trips (taps) taking place every month. Over 6,000 account top ups happen each month with 68% occurring using the Transit app and the rest via Ticket Vending Machines and the Web Portal. 78% of trips are made using RTS Go Cards with 22% of riders using Transit.

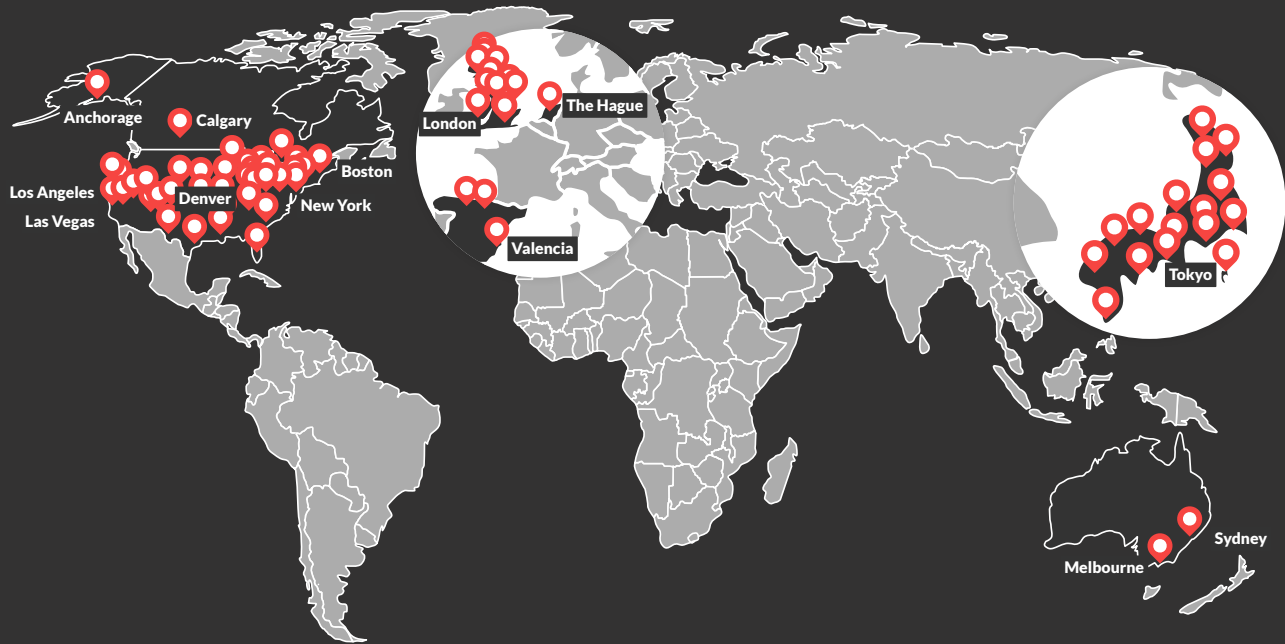
In 2021 RTS Go was named the Innovative Solutions Award Winner for Mobility by METRO Magazine. The award shows the impact the new system has had and is a testament to the hard work and dedication of the team at RTS for making this project such a success.

"As businesses in our region continue to open and adjust to new realities from the COVID-19 pandemic, RTS is happy to implement our new RTS Go fare payment system and provide customers with new and safe options to manage and pay their fares."

"In addition to integrating a new mobile app and reloadable smartcards into our system, the technology behind RTS Go adds a new layer of safety for customers on the bus through contactless fare payment."

Bill Carpenter
RTS CEO





Contact

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