



Proving the Case for Cashless Transportation

New ticketing system sees EMT Valencia eliminate on-board cash payments



Location: Valencia, Spain



Mode: Bus

Introduction :

EMT Valencia provides public transport services to the city of Valencia, Spain's third biggest city, and to towns in the metropolitan area, making it one of the country's largest transport operators. With 500 buses operating across 1200 stops over 58,000 kilometres, EMT Valencia's public buses carried over 97 million travelers in 2019, 10% more than four years prior, and the agency was nominated as the highest scoring municipal service as evaluated by Valencia's inhabitants.

The Challenge

EMT Valencia initially wanted to review and modernize their fare collection system to help speed up boarding, reduce dwell times and make passengers' journeys shorter and more convenient.

Prior to the implementation of mobile ticketing, passengers had limited options for purchasing tickets on EMT Valencia's bus services. They could buy single tickets directly from the driver while boarding and pay in cash, or they could use EMT-specific smartcards that could be topped up online or at various points of sale including stations, kiosks and vending machines. Passengers also had the option of using the MÓBILIS card, which is valid across Valencia's public transport network.

However, this all changed with the outbreak of the Covid-19 pandemic as, in response to the new social distancing requirements, Spain's transit operators decided to eliminate on-board cash payments across all public transport services to help fight the spread of the virus.

This decision had an immediate impact on EMT Valencia's passengers. Those who were not using any of the available smartcards and instead relying on EMT Valencia's single ticket for their commute were left stranded and no longer able to use it.

Not only did this mean that EMT Valencia needed to look into options to digitize their single ticket offering quickly and cost effectively, but they also had to take steps to make transit journeys 'Covid-safe'.

Implementing a complete contactless and cashless payment system became a priority for EMT Valencia. A wholesale adoption of mobile ticketing would help it create Covid-safe zones for both passengers and drivers on all of their bus lines while also helping to speed up boarding, reduce dwell times and lower

the costs related to cash handling by progressively eliminating onboard cash payments.

The challenge for EMT Valencia was not only to deliver a contactless and cashless ticketing system via the implementation of mobile ticketing options that would be available to all their passengers, but also to completely remove the use of cash onboard all of their lines.



The Solution

EMT Valencia partnered with Masabi to deploy its Justride fare payments platform, providing the operator with a new mobile ticketing app, the 'EMTicket app'.

The 'EMTicket' system allows passengers to download an app directly onto their smartphones and use it to purchase tickets and display them on-screen to show to the driver when boarding the bus, removing the hassle of having to carry and handle cash. The app supports Spanish and English, making buying a ticket simple for both locals and tourists.

Thanks to this new branded app powered by Masabi's Justride fare payments platform, passengers are now able to buy single tickets to ride the bus with credit and debit cards right from their mobile devices. Once a single ticket is purchased via the app, it can be activated offline without an internet connection, ensuring passengers can always have a valid and functioning ticket.

EMT Valencia was able to innovate quickly to not only improve the journey experience for passengers but also keep up with the pace of changing technology requirements driven by the Covid-19 crisis. Crucially, it has enabled the agency to reduce the total cost of fare collection at a time when transit ridership and budgets

were under immense pressure. Masabi's Justride platform provides EMT Valencia with an upgrade path to a complete and fully functional Account-Based Ticketing (ABT) system, enabling Mobility-as-a-Service (MaaS).

"This new app will not only help to modernize our services, but also offer EMT Valencia passengers a safe, convenient and immediate way to purchase tickets. We are excited to be deploying Masabi's market-leading mobile ticketing platform to allow our passengers to manage their entire transit experience from a single app anytime, anywhere, and to be the first city in Spain to introduce an entirely cash-free onboarding service."

Councilman for Sustainable Mobility and President of EMT, Giuseppe Grezzi of EMT Valencia



The Results

The EMTicket app, launched in August 2020 in record time, has enabled EMT Valencia to quickly overcome the logistical challenges forced upon it by the Covid-19 pandemic. Despite being forced to stop selling single tickets onboard, EMT Valencia has sold 454,727 tickets since the launch of the app - a testament to its ease of use and reliability.

EMT Valencia deployed a solution that led to reduced dwell times while also providing Covid-safe payment solutions for its passengers, ending on-board cash payments completely.

Following the successful launch of the EMTicket app, EMT Valencia has developed their current mobile ticketing offering, making 5-ticket and 10-ticket carnets available for purchase via the app, a new product that occasional passengers can benefit from, avoiding having to purchase a ticket for every journey.