Mobile App Case Study

Adam Mehl
Market Development Specialist
Metro Transit
Metro Transit Overview

81.9 million RIDES

264,347 AVERAGE WEEKDAY RIDERSHIP

57.3 million RIDES

71% BUS

29% RAIL

24.6 million RIDES

907 SQ. MILES

130 ROUTES

55 URBAN LOCAL

63* EXPRESS

9 SUBURBAN LOCAL

2 LIGHT RAIL

1 COMMUTER RAIL

7+ COUNTIES

90 CITIES

* Includes Maple Grove Transit routes operated by Metro Transit
What is the Metro Transit App?

A customer tool that enables easy and instant access to transit in the Twin Cities Metro Region. This is accomplished through payment integration, trip planning tools and features to make their journey as easy and as pleasant as possible.

A potential clearinghouse of data and/or a nexus of services with the potential to link shared mobility options to the transit network and grant customers access to a regional integrated transportation network beyond traditional transit alone.

An access point to customer data and information that allows for greater understanding of customer needs and a window into new ways to improve our service.
Requirements to Reality

• Initial app scope
  • Navigation/Trip Tools
  • Web Store
  • Customer Communications
• No way, no how to showcase feature
  • Initially focused specifically on trip tools
  • Strong resistance internally
  • More stake holder meetings and engagement
Current Features

• Mobile Ticketing*
• Trip Tools
• Go-To Card Management*
• Text for Safety*
• Carpool*

• Guaranteed Ride Home*

*exclusive feature to Metro Transit
Timeline of Events

• 2012-2013
  • Conversations begin about app
  • Engagement of decision makers and stake holders
  • Finding funding – Regional Solicitation for CMAQ funds

<table>
<thead>
<tr>
<th>Official</th>
<th>3rd Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>We control the app and data</td>
<td>We only control data</td>
</tr>
<tr>
<td>Motivation: customer service</td>
<td>Motivation: financial/other</td>
</tr>
<tr>
<td>Free app</td>
<td>Free (likely ad supported) or paid</td>
</tr>
<tr>
<td>Regular update schedule</td>
<td>Unknown</td>
</tr>
<tr>
<td>Customer access to account, financial info, pay fares</td>
<td>Not possible</td>
</tr>
<tr>
<td>We have the ability to respond to feedback and resolve issues</td>
<td>Not possible</td>
</tr>
<tr>
<td>Trust: customers know us</td>
<td>Trust: unknown/lack of credibility</td>
</tr>
<tr>
<td>Promotion/incorporation of Metro Transit programs and services</td>
<td>Not possible</td>
</tr>
<tr>
<td>Built in feedback tools</td>
<td>Not possible</td>
</tr>
</tbody>
</table>
Timeline of Events (cont.)

• 2014
  • Funds awarded

• 2015
  • Full scope/specs for the app
  • Issue RFP and select vendors

• 2016
  • Award contract
  • Development and Launch
Sales

[Bar chart showing sales for each month from January to December.]
Questions?

Adam Mehl
Market Development Specialist
612-349-7104
adam.mehl@metrotransit.org

Let’s make your commute easier.
Download the MetroTransit app now!