


Go-To (R)evolution: Transforming Regional Transit




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Senior Manager, Revenue Operations

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The Go-To Card



- What are the benefits?
- What is it?
- How has fare payment evolved?
- What's next?

2




What are the Benefits?



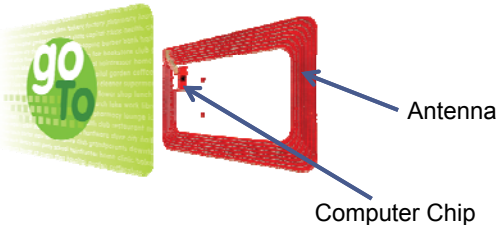
- **Customer Convenience**
 - Seamless travel between regional buses and trains, faster boarding
 - Loss/theft protection
 - Add value via web, phone, rail platform
 - Web card management – My Fare Card List, Auto Refill
- **Agency Benefits**
 - Enhances on-time performance
 - Unified regional fare system
 - Data driven pricing of programs
 - Detailed data for service planning
 - Program opportunities to increase ridership
 - Strongly preferred by bus operators

3



What is a Go-To Card?


Contactless Smart Card (CSC)



Antenna

Computer Chip





Near Field Communications (NFC)



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Go-To Devices

- Ticket Vending Machine (TVM)
- Rail Validator (RSV)
- Bus Validator (BSV)
- Sales Device (CPOS)
- Mobile Validator (MPV)

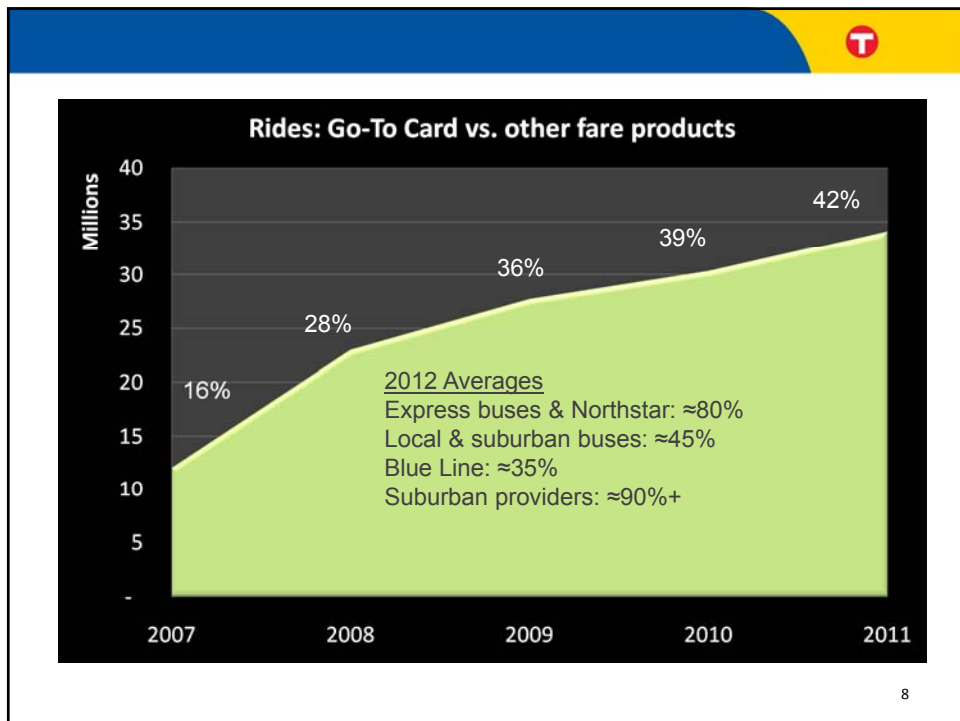
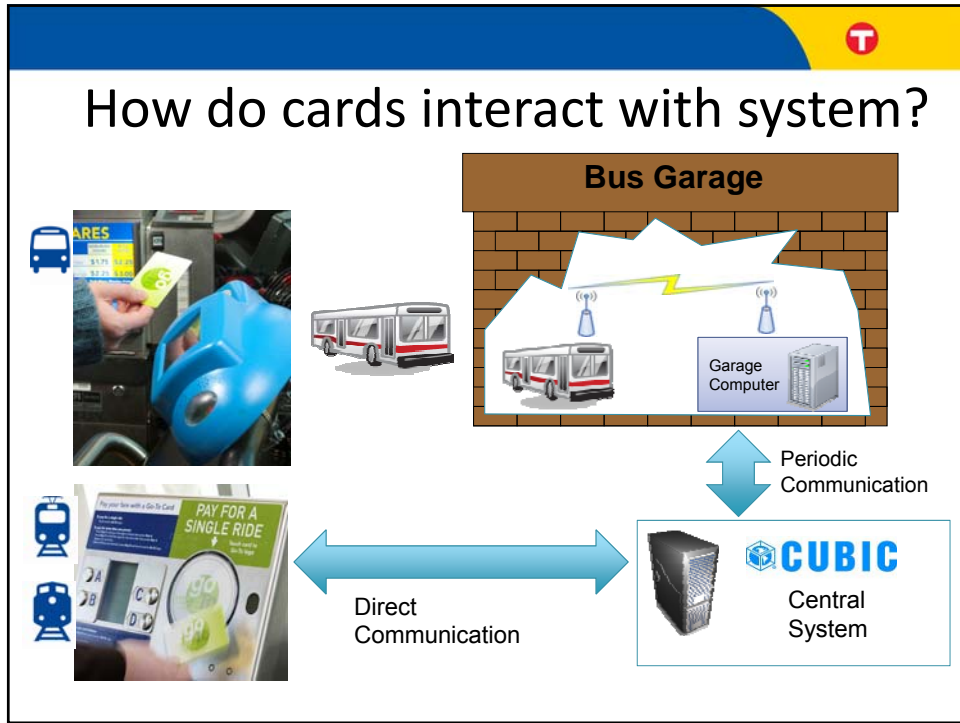


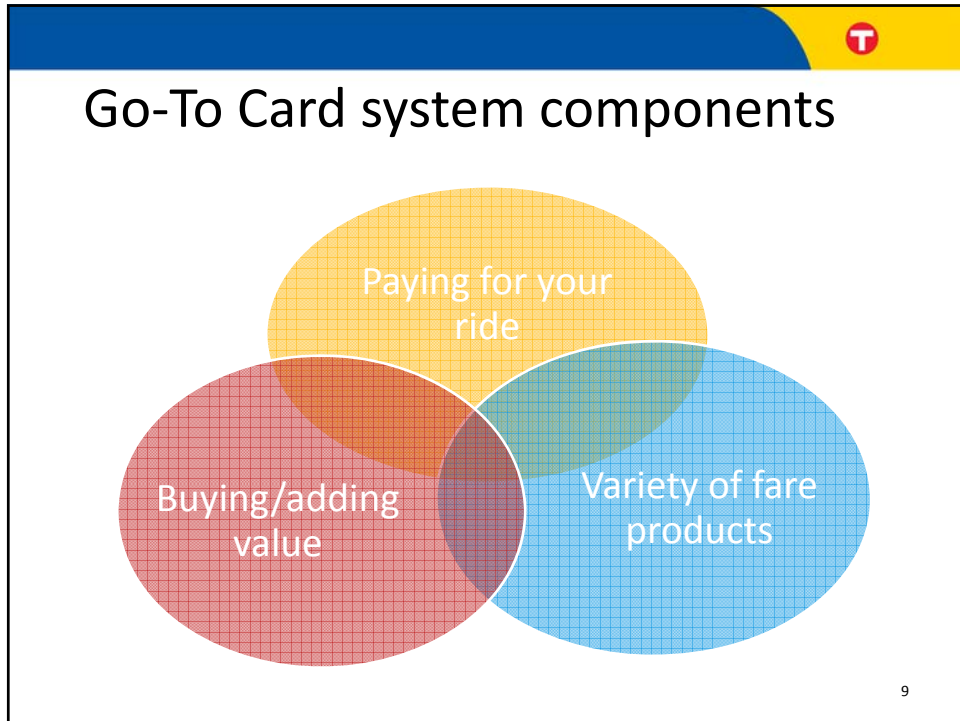
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Proof of payment



6





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Past Now Future




Paying for your ride

SuperSaver
Stored Value
\$20
\$22 Initial Value
Can't be used on light rail without additional transfer. Not valid on Hiawatha for network. Use subject to Metropolitan Council fare policies.
It is illegal to resell this card.
Route info: 612.375.3333
No-Trip: 612.341.4287
metrotransit.org

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Past Now Future



Paying for your ride



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Past Now Future


Paying for your ride



Multi-Door Boarding

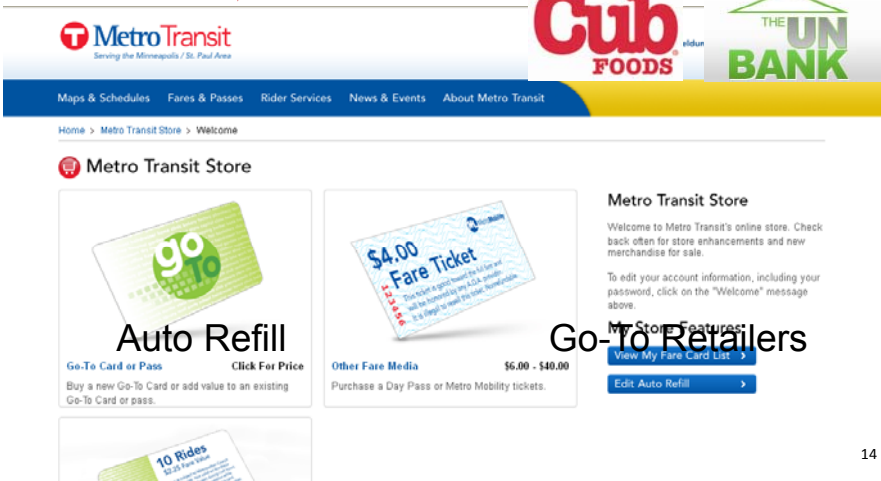
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Past Now Future **Buying/adding value**



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Past Now Future **Buying/adding value**



Cub FOODS **THE UN BANK**

Home > Metro Transit Store > Welcome

Metro Transit Store

Auto Refill
Go-To Card or Pass [Click For Price](#)
Buy a new Go-To Card or add value to an existing Go-To Card or pass.

Go-To Retailers
\$4.00 Fare Ticket
Other Fare Media **\$6.00 - \$40.00**
Purchase a Day Pass or Metro Mobility tickets.

Metro Transit Store
Welcome to Metro Transit's online store. Check back often for store enhancements and new merchandise for sale.
To edit your account information, including your password, click on the "Welcome" message above.
My Store Features:
[View My Fare Card List](#)
[Edit Auto Refill](#)

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Past Now **Future**

Buying/adding value



Vendors to refill card




↑ Go-To Retailers

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Past Now **Future**

Variety of fare products



Special Pass



31-Day Pass
Stored Value

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Past Now Future

Variety of fare products

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Past Now Future

Variety of fare products

Introduce stored ride products

Expand multi-day pass options

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Go-To Card Retailer Growth



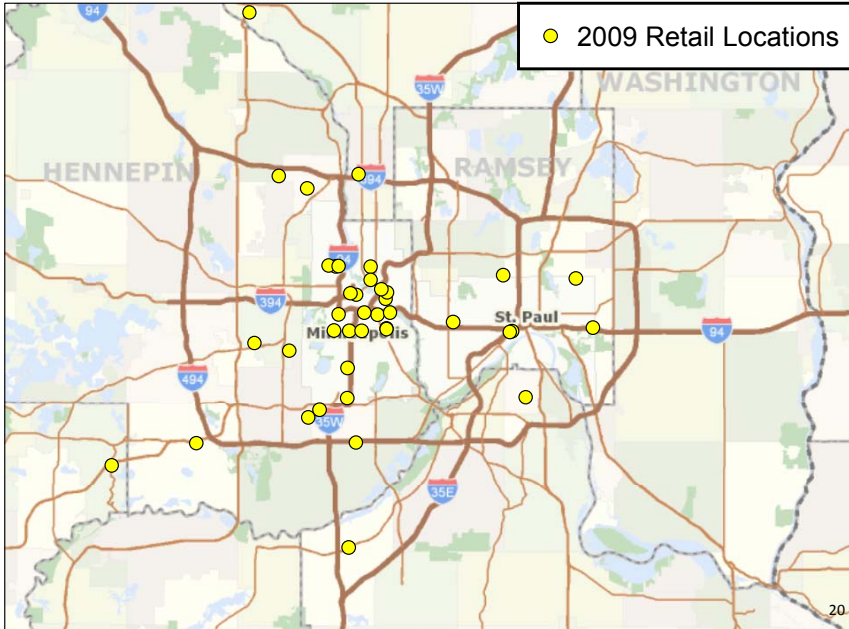
42
2007

72
Today

120+
Year End

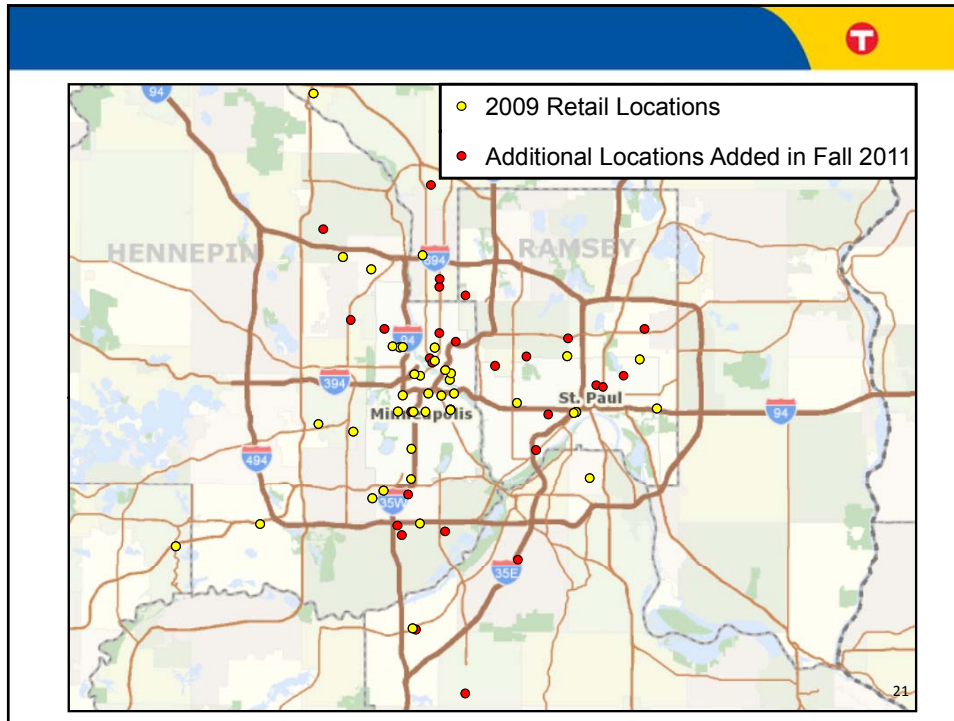


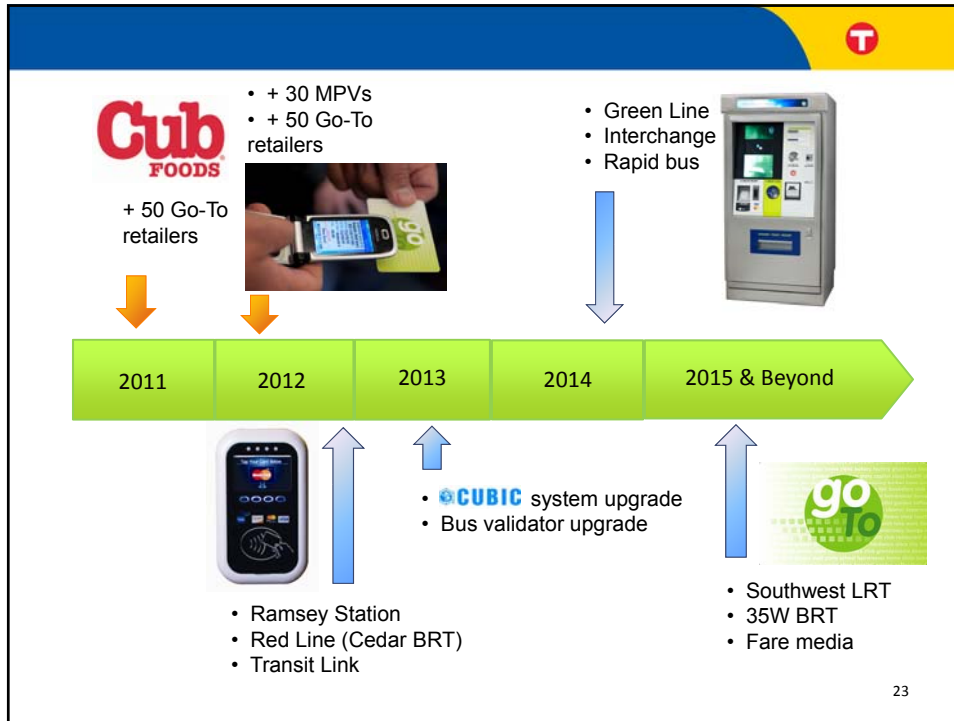
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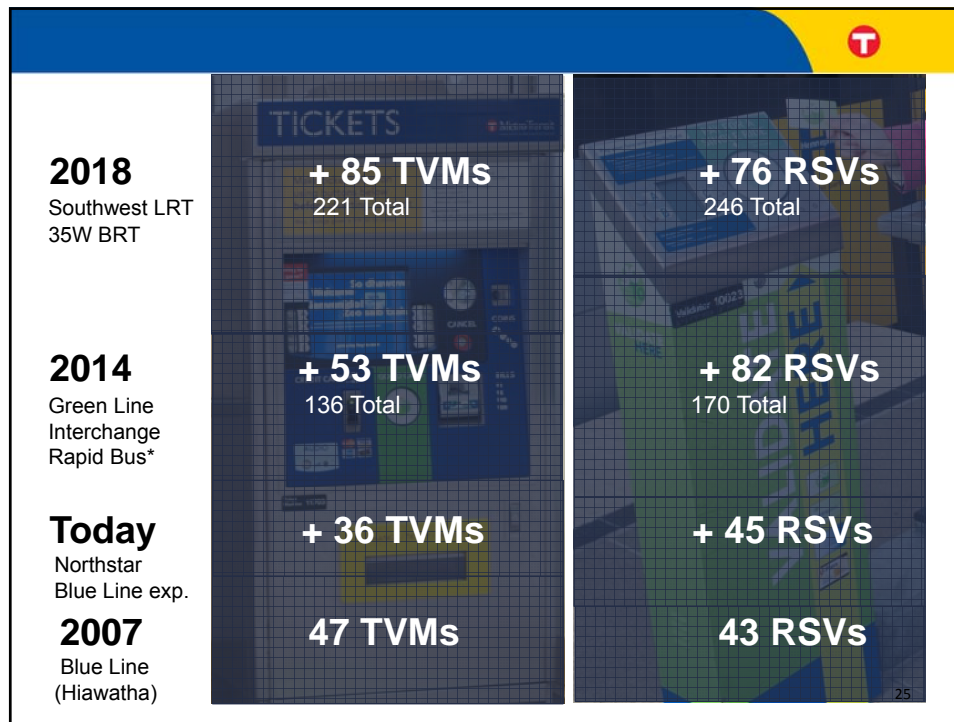


● 2009 Retail Locations

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Next steps: Current schedule

- Green Line, Interchange, Ramsey, Red Line with Southwest LRT options
 - Sole Source Procurement with Cubic
 - Business Item May/June 2012
- Transit Link/Metro Mobility Pilot
 - Sole Source Procurement with Cubic
 - Business Item June/July 2012
- Cubic System Upgrade
 - Business Item Q3 2012
- Bus Validator Upgrades
 - Business Item -TBD



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