



**Pierce  
Transit**

# **PiercePay Mobile Ticketing**

524

Pierce Transit

WASHINGTON  
C4313C

# PiercePay Mobile Ticketing

## Pierce Transit Riders Cell Phone Ownership

2014 – Pierce Transit Customer Survey

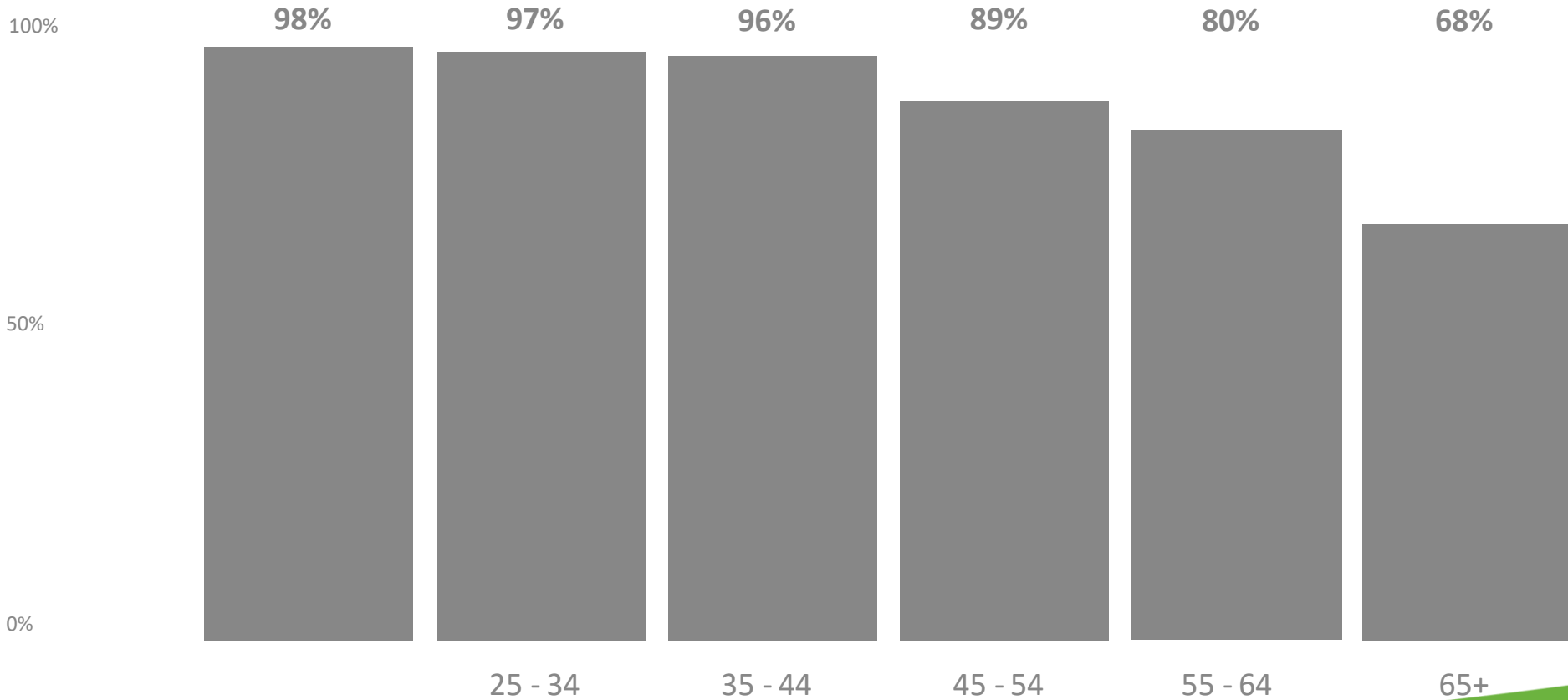
- 94 percent have cell phones
- 64 percent are smart phones



# PiercePay Mobile Ticketing

## Smartphone ownership by age

United States, Q3 2016 - Nielsen Group



# PiercePay Mobile Ticketing History

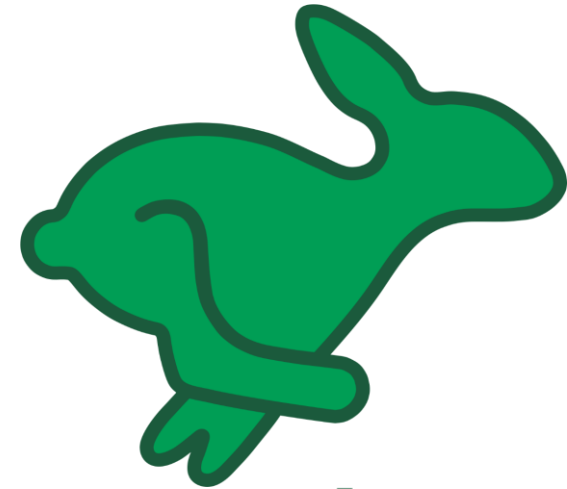
- Regional Partners (Sound Transit & King County Metro) began Mobile Ticketing Project Development
- Concept of “No Cost Development” Mobile Ticketing presented at 2016 APTA TransITech Conference
- Concept presented to Executive Team after the conference
- Project Team Established
  - Planning
  - Finance
  - IT
  - Marketing
  - Procurement

# PiercePay Mobile Ticketing Project Requirements

- 1 Year Pilot Proof of Concept
- 3 Year Contract
- 2 1-year Contract Extensions

# PiercePay Mobile Ticketing Acquisition and Implementation

- RFP Released on November 17, 2016
- Hopthru was the Successful Proposer
- PiercePay Went Live on September 1, 2017



**hopthru**  
*streamlined mobile ticketing*

# PiercePay Mobile Ticketing

PiercePay helps riders get the best transit experience



**Purchase tickets anywhere, at anytime** Allow riders to purchase their tickets ahead of time, skipping the hassle.



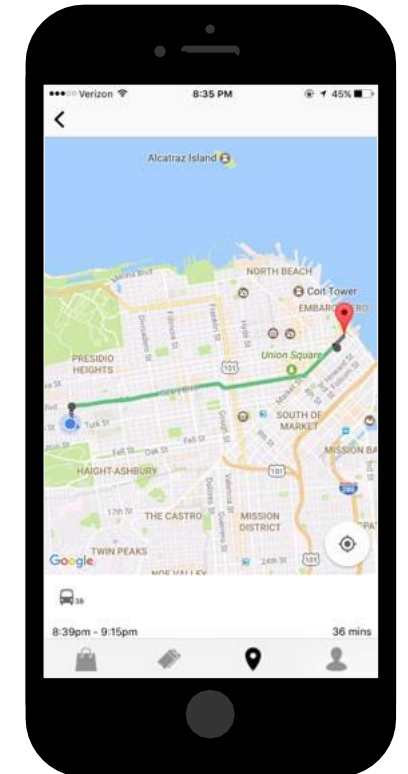
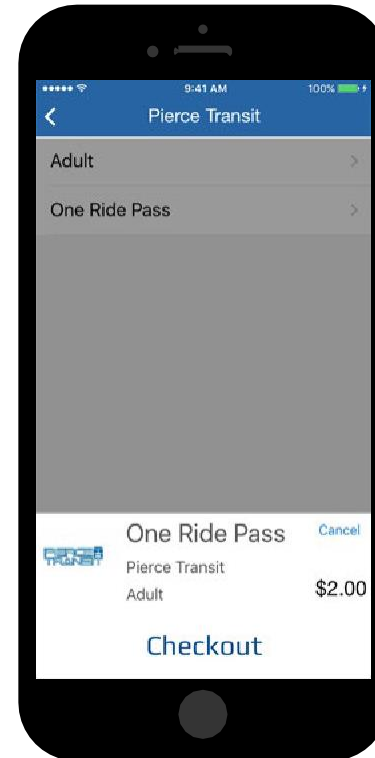
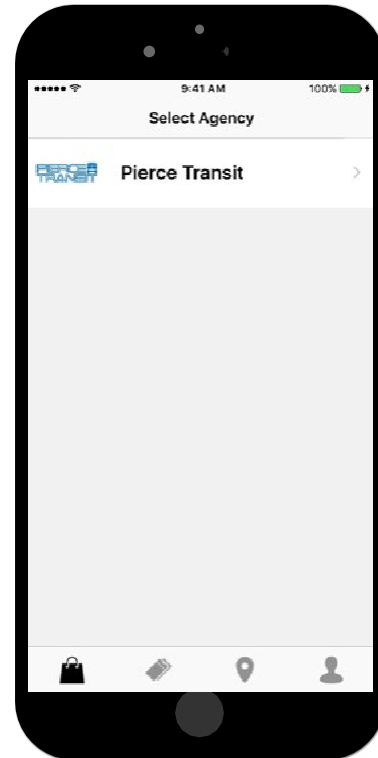
**Skip the lines, save time** Riders will no longer hold up the bus or wait in long lines at the farebox or a ticket vending machine.



**No need for cash** Riders can focus on their destination, not on having exact change with them.

# PiercePay Mobile Ticketing Deployment

With Hopthru's multi-tenant architecture, they've built everything so we don't have to. Deployment of mobile ticketing in hours, not months.

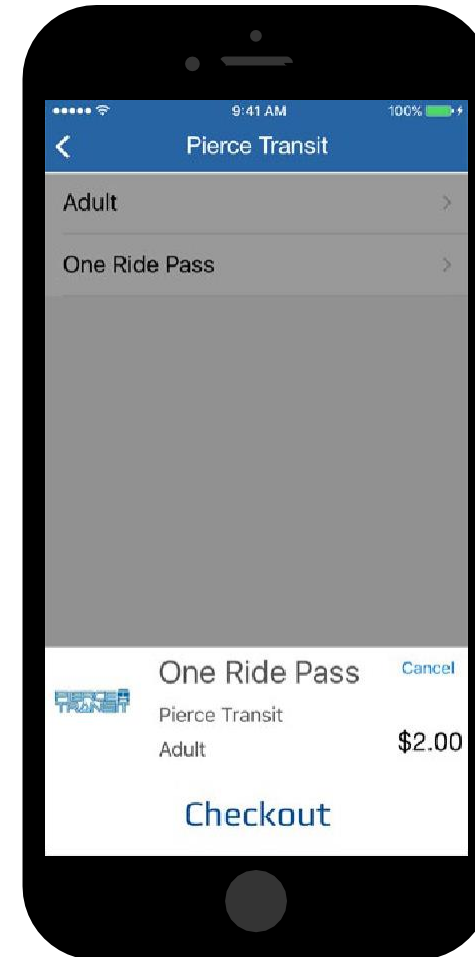




# PiercePay Mobile Ticketing

## Sell any ticket, from anywhere

Through the backend portal, our admins have direct access to edit which tickets we offer and how they behave on the platform in real time.



# PiercePay Mobile Ticketing

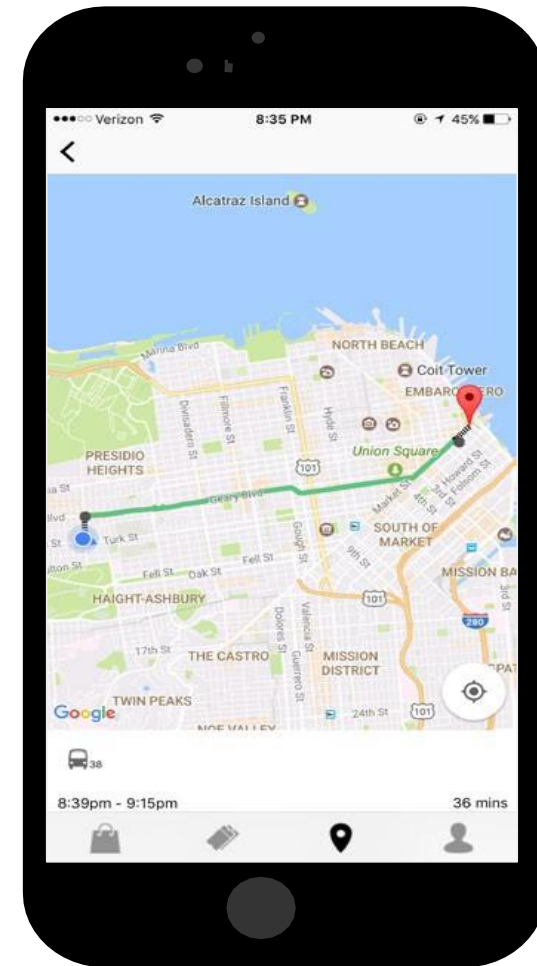


Just the same as showing the operator your pass, tickets on Hopthru are visually validated. Designed with animations and touch interactions, we ensure that they cannot be fraudulently reproduced.

# PiercePay Mobile Ticketing

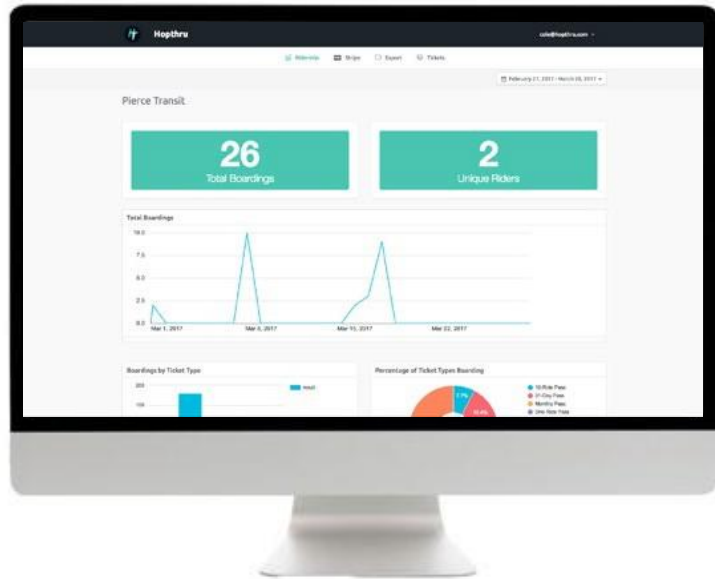
## Provides route optimization

Riders not only need to purchase their tickets, they need to know which route to take. Using real-time GTFS data, we present the rider with a multitude of route options, giving them the opportunity to pick the best one for them.



# PiercePay Mobile Ticketing

## Know your ridership



With Hopthru, we have unparalleled insight into who our riders are. We're able to collect everything from rider's contact information to where they board. Through the backend portal, admins have the ability to run targeted queries to find exactly what they're looking for and because they're our riders, the data belongs to us.

# PiercePay Mobile Ticketing

## Costs

- Costs for the pilot were 2.9% + .30 of each transaction for purchase processing by Stripe – a third party payment processor.
- Hopthru waived their fee for the length of the pilot.
- Hopthru would begin charging an additional 5% of each transaction once we entered into the 3-year contract after a successful pilot.
- There were no development or licensing costs associated with this project, and no additional costs to Pierce Transit beyond the percentage based fees already mentioned.
- The app offers our customers the ability to purchase Pierce Transit tickets – for use only for Pierce Transit Service.
- The Hopthru app is available for Android and Apple iOS Smartphones.

# PiercePay Mobile Ticketing

## Costs Continued...

Pilot Period - 2.9% transaction fee + \$0.30

\$5 All Day Pass

-PT gets \$4.55

-Third party gets \$0.45

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After Pilot Period - 2.9% transaction fee + \$0.30 + 5%

\$5 All Day Pass

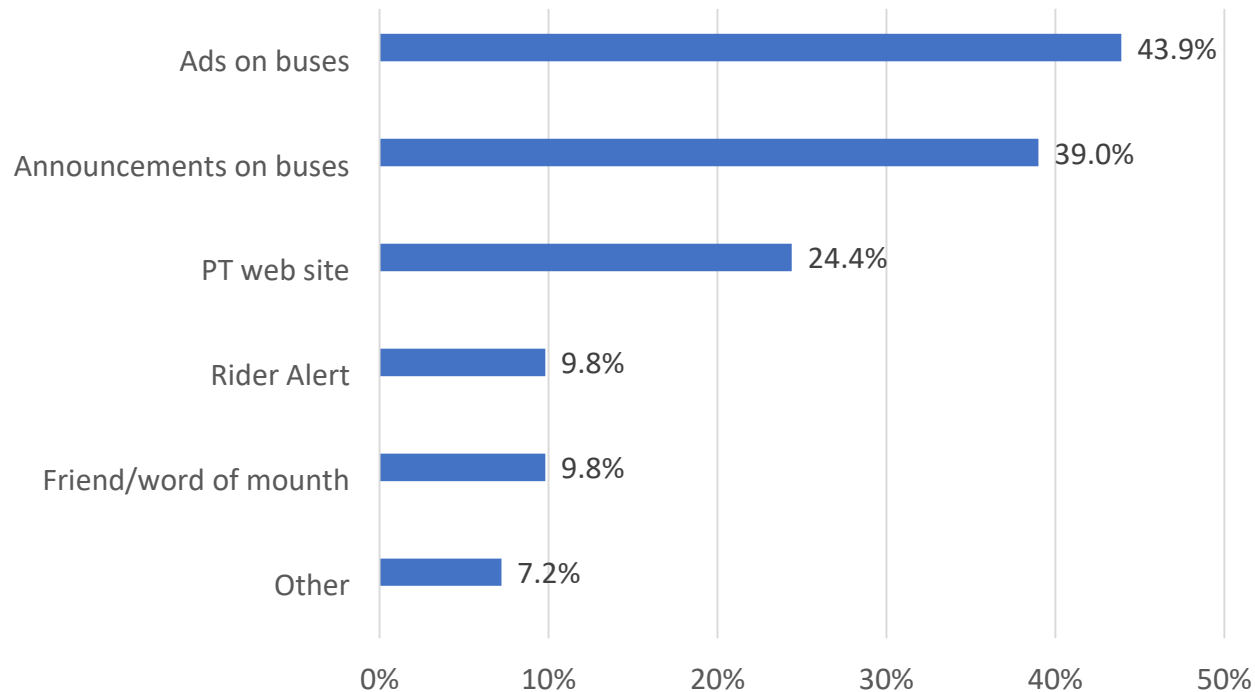
-PT gets \$4.30

-Third party gets \$0.45

-hopthru gets \$0.25

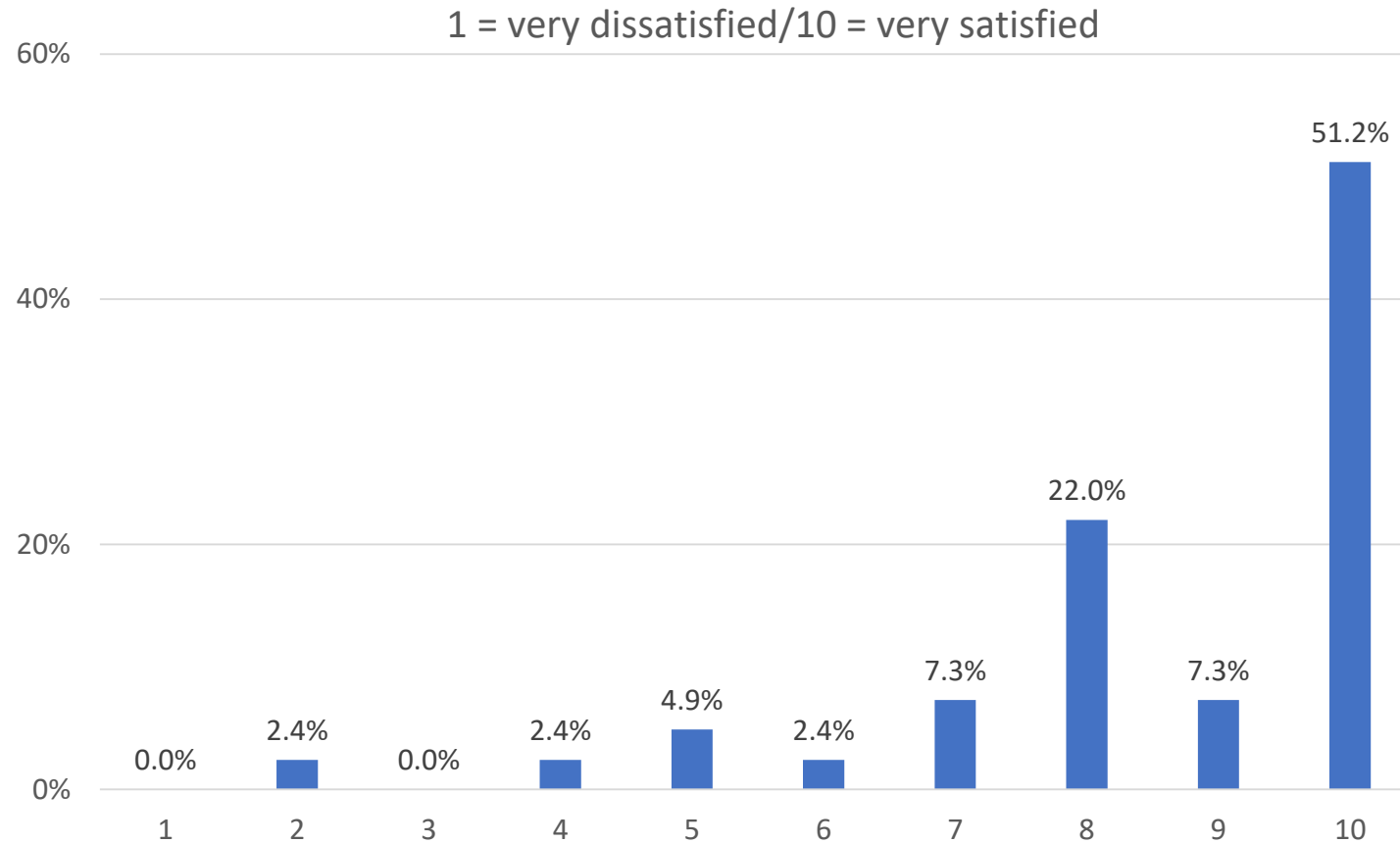
# PiercePay Mobile Ticketing 2017 Customer Survey

How did you hear about PiercePay mobile ticketing?



# PiercePay Mobile Ticketing Customer Survey

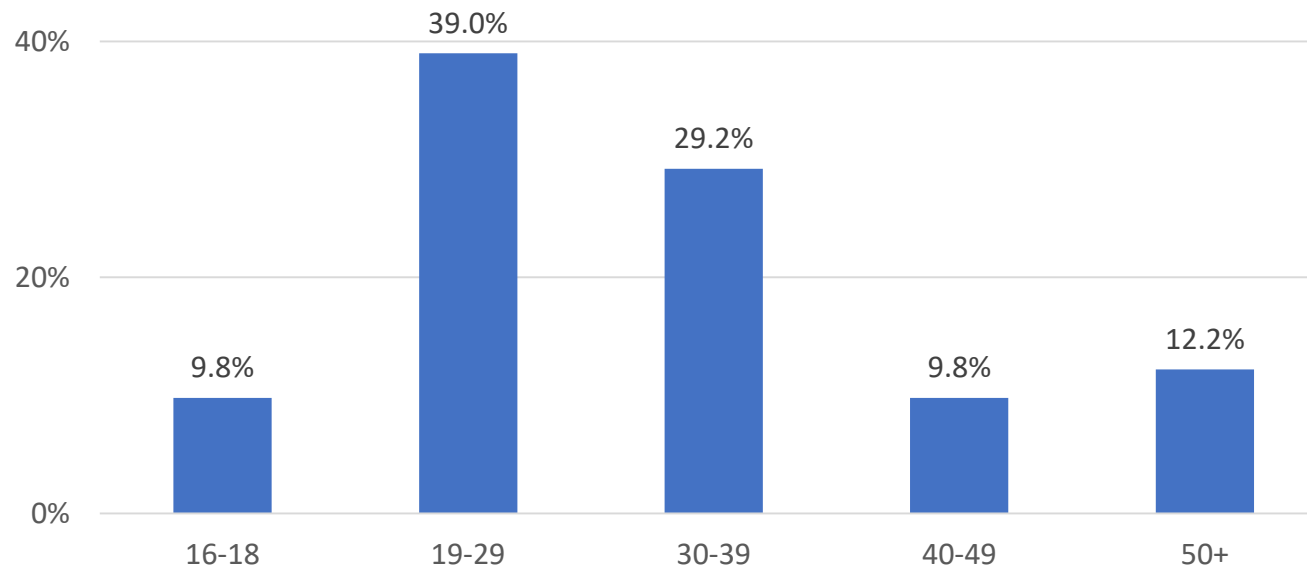
Overall, how satisfied are you with the hopthru app and PiercePay?





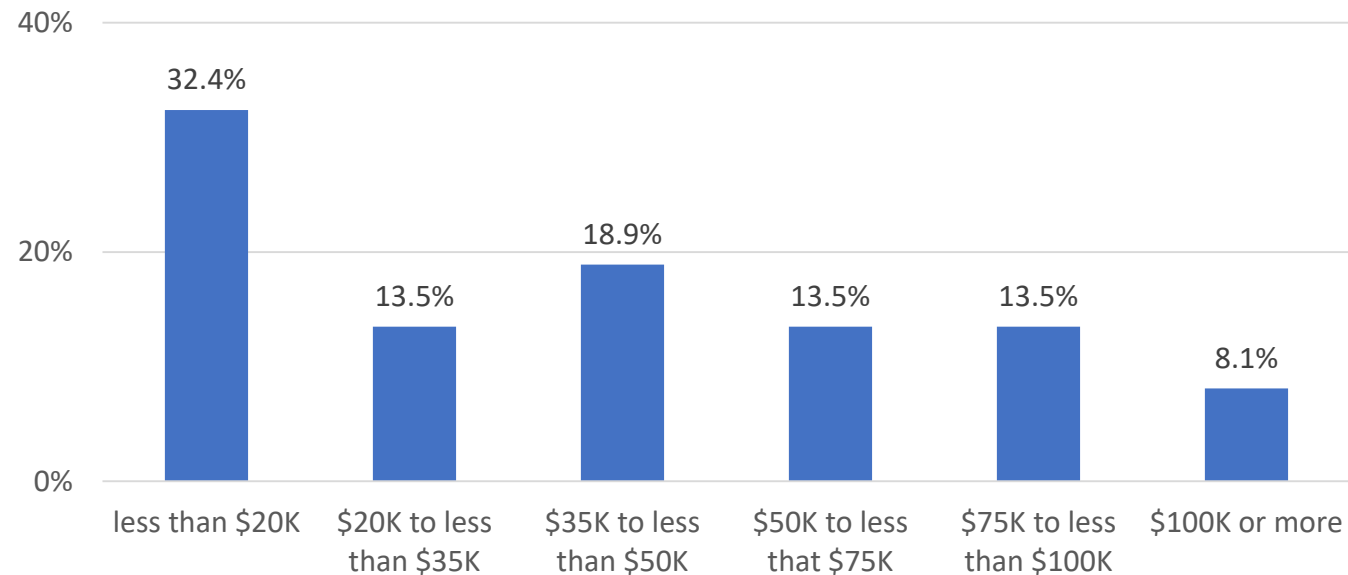
# PiercePay Mobile Ticketing Customer Survey

Age



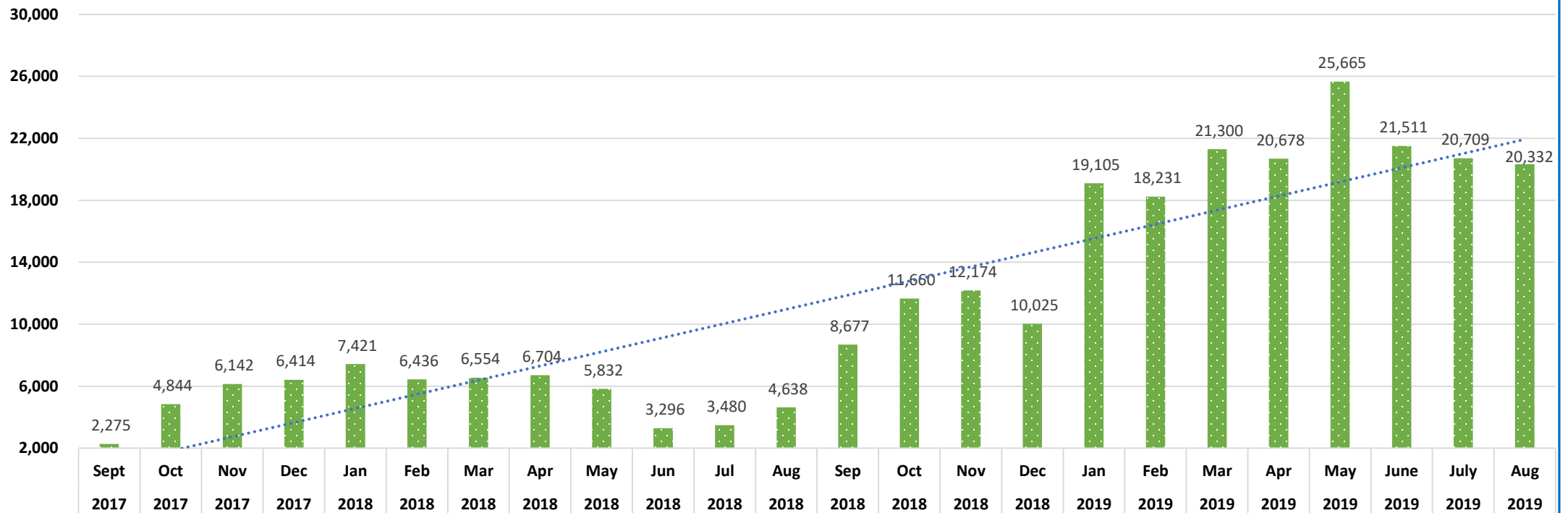
# PiercePay Mobile Ticketing Customer Survey

Household Income



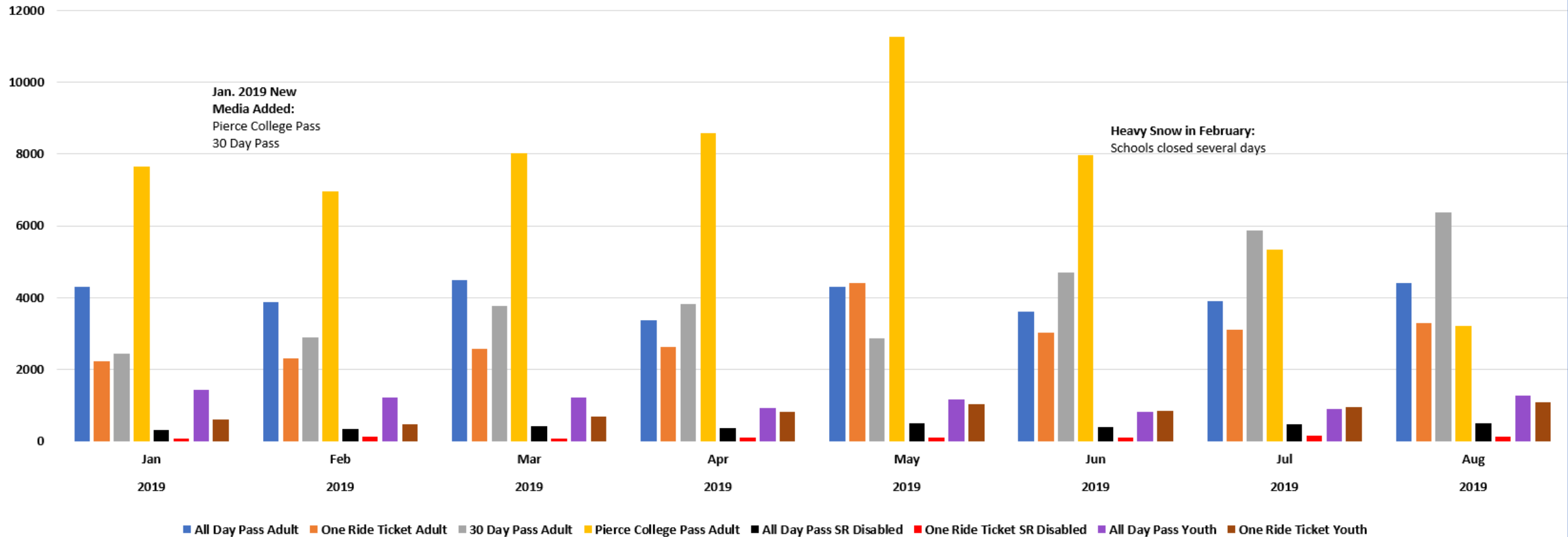
# PiercePay Mobile Ticketing

Total Monthly PiercePay Boardings  
Since Inception



# PiercePay Mobile Ticketing Ticket Sales 2019

Monthly Pierce-Pay Usage --- All Fare-Media Types



# PiercePay Mobile Ticketing Financials

	Stripe	Hopthru	PT	Gross
2017	2,966.72	-	17857.28	20,824.00
2018	17,492.43	2,391.33	104732.74	124,616.50
Jan-Aug 2019	16,082.87	8,601.74	162889.83	187,574.44
Sep-19	2,267.54	1,243.82	21320.64	24,832.00
<b>Totals</b>	<b>38,809.56</b>	<b>12,236.89</b>	<b>306,800.49</b>	<b>357,846.94</b>



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**Questions?**

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