



Capital Metropolitan Transportation Authority Austin, TX

MOBILE Ticket Solution for Capital Metro



In and around Austin, Texas, Capital Metro's transit network is a vital link for people connecting daily with jobs, schools, and city life. The agency's vision is to make transit easy, affordable and worry-free for passengers. With a new bus rapid transit system recently launched, Capital Metro decided to further enhance service with a more convenient ticketing option for their passengers, too.

Capital Metropolitan Transportation Authority

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3,000 bus stops
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.....
50 Metro routes
.....

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529 square mile bus network
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.....
32 million passengers per year
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First on-vehicle mobile ticket reader installed in North America.

The task

With the opening of a new bus rapid transit service in the capital city of Texas, Capital Metro decided to offer a faster, more convenient way for passengers to pay for fares. After implementing CapMetro App, a new mobile ticketing app, the only challenge left was finding validators that were capable of reading the new 2-D bar-coded tickets. Plus, robust enough to handle the extreme temperatures of Austin's scorching summers.

The solution

In 2012, Capital Metro partnered with Bytemark, an innovative creator of mobile ticketing apps, for a mobile ticket pilot during the world-renowned Formula One race held in Austin, Texas. The ease of deployment and flexibility of the Bytemark platform convinced Capital Metro to further expand on the pilot and implement a mobile ticketing app on their BRT system, MetroRapid. The CapMetro App, which uses a 2-D barcode, became the agency's new mobile ticket offering and was soon after made available to riders as a free download from Capital Metro's website.

Launching a mobile app required onboard validators to read the new 2-D mobile tickets. One requirement was the ability



2-D mobile tickets, smart cards, EMV payments: PROXmobilz is versatile and robust.



We are pleased to be partnering with Bytemark and INIT to provide this leading edge service to our customers in Austin. INIT's PROXmobilz readers are performing very well for us on our MetroRapid vehicles.



Joe Iannello,
Capital Metro Vice President &
Chief Information Officer

of the hardware to withstand extreme temperatures – especially heat – due to the temperatures of Austin’s summer months.

Bytemark recognized INIT as an experienced ITS and fare collection vendor with a proven track record of delivering quality hardware in the public transit industry. They chose to partner with the company for the implementation of ticket validators for Capital Metro’s new mobile ticket project. The ticket validators were not only functional for 2-D tickets, but could also be used for future smart card implementation.

The ticket validators were not only designed for reading mobile tickets and smart cards, but could also withstand temperatures of 120° F or more and function reliably.

INIT’s ticket validators are installed at all three doors onboard MetroRapid buses, Metro’s Bus Rapid Transit fleet. This allows passengers to scan their mobile tickets as they board, speeding up the boarding process. The new ticket app and validators are also cost effective to operate as they eliminate the need for visual inspections by drivers or fare inspectors which can slow the boarding process and increase operating costs.

Behind the scenes, the readers communicate with the back office systems through a mobile access router implemented as part of the project. The INIT and Bytemark back office systems are integrated in order to provide near real-time transmission of ticket information to and from the readers. This provides a seamless transaction process for Capital Metro and their riders.

The conclusion

The CapMetro App project has put Austin on the map for something more than great music and culture. The PROXmobil2 devices onboard their BRT system is the first on-vehicle mobile ticket reader installed in North America. The mobile ticket offering translates to a smoother, more convenient service for passengers and a more efficient e-fare solution for Capital Metro.

32 million passengers

per year



MetroRapid Route 801 launched in January 2014. Capital Metro has plans to open a second line, Route 803, in summer of 2014.

If you would like to know more about this project and featured INIT products, please contact Carl Commons at ccommons@initusa.com. We look forward to hearing from you.

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- ◆ *Planning & Dispatching*
- ◆ *Operations Control & Real-Time Passenger Information*
- ◆ *Ticketing & Fare Management*
- ◆ *Analyzing & Optimizing*

and they also benefit from our proven Service & Maintenance support.

INIT is the worldwide leading supplier of integrated ITS and Ticketing systems for buses and trains. For more than 30 years, we have been assisting transportation companies in making public transit more attractive, faster and more efficient.

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