EXECUTIVE SUMMARY
Reports and Presentation
Item 6a

Mobile Application

Objective:
Present CAT's Mobile Application Project Update

Considerations:
CAT staff have been working with the vendor, Masabi LLC., to implement a mobile ticketing application for the CAT system. The Mobile App is being branded as "Ride CAT". The application will allow passengers to purchase their tickets and plan their trips on their smart phone.

The project kicked off in September 2019. The vendor has worked with staff to design the app configuration and testing is currently underway. Staff will be presenting the application at its current status during the meeting.

Recommendation:
None.

Attachment:
Masabi Presentation

Prepared by: _____ **Date:** 12/12/19
Omar De Leon, Transit Manager

Approved by: _____ **Date:** 12-12-19
Michelle Arnold, PTNE Division Director

Collier County Project Kick Off

Meeting Date: Wednesday September 11, 2019

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Project Scope

Project Scope Overview

- Masabi will provide its Justride SaaS Fare Payment Platform for use by Collier Area Transit (CAT) for Fixed-Route Buses and Paratransit service for Collier County.
- Initial deployment includes pre-paid tickets purchased through the mobile app or web site (Web Portal), along with mobile validation using onboard Access-IS Val100 Validation Units.
- Backoffice administration and customer service functions are provided through the Justride Hub

Masabi's Justride Platform

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2002

Mobile micropayments

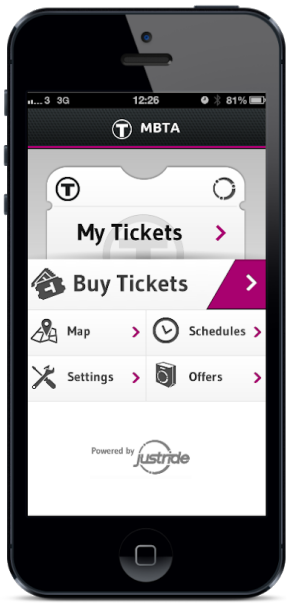
2007

First ticketing application

2008

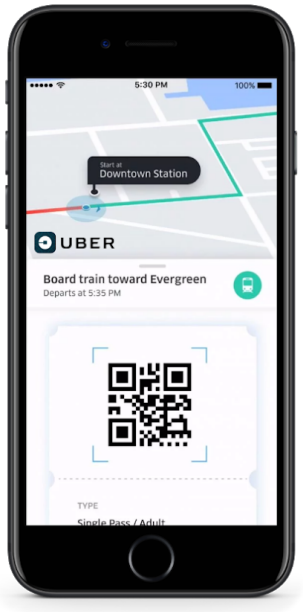
Set UK Rail mTicket standard

2012



Launched Justride in Boston

2018



MaaS with Uber and Transit

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justride

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40+ customers

Physical Fare Media

Legacy Integrations

Complex Hardware Deployment

600 validators

80+% adoption

Justride Platform

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justride

Retail

Hub

Inspect

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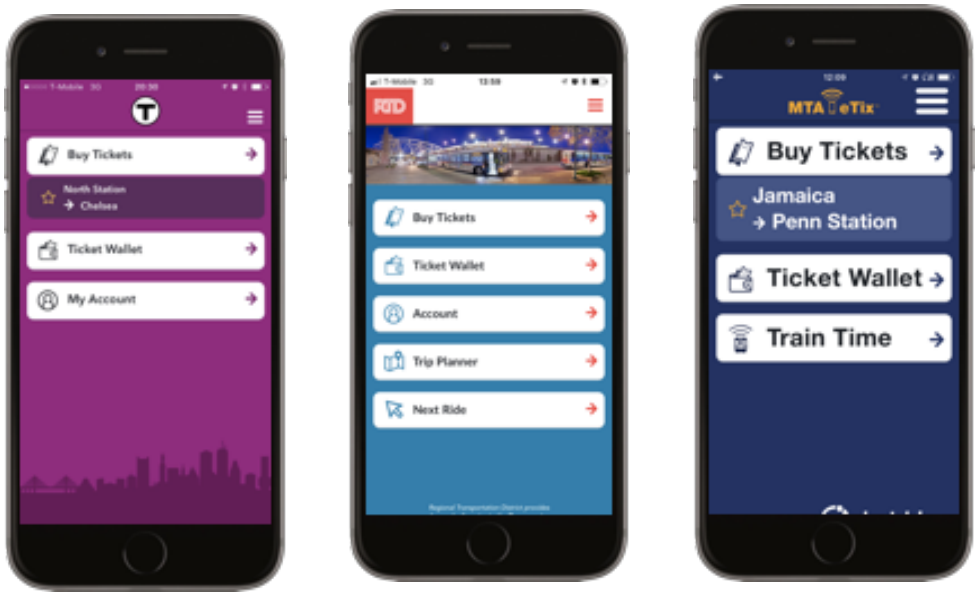
Justride Retail

Justride Retail enables agencies to virtualize their ticketing infrastructure, letting riders manage accounts and purchase tickets through apps, the web and existing retail stores.

Rider App

- Customized to match brand guidelines
- Multi-lingual and ADA compliant



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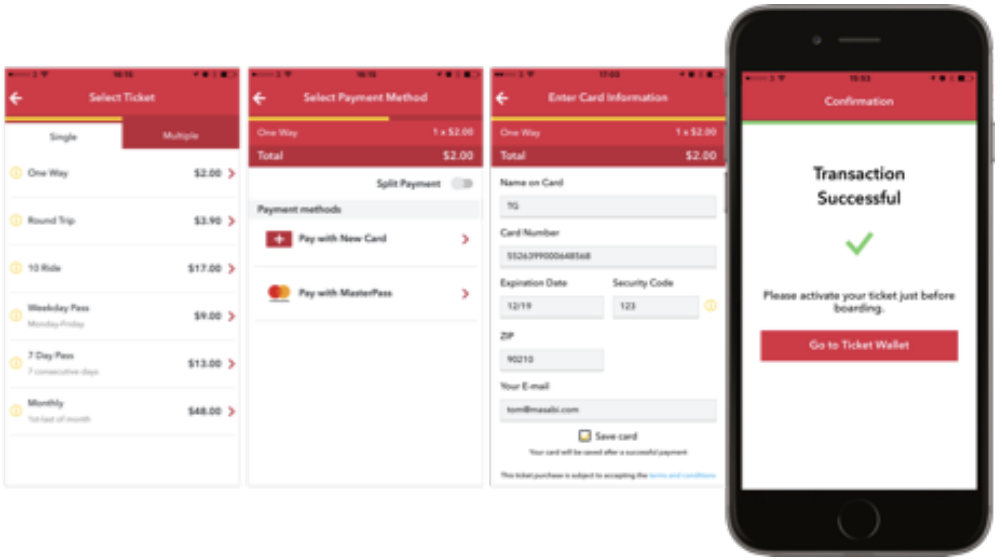
Rider App

- Optimized purchase flow



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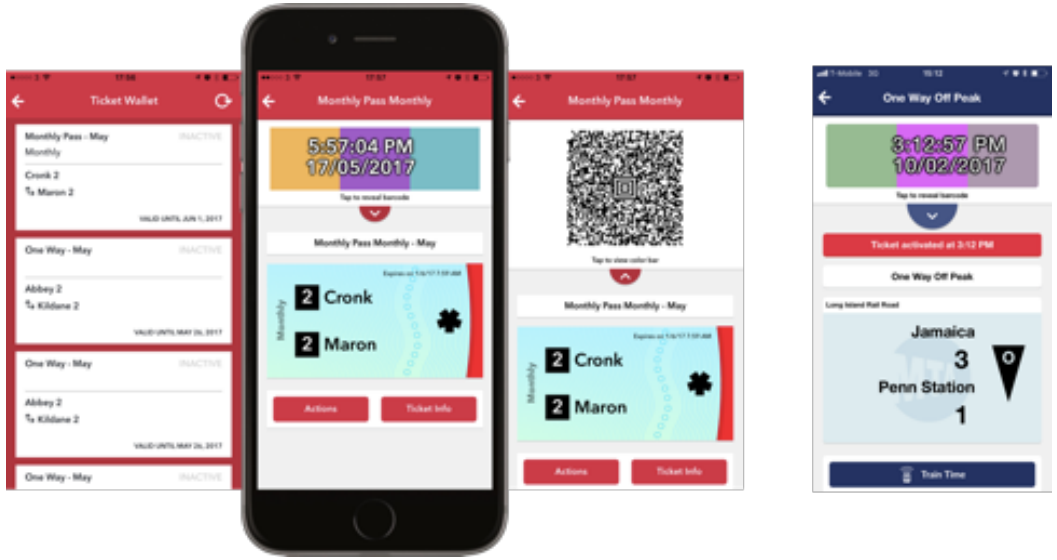
Rider App

- Secure pre-purchased mobile tickets



Rider App - Accounts

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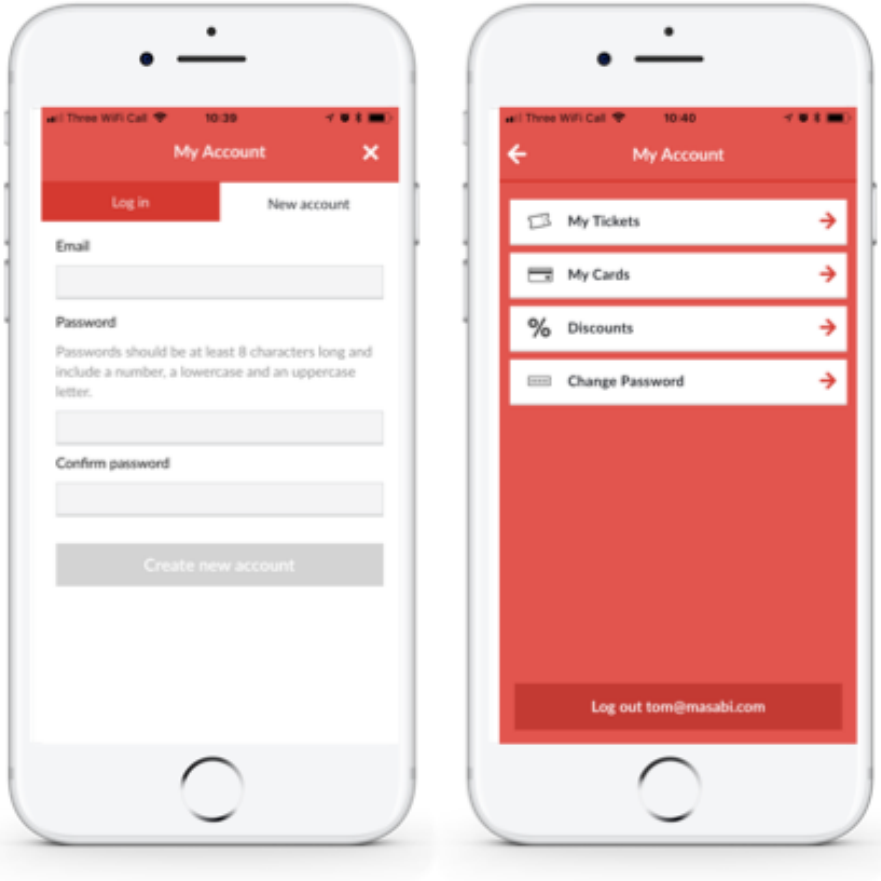
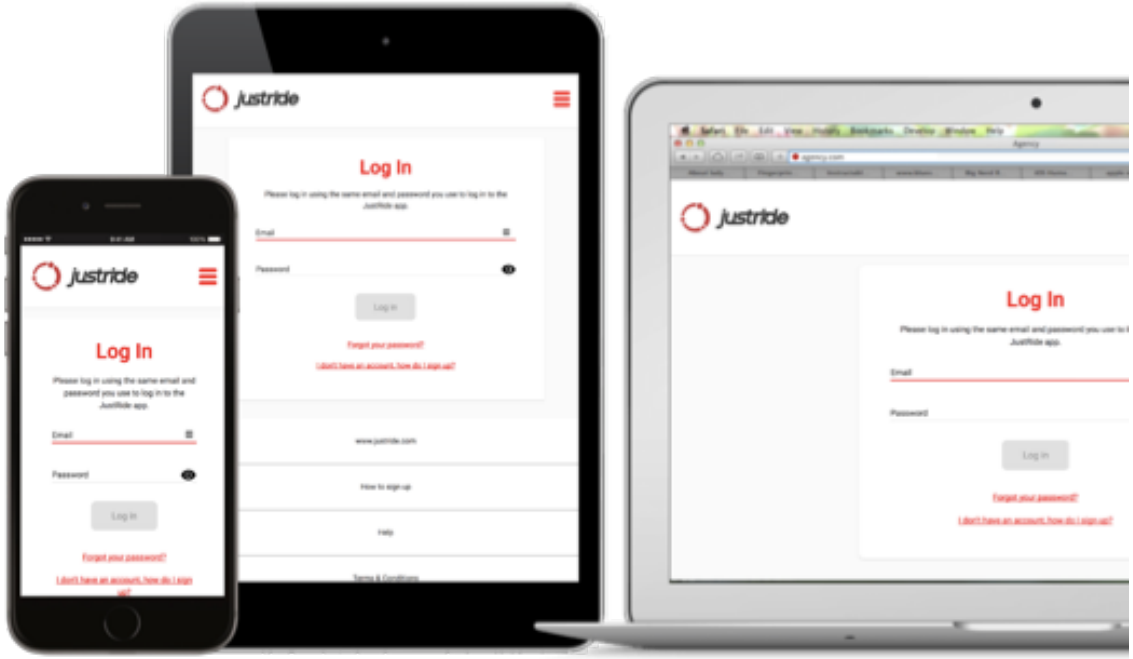


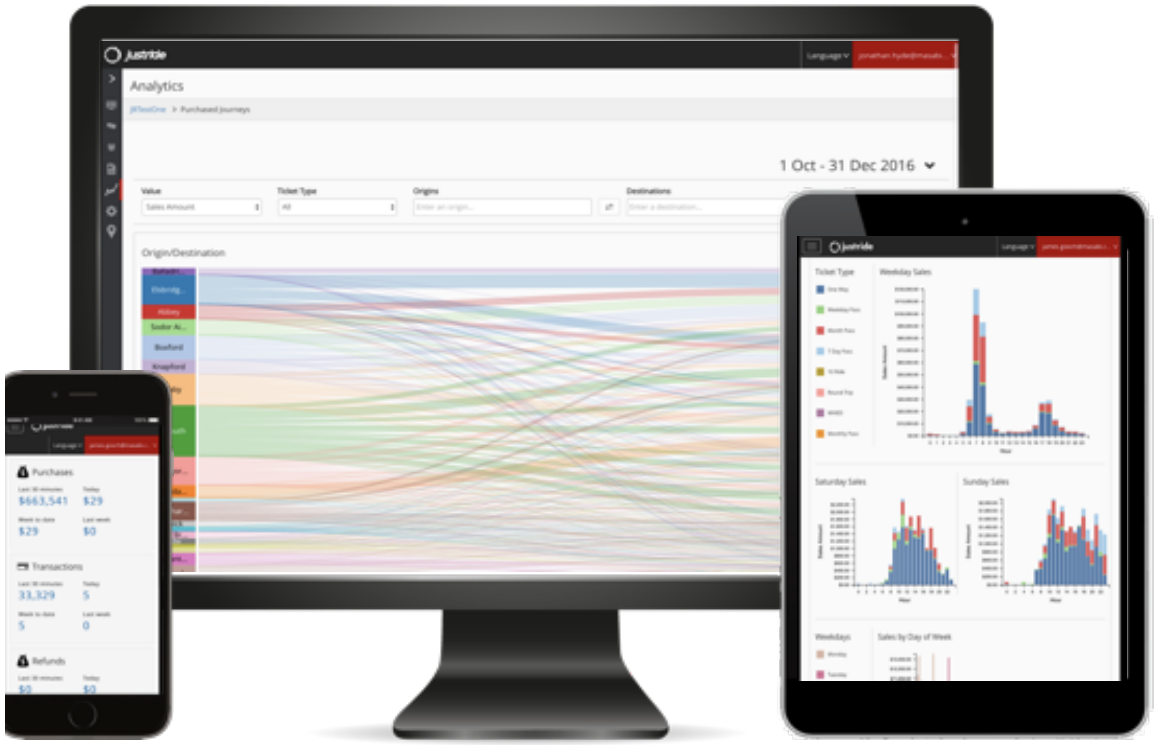
- Create and manage accounts from the app.
- Buy tickets online and push to the app.

Web Portal

- Customized to match brand guidelines
- Multi-lingual and ADA compliant
- Responsive design for any device



Justride Hub

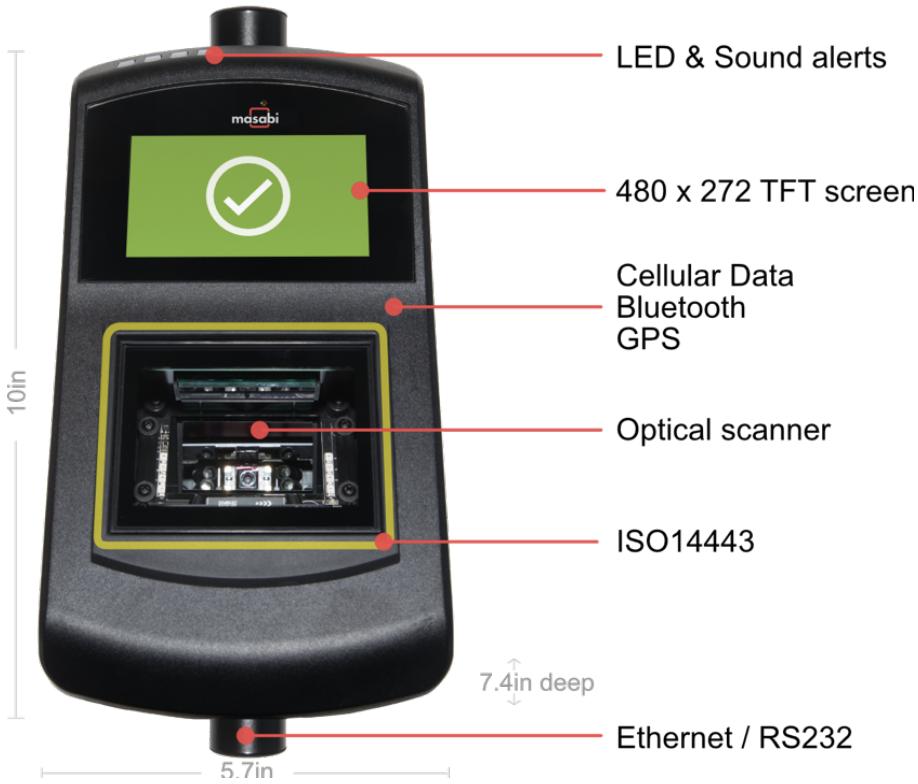


Secure and scalable back office:

- Manage tariffs
- Access revenue and usage reports
- Analyze key operational trends
- Manage customer service requests
- Monitor validation assets
- Anti-fraud

AccessIS Val100

- Market leading electronic validation
- Sealed and water resistant
- Telemetry on performance & location
- Remote update
- Co-designed by Masabi
- Ethernet and internal sim card
- Multi-format device:
    - NFC, Bluetooth, optical barcode reader



Anti-Fraud Measures

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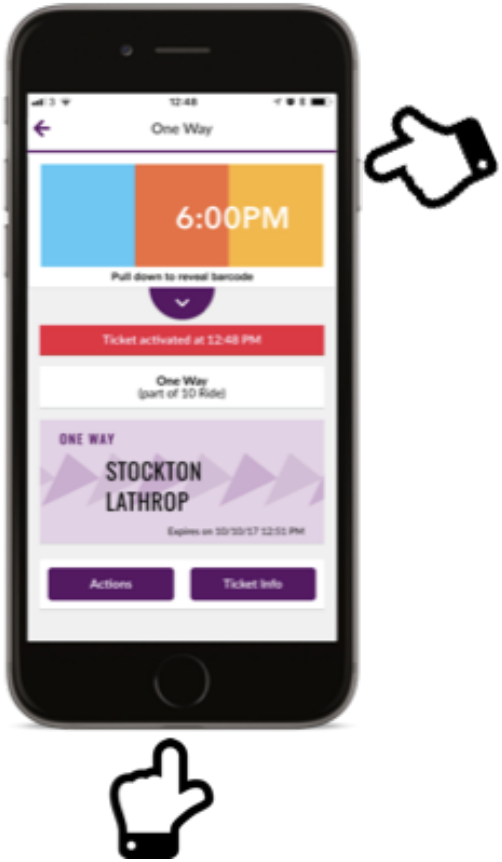
Screen/Video Grabs



Fully self contained ticket payload efficiently distilled to smallest number of bits to allow ticket to be processed 'offline'.

Time and date security 'seal' refreshed every 5 seconds to protect against copying

Efficient payload design to ensure barcode can be rapidly scanned

Ticket payload securely encrypted using payment grade asymmetric cryptographic methods guaranteeing authenticity

Proposed Phases for 2020

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- Controlled live pilot with limited fleet and testers - Starting Jan/Feb 2020
  - Mobile app, Web Portal, Hub
  - Wifi on full fleet
  - Val100’s on limited fleet (4-6 vehicles?)
- Full launch - May/June 2020
  - Mobile app, Web Portal, Hub
  - Wifi and Val100’s on full fleet
  - AVL integration completed