

TransIT ezFARE, the mobile ticketing app.

What

Transit ezFARE is a mobile application that allows passengers to purchase tickets with their smart phone, including the new one-day pass. The app will be available to download, for free, on Apple and Android devices January 1st, 2015.

Transit ezFARE can be used on Connector & Shuttle routes. Transit ezFARE will NOT be available for TransIT-plus OR outside transportation vendors.

Where

Transit ezFARE has been publicized in numerous outlets including, but not limited to: radio broadcasts, on-site events, public outreach, press releases, blogs, newsletters, networking events, physical advertisements, print advertisements, value-added advertisements, on-bus, on phone and word-of-mouth.

- On-bus advertisements include: farebox covers, Michelangelo ads, business cards, rider bulletins, posters

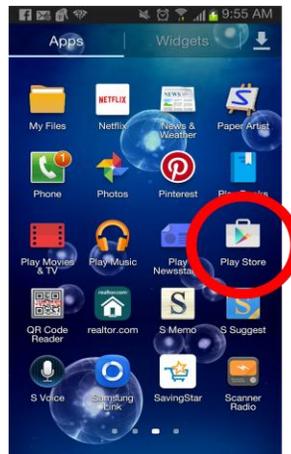
Why

Transit ezFARE was chosen for several reasons:

1. The infrastructure is much less intensive compared to installing smart card reader systems, purchasing smart cards and the administrative aspect of activating and maintaining the cards. Because the TransIT ezFARE uses visual validation, no QR code reader is necessary
2. The demographic of the average TransIT rider is an 18-35 millennial. 60% of TransIT riders stated they had access to the internet in the 2013 Customer Satisfaction Survey
3. Numerous systems are gravitating towards mobile ticketing. The benefit of mobile ticketing far outweigh any cost.

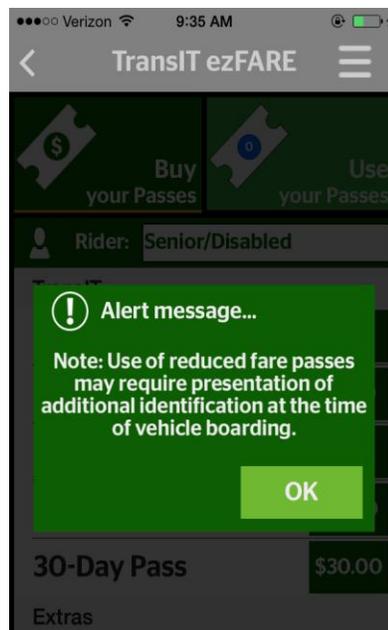
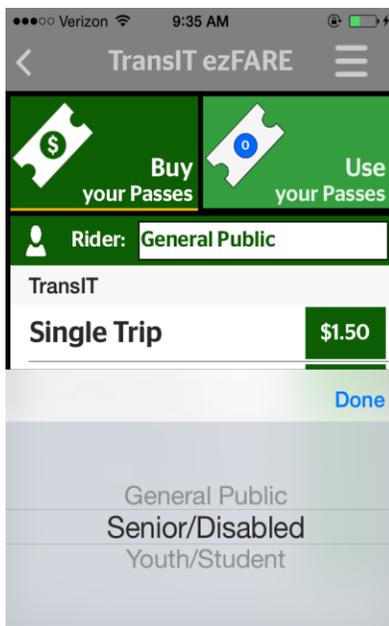
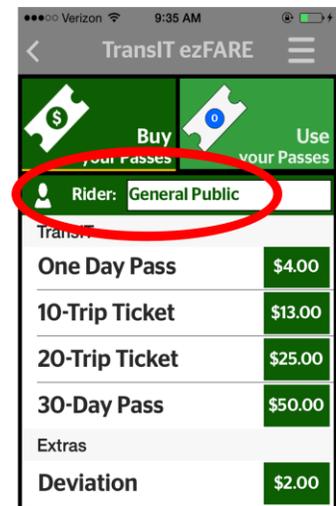
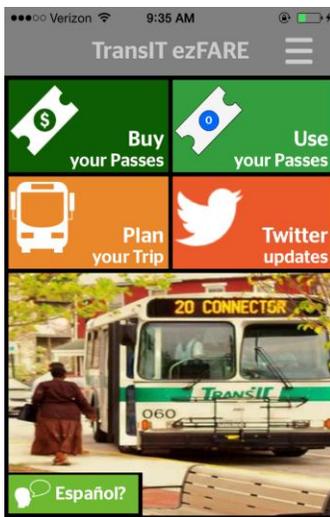
How to Download

1. APPLE DEVICE: click the App store icon and search for Transit ezFARE
2. ANDROID DEVICE: click the Google Play store icon and search for Transit ezFARE



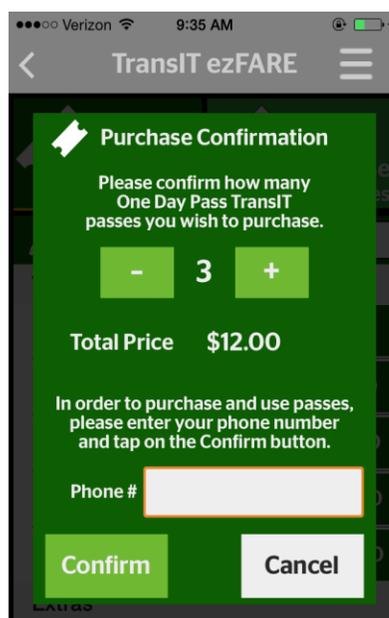
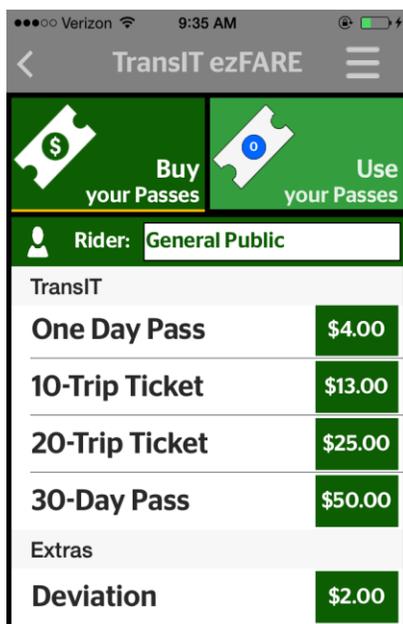
How to Use

- **Home screen**
 - From the home screen you have several options:
 - Buy passes
 - Activate & use passes
 - Plan your trip using Google Transit
 - View TRANSIT twitter feed (service changes, delays, promotions, etc)
 - Change the language
- **Changing the Language on Homescreen**
 - Click the “English icon on the lower left hand corner
- **Selecting the appropriate rider type:**
 - Click the “Buy” icon from the homescreen
 - Click the white box beside “Rider”
 - Scroll between General Public, Senior/Disabled, Youth/Student
 - NOTE: When selecting an option OTHER than General Public, you will receive a pop-up indicating you “MUST SHOW PROPER ID TO USE THIS PASS”



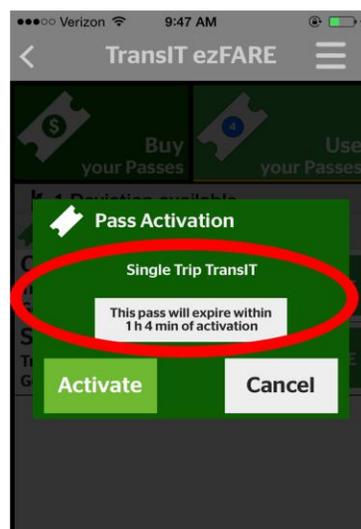
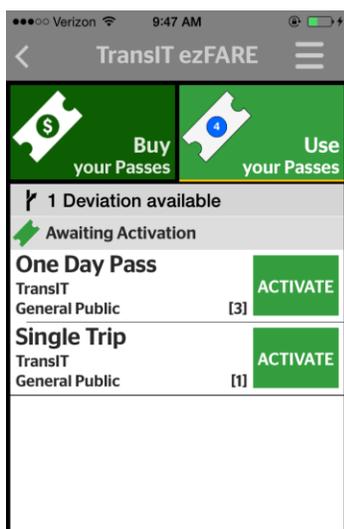
- **Buying Passes**

- Click the Buy Icon from the home screen
 - NOTE: ensure you have selected the appropriate rider type
- Select the ticket you wish to purchase
- Increase or decrease the quantity of tickets you would like to purchase
 - Do this using the “PLUS” or “MINUS” buttons
- Enter your phone number
 - This only happens on the FIRST time you use the app
- Click “Confirm”
- Enter Payment information
- Click “Confirm Payment”
 - NOTE: purchased passes will appear on the home screen as a number in the “Use your Passes” icon



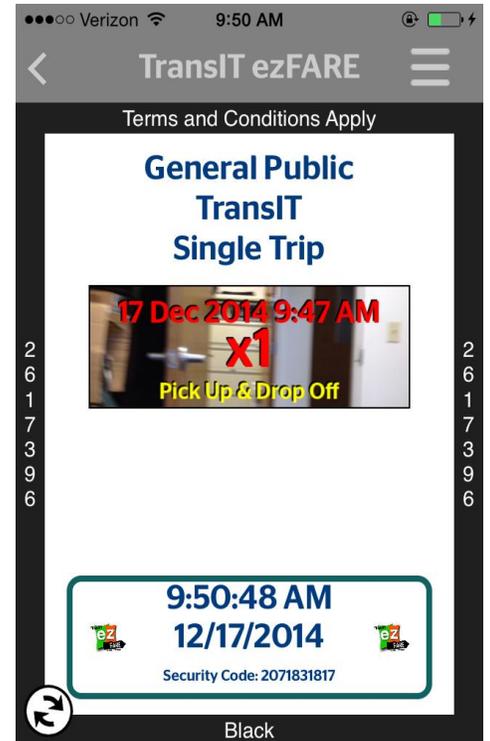
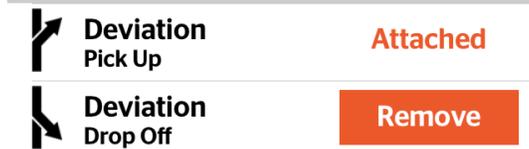
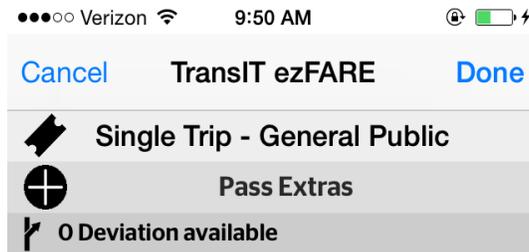
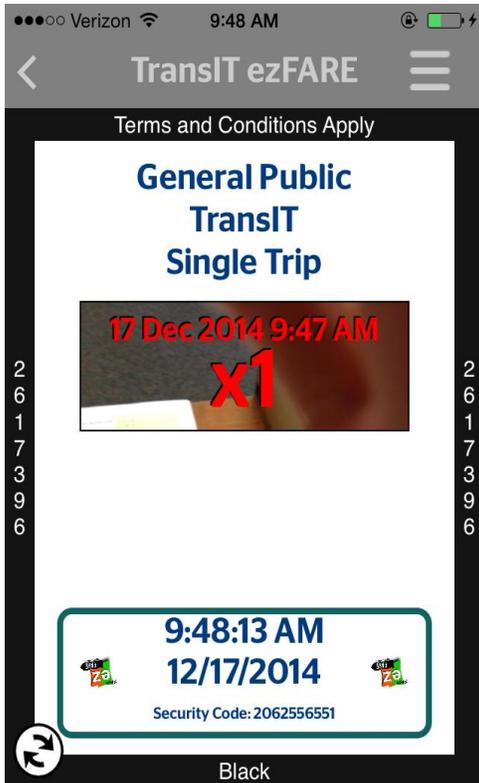
- **Activating a ticket**

- Click the “Use your passes” icon from the homescreen
- Select the ticket you wish to activate and click “activate”
 - NOTE: each ticket has an expiration attached to the ticket. This will appear immediately after you hit “activate”
- The activated ticket will appear
 - NOTE: activate a ticket immediately BEFORE boarding the bus



- **Verifying a Ticket**

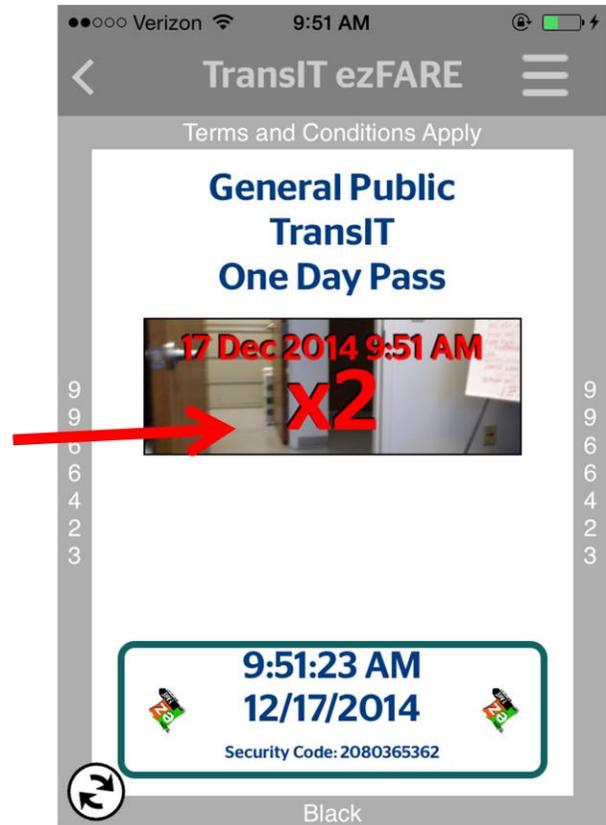
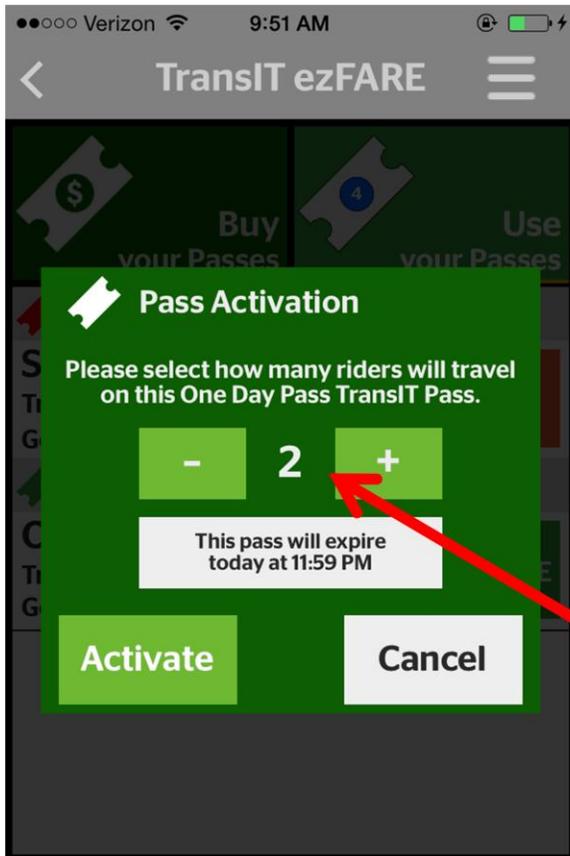
- 1. Note the color of the flashing border of the ticket. It changes daily and should be animated
- 2. The time and date should be accurate to the second
- 3. The app uses the live camera from the phone. You should be able to wave your hand behind the camera and see it.
 - NOTE: the camera MUST be visible to validate the pass



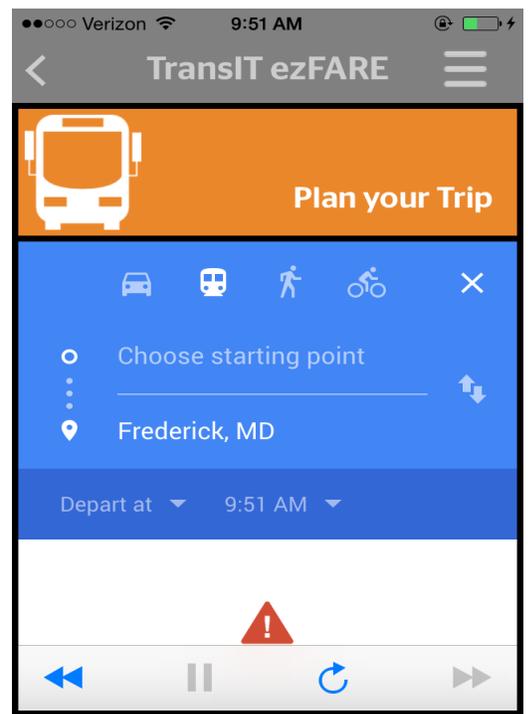
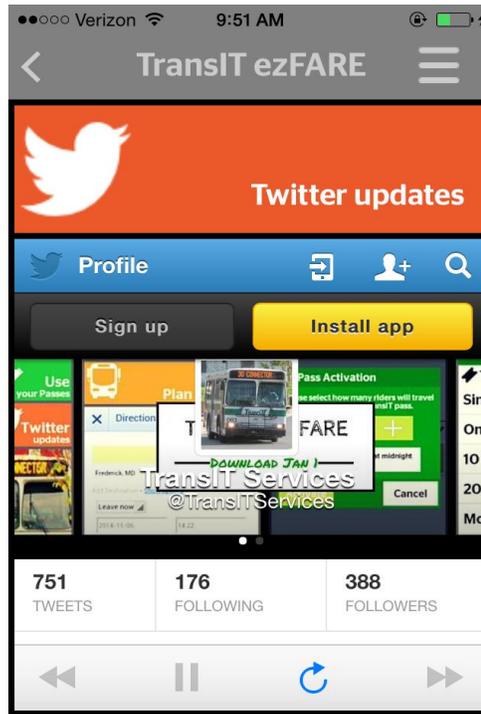
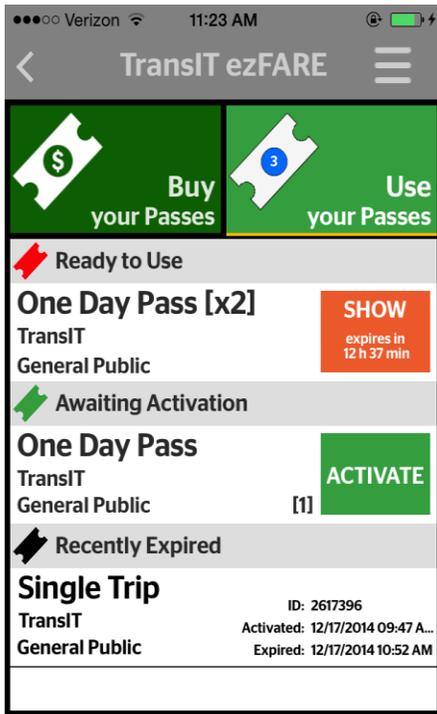
- **Adding a deviation**

- Purchasing a deviation occurs the same way as any pass
- On the screen of the activated ticket, click the circle button on the lower left hand corner of the ticket
 - NOTE: there are two arrows within the white circle
 - NOTE: this “flips” the ticket over
- Add the deviation as either a “pick up” or “drop off”
 - NOTE: a rider can add two deviations. This would cost \$4.00
 - NOTE: a rider can still purchase a deviation in cash.
 - NOTE: normal deviation rules apply (IE- pick-ups must be scheduled in advance and approved, etc)
- Click “Done”
- Validate the deviation by noting the YELLOW wording in the square of the live camera

- **Activating more than one ticket** (IE- more than one person is riding)
 - From the “Use your passes screen” click “activate”
 - Change the quantity of tickets to the amount of riders you are bringing on board
 - NOTE: do this using the “Plus” or “minus” arrows
 - Click Activate
 - NOTE: the red wording in the live camera should note the amount of riders (IE- x2)



- **Use your passes Icon**
 - This screen displays several things
 - Ready to use passes
 - Awaiting activation passes
 - Recently expired passes
- **Plan Your Trip Icon**
 - Click the Bus icon
 - Enter to and from addresses
 - Click “Depart” or Arrive” and adjust the time accordingly
- **Twitter Icon**
 - Scroll down to see twitter updates



- **Other Options:**

- FAQ
 - Find from the homescreen. Click the top right icon (three parallel bars)
 - Click FAQ
- Rider Type
 - Change from General Public to Senior/Disabled or Youth/Student and visa versa
- Change Language
 - Click the “Espanol” button
- About
 - Provides app info
 - Links to TransIT website
 - Rider bulletins available
 - Schedules available
 - Contact information available

- **OTHER NOTES:**

- Payment processors is secure and is the provider for Frederick County Government
 - NOTE: TransIT stores NO credit card information
 - NOTE: Trapeze (app developer) stores NO credit card information
- Phone as ticket
 - The phone acts as a ticket. If the phone dies or is stolen, lost, etc TransIT is NOT responsible. That passenger would be required to pay cash
- Pushing a ticket
 - Should a passenger buy a ticket in error, TransIT can “push” a ticket to their phone (virtually)
 - NOTE: TransIT can also refund money