



MULTI-DISCIPLINARY MOBILE TICKET ENHANCEMENT CAPSTONE FOCUSED ON: EQUITABLE ACCESS

In partnership with:



Background:

The University of Washington [Mobility Innovation Center](#) is supporting 5 capstone teams across UW to take a closer look at how mobile ticket enhancements can improve transportation access and ease of use for different user groups. With active mentorship provided by King County Metro, student teams will focus on (1) how user groups can better access or take advantage of current ticketing apps through marketing, partnerships, incentives, etc. and (2) recommend design guidelines Metro should consider requiring for future mobile ticketing apps.

Deliverables:

- Summary of mobile ticketing best practices
- Solution comparison matrix (benchmark 3-5 existing technologies)
- Focus groups - Analysis of needs
- Expert interviews - Analysis of opportunities
- Solution proposal
- Marketing plan (communications / advertising needed to reach target users)
- Implementation strategy (partnerships / data sources required)
- Clickable demo, prototype or data visualization
- Powerpoint presentation & project summary poster

Timeline:

Mobility Innovation Center – Mobile Ticket Capstone Schedule				
<i>Autumn 2018</i>	<i>Winter 2019 (Jan-Mar)</i>		<i>Spring 2019 (Mar-Jun)</i>	
Sponsor partnerships	Lit review	Surveys	Enhancement proposal	Implementation strategy
Project alignment	Best practices	Focus groups	Marketing plan	Clickable demo
Team recruitment	User identification	Expert interviews	Sponsor feedback	Powerpoint presentation
Mentor introductions	Interview scheduling	Define a solution	Refine concept	Project summary poster

Mentor: *Matt Hansen, Strategic Planning Manager at King County Metro Transit*

Equitable Access Focus:

- What are the barriers for low-income, unbanked, LEP, and people with disabilities?
- How can mobile ticketing products be leveraged to advance target equity goals?
- How can social service organizations foster access to transit through mobile ticketing?
- What are standard design guidelines/functionalities Metro should consider requiring for future mobile ticketing apps to ensure equitable access?
- What systems (e.g. partnerships with banks, mobile carriers, internet providers, Pay Near Me, etc.) could be put in place to better provide equitable access to mobile ticketing?

What is a Mobile Ticket?

See Transit GO: <https://kingcounty.gov/depts/transportation/metro/fares-orca/transit-go-ticket.aspx>



Metro – Becoming a Mobility Agency

By becoming a mobility agency that both provides public transportation and integrates new travel options, Metro can lead the way in reducing congestion and improving people’s ability to get to work, school, services and more.

With rapid population and job growth, King County has an urgent need to lower congestion and improve regional mobility.

Meanwhile, the transportation landscape itself is undergoing a transformation. Technological advances such as connected and autonomous vehicles, and new mobility models like e-hailing, ridesharing and microtransit, are beginning to offer new, convenient, and flexible ways to get around.

Despite all the change underway, transit will continue to be the most effective way to move the most people in dense urban environments. High-capacity fixed-route bus and light rail service therefore must remain the backbone of regional mobility. New and innovative mobility services will complement transit by offering riders first- and last-mile connections to and from transit and by creating cost-effective ways to serve low-density areas. The integration of these emerging services with transit will transform regional mobility.

Metro is the region’s largest public transportation provider, with expertise in service planning, operations, capital delivery, regional partnerships, and meeting our diverse customers’ needs. We are uniquely positioned to lead our region’s mobility transformation in a way that advances social equity and opportunity, ensures universal accessibility, and enables people to travel farther, faster, and more easily throughout King County.

Becoming a mobility agency will position Metro to fulfill our mission: Provide the best possible public transportation services and improve regional mobility and quality of life in King County.

Our strategy for transforming mobility



Continually evaluate and adjust Metro’s mix of services to maintain our focus on the services we deliver best while partnering with others to deliver complementary mobility options.



Work with regional partners to improve and expand the high-capacity fixed-route bus and rail network, strengthening the role of public transit as the backbone of regional mobility.



Improve the quality and cost-effectiveness of flexible route and demand response services by adopting new approaches and by collaborating with private mobility providers.



Adopt open and interoperable systems to enable customers to seamlessly plan, pay for, and transfer along their multimodal journeys.



Help develop regulations, incentives and subsidies to ensure that both public and private mobility services are safe and provide equitable access for disadvantaged populations.



Proactively transform our workforce through development and training programs so that employees benefit from the higher-skill and higher-wage opportunities created by the mobility transformation.