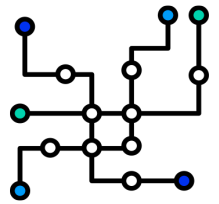


SMART

GRANTS PROGRAM



Connecticut Integrated Transit Mobility Project (CT-ITMP)

Connecticut Department of Transportation (CTDOT)

PROJECT PARTNERS

Cal-ITP, RATP Dev
Bank On CT
California Mobility Marketplace
River Valley Transit and CTtransit



RIVER
VALLEY
TRANSIT



PROJECT CHALLENGE

CTDOT will introduce open payment acceptance devices onboard buses for the first time that will allow customers to use their own contactless credit, debit, prepaid card or a payment-enabled device to pay for their fixed-route bus fares. The fare systems will include fare capping policies that span multiple service providers, with the goal of making travel simpler and more cost-effective for all customers. The Stage 1 project includes the development of a roadmap to identify the best Unified Mobility Application (UMA) solution for CT to provide a one-stop shop for transit information to customers of all modes.

IMPACT

The Stage 1 pilot project will be deployed on River Valley Transit fixed-route vehicles as well as CTtransit Meriden division fixed-route vehicles. River Valley Transit, based in Middletown, CT, serves sixteen municipalities in the state and offers a connection to CTtransit services in Meriden, CT. This project will positively impact transit customers by introducing an easy and seamless payment method that does not require customers to research and purchase bus passes in advance of boarding. This pilot also has the ability to positively impact bus operators by creating less confusion and conflict at the farebox, while speeding up boarding times and potentially improving on-time performance.

CURRENT STATE OF THE ISSUE

From the customer perspective, the lack of integration between service providers in CT makes using transit outside of the confines of each system and between modes, confusing and cumbersome. The Stage 1 project will test the proof of concept of integrating common fare technologies and policies across two service providers. A roadmap will be developed to standardize fare technology across fifteen different bus service providers that serve nearly 40,000,000 trips annually in CT.

POLICY QUESTIONS

1. Does an integrated fare payment network improve the customer experience, increase ridership, and use transit as a pathway to financial inclusion? 2. Does an integrated fare payment network encourage interagency travel throughout CT? 3. Does an integrated fare payment network make the rollout of statewide fare discount programs and eligibility verification more streamlined for customers, service providers and CTDOT?

STAGE 1 OUTCOMES

A successful outcome of the Stage 1 project will mean that customers positively respond to the new fare technology by transitioning from traditional fare payment methods, while increasing ridership and trips taken. This project has the opportunity to bring unbanked and underbanked transit customers into the financial ecosystem through education about the benefits of using digital forms of payment and fare capping.

STAGE 2 VISION

CTDOT envisions a statewide public transit network and fare structure that is digitally connected, simple for customers to understand, and makes fare payment as easy as paying for a cup of coffee. Expanding the project to Stage 2 would mean that every public transit vehicle in the state would have common onboard fare technology, encouraging interagency travel while keeping transit cost-effective for customers. A Stage 2 rollout would include a statewide solution for digital verification to provide discounted fares to eligible customer groups.