Transit + Smartphones
Chris Dempsey,
Transportation for Massachusetts
For a century, this is how we waited for the bus.
Lessons From Ancient History (2010)

1. The most successful transit agencies started small with pilots/tests and didn’t make grand promises to their customers
2. Work with third-parties instead of competing against them
3. Promote standardization to grow adoption and bring down costs
4. Start with the lowest-hanging fruit
5. Some investment will be necessary (but probably much less than alternatives)
Riders Are Evaluating Options in Real-Time

- Car Share
- Bike Share
- Ride Share
- Transit

What’s the closest?
What’s the fastest?
What’s the cheapest?
What’s the easiest?
What’s the most comfortable?
Transaction Successful

Please activate your ticket just before boarding

View Ticket

View real-time train information

TrainTime
New MTA App Lets Rail Commuters Buy Tickets on Their Smartphones

MTA eTix should help Long Island Rail Road and Metro-North Railroad riders bypass long lines
New York Governor Andrew Cuomo
Integration with Legacy Subway Gates
More than $150 million collected since the fall of 2012