Mobile Fare Collection for Smaller Agencies: Make it Easy to go Digital

Transport Ticketing Global 2025

Enabling Small to Mid-Size Agencies to Move to Digital Ticketing

- Who Are the Small to Mid-Size Agencies in the US
  - Example – Oklahoma
- The Challenges They Face
  - Revenue
  - Funding
- Implementing Mobile Ticketing
- Goals & Next Steps
- The Solution

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LATS Goes Digital –
How LATS Brings Ease To Accessing Public Transport in Lawton

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Understanding How Public Transit Works in the USA

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Transit Systems within Oklahoma

- **Rural Transit:**
- Public transportation systems serving sparsely populated areas, typically with low population density and large distances between destinations.

- **Small Urban Transit:**
- Transportation services within smaller cities, often with a population size not large enough to qualify as "large urban" but still more densely populated than rural areas.

- **Large Urban Transit:**
- Public transportation networks operating in major metropolitan areas with high population density and extensive transit options like buses, trains, and subways.

- **Tribal Transit:**
- Public transportation services specifically designed for Native American reservations, often funded through dedicated federal programs and tailored to the unique needs of tribal communities.

Rural Transit

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Tribal Transit

PELIVAN TRANSIT

KIOWA TRIBE

COMANCHE NATION
LORDS OF THE PLAINS

KATS
KI BOIS Area Transit System

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Small Urban Transit

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Large Urban Transit

OKLAHOMA CITY
EMBARK

MetroLink
TULSA

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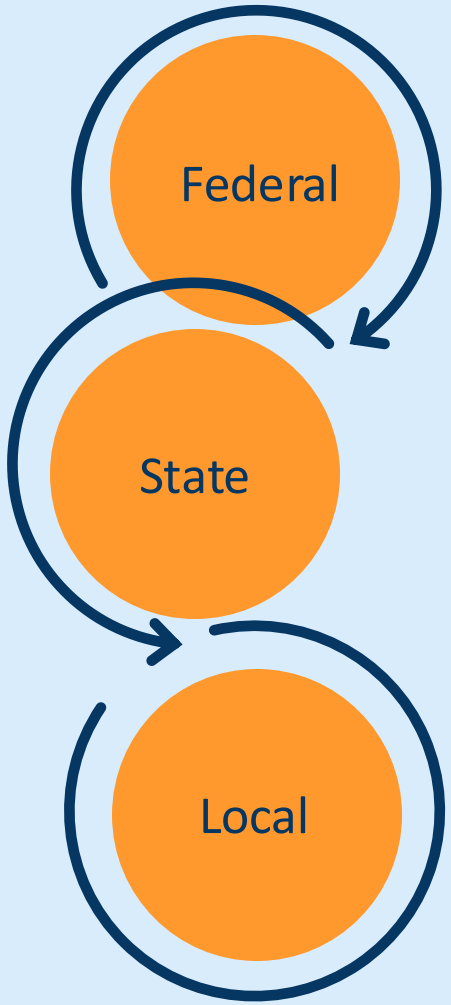
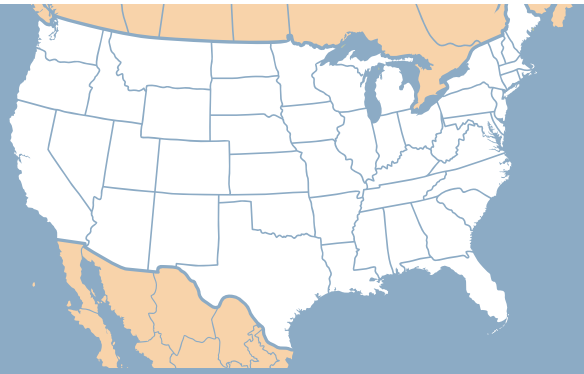
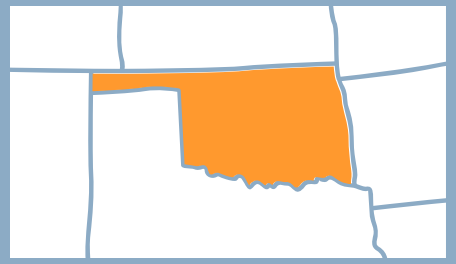
Who provides the Funding?

Non Federal







Generated Revenue:

- Fares Revenue
- Services
- Advertising/Marketing
- Real Estate

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Lawton, Oklahoma

- Population: 90,000
- Fort Sill - US Military Base – 50,000
- Cameron University – 6,000 Students
- Lawton Public School District – 14,000 students
- 20 Fixed Route Buses

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Challenges - Legacy Systems in Small to Midsize Transit

- Operating only with onboard fareboxes
- Cash only, exact change required
- Tickets could be purchased at Transit Centers, Library, City Hall
- Offered few options to riders
- Expensive to maintain and operate
- Unable to offer modern equity options like fare capping
- Loss of media could lead to loss of fare funds
- Covid-19 Pandemic showed need for alternatives

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Why would a small agency want mobile ticketing?

- Offer contactless mobile alternative
- Save money on ticket vending and physical ticketing
- Lower cash handling expenses
- Easier for riders to purchase without visiting retail locations
- Prevent lines forming while boarding buses as passengers buy tickets
- Attract new riders who rely on smartphones daily
- Open up future integration as technology continues to advance
- Maintain cash as an option as adoption and culture change

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THE LATS

LAWTON AREA TRANSIT SYSTEM

GO PASS

Implementation

- White Label – Use Templates to add your branding
- Fares via Excel Upload
- Links for Terms and Conditions / Data Privacy
- Limited public pilot trial before implementation
- Took app live, widely publicized its availability
  - Facebook, Posters, Press release
  - New users of the app get ten free rides

- CHALLENGES
  - Mobile phone adoption
  - Internet coverage
  - Unbanked / underbanked
  - Right to remain anonymous

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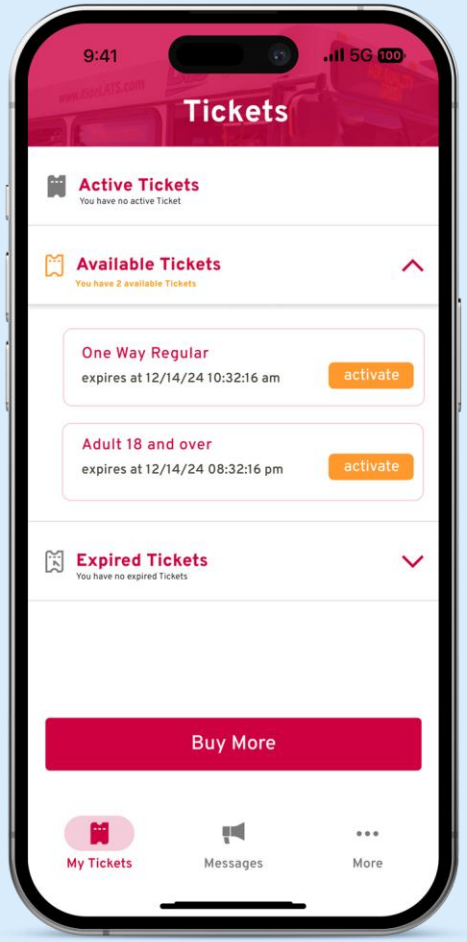
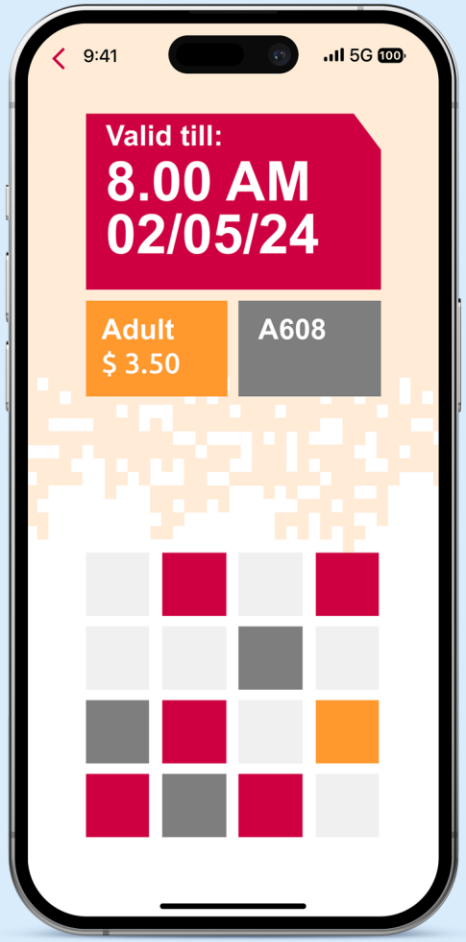
- Brand affinity



- Store tickets for future use



- Visual validation

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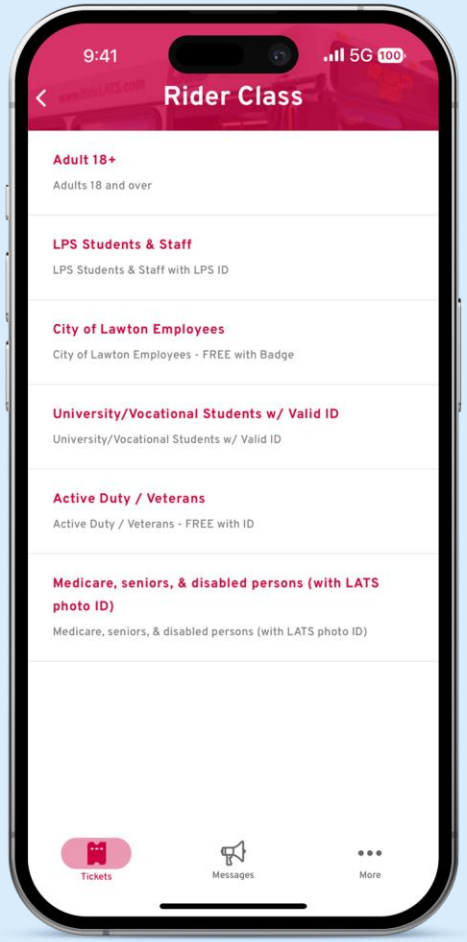

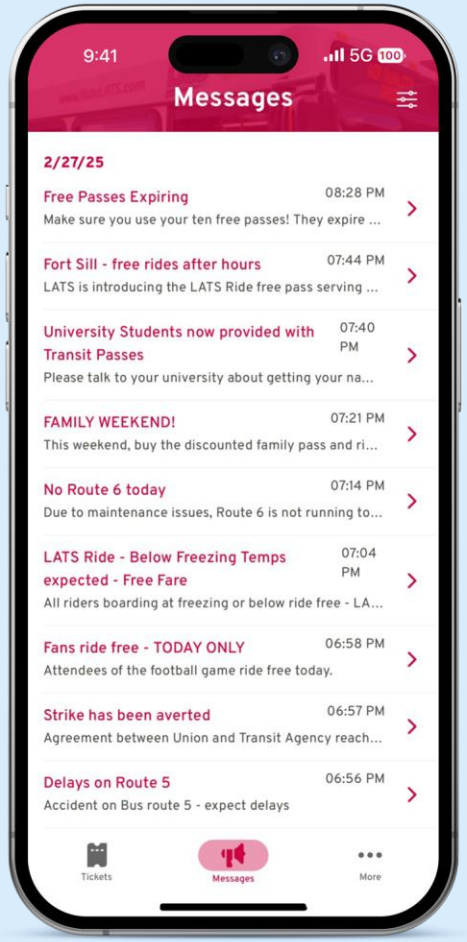

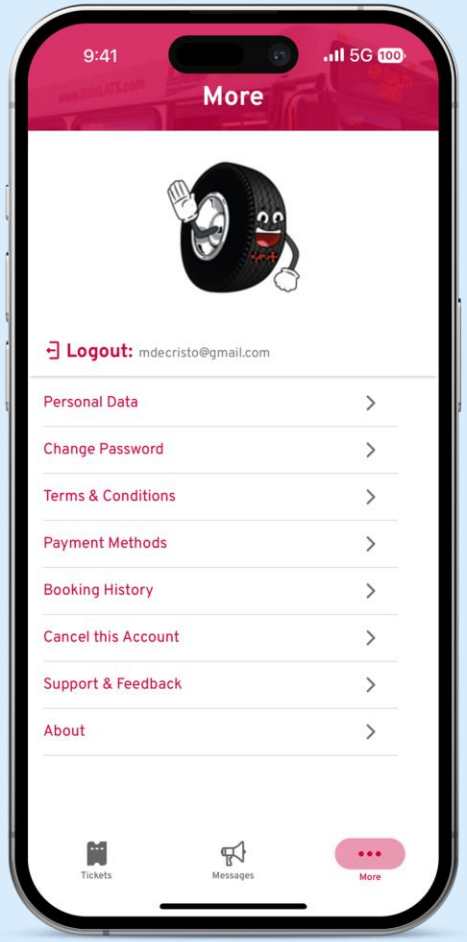

- LATS Fares Directly in App
- Communicate directly

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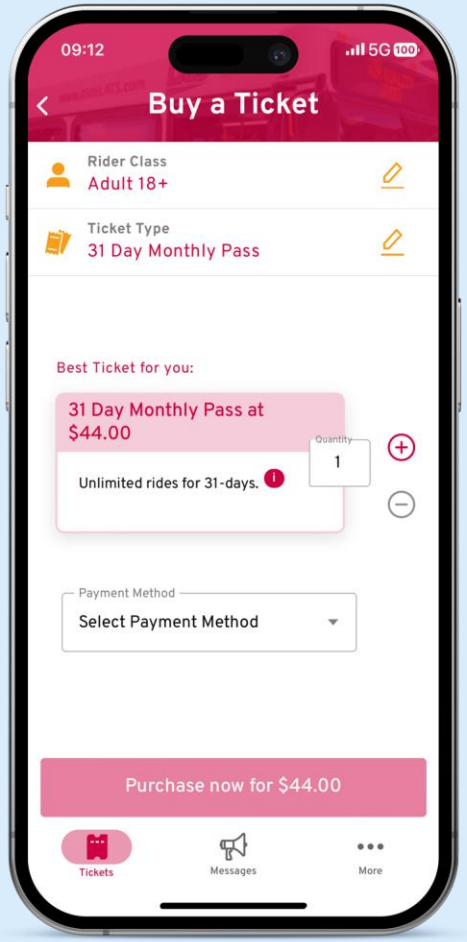
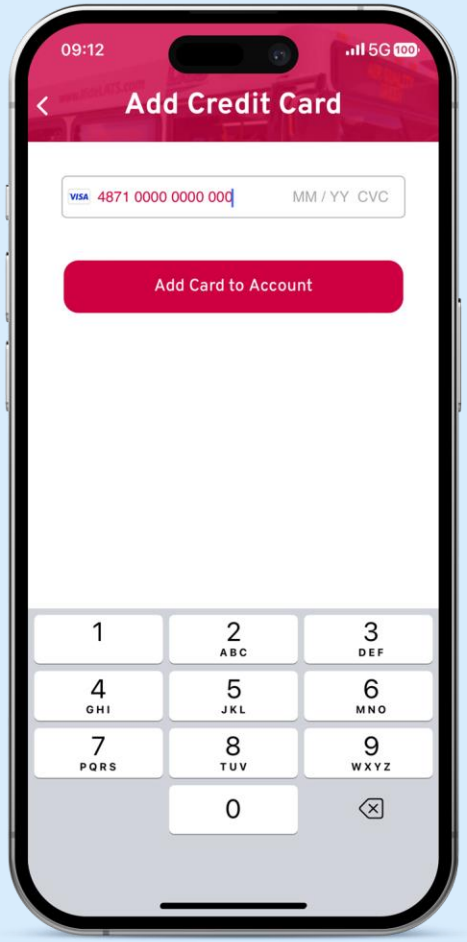
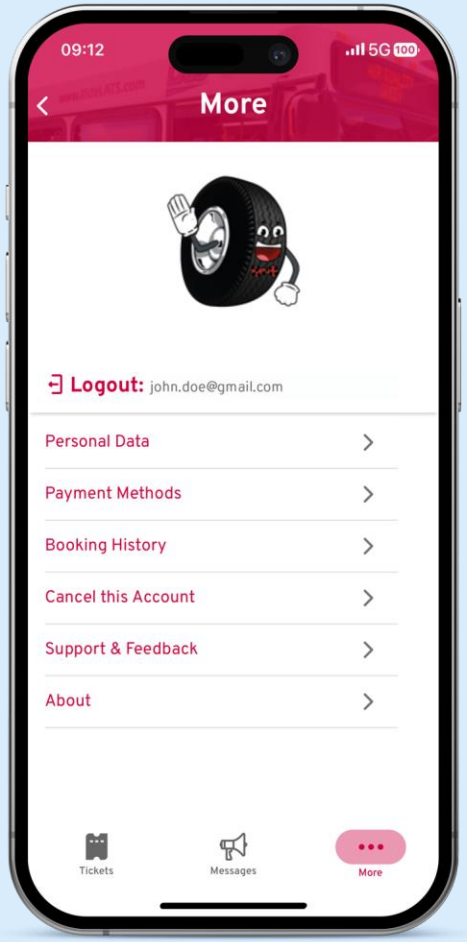


- Add passes on the fly



- Easy payment methods



- Account Management

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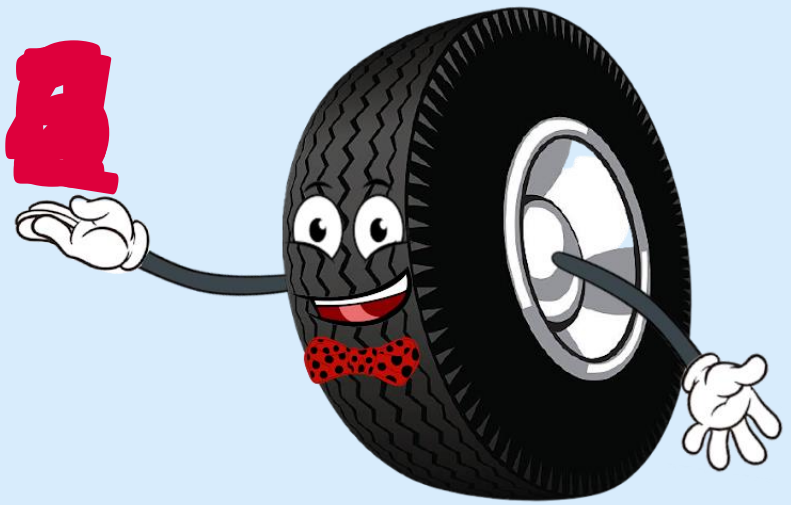
Enable Small to Mid-Size Agencies to move to Digital Ticketing

Next Steps

- Continued marketing campaign to increase adoption rate
- Discounted tickets for Cameron University
- Apache Casino offering free passes to employees
- Collaboration with Fort Sill on active duty passes
- Map including Trip Planning
- Extend to On-Demand services



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Small Agency

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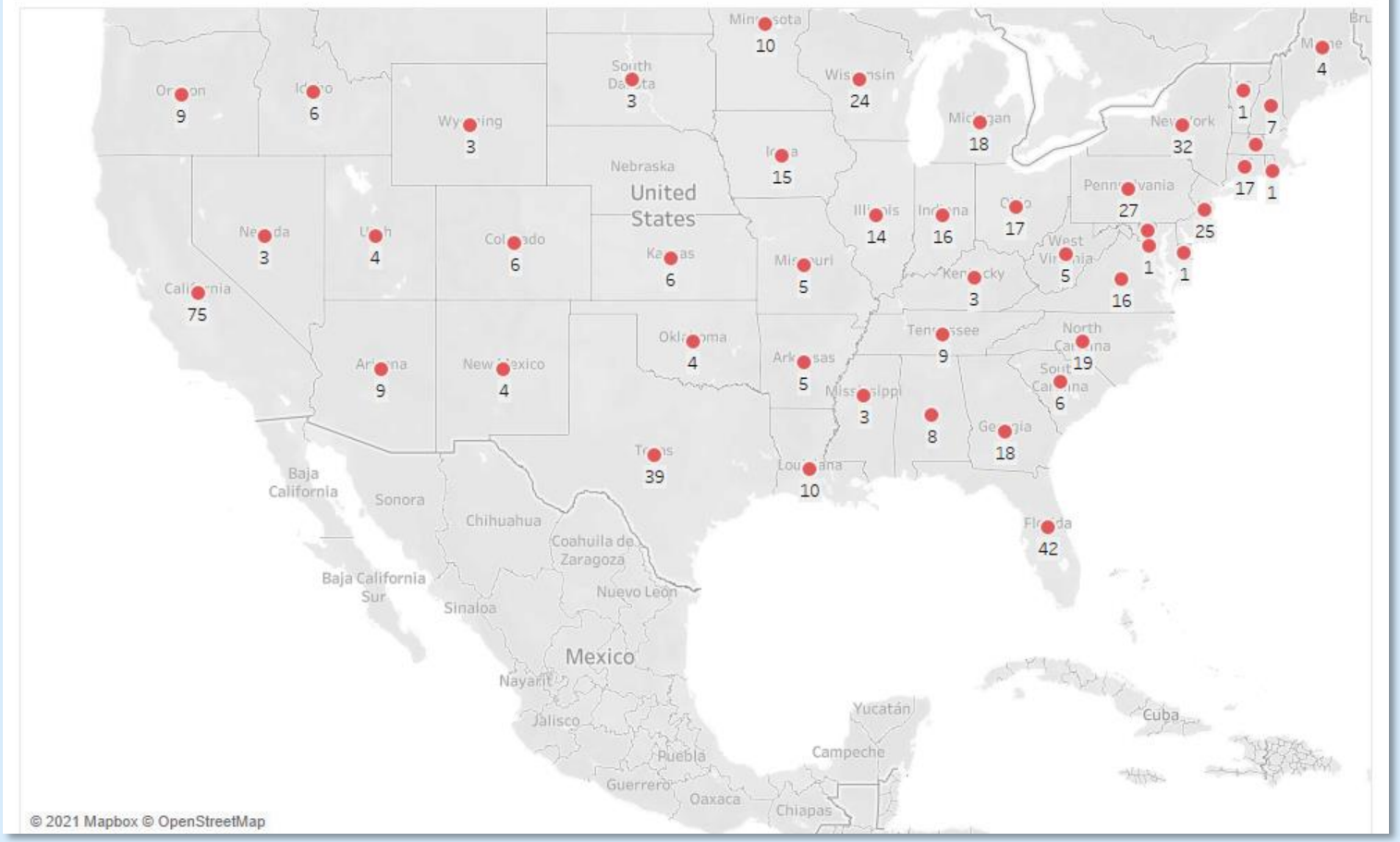

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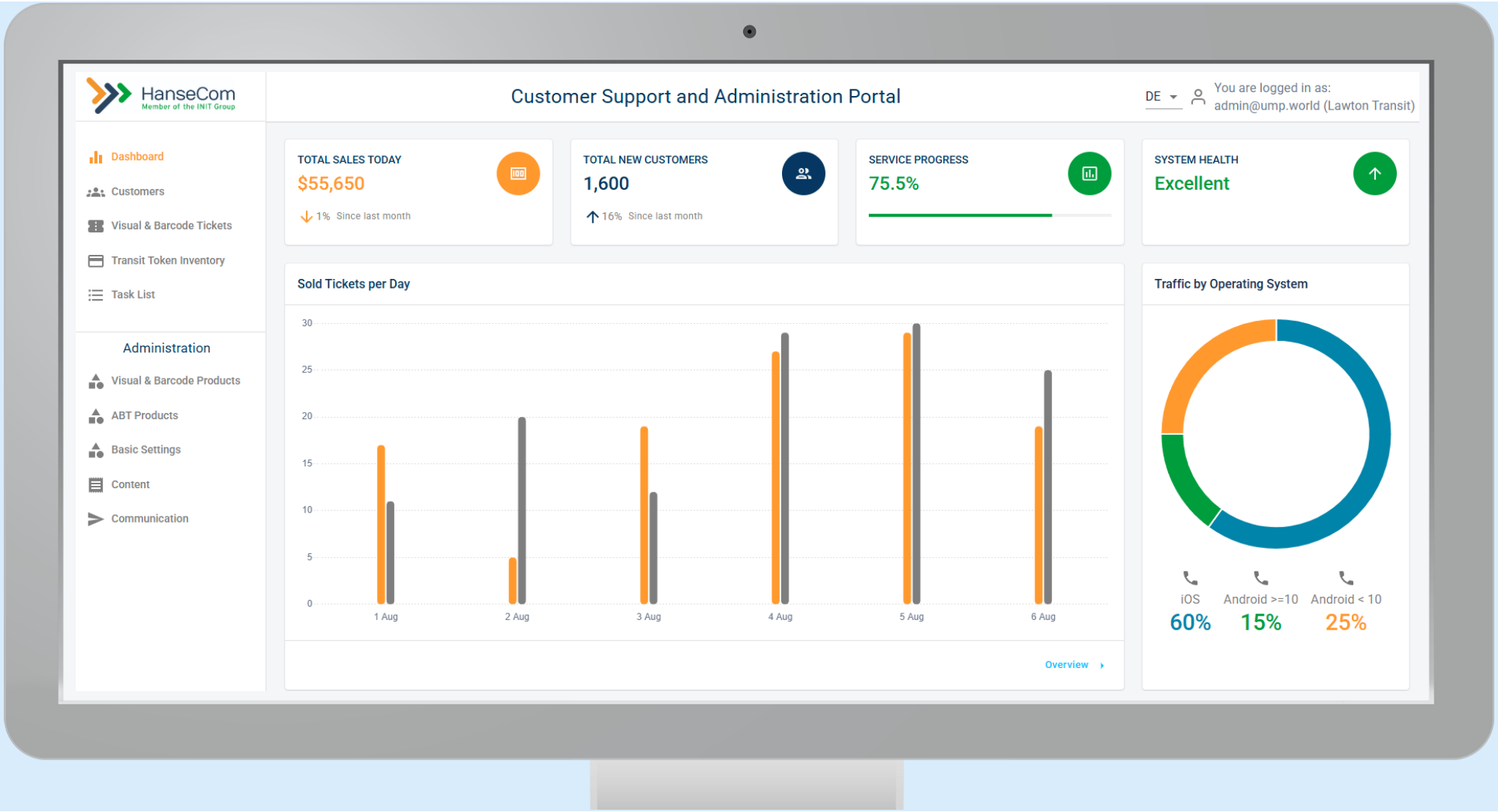
URpass

- Out of box multi-tenant shared platform with little to no upfront costs
- Takes best practices from larger agencies and packages it into Shared Platform
- Cloud hosted – no server or IT expertise required
- No hardware necessary lowering upfront costs
- Quick to implement
- White-label App - Configurable for your own agency (colors, branding)
- Fares are easy to upload and immediate to push out
- Two-way communication – Rider and Agency
- Pricing is SaaS model – pay as you go, share revenue
- Scalable – start with ticketing, later integrate with mobility options, like trip planning, ride sharing
- Upgrade to an Account Based Ticketing Platform



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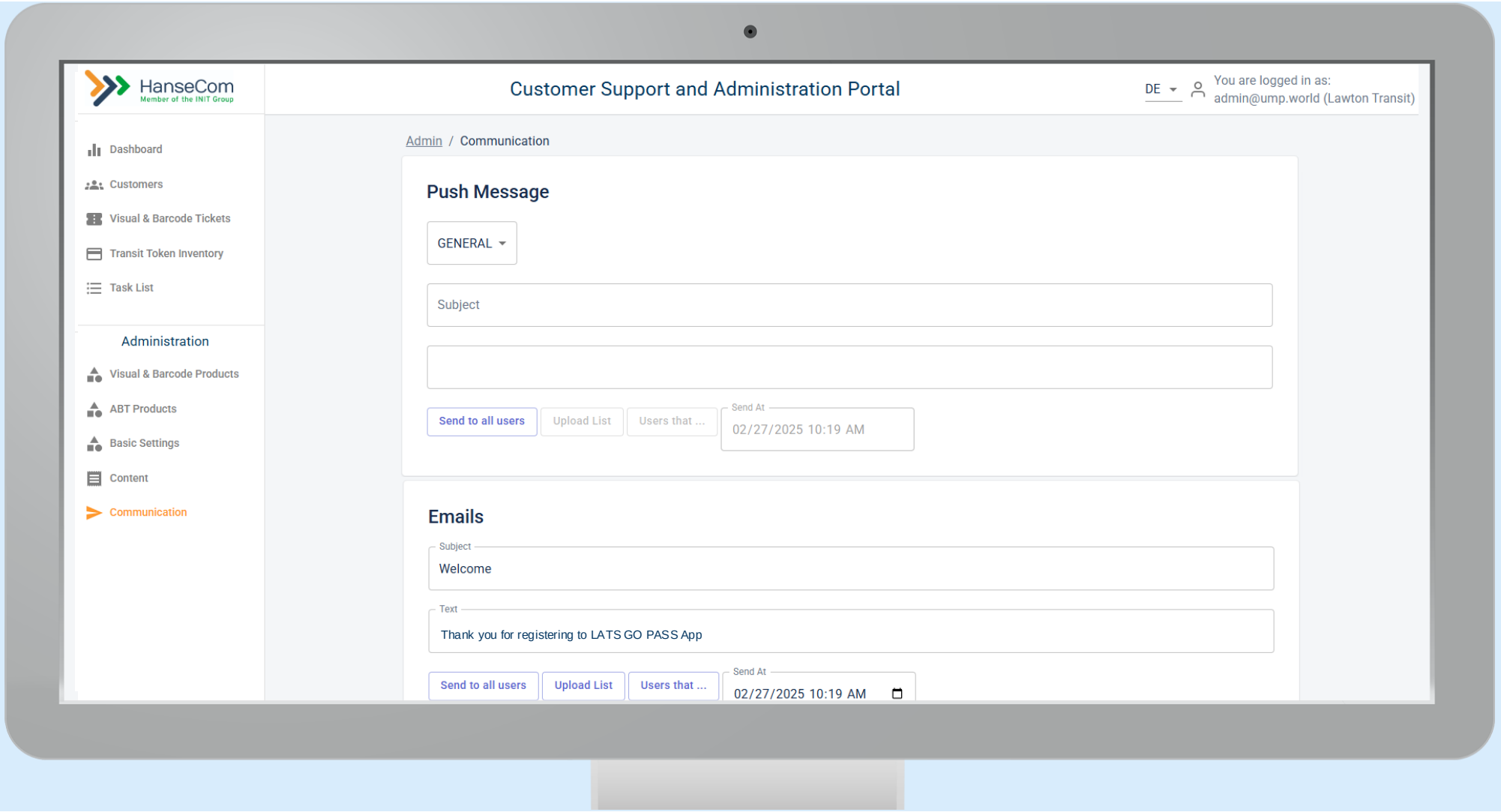

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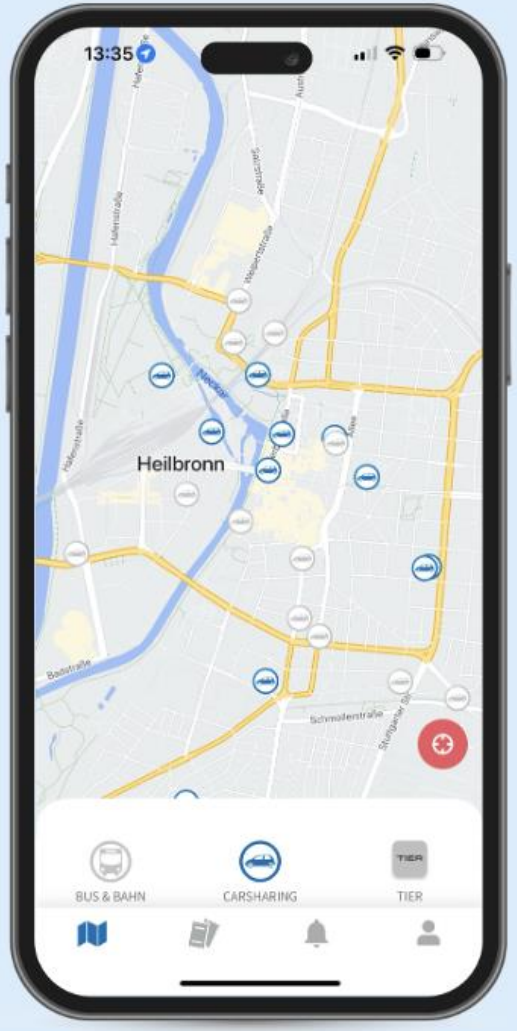
Mobility Options

- See all stops around you
- Bus arrival – departure information
- Book car-sharing within the app



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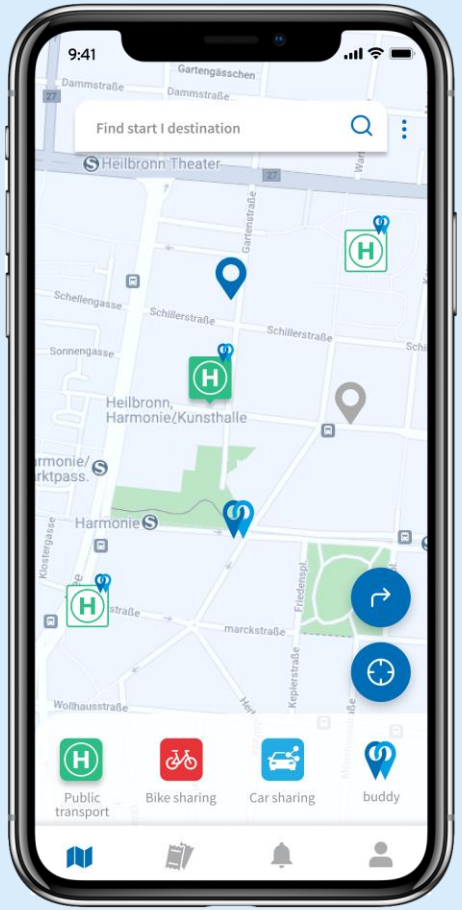
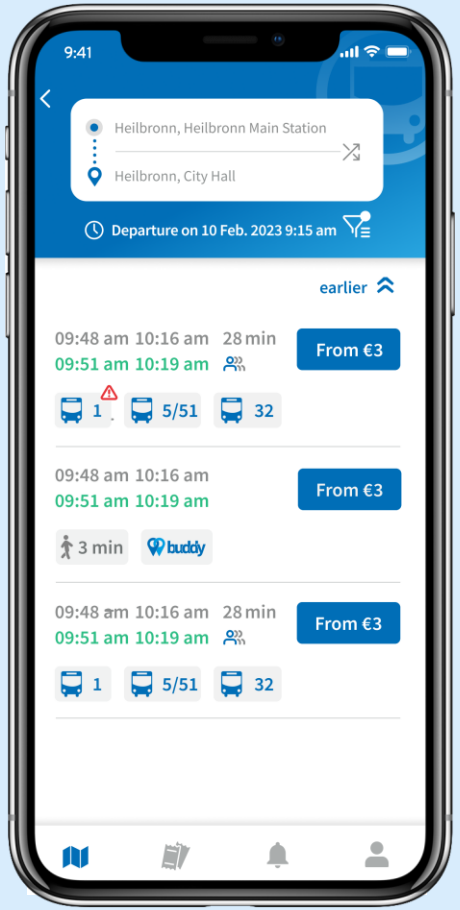
HanseCom Mobility Platform - Attracting Regular Customers

- Getting from A to B with the right ticket
- Trip Plan - with real-time information
- Group-wide login (single sign-on)
- On-Demand shuttle with ioki
- Bike & car-sharing
- Charging points for e-vehicles
- Parking
- Leisure activities and other municipal utility services
- Vouchers





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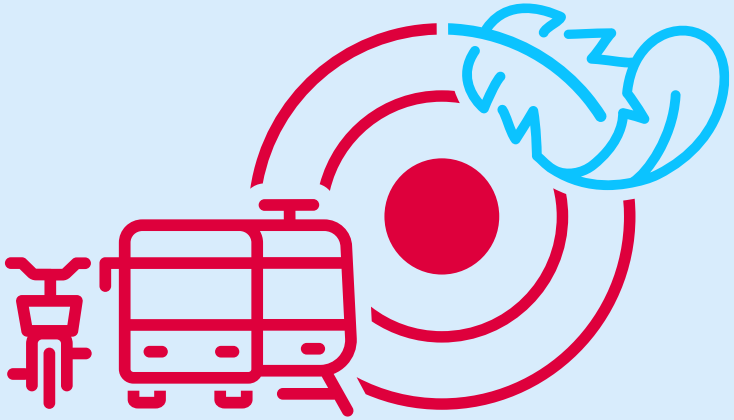
PTlite - Subscription Management

The lean subscription management system designed to support small and medium-sized transit agencies in selling digital subscriptions

- Manage subscription and contract data easily from entry to issuing the ticket
- 24/7 subscription self-service in real time for private and business clients as well as school transportation
- Manage subscription sales centrally and transfer them seamlessly to the general ledger
- No need for in-house IT resources: Licenses, hardware, hosting and operation are included
- Future-proof and freely scalable solution thanks to modular design



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- The customer takes center stage.
- Digitizing public transportation.
- Your partner for mobility solutions.

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