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# **Account-Based Ticketing (ABT) Program Update**

**A modernization project to create a single integrated fare collection system for our city**

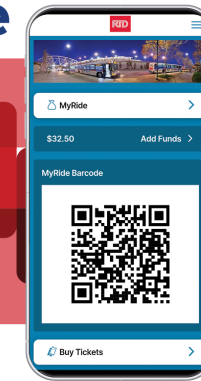
Tonya Anderson, Electronic Fare Operations Manager  
October 2022

# Agenda

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- ABT Overview
- Key Program Elements
- Next Steps

(Re)Introducing **RTD MyRide**



# ABT Overview

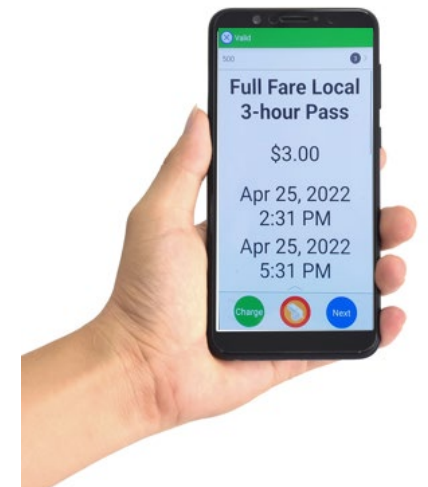
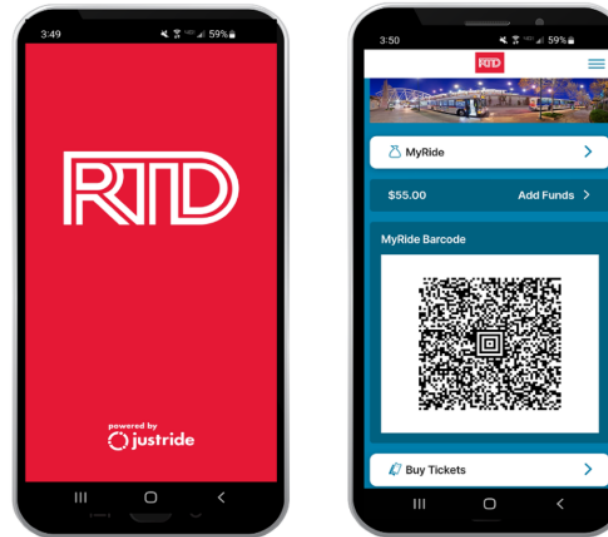
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- Replacing the current Smart Card System
- System Benefits
  - **Enhanced Customer Experience**
    - ▶ The customer's account is updated in real-time, providing immediate access to funds
    - ▶ Customers can use a smart card or a mobile device
    - ▶ Fare capping ensures the best fare for the customer
  - **Simplified Operations and Maintenance** – adopt modern technology to reduce manual processes
  - **Improved Security** – modern software reduces security risks

**Account-Based Ticketing is a fare payment system where transit passes are stored and controlled by the back office in the form of a stored value account**

# Key Program Elements

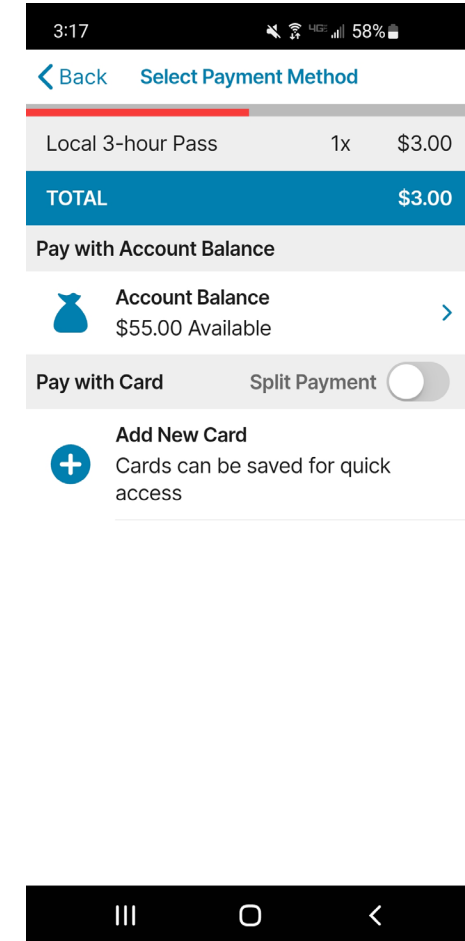
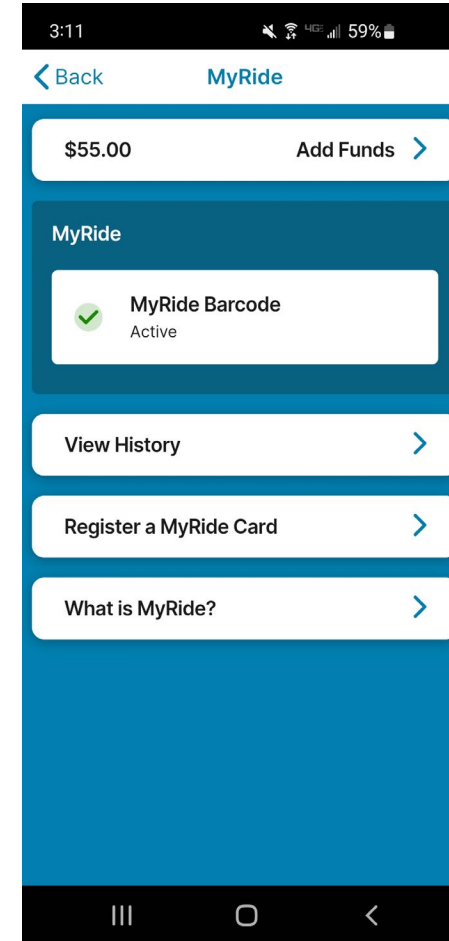
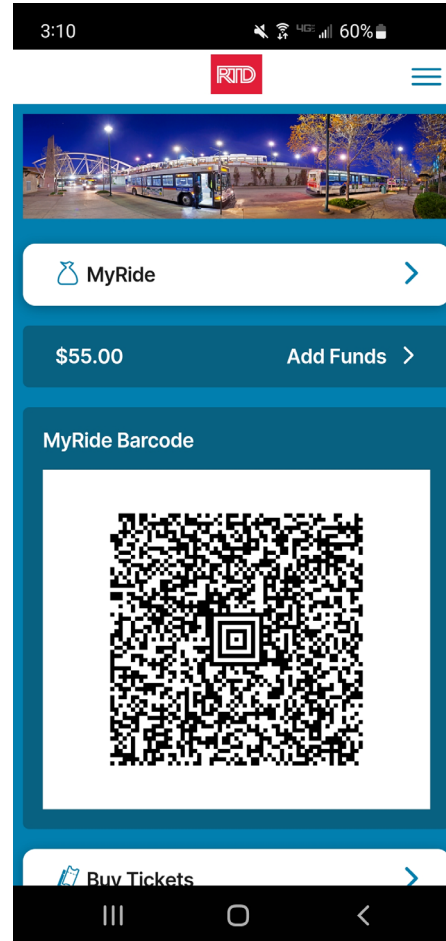
- Upgrade the RTD Mobile Tickets App
- Replace Bus and Rail Platform Validators
- New and Rebranded MyRide Card
- New Fare Inspection Devices



# RTD MyRide app

## ■ RTD Mobile Tickets becomes RTD MyRide

- MyRide Account
- MyRide Balance
- MyRide Barcode
- MyRide History
- MyRide Card Management



# New bus and rail platform validators

- New validators will make an audio and visual response to each tap and are ADA compliant
- QR Codes are tapped on the optical reader on the middle
- MyRide cards are tapped on the card reader on the bottom
- Button below the platform validator toggles service levels and initiates an audible message



# New MyRide Card

- Single card simplifies the existing mix of smart card products
  - Account details stored on backend
  - No outward differentiation of customers per discount or program



# MyRide Web Portal

- Online portal to access your mobile account
- Customers can
  - Add funds to their stored value account,
  - View transaction history,
  - Apply for entitlements to discounts,
  - Link MyRide card
  - Purchase mobile tickets
- Mobile tickets and MyRide QR codes are not available in the web portal. Web portal cannot be used to ride.

The screenshot displays the MyRide web portal interface. At the top left, the RTD logo is followed by the text "Welcome tonya.anderson@rtd-denver.com". On the top right, there are links for "MyRide Account", "Buy Tickets", and "Add Funds". Below the header, a blue "Add Funds" button is positioned next to the text "Account Balance: \$40.10".

The main content area is divided into three sections:

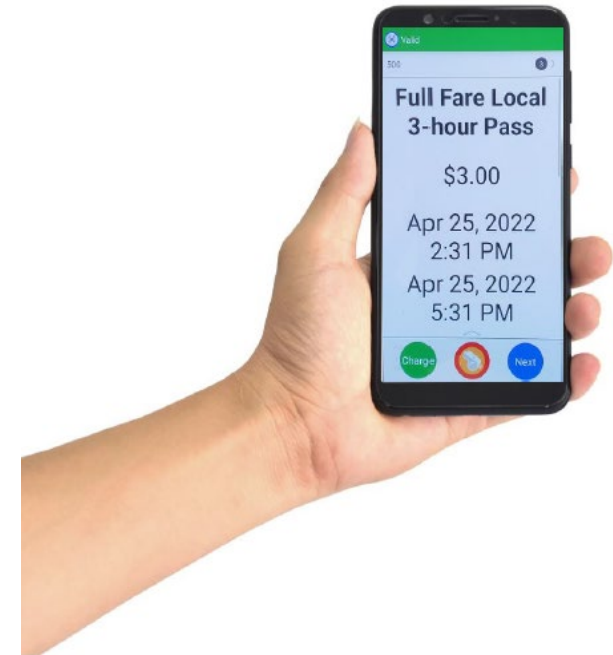
- Your Stored Value Account Balance:** This section features a large grey box with the amount "\$40.10" in bold. Below this, there are links for "View Transaction History" and "Learn about Help and Refunds". A blue button with a plus sign and the text "Add Funds" is located at the bottom right of this section.
- Your Travel Tokens:** This section shows a "collapse" button with an upward arrow. It displays a green checkmark and the text "MyRide Barcode • Active". Below this, it lists "MyRide Barcode", "Youth 02-2007", and "(Expires: Feb 28, 2027)". There are links for "View Travel History", "Add/Remove Discounts", and "Block or edit this MyRide Card". A blue button with a plus sign and the text "Add another MyRide Card" is at the bottom right.
- History - Preview:** This section is titled "History - Preview" and includes the subtitle "Here are your last 3 trips, tickets and transactions". It shows a date "15 June 2022" and a transaction for a "Regional 3-hour Pass" for "\$0.00", with a note "Barcode used at 14:48". Below this, it shows "New MyRide Card linked" with a note "MyRide Card Youth created at 14:29".



# New Fare Inspection Devices

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- Fare inspection will take place on rail
- The fare inspection app will read the MyRide barcodes (both ABT and Mobile Ticketing) and the new MyRide cards
- Fare Policy Steering Committee is considering updates in Electronic Fare Operations policy

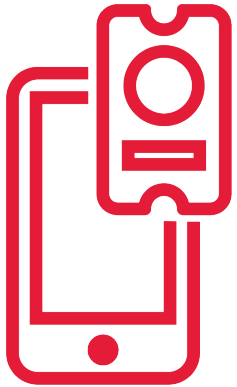


# Communicating a Unified Vision

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Online account



Mobile app

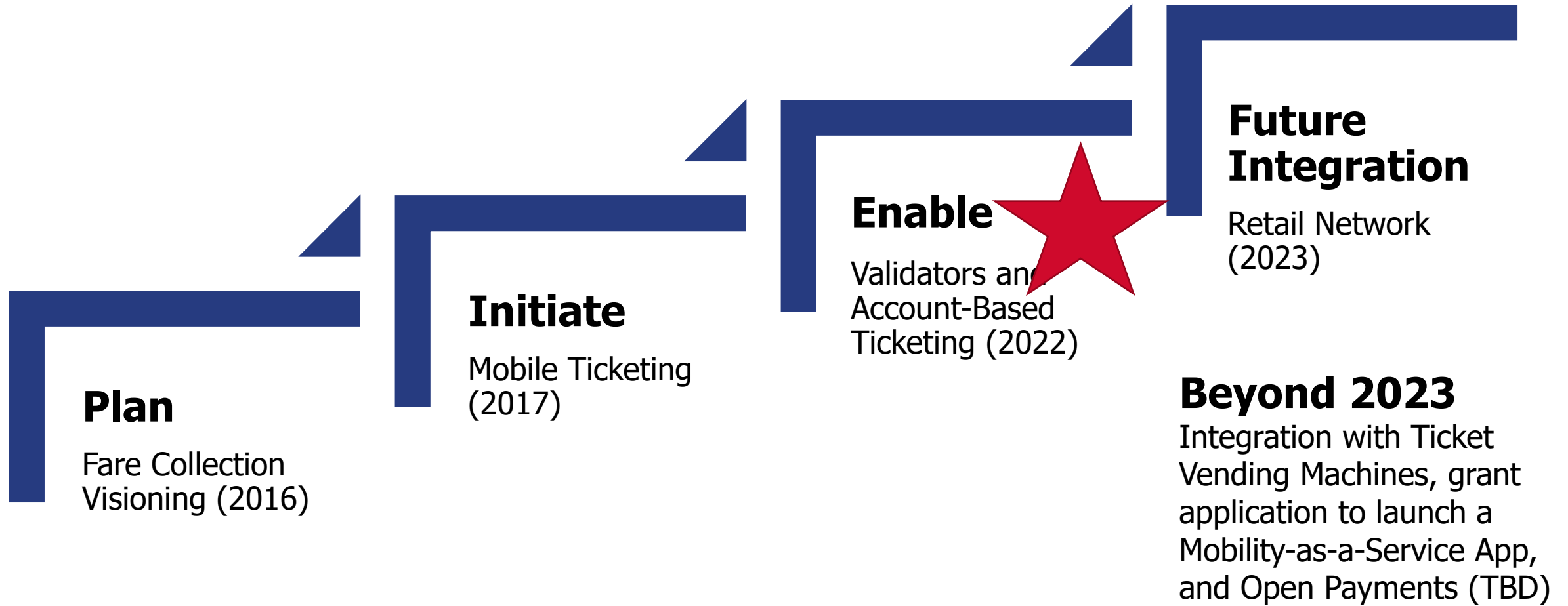


MyRide



Smart card

# RTD's fare modernization journey from a card-based to an ABT System



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