



# Tapping into the Future

**Cal-ITP's 2023 Accomplishments**



Paying for travel should be as simple as buying a cup of coffee—tap your phone (or bank card) and go! The California Integrated Travel Project (Cal-ITP) is proud to share the many ways in which we're simplifying the experience of travel for all Californians. Our goals are not only to improve customer experience, but to increase ridership, lower operational costs, reduce pollution, and ensure everyone can ride transit—no matter their financial situation.





# Customer Success

Our projects start with a user-friendly, customer-centric approach—a reflection of how we believe riding transit should feel. We assign each transit agency we work with a dedicated customer success manager who looks out for them, smoothing the path on everything from procurement to funding to technology.



**By the end of 2024, more than half of Californians will be served by transit agencies using tap and pay systems.**

**As recently as 2022, it was less than 5%!**

### Anaheim Transit Network

Visiting Disneyland with your family? ATN is the first transit agency in the country to allow group travel, where a rider can tap one card to pay for the entire group at once.

## Local Transit Agencies

Here's who we've partnered with to implement tap2ride technology:

- Anaheim Transit Network
- Capitol Corridor
- Coast RTA (South Carolina)
- Far North Group
- Monterey Salinas Transit
- Santa Barbara County Association of Governments: Clean Air Express
- Santa Barbara Metropolitan Transit District

Agencies we're helping implement tap2ride or other digital improvements:

- Chemehuevi Indian Tribe
- City of Arcadia
- City of Artesia
- City of Glendale
- City of Glendora
- City of Maywood
- City of Redding
- City of Simi Valley
- City of Solvang
- City of South Gate
- City of Wasco
- City of West Covina
- El Dorado County Transit Authority
- Glenn County Transportation Commission
- Lassen Transit
- Los Angeles Department of Transportation
- Nevada County Transit Services
- Pocono Pony (Pennsylvania)
- QC Metrolink (Illinois)
- Sacramento: Placer County, Roseville Transit, SacRT, South County Transit Link, YoloBus, and Yuba Sutter Transit Authority
- San Benito County Local Transportation Authority
- San Joaquin Regional Transit District
- Soltrans
- TJPA for Merced County
- Ventura County Transportation Commission

### Far North Group

A cluster of rural transit agencies in northern California would never be able to afford tap2pay technology on their own. But when Humboldt Transit Authority, Lake Transit Authority, Mendocino Transit Authority, and Redwood Coast Transit Authority banded together and enlisted Cal-ITP's help, tap2ride became a reality. Humboldt Transit alone has already surpassed 10,000 taps!

Because of Cal-ITP's devoted proselytizing, these agencies have also committed to using tap and pay:

- Bay Area: All 24 agencies that use the Clipper Card
- Orange County: OCTA
- San Diego: MTS and NCTD

## Private Sector Partners

- AMEX
- Apple
- Discover
- Elavon
- FiServ
- Google
- MasterCard
- United Way
- Visa

## Selected Government Agencies

- California Air Resources Board
- California Department of Technology
- Login.gov (Federal)

*The Cal-ITP team is wonderful to work with. We greatly appreciate their support, technical expertise, and collaboration!*

– Monterey Salinas Transit

### California Air Resources Board

In 2022, Cal-ITP joined partners GO-Biz, Valley Clean Air Now, and CARB to implement a demonstration project offering a universal zero emission vehicle charging card so un- and under-banked ZEV drivers could easily receive ZEV subsidies and charge their cars using tap2pay technology. CARB is so happy with the outcomes, we are helping them expand the use of prepaid cards across multiple subsidy programs.



# Payments

Working with these partners, Cal-ITP has three goals. The first is *Payments* — the actual tap2ride hardware and software that simplifies the rider experience by allowing them to board quickly and easily. Once set up, payment systems also allow us to set up additional helpful programs — ones that allow riders to accurately track vehicles and plan trips, and ones that help seniors and veterans apply for discounts. But payments is the first step.

## Payment Isn't Just for Transit

Tap and pay benefits extend beyond transit. Our Zero Emissions Vehicle demonstration project with ValleyCAN is a great example. This project piloted—and proved the effectiveness of—the use of prepaid bank cards to be used for ZEV charging throughout the San Joaquin Valley.

## Success Far and Wide

Coast RTA is the transit agency for Myrtle Beach, South Carolina. Why are we highlighting an out-of-state agency? Well, one of the hidden engines of Cal-ITP is the Master Service Agreement, which allows agencies throughout California and across the country to access tap2ride vendors and their products at competitive pricing. Coast RTA is the first out-of-state transit agency to take advantage of this option. What's more, they're partnering with the United Way and Visa to offer cash back benefits to encourage increased ridership.

**48**  
**agencies**  
*supported*  
*in 2023*





# Mobility Service Data

Transit agencies that have a tap2ride payment system can combine it with real time information about their service and share it with their customers, who can then plan their trips with the certainty of knowing exactly when their bus or train will arrive.

## Computer Talk

Getting all the agencies in California (and beyond) to use the same digital language for their real time transit info is important because what's scheduled isn't always what happens—and no one wants to miss a connection. So Cal-ITP requires that all procured vendors and products conform to that standardized digital language. This benefits not only customers, but it allows agencies to track their vehicles and performance in more detail and to create an after action report, assessing how their fleet performed compared to what they had planned. This detailed information allows umbrella agencies to effectively direct funding.

## One Stop Shopping

A big part of what Cal-ITP does is help agencies get the hardware and software they need. And whether they're big city agencies or tiny, rural ones, procurement is one of the most common delays to getting started. That's why Cal-ITP procures all the products in advance at a price only a state as large as California could negotiate. Over the course of 2023, we've been working to extend that system beyond tap2ride systems and into mobility service data systems. Getting the vendors and products awarded isn't enough; we also provide assistance with implementation, since many agencies are learning as they go.

## Putting the Data to Use

While giving customers and agencies the ability to plan trips and track vehicles is a victory, mobility data services offer one additional benefit: data visualization. Cal-ITP takes the mobility data produced throughout the state and creates transit speed maps that show performance for every agency in the state. This is crucial for planning purposes. For example, Cal-ITP works with district planners to ensure transit is working most efficiently on the State Highway Network.

*Working with the team from Cal-ITP has been a tremendous help with our launch of the open loop payment system.*

*Their valuable insight and expertise helped to guide us at ATN through a tricky and unfamiliar process.*

*The Cal-ITP staff was always ready to help when we had questions and provided timely responses whenever we needed them.*



Anaheim  
Transportation  
Network



# Benefit Tools

As part of Cal-ITP's commitment to make riding transit as easy as possible for everyone, we help agencies streamline the benefits eligibility process for customers. Once agencies have tap2ride technology, customers can link their benefit status to their bank card and never have to worry about verifying their status when they travel. This eliminates the burden of paper applications and special cards for seniors, disabled riders, medicare card holders, and veterans.



## Veterans Day

On Veterans Day 2023, Cal-ITP supported Monterey Salinas Transit with the launch of their veterans benefits program. MST riders who served in the military only have to prove their status once using the federal government's login.gov and then link it to their bank or credit card. From that point forward they get to ride MST at the pre-approved reduced rate. Not only does this pilot program simplify the benefits application for riders, but by doing so it increases ridership!



## Santa Barbara

In 2023, the Santa Barbara Metropolitan Transit District moved fast. Not only did they implement tap2ride in September, but they're rolling straight into using Cal-ITP's benefits tools. SBMTD is using the benefits app to enroll its seniors. Already in beta testing in late 2023, expect to see the program launched and in use in early 2024.

*“ You and your team have been a godsend. That we have a dedicated liaison that answers our questions promptly, proactively follows up with our team, guides us through this arduous process, and provides crucial resources, is more than appreciated. ”*

– Glenn County



# Spotlight

The best part about upgrading technology is sometimes, along the way, you discover unanticipated benefits. Allow us to shine a spotlight on a few we're working on.

## Grants Modernization

If you've ever applied for a grant, you know how arduous it can be. Every pot of money has its own timeline, requirements, and unique application, sending staff on a neverending wild goose chase. In order to ensure zero dollars are left on the table, Cal-ITP is simplifying and consolidating the grants process and submission timeline. This way, agencies only have to submit once for several grants instead of multiple times (each time with slightly different rules). This demo project is still in proof of concept, but it will save endless staff hours.

## Connectivity

Here's the thing about tap2pay: you need a good internet connection to make it work. And while many of the bigger agencies have already surmounted this challenge, some of the smaller ones are still catching up. Cal-ITP is working to ensure all transit agencies in California have a way to share their mobility data with customers, and as affordably as possible. We're helping them identify which vendor is ideal for their needs, acquire the matching hardware, and we're even partnering with Caltrans' Office of Emergency Services to help rural agencies test satellites if no other coverage is available.



*These days the interconnectivity between different technology components makes it much more complicated. I am so grateful that we are able to leverage Cal-ITP's support to help us make better decisions along the way.*



- Ventura County  
Transportation  
Commission





## Coming Attractions in 2024

Keep your eyes peeled in 2024 for big projects to come, including implementing tap2pay on bikeshare, on SacRT, and on more rail lines (you can already use it on the Capitol Corridor). And we'll be expanding our benefits tools to include discounts for medicare recipients and disabled riders.

