



THIRD CONFERENCE ON

# TRANSIT TICKETING & FARE COLLECTION IN THE US

Nov 1-2, 2023 | JW Marriott San Francisco Union Square

Hosted by: Global **Mass Transit**

# BACKGROUND

Global Mass Transit is organising the third conference on "Transit Ticketing & Fare Collection in the US" on November 1-2, 2023 at JW Marriott San Francisco Union Square.

**The mission of this conference is to** discuss key emerging trends in the transit ticketing and fare collection systems industry in the US, review case studies, highlight best practices, showcase technological innovations, explore solutions to key challenges, and discuss the way forward. It will also discuss the experience so far and plans of transit agencies to accelerate deployment of advanced fare collection systems while prioritizing equity, accessibility and inclusivity.

**The two-day conference will have 12 targeted sessions** with speakers providing insights and actionable advice to deploy advanced fare collection systems, highlighting developments and opportunities, and offering solutions to enhance the customer experience. The conference will also help participants understand the role of transit agencies, operators, fare system providers, hardware and software suppliers, acquirers and technology suppliers in establishing advanced, integrated and interoperable ticketing systems.

**The event will bring together experts** from leading transit agencies and operators, state/local governments, system integrators, technology and service provider firms, smartcard companies, technology and equipment manufacturers, mobile ticketing vendors, credit card companies, data architecture and IT firms, fare collection system suppliers, dynamic multiservice journey planners, taxi fleet operators, ride-hailing and ride-sharing service providers, micro-mobility providers, ticketing infrastructure providers, industry consultants, research and development organisations, financiers, technical institutes, etc.

## KEY TOPICS TO BE DISCUSSED

- ❖ Current status of fare payment systems, key technologies deployed
- ❖ Imagining ticketing in a new era, developing a 'touchless' travel experience
- ❖ Plans of transit agencies/operators for deploying contactless payment technology
- ❖ Account-based ticketing (ABT) and open-loop payment systems: Case studies and future plans
- ❖ Integration and interoperability across regions, new mobility solutions, value-added services
- ❖ Opportunities in the deployment of contactless payment technology
- ❖ Contactless payments for transit: Best practices in procurement, financing and deployment
- ❖ Mobile ticketing and EMV cards for transit payments
- ❖ Bank cards for transit ticketing, business models and strategies
- ❖ Integration of mobile ticketing with the existing infrastructure
- ❖ Key emerging mobility trends, technologies, and business models
- ❖ Role of ABT and open payments in MaaS
- ❖ Cooperation among different stakeholders
- ❖ Data generation, data sharing, data analysis and privacy
- ❖ Potential and benefits of data generated by the use of advanced ticketing systems
- ❖ Innovative technologies in transit ticketing
- ❖ Impact of new transportation business models such as on-demand mobility and shared mobility (ride-sharing, car-sharing, ride-hailing, micro-mobility, bike-sharing) on public transit and fare collection systems
- ❖ Prioritising equity, accessibility and inclusion in transit through fare systems

## EVENT HIGHLIGHTS

- ❖ Identify opportunities in the US
- ❖ Build relationships during six networking breaks
- ❖ Learn from case studies
- ❖ Showcase technology solutions
- ❖ Understand plans for AFC deployments
- ❖ Meet transit agencies, operators, state DOTs and city governments

| Time (Pacific Time) | Session                                                                                               | Topics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Speakers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00-9:10           | Registration, Tea/Coffee and Networking                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 9:10-9:15           | Introduction                                                                                          | <ul style="list-style-type: none"><li>Welcome remarks</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"><li><b>Global Mass Transit</b></li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9:15-10:45          | Session 1: Opening Keynote Session on Contactless Payments, Innovations and Future Mobility in the US | <ul style="list-style-type: none"><li>Topic to be confirmed by <b>MTC</b></li><li>How OMNY is transforming how we think and solve problems: building trust; prioritizing equity, accessibility, and inclusion; other opportunities by <b>New York MTA</b></li><li>Topic to be confirmed by <b>San Francisco BART</b></li></ul>                                                                                                                                                                                    | <p><i>Presentations by and Q&amp;A with:</i></p> <ul style="list-style-type: none"><li>Andrew Fremier, Executive Director, <b>Metropolitan Transportation Commission (MTC)</b></li><li>Amy Linden, Vice President and Program Executive, OMNY Operations &amp; Services, <b>Metropolitan Transportation Authority (New York MTA)</b></li><li>Ravindra Misra, CIO, <b>San Francisco Bay Area Rapid Transit (BART)</b></li><li><b>Moderator:</b> Trevor Findley, Principal, Clevor Consulting Group</li></ul> |
|                     |                                                                                                       | <i>Discussion and Q&amp;A with the delegates</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 10:45-11:15         | Tea/Coffee and Networking Break                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 11:15-12:15         | Session 2: Best Practices for Transit Payments - A PTA/PTO Perspective                                | <ul style="list-style-type: none"><li>Key partnerships in achieving a seamless ride: finding the right partners; improving the passenger experience; enhanced mobile payment options; interoperability across modes; micro and shared mobility by <b>City Of Mcallen</b></li><li>MST’s experience to date and future plans with open loop payment scheme by <b>Monterey-Salinas Transit</b></li><li>Tactical faregate interventions to improve public safety and station cleanliness by <b>LA Metro</b></li></ul> | <p><i>Presentations by and Q&amp;A with:</i></p> <ul style="list-style-type: none"><li>Mario Delgado, Director of Transit, <b>City Of Mcallen</b></li><li>Lisa Rheinheimer, Assistant General Manager, <b>Monterey-Salinas Transit</b></li><li>Stephen Tu, Senior Director - Service Development, Scheduling &amp; Analysis, <b>LA Metro</b></li><li><b>Moderator:</b> To be confirmed</li></ul>                                                                                                            |
|                     |                                                                                                       | <i>Discussion and Q&amp;A with the delegates</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 12:15-13:00         | Session 3: Innovations in Fare Structure                                                              | <ul style="list-style-type: none"><li><b>Considering fare evasion factors in designing fare policies:</b> insights from the MTA’s Blue Ribbon Panel report on fare evasion and new perspectives on fare policies; customer privacy and data security by <b>New York MTA</b></li><li>Fare-free vs. fare freedom: analysis of feasibility of fare-free-transit; flexible fare system options by <b>Houston METRO</b></li></ul>                                                                                      | <p><i>Presentations by and Q&amp;A with:</i></p> <ul style="list-style-type: none"><li>Jeremy Feigelson, Special Counsel, <b>Metropolitan Transportation Authority (New York MTA)</b></li><li>Julie Fernandez, Manager of Revenue/Fare Policy/Data Analysis, <b>Metropolitan Transit Authority of Harris County (Houston METRO)</b></li><li><b>Moderator:</b> Ahsan Baig, CIO/CTO - Department of Innovation and Technology, <b>Alameda-Contra Costa Transit</b></li></ul>                                  |
|                     |                                                                                                       | <i>Discussion and Q&amp;A with the delegates</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 13:00-14:00         | Lunch and Networking                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| 14:00-14:30 | Session 4:<br>Upgrading Fare<br>Integration in New<br>York -<br>Recommendations                                  | <ul style="list-style-type: none"><li>Key considerations when developing a fare policy</li><li>Alternative fare policy options</li><li>Assessment of fare policy options</li><li>Private sector considerations of fare policy</li></ul>                                                                                                           | <i>Presentation by and Q&amp;A with:</i> <ul style="list-style-type: none"><li>Lisa Daglian, Executive Director, Permanent, <b>Citizens Advisory Committee to the MTA (PCAC)</b></li><li><b>Moderator:</b> To be confirmed</li></ul>                                                                                                                                                                             |
|             |                                                                                                                  | Discussion and Q&A with the delegates                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 14:30-15:30 | Session 5 : Keynote<br>Panel on Plans,<br>Priorities and<br>Perspectives of<br>Transit<br>Agencies/Operator<br>s | <ul style="list-style-type: none"><li>Experience so far, key challenges and lessons learnt</li><li>Best practices and lessons learned in procurement, financing and deployment</li><li>Plans of transport authorities/operators for deploying contactless payment technology</li><li>Opportunities and challenges</li></ul>                       | <i>Panel discussion amongst:</i> <ul style="list-style-type: none"><li>Kirt Conrad, CEO, <b>Stark Area Regional Transit Authority</b></li><li>Mark Langmead, Director - Revenue and Compass Operations, <b>TransLink Vancouver</b></li><li>Gary Rosenfeld, Chief Executive Officer, <b>Memphis Area Transit Authority</b></li><li><b>Moderator:</b> Trevor Findley, Principal, Clevor Consulting Group</li></ul> |
|             |                                                                                                                  | Discussion and Q&A with the delegates                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 15:30-16:15 | Session 6 : New<br>Mobility Services,<br>New Technologies<br>and the Way<br>Forward                              | <ul style="list-style-type: none"><li>Concept and benefits of Mobility-as-a-Service (MaaS)</li><li>On-demand mobility, shared mobility including ride-sharing and car-sharing, ride-hailing, micro-mobility, and bike-sharing</li><li>New technologies</li><li>Start-up showcase: new technologies, new ideas, applications and results</li></ul> | <i>Presentations by and Q&amp;A with:</i> <ul style="list-style-type: none"><li>Santosh Mishra, Director, Transit and Emerging Mobility, <b>Arcadis</b></li><li>Susan Pike, Director - Transit Research Center, <b>UC Davis Institute of Transportation Studies</b></li><li><b>Moderator:</b> Joffrey Lauthier, Head of Rail North America, <b>TÜV Rheinland</b></li></ul>                                       |
|             |                                                                                                                  | Discussion and Q&A with the delegates                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 14:15       | End of Day 1 of the Conference                                                                                   |                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                  |

**Day 2: November 2, 2023 (8:00 am to 1:00 pm PT)**  
(as on October 24, 2023)

| Time (Pacific Time) | Session                                                                           | Topics                                                                                                                                                                                                                                                   | Speakers                                                                                                                                                                                                                                                                                                                                               |
|---------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00-9:00           | Registration, Tea/Coffee and Networking                                           |                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                        |
| 9:00-9:45           | Session 7: Keynote<br>Session on<br>Contactless and<br>Account-based<br>Ticketing | <ul style="list-style-type: none"> <li>The acceptance of contactless debit payments in transit agencies and the results of the launch by <b>TransLink Vancouver</b></li> <li>Tap2Ride pilot program through CalITP by <b>Capitol Corridor</b></li> </ul> | <i>Presentations by and Q&amp;A with:</i> <ul style="list-style-type: none"> <li>Mark Langmead, Director - Revenue and Compass Operations, <b>TransLink Vancouver</b></li> <li>Robert Padgett, Managing Director, <b>Capitol Corridor</b></li> <li><b>Moderator:</b> Manjit Sooch, Director of Innovation and Technology, <b>AC Transit</b></li> </ul> |
|                     |                                                                                   | <i>Discussion and Q&amp;A with the delegates</i>                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                        |

|             |                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| 9:45-10:30  | Session 8: EMV Payments in Transit                                                | <ul style="list-style-type: none"> <li>• Topic to be confirmed by <b>Mastercard</b></li> <li>• Digital identity and benefits of delivery facilitated by account based ticketing resulting in financial inclusion by <b>Rebel Group</b></li> </ul>                                                                                                                              | <i>Presentations by and Q&amp;A with:</i> <ul style="list-style-type: none"> <li>• Helen Hwang, Manager - Account Management, <b>Mastercard</b></li> <li>• Lilly Shoup, Managing Director, <b>Rebel Group</b></li> <li>• <b>Moderator:</b> Manjit Sooch, Director of Innovation and Technology, <b>AC Transit</b></li> </ul>                                                                                                                                                                        |
|             | Discussion and Q&A with the delegates                                             |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 10:30-11:00 | Tea/Coffee and Networking Break                                                   |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 11:00-12:00 | Session 9: Data Management and Analytics                                          | <ul style="list-style-type: none"> <li>• Empowering Agencies to Make Data Driven Decisions by <b>TransSIGHT</b></li> <li>• Open data for transit fares, transfer discounts, and MaaS applications across the SF Bay Area by <b>MTC &amp; Interline Technologies</b></li> <li>• Topic to be confirmed by <b>Hatch</b></li> </ul>                                                | <i>Presentations by and Q&amp;A with:</i> <ul style="list-style-type: none"> <li>• Satinder Bhalla, Principal, <b>TransSIGHT</b></li> <li>• Nisar Ahmed, Principal - Traveler Information Technology Manager, <b>Metropolitan Transportation Commission (MTC) &amp; Drew Dara-Abrams</b>, Principal, <b>Interline Technologies</b></li> <li>• Brad Henn, Director, Project Development – Revenue Systems &amp; Data Analytics, <b>Hatch</b></li> <li>• <b>Moderator:</b> To be confirmed</li> </ul> |
|             | Discussion and Q&A with the delegates                                             |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 12:00-13:00 | Session 10: Valedictory Session on Future Mobility Trends and Impact on Ticketing | <ul style="list-style-type: none"> <li>• Emerging trends in new and future mobility</li> <li>• New technologies including Bring Your Own Ticket, Bluetooth Low Energy, facial recognition, biometrics, blockchain, tokenization, etc.</li> <li>• Smart mobility solutions based on open standards</li> <li>• Ticketing for seamless travel and multi-modal services</li> </ul> | <i>Panel discussion amongst:</i> <ul style="list-style-type: none"> <li>• Kirk Cumming, Manager - Innovation &amp; Technology, <b>Winnipeg Transit, City of Winnipeg</b></li> <li>• One more transit agency representative</li> <li>• One senior consultant representative</li> <li>• <b>Moderator:</b> To be confirmed</li> </ul>                                                                                                                                                                  |
|             | Discussion and Q&A with the delegates                                             |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 13:00       | Lunch and Close of the Conference                                                 |                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

# SPEAKERS

Key speakers at our previous editions included *(in alphabetical order)*:

- Nisar Ahmed, Principal, Traveler Information Technology Manager, **Metropolitan Transportation Commission**
- Divya Amarayil, Global Transit Principal Consultant, **Discover Global Network**
- Stephan Anescot, Head of Smart Mobility, **Fime**
- Troy Apparicio, Senior Director, Data & Analytics, **Central Ohio Transit Authority**
- Russ Arnold, Chief Customer Experience Officer, **Sound Transit**
- Troy Bernard, Head of Global Transit Program Management, **Discover Global Network**
- Louis Brosse, CEO, **Wizway Solutions**
- Erica Brown, Senior Account Manager, **INIT Innovations in Transportation, Inc.**
- Murali Krishna Chappalli, Director, **Shellinfo Global Digital**
- Rochelle Chavez, Senior Manager, **TAP, LA Metro**
- Alfred Ka Kee Chu, Project Director, Fare Strategy, **ARTM (Montreal)**
- Daniel Clark, Senior Manager, Vehicle and Project Engineering, **Kontron America Inc.**
- Michelle Picard Cousins, Manager- Emerging Systems, **Toronto Transit Commission (TTC)**
- Bonnie Crawford, VP & General Manager, Umo Mobility, **Cubic Transportation Systems**
- Drew Dara-Abrams, Principal, **Interline Technologies**
- Sheri L. Dixon, Director of Revenue, **Hampton Roads Transit**
- Gregory Elsborg, VP and Chief Innovation Officer, **Dallas Area Rapid Transit**
- Ed English, CEO, **ELERTS**
- Trevor Findley, Principal, **Clevor Consulting Group**
- Brian Frank, GM North America Transit, **Kuba**
- Endya M. Freeman, Revenue Manager, **Jacksonville Transportation Authority**
- Andrew Fremier, Deputy Executive Director, **Metropolitan Transportation Commission**
- Derek Fretheim, Senior Director – National Innovation, **First Transit**
- James Geleynse, Director, Business Development, **Scheidt & Bachmann**
- Kyle Gerstner, Product Director, **Genfare**
- Gillian Gillett, Program Manager- California Integrated Mobility, **Caltrans**
- Edem Gomez, Associate Planner and Passenger Programs Specialist, **Rogue Valley Transportation District (RVTD)**
- Michael Hart, Chief Revenue Officer, **Kuba Pay**
- Kyle Holland, Senior Director, Special Projects, TAP Technical Systems, **LA Metro**
- Toby Holmes, Director, Business Development, **Scheidt & Bachmann**
- Sharon Hsu, Director, Payment & Data, Presto, **MetroInx**
- Nelson Julien, VP, Business Development, Americas, **SC Soft**
- Eric Kaled, President, **Genfare**
- Sam Kaur, Department Manager, Revenue and Grants, **Orange County Transportation Authority**
- Sunny Knott, ORCA Program Manager, **King County Metro**
- Jeroen Kok, Payment and Mobility Lead, **Rebel Group**
- Mark Langmead, Director, **Translink**
- Kimberly Lucas, Director, **City of Pittsburgh's Department of Mobility & Infrastructure**
- Sophia Maletz, Manager, Fare Systems-Projects, **TriMet**
- Nick Mantia, Project Manager, **Greater Dayton RTA**
- Tina Morch-Pierre, Senior Director, Innovation & Tech Services, **First Transit**
- Ian Newberg, VP of Global Sales, moovel North America, **LLC**
- Nico Passaro, Head of Business Unit - Smart City & Mobility Services, **Famoco**
- Tomas Oliva, Senior Vice President of Transit in North America, **Flowbird Transport Intelligence**
- Andrej Podbevsek, COO, Slovenia (EU), **BelotPay**
- Elizabeth Reich, EVP & Chief Financial Officer, **Dallas Area Rapid Transit**
- Rebecca Saltzman, Board President, **BART**
- Taoufik Sakhi, Smart Mobility Services Delivery Director, **Fime**
- Carl Sedoryk, CEO, **Monterey-Salinas Transit**
- Thomas Schaich, Director of Engineering, **INIT Innovations in Transportation, Inc.**
- Rhyann Schaub, Director of Fare Revenue and Administrative Services, **TriMet**
- Avital Shavit, Interim Senior Director, Office of Innovation, **LA Metro**
- Lilly Shoup, Managing Director, **Rebel Group**
- Gian-Mattia Schucan, Founder and CEO, **Fairtiq**
- Andy Taylor, Senior Director of Global Strategy, **Cubic Transportation Systems**
- Daniel Terryn, Executive Vice President, **Scheidt & Bachmann USA Inc.**
- Manfred Troll, Business Development, **Scheidt & Bachmann**
- Derek Touns, Senior Strategic Advisor, **Vix Technology**
- Monika Treipl-Harnke, Senior Manager, Revenue, **RTD Denver**
- Adam Veneziano, Senior Director of Fare Payments, **MBTA**
- Steve Young, Vice President of Technology & Innovation, **VIA Metropolitan Transit**

# TARGET AUDIENCE

The event is expected to draw participation from executives, managers and decision-makers from:

- ❖ Transit agencies
- ❖ Transit operators
- ❖ Federal, state and local governments/ departments
- ❖ State DOTs
- ❖ Technology and service provider firms
- ❖ System integrators
- ❖ Smartcard companies
- ❖ Technology and equipment manufacturers
- ❖ Mobile ticketing vendors
- ❖ Credit card companies
- ❖ Banks and financiers
- ❖ Data architecture firms
- ❖ Industry consultants
- ❖ Research and development organisations
- ❖ Associations
- ❖ Technical institutes

Among the public transport authorities and operating companies, the target audience includes:

- ❖ PCEOs, COOs, CXOs
- ❖ Founders/Co-founders
- ❖ Managing Directors
- ❖ Presidents, Vice Presidents
- ❖ Directors for Fare Systems, Railways Systems
- ❖ Capital Planning and Programming Managers
- ❖ Fare system Managers,
- ❖ Regional Managers, Country Managers, Senior Managers
- ❖ Innovation Officers, R&D Specialists
- ❖ Senior Engineers, Project Engineers, Project Directors
- ❖ Business Development Managers, Sales Managers, General Managers
- ❖ Heads of Product Marketing, Product Leads
- ❖ Finance Executives
- ❖ Strategic Business Services Officers
- ❖ Operations Control Center Managers
- ❖ Contract Managers
- ❖ Project Managers
- ❖ Economists
- ❖ ITS specialists

# PARTICIPANTS

Here is the sample list of participants that attended the previous edition:

- Chief Information and Technology Officer, **AC Transit**
- Director of Workforce Development, **Acumen Building Enterprise**
- Payment Consultant, **American Express**
- Director Client Management, **Amex Bank of Canada**
- Director, Service Lines Technology Services, **Amtrak**
- President, **Bay Area Rapid Transit (BART)**
- General Director, **BelotPay**
- Director, Business Development – Intermodal Mobility Solutions, **Bytemark**
- Partner, **California Strategies & Advocacy**
- Program Manager- California Integrated Mobility, **Caltrans**
- Manager of Planning, **Capitol Corridor Joint Powers Authority**
- Capital Development Specialist, **City of Fresno–Transportation Department**
- Civil Rights Officer, **City of Fort Smith Transit**
- Director, **City of Pittsburgh's Department of Mobility & Infrastructure**
- CFO, **Dallas Area Rapid Transit**
- Senior Principal Consultant, **Discover Global Network**
- CEO, **ELERTS**
- EVP, **Feig Electronics**
- Sales Executive Specialist, **FIS Global**
- Senior Director, Innovation & Tech Services, **First Transit**
- Planner, **Fresno Area Express**
- President, **Genfare**
- Google Wallet Product Manager, **Google**
- Business Development Manager, **INIT**
- Principal, **Interline Technologies**
- Senior Director Revenue, Marketing & Transformation, **Keolis**
- ORCA Program Manager, **King County Metro**
- Chief Revenue Officer, **Kuba**
- Interim Senior Director, Office of Innovation, **LA Metro**
- Development Planner, **Lane Transit District**
- Chief Fare Transformation Officer, **Massachusetts Bay Transportation Authority (MBTA)**
- Revenue Services Director, **METRO**
- Deputy Executive Director, **Metropolitan Transportation Commission**
- CEO, **Monterey–Salinas Transit**
- CEO, **Mountain Line Transit**
- GM North America and VP Business Development, **Moovit**
- Financial Data & Reporting Analyst, **New Orleans RTA**
- Senior Director Digital Commerce, **NJ Transit**
- Deputy Director for Innovations and Data, **North Carolina DOT**
- Department Manager, Revenue and Grants, **Orange County Transportation Authority**
- Managing Director, **Rebel Group**
- Project Director – Fare Strategy, **ARTM (Transit Authority of Montreal)**
- Associate Planner and Passenger Programs Specialist, **Rogue Valley Transportation District**
- Senior Manager, Revenue, **RTD Denver**
- Assistant Deputy Director, Planning, **San Francisco County Transportation Authority**
- Director Business Development, **Scheidt & Bachmann**
- Managing Director, **Shellinfo Global Digital Technologies Pte Ltd**
- Head of Strategy and Foresight Strategy and Customer Experience Group, **Toronto Transit Commission**
- Director, **Translink**
- General Manager, **UnionPay**
- Research Faculty, **University of California**
- President & CEO, **VenTek International**
- CEO, **Wizway Solutions**
- Merchant Account Executive, **Visa**
- Etc.

# KEY BENEFITS FOR PARTICIPANTS

- ❖ Gain insights on transitioning from traditional to advanced ticketing systems and introducing appropriate fare policies and structures.
- ❖ Understand the concepts relevant to the implementation of contactless smart cards and innovative fare media.
- ❖ Learn about strategies to leverage the ticketing system for improving public transport operations performance and increasing customer engagement.
- ❖ Understand key ticketing-related issues and challenges facing public transport system developers and operators.
- ❖ Network with transit system developers and operators, key vendors and consultants.
- ❖ Participate in interactive discussion

## PARTICIPATING ORGANIZATIONS

Nearly 120 participants from nearly 65 organizations registered to attend the second conference on "Transit Ticketing & Fare Collection in the US" on November 2-3, 2022. The key organizations included (in alphabetical order): ACS Infrastructure, AC Transit, Acumen Building Enterprise, Inc., AdvanDe, American Express, ARTM (Transit Authority of Montreal), Amtrak, Bay Area Rapid Transit (BART), BelotPay, Bytemark, Inc., Basin Transit Service, California Strategies & Advocacy, Caltrans, Capitol Corridor Joint Powers Authority, CapMetro, City of Fresno, City of Fort Smith Transit, City of Pittsburgh's Department of Mobility & Infrastructure, Clever Consulting Group, Cubic, Dallas Area Rapid Transit (DART), Discover Global Network, EDM Technology, ELERTS, First Transit, Feig Electronics, FIS Global, Fresno Area Express, Genfare, Google, INIT, Interline Technologies, Keolis, King County Metro, Kuba Pay, Los Angeles County Metropolitan Transportation Authority - LACMTA, Lane Transit District, LA Metro, LG CNS, METRO, Metropolitan Transportation Commission, Monterey-Salinas Transit, Mountain Line Transit, Moovit, New Orleans RTA, NJ Transit, North Carolina Department of Transportation, Orange County Transportation Authority (OCTA), Rebel Group, Rogue Valley Transportation District (RVTD), RTD Denver, San Francisco County Transportation Authority, San Mateo County Transit District, Santa Clara Valley Transportation Authority, Southeastern Pennsylvania Transportation Authority (SEPTA), Sound Transit, Shellinfo Global, Scheidt & Bachmann, STraffic America, Toronto Transit Commission (TTC), Translink, University of California, VenTek International, Visa, Wizway Solutions, Etc.

## PREVIOUS CONFERENCES

Global Mass Transit has organized the following conferences and webinars in the US in the past one year:

- Eleventh Conference on Transit State of Good Repair, JW Marriott Washington, D.C., March 9-10, 2023
- Fifth Conference on Autonomous Vehicles and Public Transport, JW Marriott San Francisco Union Square, March 1-2, 2023
- Second Conference on Clean Buses in the US, November 9-10, 2022, InterContinental San Francisco
- Second Conference on Transit Ticketing & Fare Collection in the US, November 2-3, 2022, JW Marriott San Francisco Union Square
- Second Conference on Mobility on Demand in Transit in the US, August 25, 2022, Virtual Event
- Transit State of Good Repair - West, June 28-29, 2022, The Westin St. Francis San Francisco on Union Square
- Second Conference on Mobility-as-a-Service (MaaS) in the US, June 22-23, 2022, JW Marriott San Francisco Union Square

Global Mass Transit regularly organises conferences on Transit Ticketing & Fare Collection in APAC, North America, Europe, and the Middle East and Africa. The latest editions are listed below:

- Third Conference on Transit Ticketing & Fare Collection in Europe, April 18-19, 2023, Sofitel Legend The Grand Amsterdam
- Second Conference on Transit Ticketing & Fare Collection in MENA, September 7-8, 2022, Address Boulevard Dubai
- Conference on Transit Ticketing & Fare Collection in Canada, April 7, 2022, Virtual Conference
- Fifth Conference on Transit Ticketing & Fare Collection in APAC, October 28-29, 2020, Virtual Conference
- Conference on Transit Ticketing & Fare Collection in Africa, August 26, 2020, Virtual Conference

Global Mass Transit's upcoming conferences include:

- Conference on Zero-Emission Ferries US, June 21, 2023, San Francisco Airport Marriott Waterfront
- Third Conference on Mobility-as-a-Service in the US, June 22-23, 2023, San Francisco Marriott Union Square
- Conference on Clean Buses US - East, June 27-28, 2023, Renaissance Washington, DC Downtown Hotel
- Third Conference on Transit Ticketing & Fare Collection MENA, September 6-7, 2023, Dubai
- Second Conference on Clean Buses UK, September 12, 2023, Park Plaza London Riverbank
- Third Conference on Data-driven Urban Mobility in Europe, September 14, 2023, Hilton Amsterdam
- Second Conference on Transit State of Good Repair - West, September 20-21, 2023, San Francisco Bay Area
- Second Conference on Mobility-as-a-Service in Europe, October 19-20, 2023, Amsterdam Marriott Hotel

# ORGANIZERS

## About Global Mass Transit

**Global Mass Transit** is a leading provider of information and analysis on the global mass transit industry. We publish a monthly market intelligence report (**Global Mass Transit Report**), a weekly newsletter (**Global Mass Transit Weekly**), and operate the [www.globalmasstransit.net](http://www.globalmasstransit.net) (website).

We publish **multi-client research studies** and **undertake custom research assignments**. Global Mass Transit tracks developments in over 100 countries across all regions to ensure reliable and actionable research. Some of our leading research reports are Global Upcoming Light Rail Projects Report & Database 2022-2036; Global 1,000 Upcoming Rail Projects Report & Database 2022-2036; Europe Bus Market Outlook Report 2022-2031; Global Transit Ticketing & Fare Collection Report and Database 2021-2030; Asia Pacific Bus Market Outlook Report 2021-2030; Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; NFC Mobile Ticketing for Transit Report 2021-2030; Global Upcoming Metro Rail Projects Report and Database 2022-2036; State DOT Profiles and Plans for Transit and High Growth Urban Rail Markets Report.

**Global Mass Transit** also organises conferences on topical and crucial issues with focused sessions and discussions featuring speakers with vast experience and expertise in **North America, Europe, Asia Pacific, the Middle East and Africa**. Some of our past conferences include Mobility-as-a-Service in Europe, Transit Fare Systems for Revenue and Data Management in the US, Autonomous Vehicles and Public Transport in the US, Mobility-on-Demand in Transit in the US, Transit State of Good Repair in the US, Transit Ticketing & Fare Collection APAC, Transit Ticketing & Fare Collection MENA, Wireless Communications in Mass Transit in the US, Clean Buses in Europe, Clean Buses in APAC, Rail Asset Management Europe and Rail Asset Management APAC. These conferences received a strong response from speakers and delegates alike.

## SPONSORSHIP\* (Limited and available on a first-come-first-served basis)

### Option 1 – USD 5,500

- Speaking slot/ Presentation of 10-15mins
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 2 delegate registrations (excluding the speaker)

### Option 2 - USD 10,000

- Speaking slot/ Presentation of 10-15mins
- Panel participation or option to moderate a session
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 5 delegate registrations (excluding the speaker)

### Coffee sponsor – USD 4,500

- Named Coffee Sponsor
- Branding on all marketing collaterals/ materials

- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 1 delegate registration

### Lanyard sponsor – USD 6,500

- Named Lanyard Sponsor
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- 2 delegate registrations
- Lanyards to be provided by company

### Exhibitor – USD 4,000

- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Social media posts
- Table space at the venue
- 1 delegate registration

***For further information, please contact:***

**Namrata Naikpawar**, Global Mass Transit

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# DELEGATE FEES

| Delegates          | Price before September 15, 2023 | Price before October 06, 2023 | Standard Fee |
|--------------------|---------------------------------|-------------------------------|--------------|
| One Delegate       | USD 1,050                       | USD 1,275                     | USD 1,500    |
| Two Delegates      | USD 1,680                       | USD 2,040                     | USD 2,400    |
| Three Delegates    | USD 2,310                       | USD 2,805                     | USD 3,300    |
| Four Delegates     | USD 2,940                       | USD 3,570                     | USD 4,200    |
| Special Category * | USD 400                         | USD 450                       | USD 500      |

*\*There is a special low fee for government agencies, regulatory authorities, academia and research institutions*

*(Registration fee includes access to all sessions, copy of presentations light breakfast, lunch, tea/coffee, and Wi-Fi access, on both days of the conference.)*

## REGISTRATION FORM

☐ I would like to register for the conference

☐ Please send me more information

NAME/DESIGNATION \_\_\_\_\_ COMPANY \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ MOBILE \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

### PAYMENT OPTIONS

**1. Credit Card:** To make payments by credit card, please visit <https://cvent.me/o9loAK>

*All credit card payments will be subject to standard credit card charges*

**2. Wire Transfer:**

Beneficiary: India Infrastructure Publishing Private Limited\*  
Bank Name: The Hongkong and Shanghai Banking Corporation Ltd  
Bank Address: R-47, Greater Kailash – 1, New Delhi – 110048  
Bank Account No: 094179587002  
Swift Code: HSBCINBB

*Global Mass Transit is a division of India Infrastructure Publishing Private Limited.*

### CONTACT US

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**For speaker participation opportunities:**

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Mobile: + 44 20 7097 5717

To register, click here or send an email to [registration@globalmasstransit.net](mailto:registration@globalmasstransit.net)

### TERMS AND CONDITIONS

**Visa and Accommodation:**

- This is a non-residential conference and accommodation is not part of the registration fee.
- All participants are responsible to take care of their visa application (if applicable). Please contact your local United Arab Emirates (UAE) consulate or your local travel agent for more details on how to apply for visa.

**Payment Policy**

- Full payment must be received prior to the conference in USD.

**Cancellations**

- Cancellation requests received in writing 30 days before the date of the conference will be eligible for a full refund, minus a service charge/administration fee of USD150. We regret that no refunds will be made for any cancellation requests received less than 30 days prior to the conference.
- Substitutions/Name changes are welcome at no extra charge. Please send these in writing at least two days prior to the conference.

**Information Collected:** We collect the information you provide to us when you complete the registration form. The information includes name, company, and email address. By registering for this conference, you agree to be contacted by us with regard to other similar events or services of ours that may be of interest to you, and by the sponsor(s) of the conference for which you have registered

**Disclaimer:** Global Mass Transit shall assume no liability whatsoever in case the conference is postponed or cancelled due to a fortuitous event or unforeseen occurrence that renders its organization impractical, illegal or impossible. For purpose of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency. Global Mass Transit's responsibility is limited to the return of registration fees only, and not any travel and accommodation costs.

- Please note that it may become necessary for reasons beyond the control of the organizers to make alterations to the content and timing of the program or speakers.