



FIFTH CONFERENCE ON

TRANSIT TICKETING & FARE COLLECTION IN THE US 2025

November 5-6, 2025 | Marines' Memorial Club & Hotel, San Francisco

Hosted by:

Global **Mass Transit**

Supported by:

InfraUS



BACKGROUND

Global Mass Transit's research on 100 cities in the US reveals that AFC market size is expected to increase to USD3.5 billion by 2029. Focus is on deployment of contactless open loop payments and account-based ticketing. Majority of the transit agencies and operators are planning to install mobile ticketing (including NFC-based, e-wallets and QR code-based), followed by bank cards. As advanced technologies are introduced to support integration and interoperability, transit agencies are also laying emphasis on prioritizing equity, accessibility and inclusivity in transit.

The integration of transit payments with segments such as financial services, automotive, identity, shared transportation, mobile, parking, EV charging, and transportation information is transforming the ticketing industry landscape. Moreover, new transportation business models including Mobility-as-a-Service (MaaS), on-demand mobility, and shared mobility including ride-sharing and car-sharing, ride-hailing, micro-mobility, and bike-sharing will also have a significant impact on the automated fare collection (AFC) systems industry. Technology-centred MaaS is expected to resolve urban mobility issues by integrating mobility service providers (MSPs), trip planning apps and payments.

Deployment of contactless payments will require transit agencies to explore best practices in stakeholder management, project delivery, financing models, integration of mobile payments and wallets with the existing infrastructure, digitalisation in public transport, effective collection and analysis of data, and data privacy, cybersecurity and so on. All stakeholders including transit agencies, operators, governments, private service providers, MSPs, technology providers and OEMs will have to come together to discuss these.

In light of the opportunities in the AFC market and the emerging technologies, Global Mass Transit is organizing the fifth annual conference on 'Transit Ticketing & Fare Collection in the US' on November 5-6 in Marines' Memorial Club & Hotel, San Francisco.

KEY TOPICS TO BE DISCUSSED

- ❖ Cashless, seamless transit in the US through contactless and open loop payments
- ❖ Market size, emerging trends and future outlook
- ❖ Successful case studies
- ❖ Plans of transport authorities (PTAs), operators (PTOs) and governments for deploying contactless payment technology
- ❖ Project delivery and financing models
- ❖ Integration and interoperability of ticketing systems
- ❖ ABT and open loop payments
- ❖ Mobile wallets and EMV cards for transit payments
- ❖ Unified mobility wallets and Super Apps
- ❖ Integrating public transit with taxis, car-sharing schemes, new mobility solutions, tourist passes, retail
- ❖ Electronic toll collection (ETC): digitalising toll payments
- ❖ EV charging payments integrated with mobility payments
- ❖ Driving in-car payments forward with mobility payments solutions
- ❖ Digital identity integration
- ❖ AI-powered fare systems and predictive pricing
- ❖ New fare structures, subscription-based pricing models, hybrid fare products
- ❖ Data generation, data sharing, data analysis and privacy
- ❖ Role of ABT and open payments in MaaS
- ❖ Use of new technologies in transit payments: wearables, soundbased technologies; Host CardEmulation (HCE); facial recognition, biometric payments etc.
- ❖ Cybersecurity and fare infrastructure resilience
- ❖ Prioritising equity, accessibility and inclusion in transit through fare systems

AGENDA (Tentative)

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Tentative Conference Program (More details coming soon)

Day 1: November 5, 2025 (8 am to 5 pm PT)

08:00 – 09:00	Registration & Networking	12:15 – 13:15	Session 2: Integration and Interoperability of Fare Systems
09:00 – 09:15	Welcome Address		• Connecting public transport, new mobility services, retail, parking, tourism
	Opening remarks by Global Mass Transit		• Regional and cross-border interoperability
	Overview of transit ticketing trends in the US		• Improving customer experience by integrating ticketing and trip planning
09:15 – 09:45	Opening Session: Emerging Trends in Seamless Mobility in the US		• Public-private partnerships for platform development
	• Opening presentation on key trends, opportunities and outlook by a consulting firm	13:15 – 14:15	Networking Lunch, Visit to Sponsor Booths
	• Evolving landscape - digital transformation, integration of new payment technologies, customer experience enhancements, sustainability of transit operations	14:15 – 15:15	Session 3: Advances in ABT, Open Loop Payments, and Mobile Ticketing
	• Insights into emerging mobility tech and customer-centric solutions.		• EMV, QR codes, mobile wallets
09:45 – 10:30	Plenary Panel: US Ticketing Evolution – Where We Were, Where We Are, Where We Must Go		• Benefits of account-based ticketing (ABT)
	• How US public transport networks are evolving		• Deployment challenges and vendor collaboration
	• Implementation of contactless and mobile ticketing		• Overcoming barriers to full digital transformation
	• Supporting complex fare structures	15:15 – 15:45	Session 4: Innovations in Fare Structure
	• Policy and regulatory shifts		• Key considerations when developing a fare policy
	• New technologies, ideas and strategies		• Alternative fare policy options
10:30 – 11:00	Networking Coffee Break, Visit to Sponsor Booths		• Assessment of fare policy options
11:15 – 12:15	Session 1: Making Cashless Transit a Reality – Plans, Priorities, and Progress		• Transport affordability programs
	• Case studies from UAE, Saudi Arabia, Egypt, Qatar, etc.	15:30 – 16:30	Session 5: Expert Insights – The Role of AI & Data Analytics in Ticketing
	• Transit authority and operator perspective		• AI for dynamic pricing
	• Overcoming resistance to cashless adoption		• Optimising scheduling and route planning
	• Digital inclusion and accessibility for all users		• Streamlining fare collection and fraud detection
			• Emerging AI technologies and their potential impact on future fare collection systems
			• Making mass transit safer, more efficient, and more accessible
			• Collaboration opportunities between AI developers, transit agencies, and industry stakeholders

AGENDA (Tentative)

Tentative Conference Program
(More details coming soon)

Day 2: November 6, 2025 (8 am to 2 pm PT)

08:00 – 09:00	Registration & Networking	12:00 – 12:30	Session 9: In-Car and Future-Ready Payment Innovations
09:00 – 10:00	Session 6: Optimal Strategies for Advanced Fare Media Deployment		• Automotive partnerships: cars as payment devices • Wearables, biometric and sound-based tech • Host Card Emulation (HCE), facial recognition • Experimental tech: Bitcoin, blockchain, NFTs
	• Best practices in procurement, financing and deployment of contactless payments for transit • Case studies and experience so far • Software-as-a-Service model to implement advanced fare collection methods • Financing models • Emphasis on innovation, moving away from prescriptive technical specifications	12:30 – 13:10	Panel Discussion: The Business Case for Digital Transit Transformation
10:00 – 10:30	Session 7: On-Demand Mobility, Transit Ticketing & MaaS		• How digitalisation drives efficiency and revenue growth • Financing models for ticketing upgrades • The role of AI & blockchain in smart fare collection
	• Growth of ride-hailing applications into mobility super applications (MSAs) and their long-term impact on the transit ticketing industry landscape • Establishment of a MaaS platform by shared mobility service providers (MSPs) • Successful partnerships amongst transit agencies and MSPs	13:10 – 13:40	Closing Panel: The Road Ahead for US Transit Payments
10:30 – 11:00	Networking Coffee Break, Visit to Sponsor Booths		• Emerging technologies and future trends • Final takeaways for PTAs, PTOs, and solution providers • Focus areas for 2026
11:30 – 12:00	Session 8: Tolling and EV Charging – Expanding the Mobility Payments Ecosystem	13:40 – 13:45	Conference Wrap-Up & Closing Remarks
	• ETC case studies and digital toll integration • Linking EV charging to transit wallets • Multimodal payments beyond transit	13:45 – 14:45	Networking Lunch, Visit to Sponsor Booths

TARGET AUDIENCE

Who should attend

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:

- CEOs, 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

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

PARTICIPANTS

Here is a sample list of participants who attended the previous edition held on November 13-14, 2024 at the South San Francisco Conference Center

- Director of IT, **Access Services**
- Senior Project Manager, **AC Transit**
- Senior Manager, Industry Development & Trade Partnerships, **American Express**
- Divisione Transportation & Logistics, **Almaviva**
- Associate Director, **Arcadis**
- Chief Technology Officer, **ATTO**
- General Manager Americas, **Aurionpro**
- Information Systems Supervisor, **Broward County Transit**
- Senior Manager, Retail Experience, **Central Ohio Transit Authority**
- Transit Director, **City of McAllen**
- Principal, **Clevar Consulting Group**
- Vice President, Customer Success, **Cubic Transportation Systems**
- Assistant Vice President, Payment Systems & Statistical Reporting, **Dallas Area Rapid Transit (DART)**
- Lead Rail Planning Advisor, **DB E.C.O. North America**
- Systems Administrator II, **Des Moines Area Regional Transit Authority**
- VP of Sales, **EDM Technology**
- Director of Business Development, **ELERTS**
- VP of Sales, Global, **Enghouse Transportation**
- Sales Director, **Fime**
- President & CEO, **Flexlynqs**
- Director, **Guidehouse**
- CEO, **IT Curves**
- Senior Vice President and Chief Sales Officer, **Iteris**
- Assistant Resident Engineer, **Jacobs**
- Director, Mobility Services, **Kansas City Area Transportation Authority**
- Director of Innovation, **Keolis Commuter Services**
- Supervisor – CITRS / SI, **King County Metro Transit**
- Planning & Development | Director of Mobility Planning and Policy, **Lane Transit District**
- Senior Transportation Planner, **LA Metro**
- Chief Operations Officer, **Magiccub**
- Chief Technology Officer, **Maryland Transit Administration**
- Business Development Director, **Masabi**
- Acting Director, Electronic Payments, **Metropolitan Transportation Commission (MTC)**
- Chief Stations Officer, **Metro- North Railroad**
- Chief Revenue Officer, **Modeshift**
- GM/CEO, **Monterey-Salinas Transit District**
- Chief - Digital Commerce, **New Jersey Transit**
- Business Development Manager, **NXP Semiconductors**
- VP of Sales, **Paragon ID**
- Partner, **Rebel Group**
- Transit General Manager, **Redding Area Bus Authority**
- Marketing and Sales Manager, **Regional Transit Authority**
- Executive Director, **San Benito County Council of Governments**
- Director of Fare Technology and Operations, **San Diego Metropolitan Transit System (MTS)**
- Clipper BayPass Program Manager, **San Francisco Bay Area Rapid Transit District (BART)**
- Marketing Manager, **North American Market, Scheidt & Bachmann USA**
- General Manager, Suburban Mobility Authority for Regional Transportation (SMART), **Michigan**
- Assistant Transit Planner, **Sunline Transit Agency**
- Vice President, **Transportation Communications Union**
- Transit Partnerships, **Uber**
- Director - Transit Research Center, **UC Davis Institute of Transportation Studies**
- VP Business Development, **Vix Technology**
- CEO, **Wizway - mobile ticketing**
- Etc.

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 (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 Transit Ticketing & Fare Collection Report & Database, 2025 Edition, Global Mobile Ticketing Report and Database 2024-2030, Global 1,000 Upcoming Rail Projects Report and Database, 2023 Edition, Global 1,000 Upcoming Rail Projects Report and Database, 2023 Edition, Electric Bus Market in the ASEAN Report and Database, 2023 Edition, etc.

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.

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

Lunch Sponsor (2 Spots) - USD 5000

- Tent cards with branding during Lunch
- 1 standee will be placed during lunch (to be provided by the company)

- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Branding on all event paid promotional campaigns
- Verbal recognition at the sponsored event
- Social media posts
- 1 delegate pass

Exclusive Wifi Sponsor - USD 7,000

- Named Wifi Sponsor
- Tent cards with branding (to be placed on tables)
- 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

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

Start-up showcase - USD 2,000 (4 spots)

- 10-minute speaking slot in the main program
- Branding on all marketing collaterals/ materials
- Branding on all communication of the conference
- Social media posts
- 2 delegate registrations(including the speaker)

** Note: Our classification of a start-up is a company that is less than 3 years old with revenue less than USD 5 million*

For further information, please contact:

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DELEGATE FEES

Delegates	Price before September 12, 2025	Price before October 10, 2025	Standard Fee
1 Delegate	USD 1,050	USD 1,275	USD 1,500
2 Delegates	USD 1,680	USD 2,040	USD 2,400
3 Delegates	USD 2,310	USD 2,805	USD 3,300
4 Delegates	USD 2,940	USD 3,570	USD 4,200
Special fee*	USD 400	USD 450	USD 500

**There is a special low fee for transit agencies, operators, 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://shorturl.at/p3T2X>

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.

TERMS AND CONDITIONS

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.

CONTACT US

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