



SECOND CONFERENCE

TRANSIT TICKETING & FARE COLLECTION IN THE US

November 2-3, 2022 | JW Marriott San Francisco Union Square

Hosted by:

Global **Mass Transit**

BACKGROUND

Transit agencies have accelerated the deployment of contactless payments with account-based ticketing (ABT) over the last couple of years to provide a 'touchless and seamless' travel experience in a bid to revive ridership. Recent research by Global Mass Transit Research on 60 cities in the US reveals that over 45 per cent of the cities have unveiled firm plans to deploy bank cards and 85 per cent will introduce mobile ticketing by 2026. As new and advanced technologies are being introduced to support integration and interoperability, there is also a focus on prioritizing equity and inclusivity in transit.

The convergence of transit payments with sectors such as financial services, automotive, identity, shared transportation, mobile and transportation information is transforming the ticketing industry landscape. There is also an impact of new transportation business models such as Mobility-as-a-Service (MaaS), on-demand mobility, and shared mobility including ride-sharing and car-sharing, ride-hailing, micro-mobility, and bike-sharing on the automated fare collection (AFC) systems industry.

That said, this transition to advanced fare payment systems and introduction of new models is raising a new set of challenges pertaining to data protection and privacy, integration and interoperability, managing stakeholders, and legal frameworks to establish formal cooperation.

To discuss these emerging trends and showcase new technologies, **Global Mass Transit** is organising the second conference on "Transit Ticketing & Fare Collection in the US" on November 2-3, 2022 at JW Marriott San Francisco Union Square.

KEY ISSUES 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

Tentative Conference Program (More details coming soon)

Day 1: November 2, 2022

Session 1: Opening Keynote Panel Discussion on Accelerating Use of Open Payments and Modernizing Transit Ticketing

- ❖ Transitioning from traditional fare media to open-loop ticketing: simplifying transit ticketing
- ❖ Implementing global data, mobility and payment standards for transit
- ❖ Forging partnerships
- ❖ Focusing on equity while embracing new technology
- ❖ Convergence of transit payments with sectors such as financial services, automotive, identity, shared transportation, mobile and transportation information

Session 2: Account-based Ticketing and Open-loop Payments

- ❖ Key case studies and experience from past deployments
- ❖ Acquisition costs and the total cost of ownership
- ❖ Reducing infrastructure costs
- ❖ Managing issues, risks and challenges

Session 3: Keynote Panel Discussion Transit Agency/Operator Perspective

- ❖ Experience so far, challenges and future plans
- ❖ Imagining ticketing in a new era
- ❖ Best practices and lessons learnt
- ❖ Fare policies and capping
- ❖ Prioritizing equity, accessibility and inclusion in transit through fare payments

Lunch and Networking

Session 4: Achieving Successful Integration and Interoperability

- ❖ Key city-wide and regional integration projects
- ❖ Facilitating services such as trip planning options, ticket purchase and other travel-related offers through integration
- ❖ Integration of public transit with new mobility service providers
- ❖ Open standards and interoperability

Session 5: EMV Payments for Transit Ticketing

- ❖ Partnerships between transit agencies and financial services companies
- ❖ Business models
- ❖ Best practices and case studies
- ❖ Managing issues, risks and challenges
- ❖ Customer acceptance

Session 6: Mobile Ticketing and Digital Wallets

- ❖ Contactless mobile ticket payments during and after the Covid-19 pandemic
- ❖ Current status and future of digital wallets as a fare payment option
- ❖ Partnerships between transit agencies and financial services companies
- ❖ Best practices and case studies

End of Day 1

AGENDA (Tentative)

Tentative Conference Program (More details coming soon)

Day 2: November 3, 2022

Session 7: Achieving Successful Integration and Interoperability

- Plans from Canada

- ❖ Key city-wide and regional integration projects
- ❖ Facilitating services such as trip planning options, ticket purchase and other travel-related offers through integration
- ❖ Integration of public transit with new mobility service providers
- ❖ Open standards and interoperability

Session 8: Open-loop and Mobile Ticketing for MaaS

- ❖ ABT and open-loop payment for MaaS deployments
- ❖ Mobile ticketing as a cost-effective option to enable MaaS
- ❖ Key initiatives, challenges and the role of a single payment channel
- ❖ Enhancing revenue generation for transit agencies through MaaS
- ❖ Integration of other services related to mobility

Session 9: Impact of Platforms on Transit Ticketing

- ❖ New transportation business models such as MaaS, on-demand mobility and shared mobility, including ride-sharing, car-sharing, ride-hailing, micro-mobility and bike-sharing, impacting public transit and fare collection systems

- ❖ Understanding platforms: Benefits of seamless travel, risks and challenges
- ❖ Impact on transport authorities/agencies, procurement and data
- ❖ Impact of transit platforms on equity

Session 10: Open Data

- ❖ Quality and reliability of existing mobility data, creating requirements for data quality
- ❖ Data transparency and data regulation
- ❖ Challenges related to data sharing
- ❖ Becoming a data-centric and customer-oriented organisation
- ❖ Promoting global data standards

Session 11: Valedictory Session on Future Mobility Trends and Impact on Ticketing

- ❖ Emerging trends in new and future mobility
- ❖ New technologies including Bring Your Own Ticket, Bluetooth Low Energy, facial recognition, biometrics, blockchain, tokenization, etc.
- ❖ Smart mobility solutions based on open standards
- ❖ Ticketing for seamless travel and multi-modal services

End of Day 2 and Close of Conference

PREVIOUS CONFERENCES

Global Mass Transit has successfully organised many conferences on Transit Ticketing & Fare Collection in North America, Europe, MENA, APAC and Africa. Below is a list of some recent events:

- Transit Ticketing & Fare Collection in Europe, Amsterdam, May 17-18, 2022
- Transit Ticketing & Fare Collection in Canada, April 7, 2022
- Transit Ticketing & Fare Collection in the US, September 15-16, 2021
- Transit Ticketing & Fare Collection in Europe, May 5-6, 2021
- Transit Ticketing & Fare Collection in APAC, October 28-29, 2020
- Transit Ticketing & Fare Collection in Africa, August 26, 2020
- Transit Ticketing & Fare Collection in MENA, December 11-12, 2019

SPEAKERS

Speakers at the previous edition of the conference included:

- **Alfred Ka Kee Chu**, Expert Advisor - Fare Systems, Regional Metropolitan Transport Authority (ARTM), Quebec
- **Andy Taylor**, Senior Director of Global Strategy, Cubic Transportation Systems
- **Bonnie Crawford**, VP & GM, Umo Mobility, Cubic Transportation Systems
- **Carl Sedoryk**, CEO/General Manager, Monterey-Salinas Transit
- **Daniel Clark**, Senior Manager, Vehicle & Project Engineering, Kontron America Inc.
- **Daniel Terryn**, Executive Vice President, Scheidt & Bachmann USA Inc.
- **Derek Fretheim**, Senior Director – National Innovation, First Transit
- **Derek Toups**, Senior Strategic Advisor, Vix Technology
- **Drew Dara-Abrams**, Principal, Interline Technologies
- **Ed English**, CEO, ELERTS Corporation
- **Endya M. Freeman**, Revenue Manager, Jacksonville Transportation Authority
- **Erica Brown**, Senior Account Manager, INIT Innovations in Transportation, Inc.
- **Gian-Mattia Schucan**, Founder and CEO, Fairtiq
- **Gillian Gillett**, Program Manager, California Integrated Mobility (Cal-ITP), Caltrans
- **Gregory Elsborg**, VP and Chief Innovation Officer, Dallas Area Rapid Transit
- **Ian Newberg**, VP of Global Sales, moovel North America, LLC
- **Jeroen Kok**, Payment and Mobility Lead, Rebel Group
- **Kyle Holland**, Senior Director, Special Projects, TAP Technical Systems, LA Metro
- **Manfred Troll**, Business Development, Scheidt & Bachmann
- **Mark Langmead**, Director Compass Operations, TransLink
- **Nick Mantia**, Project Manager, Greater Dayton RTA
- **Nico Passaro**, Head of Business Unit - Smart City & Mobility Services, Famoco
- **Nisar Ahmed**, Principal, Traveler Information Technology Manager, Metropolitan Transportation Commission
- **Rhyan Schaub**, Director of Fare Revenue and Administrative Services, TriMet
- **Russ Arnold**, Chief Customer Experience Officer, Sound Transit
- **Sharon Hsu**, Director, Payment & Data, Presto, Metrolinx
- **Sheri L. Dixon**, Director of Revenue, Hampton Roads Transit
- **Sophia Maletz**, Manager, Fare Systems-Projects, TriMet
- **Stephan Anescot**, Head of Smart Mobility, Fime
- **Steve Young**, VP of Technology & Innovation, VIA Metropolitan Transit
- **Taoufik Sakhi**, Smart Mobility Services Delivery Director, Fime
- **Thomas Schach**, Director of Engineering, INIT Innovations in Transportation, Inc.
- **Tina Morch-Pierre**, Senior Director, Innovation & Technology Services, First Transit
- **Tokhir Abdukadyrov**, Senior Vice President, Head of Digital Social and Infrastructure Solutions, O-CITY
- **Tomas Oliva**, Senior VP of Transit in North America, Flowbird Transport Intelligence
- **Troy Apparicio**, Senior Director, Data & Analytics, Central Ohio Transit Authority
- **Troy Bernard**, Head of Global Transit Program Management, Discover Global Network

PARTICIPATING ORGANIZATIONS

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.

Over 450 participants from around 320 organizations registered for the Transit Ticketing and Fare Collection in the US virtual edition that took place on September 15-16, 2021. Some of the key organizations that attended the event: AC Transit; Access IS; Alco Consulting; Alternate Concepts Inc; Amtrak; Anne Arundel County; BC Transit; Blueflame Consulting and Research; Broward County Transit; Butte County Association of Governments; Caltrans; Capital Metropolitan Transportation Authority; Charlotte Area Transit System; CDA Services, Inc.; City of Calgary; City of Charlotte; Clackamas Community College; Community Transit; Cubic Corporation; CyRide; Dallas Area Rapid Transit; Delaware Transit Corporation; Denver Regional Transportation District; Discover Financial Services; Edmonton Transit; ELERTS Corporation; FAIRTIQ AG; FDOT; FEIG Electronic GmbH; Fime; First Transit; FIS; Flowbird Transport Intelligence; Four Nine Technologies; Fresno Area Express; Garival S.E.C.; Georgia DOT; Golden Crescent Regional Planning Commission; Greater Bridgeport Transit Authority; Hallcon Corporation; Hampton Roads Transit; HNTB Corporation; iBonus Limited; IBI Group; IndyGo; InterUrban Transit Partnership; INIT Innovations in Transportation, Inc.; ITS America; Janesville Transit System; Johannesburg Metrobus; John Jay College of Criminal Justice; Keolis Commuter Services; King County Metro Transit; LA Metro; LECIP Inc; Long Beach Transit; Manatee County Area Transit; Marin County Transit District; Margento R&D; Massachusetts Bay Transportation Authority; Mastercard; Metrolinx; Miami-Dade DOT & Public Works; MTA Metro-North Railroad; Monterey-Salinas Transit; moovel; New Orleans Regional Transit Authority; NJ Transit; O-CITY; Oregon DOT; Owensboro Transit System; Portage Area Regional Transportation Authority (PARTA); Pasco County Public Transportation; Pierce Transit; Prince George's County; Port Authority Trans Hudson (PATH); Potomac and Rappahannock Transportation Commission; Rebel Group; Regional Transportation Commission of Southern Nevada; Region of Waterloo; Regional Transportation Commission of Washoe County; RTD Denver; Sacramento Regional Transit District; San Mateo County Transit District; Santa Clara VTA; Secretaría de Movilidad; Space Coast Area Transit; Southeastern Pennsylvania Transportation Authority (SEPTA); Shared-Use Mobility Center; Sound Transit; Southern California Regional Rail Authority (SCRRA); Spin; Technical University of Berlin; Texas Department of Transportation (DOT); Toronto Transit Commission; TransAction Corporate Shuttles; TransLink; Tri-county Metropolitan Transportation District of Oregon (TriMet); US Department of Transportation (USDOT); VIA Metropolitan Transit; Ventura County Transportation Commission (VCTC); Vix Technology; Washington Metropolitan Area Transit Authority (WMATA); 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 and Database 2021- 2030; Mobility-as-a-Service Initiatives and Opportunities in 100 Cities Report; 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; Asia Pacific Bus Market Outlook Report 2021-2030; 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. We have been serving over 300 clients since 2009. Our clients include leading organisations across the world such as such as ABB, Accenture, Access IS, Agence Métropolitaine de Transport (AMT), Apple Pay, Arriva Nederland, Auckland Transport, Aurecon, Autoritat del Transport Metropolità (ATM), Bangkok Payment Solutions Company Limited, Bombardier Transportation, Bosch GmbH, Conduent Business Solutions (France) SAS, Confederation of Passenger Transport, Confidex, Cubic Transportation Systems, DB Engineering & Consulting GmbH, DB Stadtverkehr GmbH, Datamatics Global Services, Deloitte & Touche Enterprise Risk Services, Discover Financial Services, DXC Technology, FEIG Electronic, FIME, Gemalto, a Thales Company, GFI Genfare, Giesecke & Devrient GmbH, Google Pay, GVB Amsterdam, IDOM Engineering and Consulting, Infineon Technologies, INIT GmbH, IVU Traffic Technologies AG, JCB International, Kapsch PublicTransportCom, Keolis, Korea Smart Card Company, KPMG, LG CNS, Masabi, Mastercard, Metro Liger Oeste S.A., Metropolitana Milanese SpA, Ministry of Transport of Czech Republic, MRT Jakarta, National Transport Authority of Ireland, New Zealand Transport Agency, NFC Forum, North Norway European Office, NXP Semiconductors, Pricewaterhouse Coopers, Provincie Gelderland, Provincie Noord-Brabant, PSI Transcom, RATP, Public Transport Neuchâtel, SamsungPay, Serco, Siemens, Singapore Land Transport Authority, SNCF, SNC-Lavalin, Sojitz Corporation, Stadtwerke Münster, Sumitomo Mitsui Card Company, Swissrail, Tallinna Linnatranspordi, Thales, Toshiba, Touch 'n Go, Transport for London (TfL), Transports Metropolitans de Barcelona, Transport Passengers Emilia-Romagna (TPER), VDV-Kernapplikations GmbH & Co. KG, Visa, Vix Technology, Wiener Linien, Wizway Mobile Ticketing, Worldline, etc.

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 **SOLD OUT**

- 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

Please reach out to us so that we can understand your needs better and customise your sponsorship proposal. For further information, contact:

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DELEGATE FEES

Delegates	Price before September 01, 2022	Price before October 06, 2022	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
Special category delegates*		No fee	

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

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://web.cvent.com/event/2b61371d-89cb-4fa0-924f-72891f5935be/summary>

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

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To register, email us to: registration@globalmasstransit.net or visit us at www.globalmasstransit.net

TERMS AND CONDITIONS

Payment Policy

- Full payment must be received prior to the conference in US dollars (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 USD 35. 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.

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.