Appendices

Appendix 1.0 Technical Memorandum 1 Final

Mobile Fare Payment Technology Phase II

Technical Memorandum 1

FINAL

Prepared for:

Florida Department of Transportation
Freight Logistics and Passenger Operations
Transit Office

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Mobile Fare Payment Technology Phase II
Technical Memorandum 1

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Prepared by:

Sara J. Hendricks, Principal Investigator
USF Center for Urban Transportation Research

Prepared for:

Kyle O. Masters, Project Manager
Transportation Planner
Florida Department of Transportation
Transit Office
605 Suwannee Street
Tallahassee, FL 32399
850-414-4217
Kyle.masters@dot.state.fl.us

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Introduction

In 2015, the Florida Department of Transportation, FLP Transit Office requested an examination of the use of mobile applications (apps) downloaded onto smartphones, as a convenient way for transit riders to pay for their transit fares. This Technical Memorandum 1 contains the results of the Phase II study leading up to the start of the beta test for the pilot, during the time frame of February 28 through a June 20th face-to-face workshop, for which the workshop agenda and PowerPoint presentation are included in Appendix 1. Work accomplished has included the configuration of the Token Transit mobile app for use by StarMetro; the development of associated instruction in the administration of the app for use by StarMetro administrative staff and bus operators, included in Appendix 2; the development of the evaluation plan for the pilot, included in Appendix 3; the development of the marketing plan for the Token Transit pilot, included in Appendix 4;and the drafting of the Focus Groups Moderator's Guide, included in Appendix 5. These documents received review from team members and the revised latest drafts are included here. Technical Memorandum 2 will include the results of the beta test of the Token Transit app, conducted June 21-August 31, including the results of the focus groups.

Background

There are a variety of transit-related mobile apps, such as those that can be used for searching transit routes and schedules, trip planning and also to provide real-time information about where a customer's bus is located and when it will arrive at the rider's bus stop. More transit agencies are now adding a mobile fare payment app to that suite of services. There is a growing market for the use of smartphones among households that are both upper and lower income. Mobile fare payment apps can leverage consumer use of smartphones.

 At the beginning of the Phase I study, there were just a few transit agencies nationwide that were providing this service to their customers. CUTR conducted the Phase I study that included a scan of the capabilities of different kinds of mobile fare technologies, a summary of the features of these technologies and services offered by various vendors, and the results of interviews with selected transit agencies that have deployed mobile fare payment apps to find out the technologies that were used and what the agency learned from their experience. The study developed a concept of operations, or instructions for how Florida transit agencies should plan and deploy a mobile fare payment app for their transit customers. That Phase I study was

completed in the spring of 2016. Subsequently, FDOT decided to pursue a pilot of a regional mobile fare payment app in the Tallahassee area.

The Mobile Fare Payment Technology Phase II project is a pilot of the Token Transit mobile fare payment app at the StarMetro and Big Bend Transit public transit agencies in Tallahassee and Gadsden County, Florida, respectively. This pilot evaluates the effect of a smart phone app used by bus riders to pay for fares. Potential benefits include increased operational efficiencies for the transit agency and increased customer satisfaction. The kickoff meeting of the team composed of staff of the app provider, Token Transit; the marketing providers, BowStern; CUTR and FDOT was held on February 28, 2017. During the kickoff meeting, the team coordinated roles and responsibilities, reviewed the tasks, deliverables, deployment plan, timeline, expected/anticipated project outcomes and their potential for implementation and benefits.

Activities Undertaken in Completion of Task 2

Between February 28th and June 20th, CUTR researchers held several web meetings with Token Transit staff and the StarMetro project manager for the app pilot. Plans were discussed regarding the initial rollout of the app. Weekly team meetings were initiated in May, which also included additional StarMetro staff, and City of Tallahassee staff from the Communications Department and from the Customer Operations Department.

Workshop for Internal Release of Token Transit App

A face-to-face team workshop for the Token Transit app pilot was planned by CUTR researchers and held June 20, 2017, at the Gemini Building, an office of the City of Tallahassee. As part of the workshop, Token Transit staff demonstrated to the team, a fully functioning mobile fare payment app ready for internal beta testing by StarMetro staff. Token Transit staff provided associated assistance, documentation and instruction materials for StarMetro staff and for bus operators, including a YouTube instructional recording on how to visually validate bus passes. Through their backend servers, Token Transit also demonstrated app support through the provision of data collection, payment processing, and reporting to StarMetro.

During the workshop, the team members also spoke by conference call with representatives of Hillsborough Area Regional Transit (HART) and Pinellas Suncoast Transit Authority (PSTA) who had recently been involved with the planning and implementation of the Flamingo Fares mobile fare payment app to pay for regional fares to travel between Hillsborough and Pinellas Counties. Flamingo Fares successes and challenges were shared with the team. Representatives of the marketing firm, BowStern also provided a presentation

of their draft final marketing plan for group discussion and input. CUTR researchers presented the draft plan for evaluating the pilot, for discussion and input by the team. CUTR staff also presented the next steps involved in internal beta testing of the app, including tasks and roles of team members. CUTR researchers completed the workshop session with a presentation of a draft schedule of steps to complete the beta test and launch the external customer app testing. Following the workshop, a meeting was held with the pilot team and StarMetro bus operators and managers to view an instructional YouTube video and discuss plans for bus operator training. A copy of the June 20 workshop agenda, the attendance roster, and a PowerPoint presentation are included in Appendix 1.

Table 1: Token Transit Beta Test Schedule

Anticipated Date	Milestone
July 18	Focus Group
July 24-August 31	Internal beta testing
August 23	Focus Group
July 18-August 31	Use information from beta test to make adjustments to app and use policy
September 2	External roll-out of app

Configuration of the Token Transit App for StarMetro

After the Token Transit developer completed configuration of the app for use by StarMetro, Token Transit released it to StarMetro staff so that they could review the app and become familiar with its features. This was approximately two weeks prior to a scheduled pilot team workshop. The configuration included enabling the app to be used on both Android and iOS devices and to provide a selection of all bus pass options that StarMetro wanted to be made available for purchase by bus riders who participate in the pilot. The app was configured to be compliant with Payment Card Industry (PCI) standards and with accessibility best practices, supporting use of VoiceOver for iOS and TalkBack for Android devices. The Token Transit app was configured to provide unique and daily changing phone screen graphics, animation, and a timer that supports secure visual validation for all fare categories and agencies that are included in the pilot. In addition, Token Transit provided demo accounts to all staff interested in familiarizing themselves about what the app looks like on a smartphone and how it works. The demo accounts enabled staff to "purchase" and activate bus passes using a mock credit card provided by Token Transit. Instructions associated with the deployment of the Token Transit app at StarMetro are included in Appendix 2.

Evaluation Plan Development

During this time, with the assistance of Dr. Candace Brakewood of University of Tennessee, Knoxville, CUTR developed several draft iterations of an evaluation plan for the Token Transit app. In coordination with StarMetro, the evaluation plan identified StarMetro's objectives in testing a mobile fare payment app, a series of proposed performance metrics for measuring the achievement of those metrics, and consideration of how the data for the metrics would be collected. The Evaluation Plan and Schedule are included in Appendix 3.

Marketing Plan Development

CUTR researchers also worked with the BowStern staff in the development of a draft marketing plan that would unfold in several steps. The marketing plan proposed the use of carefully designed and placed bus posters and hangtags, social media, a web site landing page for pilot sign-up, coupons and small prizes for pilot participants donated by area businesses, and a series of strategically released eblasts. The objectives described in the marketing plan included generating public awareness of the Token Transit app pilot, encouraging and securing bus riders to participate in testing the app, achieving sufficient participation in an initial survey to gauge baseline conditions, and encouraging pilot participants to download the Token Transit app. The objectives also included encouraging bus riders to use the app over a period of at least two months to purchase their bus fares, and achieving sufficient participation in a final survey to gauge customer satisfaction with the Token Transit app and any travel behavior changes resulting from the use of the app. The team reviewed successive marketing plan drafts until it was finalized. The Marketing Plan is included in Appendix 4.

Focus Group Moderator's Guide Development

A draft focus group guide was developed for use during the Task 3 beta test of the Token Transit app. The purpose of the focus groups was to gather information and insight from a selected group of volunteer bus riders who were willing to meet for two hours and test a demo version of the Token Transit on their smart phones. The draft focus group guide received input from the team and was submitted to the USF Institutional Review Board (IRB) for their review. IRB review is necessary, per federal requirements, for the protection of human subjects in research. All IRB requirements were completed. The Focus Group Moderators Guide is included in Appendix 5. The results of the focus groups are reported in Technical Memorandum 2.

Summary of Issues and Observations from Token Transit Internal Release at StarMetro

Lessons Shared from Flamingo Fares

The HART/PSTA experience of developing and piloting a mobile fare payment app was different from the StarMetro experience in a number of ways, including that HART/PSTA implemented both a new regional fare structure and the app simultaneously. StarMetro chose not to introduce a new regional fare during the app deployment. This was a wise decision, according to HART and PSTA, who advised to make just one change at a time, to limit the number and complexity of unanticipated issues needing to be resolved during the app deployment.

Nonetheless, discussing HART's and PSTA's experience and lessons learned was valuable to the StarMetro team. HART staff talked about the importance organizationally that the team implementing the pilot include a small core of personnel with the power to make decisions, and a larger team of staff that understand the processes of all other individual departments. They stressed the importance of involving marketing from the beginning of the app planning stages, and that social media proved very effective advertising for them. HART/PSTA stressed the importance of including representatives of all transit staff departments in the future beta test because the different perspectives will help anticipate a wider variety of issues. HART/PSTA advised that the app vendor should notify the transit agency in advance, whenever an app software update would be released, so customer service is prepared in case problems from the update arise. However, this also needs to be balanced with the ability for the vendor to quickly release updates to fix bugs – in other words, the agency shouldn't block all releases until it's been internally reviewed.

HART/PSTA also talked about the importance of having processes in place in advance of the external launch to be able to immediately handle customer inquiries and problems with the app. These processes included detailing who was responsible for addressing particular problems and inquiries and a chain of communication for directing inquiries and problems to the appropriate staff. From the perspective of the StarMetro pilot team, there would be two layers of assistance to customers who had questions or problems with the Token Transit app. First, Token Transit has an FAQ page within the app that is easily accessible to customers. The app also has a "Contact Us" page where customers can directly receive help using the app from the Token Transit vendor. It was determined that any app-related questions should be routed to the Token Transit vendor. The second layer of assistance would come from the City of Tallahassee Customer Operations staff who provide customer assistance to StarMetro bus riders. Any questions relating to policy in the

purchase of bus passes would be routed to Customer Operations. During the beta test, various types of issues relating to policy would emerge, which were then reviewed by StarMetro project management to determine how such issues would be uniformly addressed.

HART and PSTA staff stressed that when determining how to handle certain situations that may arise from use of the mobile fare payment app, that agency staff should reflect on how they currently handle similar situations in their existing workflow. For example, a user's phone battery could die and they wouldn't be able to show the driver the mobile pass on their device screen. A transit agency may want to treat this situation similarly to how they handle lost paper tickets.

Marketing Plan Finalization

At the time of the workshop, the marketing plan developed by BowStern was confirmed. Afterwards, during the beta testing and in anticipation of the external launch, more detail about the rollout of the marketing plan was discussed and established. During the workshop, BowStern agreed to use the Facebook pages for both StarMetro (~1,400 likes) and the City of Tallahassee (~7,100 likes) to increase the number of potential riders that could be reached.

Originally, the pilot was to target four routes within the StarMetro system. However, it was determined that it would be difficult to limit the pilot to four routes, considering that riders transfer to other routes. The StarMetro project manager was concerned that Customer Operations staff would be overwhelmed with inquiries if the pilot was introduced system-wide. Token Transit staff assured StarMetro this would not happen based on their experience with other agencies, which typically had just an initial 10 percent app adoption rate by riders. Another concern was how to limit the marketing to target only those customers who rode on the selected routes. Again, limiting the marketing would be a challenge. Instead, it was decided by the team to extend the pilot system-wide. BowStern explained that doing so would not increase the budget needed to market the pilot. Ultimately, the project team made the decision to make the Token Transit app available to any customer to sign up to participate, regardless of route used.

Bus Operator Training

After viewing the instructional YouTube video during the meeting with bus operators and managers, bus operator managers discussed the best way to convey the color and word of the day to bus operators, including use of their check-in routine, email communications, and the possibility of using the screen monitors at the C.K. Steele Plaza and at the StarMetro Administration Building.

Bus operators attending the meeting were asked to tell other bus operators about the app and how it works. Operators were notified that they would begin visually validating these mobile passes July 24. The following are questions asked by bus operators.

Upon viewing an example of an activated bus pass on her smartphone Token Transit demo account, a bus operator asked if this activated Token Transit pass was good only for the Park Route. It was then explained that the word of the day is a random word that has no relationship to the route taken by a bus rider. This question by the bus operator also pointed out that the word of the day should not be the same as the name of a bus route, so as not to confuse bus riders. Token Transit said that they would eliminate these words from use. A bus operator also asked about the significance of the running time at the bottom of the mobile pass, whether this related to the amount of time the activated pass was valid. Bus operators were told that this feature is only there for use by bus operators to verify that the activated pass is genuine.

Bus operators asked questions about policy. For example, one asked what to do when encountering an expired pass. StarMetro management said that discretion can be used to allow patrons on the bus after the activated ticket has expired. Another question concerned how to handle the case where a patron experiences a dead smart phone battery. Bus operators were told by managers that smart phone batteries are the responsibility of the patron and in such cases, the patron would not be permitted on the bus.

As mentioned earlier, a good strategy for creating policies surrounding mobile fare payment apps is to mirror existing policies that the transit agency already has in place. For example, if a customer is having connectivity trouble with their phone, let them on the bus so that they have a chance to pull up their activated ticket, similarly to how a driver would interact with someone who is fumbling through their pockets trying to find a paper ticket.

Considerations for the Evaluation Plan

In the discussion of the evaluation plan, CUTR researchers had previously provided a variety of potential performance criteria and performance metrics for StarMetro to consider. These potential criteria included the following.

- Simplification of fare revenue collection
- Cost effectiveness of mobile fare payment revenue collection
- Ease of use of the administrative web portal
- Data collection for rider analytics
- Redundancy of back office functions/servers in case of any interruptions in communications
- Ease of bus fare purchases by customers

- Ease of bus boarding using mobile bus pass validation
- Seamless transfer between Gadsden Express and StarMetro
- Customer support

To some extent, the question about how to evaluate the mobile fare payment app was challenging to StarMetro in the sense that staff did not know what to expect. The StarMetro staff, especially the project manager, said that customer satisfaction, and operational efficiencies, specifically boarding time reduction, and a decrease in cash handling, were the performance criteria that were important to StarMetro. The StarMetro project manager also expressed interest in the possibility that the Token Transit app might be able to provide ridership data at the bus stop level. Presently, StarMetro collects data from the farebox at the route level.

Improved Customer Satisfaction

Most transit agencies that pursue a mobile fare payment app are seeking to provide more choices to their customers in how they pay for their bus fares. A mobile app potentially provides added convenience to customers, so that they may avoid having to carry cash, specifically having to carry exact change. Customers would not have to purchase bus fares well in advance of the bus trip and would not have to travel to a site where bus passes are sold.

Originally, StarMetro was interested in the possibility of testing a regional fare in conjunction with the pilot of the mobile app. For example, a StarMetro customer who wishes to transfer to the Gadsden Express, must first pay the $1.25 per trip fare for StarMetro, then pay the $1.00 separately for the Gadsden Express portion of their trip. There was initial interest to offer a $2.00 regional trip fare for a combination StarMetro/Gadsden Express trip. However, the decision was later made by StarMetro management to keep the pricing the same during the pilot.

It was determined that a before- and after- customer survey, administered before the start of mobile app purchasing, and then again after the customer had been purchasing bus passes with the app, would be the best means to gauge customer satisfaction. According to Dr. Candace Brakewood, who has conducted extensive research in the area of the use of mobile apps by public transit agencies, customer surveys of this nature often experience a 50 percent drop-off rate in participation between the before- and after- surveys. For robust results from a survey, a minimum participation of 100 customers remaining with the entire pilot through to the completion of the after- surveys is the goal. With an anticipated 50 percent drop-off rate, the goal was to sign up at least 200 customers who initially would agree to participate as app testers, take the before- survey, download the app and start using it.

Providing incentives to customers to participate in the pilot would be helpful to this process. For example, typically, transit agencies may provide a free bus pass. It was determined that for this pilot, donated coupons and gift cards from area businesses would be obtained through the implementation of the marketing plan by BowStern.

Decrease in Bus Boarding Time

The *Transit Capacity and Quality of Service Manual* contains base estimates for boarding times for payment via magnetic stripe cards, contactless smart cards, and cash, but not for mobile apps. Especially for large transit systems, in such cases where a large number of transit riders are boarding using similar fare media, a time stamp from the fare box can provide times between successive transactions.

In the case of a visual validation of a bus pass on a smartphone screen, the potential time savings comes from bypassing the use of the farebox completely. Delays in boarding often occur when passengers do not have their cash readily available, or if the farebox is failing to read a fare card or paper bus pass. At that point, the bus operator may have to visually inspect the passes and fare cards, which causes further delay.

CUTR researchers investigated the possibility of using existing data StarMetro was collecting to measure the time it takes to board the bus using visual validation of a mobile pass. This would require boarding time data that had been collected before the use of the Token Transit app, and then boarding time data collected again, to measure any change in speed of boarding. The StarMetro project manager had supplied CUTR researchers with some data collected in September 2017, which shows the results of observations of boarding onto StarMetro buses, for the primary purpose of calculating passenger miles traveled for National Transit Database (NTD) reporting. Arrival and departure times at bus stops with time points were logged.

However, for purposes of capturing the effects of mobile ticketing upon savings on boarding time, it would likely be a matter of seconds saved, whereas times logged on the StarMetro forms were shown only to the minute. It also is not known what quality control had been applied to the data collection method. For example, at what point in the boarding process did the stop watch begin recording time and then stop recording? It is not known whether the time segment began when the bus came to a complete stop, or when the door opened, etc. and if it was measured consistently the same way. Many unrelated variables could affect boarding time, such as a customer in a wheelchair who is boarding, a customer who pauses to ask the bus operator questions, or passengers suddenly exiting the bus by the front door, interrupting the boarding

process, etc. It was concluded that these logs would not be useful for evaluation purposes.

Nonetheless, the impact of mobile fare payment apps on boarding times is an excellent open research question that could be the subject of future research.

Decrease in Cash Handling

StarMetro staff said that cash handling as part of the task of emptying the fare boxes is time consuming. The fare boxes in the StarMetro buses are old. There is a desire by StarMetro to extend the useful life of the fare boxes by decreasing wear and tear on the fare boxes by reducing the amount of cash handled.

Because this pilot is a limited external launch of the mobile app, it is not possible to know the total extent of a decrease in cash handling if the app were available to all customers. It is not known what percentage of total customers would use the mobile app in the future instead of cash or some other form of payment. However, for those participating in the pilot and who complete the exit survey, it can be determined how each participant paid for bus fare prior to the pilot. The Token Transit administrative dashboard provided to StarMetro staff can enable them to calculate the cash value of bus fares purchased by pilot participants who have used the mobile app. Among that sample of pilot participants, 100 percent of which used the mobile app to purchase bus passes, a value for the decrease in cash handling can be calculated. This result could provide some sense of the potential for a decrease in cash handling once a mobile app is made available to all customers.

Figure 1: Example of StarMetro Farebox

December, 2017

Photo Credit: Research team. CUTR, June 19, 2017.

Bus Stop Level Data

StarMetro staff had expressed an interest in the added utility of the Token Transit administrative dashboard, specifically, whether any ridership data at the bus stop level could be collected. Presently, StarMetro has systemwide and route-level ridership information according to farebox data. The Token Transit vendor said that pilot participants must enable their location in the app. The GPS coordinates can be determined at the point at which a customer activates his or her bus pass. The location of this activation may not necessarily be at a bus stop but usually a bus rider will activate a ticket shortly before boarding, especially if the rider needs to make a transfer and wants to maximize the amount of time that the ticket is active while they are actively traveling. Once the pilot gets underway, the locations of activation can be examined more closely to determine if these locations are near bus stops. Such data have the potential to show the number of individuals boarding at particular bus stops at particular times. In addition, the bus operators are using the farebox VIP key every time someone boards using the Token Transit app, which will provide usage totals by route.

Conclusion

Through consideration of the issues and observations described above, as identified during the weekly Adobe Connect meetings and the June 20th face-to-face workshop, the Token Transit app was configured and introduced to StarMetro staff, the marketing and evaluation plans were developed, a draft Focus Group Moderators Guide was developed for use during the internal beta test period, and next steps for the beta test were scheduled. Associated documentation is attached as appendices.

Appendix 1.1a Mobile App Workshop Agenda and Presentation

Token Transit Mobile App Testing at StarMetro

Workshop

Mobile Fare Payment Technology Phase II

Conducted with sponsorship from

Florida Department of Transportation

June 20, 2017

Workshop Tuesday June 20

8:00 a.m.   Sara Hendricks
              Introduction

8:15 a.m.   Zachary Browne, Token Transit
              Demonstration how the Token Transit app works

              Token Transit experience with other transit agencies: lessons learned

9:00 a.m.   Conversation about experiences with piloting Flamingo Fares
              Lucien Campillo, Director of Enterprise Project Management, HART
              Shpresa Zenku, Revenue Center Manager, PSTA

10:00 a.m.   Kelly Robertson, BowStern
              Presentation and discussion about the Marketing Plan

11:00 a.m.   Sara Hendricks
              Presentation and discussion about the Evaluation Plan

Noon   Lunch

1:00 p.m.   Operator Training at StarMetro, 555 Appleyard Drive   P a g e | A-19

              Adjourn

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Token Transit roll-out at StarMetro

1. Internal Beta Test by StarMetro staff
   1. StarMetro staff provide Token Transit information to set up bank transfers
   2. StarMetro staff train bus operators
   3. StarMetro staff make many test purchases and use all app features (Help Center, Contact Us)
   4. StarMetro staff receive sales revenue from Stripe Payment Processing, receive emails from Token Transit containing bank transfer reports and monthly sales reports
2. External limited launch of Token Transit for StarMetro customers to test

StarMetro staff roles/tasks

- Primary point of contact for Token Transit
- Signatory for bank transfer set-up
- Staff who receives bank transfer emails and monthly reports
- Trainers of bus operators
- Staff bus pass purchase testers
- Staff receiving ticket of day and communicating that to bus operators daily
- Bus operators
- Staff receiving customer service inquiries outside the app
- Staff who approve refund requests

Examples of Options for Mobile App Performance Criteria

1. Customer Satisfaction Testing Objectives

   1. **Change in rider behavior**

      a. **Change in number/types of trips taken**

      b. **Change in purchase of different fare media**

   2. Ease of bus fare purchases by customers

   3. Ease of bus boarding with mobile ticket validation

   4. Seamless transfer between Gadsden Express and StarMetro systems

   5. Responsiveness of customer support

Examples of Options for Mobile App Performance Criteria

2. Mobile App Functionality Testing Objectives

1. **Bus boarding time efficiencies**
2. **Fare revenue collection efficiencies**
   a. **Replacement of cash fare revenues with mobile app payments**
   b. **Reduction in cash handling**
3. **Fare revenue reconciliation efficiencies**
4. Ease of use of administrative web portal
5. Capabilities for data collection and rider analytics
6. Redundancy in back office functions/servers in case of any interruption in communications

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Token Transit Ridership Data Example

fare	ride_count	month	day_of_week	agency
regular_13_ride		Apr	Saturday	Big Blue Bus
regular_30_day_		Apr	Saturday	Big Blue Bus
regular_7_day_p		Apr	Saturday	Big Blue Bus
regular_day_pas		Apr	Saturday	Big Blue Bus
regular_express_		Apr	Saturday	Big Blue Bus
regular_single_ri		Apr	Saturday	Big Blue Bus
regular_13_ride		Apr	Sunday	Big Blue Bus
regular_30_day_		Apr	Sunday	Big Blue Bus
regular_7_day_p		Apr	Sunday	Big Blue Bus
regular_day_pas		Apr	Sunday	Big Blue Bus
regular_single_ri		Apr	Sunday	Big Blue Bus
reduced_13_ride		Apr	Weekday	Big Blue Bus
regular_13_ride		Apr	Weekday	Big Blue Bus
regular_30_day_		Apr	Weekday	Big Blue Bus
regular_7_day_p		Apr	Weekday	Big Blue Bus
regular_day_pas		Apr	Weekday	Big Blue Bus
regular_express_		Apr	Weekday	Big Blue Bus
regular_express_		Apr	Weekday	Big Blue Bus
regular_single_ri		Apr	Weekday	Big Blue Bus

Token Transit Aggregate Sales Example

fare_type	fares_sold	total_sales	fee	net_sales
regular_13_ride	0	$0.00	$0.00	$0.00
regular_30_day_pass	0	$0.00	$0.00	$0.00
regular_7_day_pass	0	$0.00	$0.00	$0.00
regular_day_pass	0	$0.00	$0.00	$0.00
regular_express_single_ride	0	$0.00	$0.00	$0.00
regular_single_ride	0	$0.00	$0.00	$0.00
total	0	$0.00	$0.00	$0.00

Individual Sales Example

fare_type	time	card_last4	sale_amount	fee	net_sale_amount
regular_express_	2017-05-02 17:27	*XXXX	$0.00	$0.00	$0.00

Individual Refund Example

fare_type	time	sale_amount	amount_refunded	adjustment	card_last4	reason	
regular_30_day_	2017-05-02 17:56	$0.00	$0.00	$0.00	*XXXX	requested_by_customer	

Flamingo Fares Successes

Topic	What happened	Impact	Recommendation
Training	Got really good reactions from operators from the training for operators		Continue to make time for more training activities
Marketing	The Flamingo site & blog got good feedback & good number of hits from the public.		
Other	Public Outreach	Informing customers and Key Stakeholders about the deliverable.	Continue to make time for public outreach from the PM team and enusre Key Stakeholder buy in continues through the lifecycle of the project.
Marketing	Marketing provided great logos, colors, brands, on time.	Well received throughout the public.	Great teamwork between agencies and the RWG process for input.

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Flamingo Fares Challenges

Topic	What happened	Impact	Recommendation
Training	Recordings do not have the best quality	Training was not very effective	Improve the quality of recordings & training materials
Training	Training sections were random.	Staff does not understand the product due to ineffective training	* Need to schedule more structured training in advance (new, refresher, advanced) * Should have test/ hands on scenarios to be more interactive
Training	Operators can't retain the information	They can't give adequate instruction/ guidance to riders	Should have something for operators to take away (handout/ flash cards)

Flamingo Fares Challenges

Topic	What happened	Impact	Recommendation
Deliverables	Multiple tickets on the app - the way the app handles the ticket is confusing	Riders don't understand the concept	Design the function to be easier to understand
	Feature creep	Application expectations were not clearly defined and agreed to especially around flow, ease of use and clarity	Take more time and involve CSRs and Marketing folks earlier to influence the ergonomics as much as possible.
	Communications	How to assure that the right people are getting the correct information in time for decisions and for accurate dissemination of information to the teams--client and supplier	Establish processes with supplier team, client team and PMs. For communications stream

Flamingo Fares Challenges

Topic	What happened	Impact	Recommendation
	Live application changes during production	How changes like CVV2 implementation can touch passengers and staff.	Need to discover what the potential issues of in-service changes are and communicate these to staff, especially CSRs and Financial before changes go live. Should prepare a process for efficient staff notification
Project Methodology Lesson	Customer Service and retail not clear on roles and responsibilities per agency and between agencies	Confusion immediately before roll out.	Ensure that the critical parts of project understand what they are supposed to do and are trained on what to do. Get higher level leadership(Ruthie, Greg, and Joan) involved earlier.
Business Process	Unclear scope & expectations from the groups. Lack of communication between parties	Bytemark PM got confused and was not delivering on promises or did not clearly understand difference of what was wanted versus what was possible.	Do not deal directly with sub-vendor despite access/ subcontractor (Bytemark). Manage deliverables and planning processes through the prime vendor (INIT).

Flamingo Fares Challenges

Topic	What happened	Impact	Recommendations
Technical	Back office problems	Pass tab working too slowly or not at all	We came to understand that this is a functionality issue that was not working or would ever work without large development investment. My recommendation is don't give it to us if you already know there was an issue.
Technical	UAT Rounds 1 and 2	Agencies were not confident in final product.	Be very methodical on UAT. Ensure that vendor provides good design products and that RWG provides consistent and clear feedback from one source. Establish cutoff dates for adding testers.

Flamingo Fares Area for Improvement

Topic	What happened	Impact	Recommendations
Business Process	Customer Service does not know exactly how to resolve certain issues that may belong to Finance or other team?		* Need clear definition on who is responsible for which role. * Provide intensive trainings to certain individuals so that they can be in charge. * The project team members should be well-equipped with the knowledge about the products.
Other	Drivers & riders had some issues with app		Community team needs to be out there more and be available to help riders to navigate through the new app
Deliverables	3-day pass is not very practical		improvise the ticket policy (block of 1-day ticket)
Marketing	The PM Team did not involve Marketing team and outreach early enough in plan.	Took too long to get communications plan out and synchronized.	Come up with Communications plan per phase. Include all aspects of communication and ensure there is 'buy in' regionally.

Flamingo Fares Area for Improvement

Topic	What happened	Impact	Recommendations
Project Methodology Lesson	Deployment of App.	Agencies were confused about actually what was being rolled out. Not sure how changes were being implemented. Who to call if there were problems Routine or emergency.	We should have kept a correspondence log on SharePoint that outlined what we asked and how it was being resolved or if not possible what work arounds we should have done.

CUTR

StarMetro Farebox

Next Steps

June 22:   Workshop debrief

June 29:   Discussion about how the app
             is working

Appendix 1.1b June 20 Workshop Attendance Sheet

StarMetro and Big Bend Transit

Pilot of Mobile Fare Payment App

With Token Transit

Gemini Bldg., 5th Floor, 408 N. Adams St., Tallahassee, FL 32301

June 20, 2017

	Name	Title, Agency	Phone	Email
1	Sara Hendricks	USF CUTR	813 974-9801	hendricks@cutr.usf.edu
2	Chris Wiglesworth	FDOT	850 414-84532	chris-wiglesworth@dot.state.fl.us
3	Zack Blaire	Token Transit	608-720-5514	zblaire@tokentransit.com
4	Brian Waterman	StarMetro	850-891-5564	brian.waterman@talgov.com
5	Angela Baldwin	StarMetro	850 891 5426	angela.baldwin@talgov.com
6	Quintus Douglas	Customer Operations	850-933-6995 850-891-	quintus.douglas@talgov.com
7	Shane House	Revenue	850.891.6479	shane.house@talgov.com
8	Wes Hull	Revenue	8916470	wesley.hull@talgov.com
9	Cornet Gibson	T&I	(850) 891-8577	cornet.gibson@talgov.com
10	Cassandra Carter	Cust Ops	891-6920	cassandra.carter@talgov.com
11	Willonine Wilson	StarMetro	891-5604	willonine.wilson@talgov.com
12	Gabe Matthews	FDOT	850-414-4803	gabrielle.matthews@dot.state.fl.us
13	Terry Lowe	FDOT	850 891-51	TERRY.LOWE@talgov.com
14	Arnetria Thomas	Performance Analyst StarMetro	850 891-5421	arnetria.thomas@talgov.com
15	Lavonia Sampson Jones	Communications	850 891-8927	Lavonia.Sampson-jones@talgov.com
16	Clem Novenario	Business Systems Analyst T&I, StarMetro	850 891 5236	clem.novenario@talgov.com
17	Sean Barbeau	CUTR		
18	Ann Joslin	CUTR		

Appendix 1.2a Token Transit Procedures

Token Transit Procedures

Zack Browne
Token Transit Project Manager
608-770-5514
zachary@tokentransit.com

Roles and Responsibilities

Token Transit
- Send "ticket of the day" updates
  - Automated email and link provided that displays the current "ticket of the day"
- Send transfer reports and monthly sales reports
  - Automated email
- Handle customer service inquiries from in-app communication
- Process refunds upon agency request
- Communicate any agency-related issues to the agency that are sent through our app

Agency
- Communicate the the current day's ticket to operators on a daily basis
- Issue and/or Approve refund requests for Token Transit to process
- Communicate any app-related issue to Token Transit staff

Termination Procedure

If StarMetro decides to terminate the pilot program at the end of the term, Token Transit will take the following actions.
- Notify all users that StarMetro passes will no longer be available through the Token Transit app
- Remove StarMetro from the list of available agencies supported on the Token Transit app so that purchase are no longer available for purchase.

Token Transit is a seller of StarMetro's fare media. All rules that currently apply to physical fare media also apply to fare media sold on the Token Transit app, including but not limited to refund policies and expiration dates.

Appendix 1.2b Token Transit Test Account Information

Token Transit Test Account Information

Instructions

1. Download the Token Transit app ------------------->   www.tokentransit.com/app

2. Log in with the provided test phone number

3. Enter the passcode "012345"

Name	Test Number
Brian Waterman, StarMetro Manager	415-555-0188
Kelly Kindell, Accounting and Reporting	415-555-0189
Alison Faris, Director of Communications	415-555-0323
James Barnes, Customer Services Director	415-555-0324
Arnetria Thomas, Training and Customer Support	415-555-0325
Trish Hamrick, Call Center Manager	415-555-0326
Quintus Douglas, Manager of Technology Integration	415-555-0327
Shawn Mitchell, Big Bend Transit Manager	415-555-0328

Appendix 1.3 Mobile App Evaluation Plan

Mobile Fare Payment Technology Phase II
Evaluation Plan Development for Mobile App Testing

September 28, 2017

The objectives of this pilot of the Token Transit mobile fare payment app are to determine if mobile ticketing is a service that StarMetro customers want and if it provides value to them and to the StarMetro operations.

Since the beginning of this project, performance evaluation has been discussed with StarMetro staff and with the larger team that includes Token Transit, BowStern, Dr. Candace Brakewood, and FDOT. Earlier drafts of the evaluation plan have been issued with follow-up discussion during weekly meetings and during the June 20th workshop. Earlier drafts included a table of performance metric options, including performance criteria and associated metrics. The table also included, for discussion purposes, an identification of which department within StarMetro would likely be most affected by or interested in that type of performance. The performance criteria fall into two categories. These include performance criteria that measure mobile app functionality from the transit agency perspective and those that measure customer satisfaction. The performance metrics selected are based on what was of interest to StarMetro and what could be measured reliably, based upon available data.

Regarding operational efficiencies, the selected performance criteria include perception of boarding time reduction as a result of visual validation of mobile passes, and a decrease in cash handling. StarMetro also seeks increased access to rider travel data that have not previously been available. Such data may be useful to transit service planning. The availability of these data depends upon the capabilities of the Token Transit app and the extent to which these data can be made available on an administrative dashboard in a format downloadable and usable by StarMetro staff. From the perspective of StarMetro bus operators, confidence and ease of visual validation are additional performance criteria.

With regard to customer satisfaction, the ease of purchasing bus passes using Token Transit, and the ease of boarding with a mobile pass are key criteria. Additional criteria are the seamless transfer between StarMetro and the Gadsden Express, and the customer support features of the app.

The following usage metrics will be used.
1. Total number of bus passes successfully purchased by customers during the testing period
2. 1-, 7-, 14-, and 30-day active users
3. Google/Apple app store reviews and App Store "Contact Developer" feature
4. Number of visual validations, as measured by use of VIP key on farebox
5. Decrease in cash handling, as measured by the change in total bus pass sales with cash
6. Incidence of requests to Customer Operations for customer assistance with the app
7. Staff experience purchasing and sending a bus pass to someone else's phone (i.e., to a stranded bus patron)
8. Bus pass activation within geo-fenced bus stops

The following metrics to evaluate the utility of the Token Transit Administrative Web Portal will be used.
1. Time needed to train staff to use, compared to current administrative procedure
2. Access to daily revenue transfer data

3. Generation of finance reports on the first of each month
4. Access to daily aggregated updated rider analytics: number of bus passes sold by fare type, month, day of week, total sales, fees, net sales
5. Access to daily individual sales by fare type, date/time, card last4, sale amount, fee, net sale
6. Capability to issue refunds by accessing individual rider accounts
7. Control to change word, image, color of the day
8. For convenience, a randomly generated image, color, word of the day (Zack will program it so that it does not repeat the same on the following day)
9. Capability to print color, word, image of the day for just one day
10. Capability to make changes to fare structure within the Token Transit app
11. Ability to download raw data as CSV files

In addition, customer satisfaction will be measured by two surveys, including an initial, or baseline survey of customers who choose to participate in the app testing and who have not yet downloaded the Token Transit app. A second follow-up survey will be administered to the customers who signed up to participate, who took the initial survey, and who downloaded the Token Transit app and used it to purchase mobile passes. Table 1 below illustrates comparative information to be collected by surveys.

Table 1. Comparative Information by Topic Area to be Collected by Survey

Topic		Baseline	Follow-up
1	Current method of fare payment	X	
2	Utilization of mobile ticketing		X
3	Perceived benefits of mobile ticketing		X
4	Challenges or issues with mobile ticketing		X
5	Satisfaction levels		X
6	Travel behavior	X	X
7	Socioeconomic information	X	X

Topic 1 will measure change in the manner in which a customer has paid for their bus passes, including by cash, by StarCard, a fare card or by the Token Transit app in the follow-up survey.

Topic 2 will measure utilization of mobile ticketing.
1. Frequency of use of mobile ticketing (e.g., 1x/week, 5x/week)
2. Type of ticket typically purchased with mobile ticketing (e.g., single ride, period pass)
3. Likelihood to recommend mobile ticketing to a friend/family (e.g., very likely)

Topic 3 will measure perceived benefits of mobile ticketing.
1. Less time spent waiting in queues at ticket vending machines
2. Increased access to different fare types
3. Better ability to obtain a refund if a ticket is lost or stolen
4. Increased speed of buses (due to less time boarding)

5. Increased knowledge of spending habits for transit (via account management)
6. Increased information about StarMetro services (provided through the app)
7. Open-ended question for others

Topic 4 will measure challenges or issues with mobile ticketing.
1. Issues downloading the application
2. Service/reception issues when purchasing a ticket
3. Experience getting Token Transit bus pass validated
4. Missing/desired features in the mobile ticketing app
5. Open-ended question for others

Topic 5 will measure customer satisfaction.
1. Satisfaction levels with specific elements of StarMetro service (e.g., frequency, reliability)
2. Satisfaction level with current fare media (baseline survey) and mobile ticketing (follow-up survey)
3. Overall satisfaction level with StarMetro

Topic 6 will measure any changes in travel behavior.
1. Most frequently used routes
2. Trip purpose

In addition to the customer survey, a separate survey also will be prepared and administered to StarMetro bus operators. The following information about the bus operator experience validating Token Transit mobile bus passes will be collected through the survey.
1. Ease of seeing the pass clearly (sun glare? Phone screen too dim? Is that yellow or orange?)
2. Ease of remembering today's word, color, image
3. Incidence of encountering two consecutive days with same color of the day
4. Frequency of encounters with customers who seem to be having trouble using the app (i.e., difficulty pulling up activated bus pass or problems purchasing the pass)
5. Time it takes to validate a bus pass and allow a customer to board

Table 2 below contains a schedule of evaluation, which describes the plan steps for implementing the evaluation.

Table 2. Schedule of Evaluation

Main Tasks	Proposed Time Frame
Development of follow-up customer survey	Month of October
Development of bus operator survey	October-November
Administer customer survey	Monday, November 6 through Friday, November 17 or Tuesday, November 28 through Friday, December 15
Administer bus operator survey	January
Ongoing monitoring and communications among pilot team members	October through March
Transit agency staff debriefing	Mid-March

Appendix 1.4 BowStern Marketing Plan

Mobile Fare Payment App Pilot Program Marketing Plan

For: Center for Urban Transportation Research (CUTR)

June 15, 2017

TABLE OF CONTENTS

PROJECT OVERVIEW

FDOT is working in conjunction with the CUTR, Token Transit, StarMetro, and Gadsden Express teams to deploy a pilot study focused on usage of a mobile fare pay app. Available on iOS and Android devices, this one-stop-shop ticketing solution will focus on enhancing the rider experience through:

- Convenience
- Seamless functionality / currency transfer from one transit system to another

To identify usage patterns, benefits and challenges of the app, FDOT is looking for a beta test group to trial the inner workings of the new technology. Active participation, buy-in and feedback will be critical to evaluating and enhancing the technology for launch in the marketplace.

Objectives

BowStern, in conjunction with key team players, will develop an innovative marketing approach that will aim to yield _(TBD number of)_ participants along the four targeted pilot routes: Azalea, Big Bend, SouthWood and Gadsden Express.

Riders outside these selected routes will be welcomed into the pilot program, as their participation will serve as supplemental data sets for research purposes.

We will not only encourage download and active use of the app (i.e. – purchasing of tickets) but participation in providing feedback via surveys along the way and market Token Transit / StarMetro simultaneously via our website landing page.

Overall Primary Goals

1) Establish customer awareness of mobile fare payment app for Android & iOS devices.
2) Promote customer participation in exclusive pilot testing program.
3) Gauge customer experience satisfaction via survey feedback.

APPROACH

When users believe they have an opportunity to participate in something exclusive, we find higher levels of buy-in. BowStern recommends that messaging during the recruitment phase invite riders to help test the Token Transit product. The initial hook in all marketing materials will be clear and direct with regard to testing the new technology. These "select" people will be able to participate and our team will utilize local prizes to incentivize the consumer.

Knowing that we want tech-savvy riders, interested participants will be encouraged to go online and fill out their contact information to officially sign-up / opt in. At this stage, we will have the opportunity to educate about the pilot project while showcasing incentives for participating. We will conduct local business outreach to acquire gift certificate donations as incentives for participation.

Primary Target Audience: Transit riders (adults, 18 years and older) with an iOS or Android smartphone within the StarMetro and Gadsden Express systems, with a priority on the selected four routes.

Measurable Objectives

1. Achieve 500 visits to the campaign web landing page for education about the program.
2. Achieve <mark>100 downloads (number TBD based on sufficient data decided for pilot)</mark> of Token Transit app for participant use.
3. Capture participant name, email and phone from 100% of active participants.
4. Negotiate with local businesses to garner at least five (5) gift cards for participant incentives.
5. Communicate with all participants for survey feedback during milestones of program.

Strategy Roll Out

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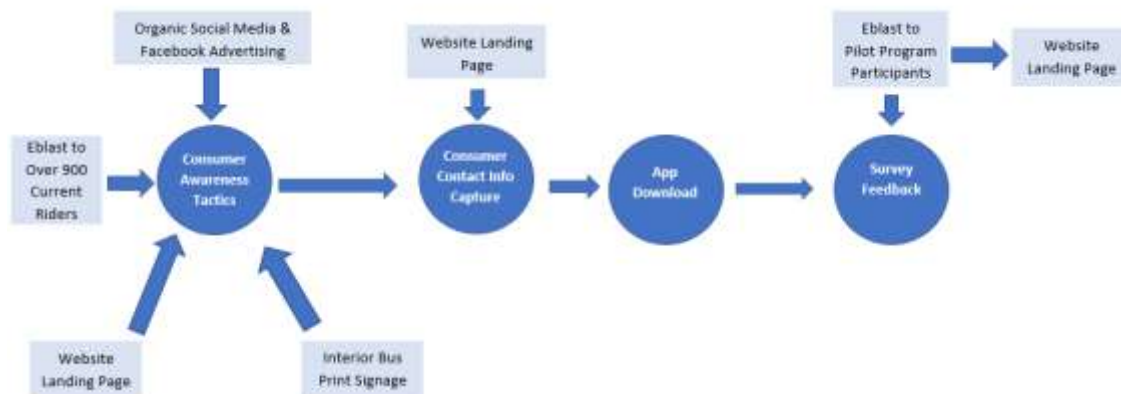
CAMPAIGN PHASES/TIMELINE

The project tasks and campaign reporting/evaluation will take place during June 2017 through January 2018. See below for phased approach to marketing activities and brand awareness execution:

Phase 1: Campaign Build Out (3 Months: June-August 2017)

When developing targeted messaging to riders our team will be mindful of all outlined goals and objectives. At the initial recruitment phase, all tactics will cater towards garnering participants for the focus group during beta testing. Then, upon program launch, promotion efforts we'll be geared heavily towards inciting immediate action – becoming part of the pilot program.

Campaign Concept: **Test our E-Pass**

This campaign concept successfully accomplishes several things:
1) Calls the potential participant to action.
2) Immediately sets the stage that this is only a "test" program.
3) Breaks down some of the lofty technical verbiage (i.e. – mobile fare ticketing) into more easily consumed lingo: E-Pass.

Secondary copy on all marketing pieces will include a nod to the prizes for participants and the vanity URL where full program details can be found:
- Win free prizes
- Vanity URLs: www.StarMetroEpass.com & wwww.GadsdenExpressEpass.com
- Include appropriate partner logos as needed

The marketing concept will be executed using the following tactics:

- **Campaign brand**
  - Creating a formalized brand for the project will raise awareness early on and position the effort as credible / official. This element will strengthen buy-in, increasing the likelihood that riders will give ongoing feedback. We will take the verbiage "Test our E-Pass" and bring it to life visually to appeal to riders.

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- **Graphic design of print & online materials**
  - o All graphic elements for external promotion and recruitment will happen at this build-out stage. It will include the following elements:
    - **Door hangers**
      - This double-sided piece will allow us to hang the "Test our E-Pass" message inside the buses. The door hanger can be easily placed along the handrail for high visibility. An interested participant can grab the piece and take with them for personal reading. This piece will be utilized onboard both the StarMetro and Gadsden Express fleet. BowStern will design and coordinate production of these pieces. Will have delivered to StarMetro for placement within buses.

        Sample door hanger

    - **Interior bus advertising signage**
      - Eye-catching graphics for display along available interior bus advertising space will be developed. This platform will have a longer life than "grab-n-go" print pieces, and will capture attention of a captive riding audience. BowStern will design these pieces and pass on to StarMetro for production (via Fleet graphics) and placement within buses.

        Sample interior ads

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- **Print poster behind driver**
  - This larger format piece will allow for eye-catching program recognition when exiting the vehicle. BowStern will design these pieces and pass on to StarMetro for production (via Fleet graphics) and placement within buses.

Sample bus poster

- **Online advertising graphics**
  - All Facebook ad graphics will be developed at this stage with the "Test our E-Pass" campaign message. It will be created to comply with current Facebook policies that limit the amount of text on the graphic itself. BowStern will create and manage advertising efforts for StarMetro Facebook page.

Sample FB graphic

- **Web landing page: Mobile-friendly for sign-ups & surveys**
  - o This website will become the online clearinghouse for the pilot. It will be the place where participants begin their journey through submission of an application. Afterwards, participants will continue to plug into the website to take surveys and provide feedback on app usage.

    BowStern recommends a vanity URL in line with the campaign concept: www.StarMetroEpass.com. Visually speaking, when a rider lands on this mobile-friendly web page, it will have a visual look / feel consistent with the "Test our E-Pass" campaign. This will ensure that a user feels they have landed in the appropriate place, taking time to learn about the program and opt in.

    Content on this web page will work to educate about the pilot. Specifically, it will include:
    - Program details: purpose, length of pilot and activities throughout (i.e. – surveys)
    - Form field where users can sign-up to participate (name, email, phone)
    - Highlight incentives/local business prizes available for raffle to those who participate
    - Download buttons for Token Transit app (iOS & Android)

- **Business prize negotiation**
  - o As part of the build-out phase, BowStern will begin negotiating with local businesses to secure raffle prizes to incentivize participation. Community outreach to these local businesses will be conducted via phone calls, emails, and in-person visits to encourage donations to our campaign. A full list of business marketing partners along the StarMetro route network has been included for review in Appendix A.

Note: *Timing of this phase corresponds with Evaluation Plan development and mobile app configuring and internal release.*

Phase 2: Focus Group All Call (1 Month: August-September 2017)

To garner participants for the focus group, BowStern will utilize the following combination of marketing activities:

- **Eblast**

    We will develop an electronic blast for distribution to the current rider database asking for participation in our focus group. This will be layered with a call-to-action for potential participants to click through to the campaign website for more information.

    Content:

    The "Test our E-Pass" message will be the primary message to raise awareness about the future technology. Users will click through to the website landing page for additional details and to sign-up for the focus group.

    Mobile Optimization:

    The eblast will be designed to utilize the most up-to-date industry standards and techniques for mobile optimization. This means the email will display properly on anything from a desktop computer and laptop to phone or tablet touchscreen.

    Distribution:

    Our primary distribution platform is Emma Email Marketing. This software allows you to not only know the percentage of users who opened and clicked-through an email, but see the individual's names and associated email addresses. This provides an opportunity for follow-up if needed.

- **Facebook Online Advertising**

    Audience Targeting:

    Online advertising via Facebook will be used to target current riders. The platform allows for rather comprehensive targeting, of which we'll be utilizing the following:

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Connection Targeting

Users may be targeted by their connection to a Facebook page. We will dial in ads to only present to fans of the StarMetro and Gadsden Express Facebook pages. This means that no advertising dollars will be wasted in showing ad sets to those not applicable for the pilot program.

Email User Targeting

Facebook allows us to upload email addresses for profile targeting. BowStern will be using the current 900+ email addresses from the StarMetro and Gadsden Express databases to develop a custom audience list for ad targeting.

Facebook Ad Types:

Each ad, or type of ad, is optimized to achieve a specific objective. For the purposes of this campaign, we will be utilizing the following Facebook ad types:

Website Clicks Ads

Designed to drive traffic from target audience to the website. This ad type is best used in conjunction with a campaign or landing page. Once on the website, the user will be prompted to take further action.

Objective: Cost per Click (CPC) – Target: $0.50 - $1.90

Promoted Posts

Designed to boost visibility and engagement of organic content. Using advertising to boost posts from the organic content calendar is ideal for cultivating a page with lots of interaction. This type of ad is best used to promote engagement in a campaign or local happenings.

Objective: Cost per Engagement (CPE) – Target: $0.25 -$1.50

Note: Timing of this phase corresponds with beta testing of pilot program internally. All materials that are designed on behalf of StarMetro will be passed along to Heather, Lavonia and Terry for final approval before launching. Also, BowStern will abide by StarMetro/City of Tallahassee usage and standards guide.

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Phase 3: External Pilot Promotion/Recruitment & Program Launch

(4.5 Months: September 2017-January 15, 2018)

From a marketing perspective, the focus of this phase is about actively working to secure participants into the program as well as encouraging usage and feedback of the Token Transit app. We will need their continued attention and participation along the way. To properly gauge the user experience, BowStern recommends surveying active participants at the beginning, midway and end points of the program.

To raise awareness about the project and foster pilot program involvement, BowStern will deploy the following integrated marketing strategy:

- **Interior Bus Promotions**

    A combination of print materials onboard will achieve the desired frequency amongst target riders to garner participation. This will include deploying all aforementioned graphics:

    - Door hangers
    - Interior advertising signage
    - Poster behind the driver

- **Eblast Series**

    o This eblast series would focus on distribution to pilot participants only. Timing of the distribution would coincide with key survey milestones as dictated by the CUTR / FDOT program team. Based on our experience, we would recommend the following frequency:

    - Program recruitment & kickoff
    - Midway point
    - Program culmination

    Similar to the focus group all call eblast, the visual look / feel would be consistent with the campaign theme. All eblasts distributed would be mobile friendly.

- **Facebook Online Advertising**

    Strategically we'll deploy a paid media plan to recruit quality pilot program participants. This will include deploying all aforementioned ad types:

    - Website click ads
    - Promoted posts

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- **Organic Social Media Postings**

  In addition to advertising sets, organic social content postings for Facebook will be crafted in support of the recruitment effort.

  Content

  Our writing staff will create a calendar of campaign-related posts for the StarMetro and Gadsden Express social media channels. We strategically blend posts designed to engage your audience, inform your fans, and boost participation in the pilot. This mix ensures that your page will be consistently relevant and fresh.

  Eye-Catching Images

  Our creative team will design custom images for the content calendar. These images will tie into the "Test our E-Pass" campaigns for consistency across all marketing efforts. In addition to custom images, our team will also curate images from a collection of the most popular images on the internet. Curated content is primarily used for engagement, and could include memes, gifs, and other popular content. Whether custom or curated, we choose images that are eye-catching, entertaining, and in-line with your specific brand standards.

- **Text and/or Push Notifications**
  - As part of both the website and Token Transit app sign-up processes, users are required to give their cell phone numbers. Given this, we will have a database of participant data to deploy push notifications encouraging completion of surveys/feedback along the way.

- **Transit Agency Website Marketing**
  - We will encourage partner transit agencies (StarMetro & Gadsen Express) to post a link to the mobile ticketing pilot program vanity URL on their website homepage. The goal here is to online market directly on the transit agency websites. BowStern will arm StarMetro, City of Tallahassee & Gadsden Express with link and verbiage to add to the homepage of their website during pilot launch phase.

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Phase 4: Reporting & Evaluation (2 Weeks: January 15-31, 2018)

During this phase, the BowStern also report on the following metrics in a final campaign report:

Measurable Objectives

We will document whether the outlined measurable objectives were achieved during the course of this campaign. Should we fail to meet an objective, we will offer details on why this occurred and what future actions could be taken to impact the next campaign.

Website Analytics

Website traffic is tracked, segmented into campaign and source attribution, and compared to previous results. Time on site, bounce rate, and conversion tracking metrics identify quality traffic.

Advertising Metrics

Clicks and conversions are tracked and compared to total spend in order to determine Cost per Click and Cost per Conversion metrics. Individual ads, campaigns, and targeting methods are tracked and compared to identify success and make improvements.

E-blast Metrics

Open rates and click through rates are tracked and compared to industry standards. Successful headlines and stories are identified.

Program Participation

A combination of participation will be tracked. This includes both participation levels from transit riders as well as businesses that donated local prizes for the raffle.

APPENDIX A

Business Name	Address	Phone	Route
Starbucks Coffee	608 W Tennessee St., Tallahassee, FL, 32304	(850) 222-0014	Azalea
Little Athens Gyro	666-5 W Tennessee St., Tallahassee, FL, 32301	(850) 222-2231	Azalea
Chick-fil-A	1775 W Tennessee St, Tallahassee, FL 32304	(850) 224-2112	Azalea
Guthrie's of Tallahassee	1818 W Tennessee St., Tallahassee, FL, 32304	(850) 224-2244	Azalea
Gumby's Pizza	623 W Tennessee St., Tallahassee, FL, 32304	(850) 224-8629	Azalea
Prime Time	1921 W Tennessee St., Tallahassee, FL, 32304	(850) 329-7148	Azalea
Pitaria	631 W Tennessee St., Tallahassee, FL, 32301	(850) 412-7482	Azalea
Juicy Blue Tapas Bar & Restaurant	316 W Tennessee St., Tallahassee, FL, 32301	(850) 422-0071	Azalea
Cypress Restaurant	320 E Tennessee St., Tallahassee, FL, 32301	(850) 513-1100	Azalea
Chubby's Chicken Fingers	534 W Tennessee St., Tallahassee, FL, 32301	(850) 521-0101	Azalea
Jimmy John's	1080 W Tennessee St., Tallahassee, FL, 32304	(850) 521-9988	Azalea
Apropo	1800 W Tennessee St., Tallahassee, FL, 32304	(850) 536-6632	Azalea
Moe's Southwest Grill	1444 W. Tennessee Street, Tallahassee, FL 32304	(850) 561-6637	Azalea
Voodoo Dog	1414 W Tennessee St., Tallahassee, FL, 32304	(850) 577-1110	Azalea
Proof Brewing Company	1717 W Tennessee St, Tallahassee, FL 32304	(850) 878-5638	Azalea
Backwoods Bistro	401 E Tennessee St., Tallahassee, FL, 32301	850) 320-6345	Azalea
Cinco De Mayo Mexican Restaurant	3550 Mahan Dr., Tallahassee, FL, 32308	(850) 224-0351	Azalea
Clusters & Hops	707 N Monroe St., Tallahassee, FL, 32303	(850) 222-2669	Big Bend
Decent Pizza	1026 N Monroe St., Tallahassee, FL, 32303	(850) 222-6400	Big Bend
Sonic Drive-In	1510 N Monroe St., Tallahassee, FL, 32303	(850) 222-9023	Big Bend
Mickey's Lakeside Café	1611 North Monroe St., Tallahassee, FL, 32303	(850) 222-9709	Big Bend
Sakura	1318 N Monroe St., Tallahassee, FL, 32303	(850) 222-9991	Big Bend
Bruegger's Bagels	1216 North Monroe St., Tallahassee, FL, 32303	(850) 224-1409	Big Bend
Earley's Kitchen	1458 S Monroe St., Tallahassee, FL, 32301	(850) 224-7090	Big Bend
The Crepevine	1304 N Monroe St., Tallahassee, FL, 32303	(850) 329-6754	Big Bend
Crystal River Seafood Restaurant	2721 N Monroe St., Tallahassee, FL, 32303	(850) 383-1530	Big Bend
Chick-fil-A	2136 N Monroe St., Tallahassee, FL, 32303	(850) 385-0599	Big Bend

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Hopkins Eatery	1660 N Monroe St., Tallahassee, FL, 32303	(850) 386-4258	Big Bend
The Melting Pot	2727 N Monroe St., Tallahassee, FL, 32303	(850) 386-7440	Big Bend
1 Fresh Stir Fry	1820 N Monroe St., Tallahassee, FL, 32304	(850) 422-2111	Big Bend
Beef 'O' Brady's	1208 Capital Cir SE, Tallahassee, FL, 32301	(850) 504-2333	Big Bend
Play It Again Sports	3183 Capital Cir NE, Tallahassee, FL 32308	(850) 523-0801	Big Bend
1 Fresh Stir Fry	1176 Capital Cir SE, Tallahassee, FL, 32301	(850) 580-2111	Big Bend
Canopy Road Café	1913 N Monroe St., Tallahassee, FL, 32303	(850) 668-6600	Big Bend
Kacey's Home Cooking Buffett	2545 N Monroe St.,Tallahassee, FL, 32303	(850) 727-0854	Big Bend
Masa	1650 N Monroe St., Tallahassee, FL, 32303	(850) 727-4183	Big Bend
Zin & Sin	1225 N Monroe St., Tallahassee, FL, 32303	(850) 765-8851	Big Bend
Pepper's Mexican Grill and Cantina	1140 Capital Cir SE, Tallahassee, FL, 32301	(850) 877-2020	Big Bend
Catalina Café	1208 Capital Cir SE, Tallahassee, FL, 32301	(850) 877-5999	Big Bend
El Jalisco	2022 N Monroe St., Tallahassee, FL, 32303	(850) 878-0800	Big Bend
Siam Sushi	1700 North Monroe St., Tallahassee, FL, 32303	(850) 895-1755	Big Bend
Jasmine Café	109 E College Ave., Tallahassee, FL, 32301	(850) 681-6868	Big Bend
Andrew's Capital Grill & Bar	228 S Adams St., Tallahassee, FL, 32301	(850) 222-3444	Big Bend
Bella Bella	123 E 5th Ave, Tallahassee, FL 32303	(850) 412-1114	Big Bend
Lofty Pursuits	1415 Timberlane Rd #410, Tallahassee, FL 32312	(850) 521-0091	Big Bend
Soul Vegetarian Restaurant	1205 S Adams St., Tallahassee, FL, 32301	(850) 893-8208	Big Bend
Buffalo Wild Wings	392 S Magnolia Dr., Tallahassee, FL, 32301	(850) 309-0065	Canopy
Wich Which	216 S Magnolia Dr., Tallahassee, FL, 32301	(850) 329-2121	Canopy
Mayuri Indian Restaurant	1108 S Magnolia Dr, Tallahassee, FL, 32301	(850) 402-9993	Canopy
Tropical Smoothie Café	209 N Magnolia Dr., Tallahassee, FL, 32301	(850) 412-9100	Canopy
Starbucks Coffee	222 S Magnolia Dr., Tallahassee, FL, 32301	(850) 508-0224	Canopy
Marco's Pizza	209 N Magnolia Dr., Tallahassee, FL, 32301	(850) 577-3200	Canopy
Smasburger	216 S Magnolia Dr., Tallahassee, FL, 32301	(850) 765-2505	Canopy
Subway	411 N Magnolia Dr., Tallahassee, FL, 32308	(850) 878-2268	Canopy
Little Italy	111 S Magnolia Dr., Tallahassee, FL, 32301	(850) 878-7781	Canopy
Journeys in Yoga	111 S Magnolia Dr., Tallahassee, FL, 32301	(850) 878-8465	Canopy
Jenny's Lunchbox	295 N Magnolia Dr., Tallahassee, FL, 32301	(850) 942-9766	Canopy
4 Rivers Smokehouse	1817 Thomasville Rd., Tallahassee, FL, 32303	(844) 474-8377	Dogwood
Red Elephant	1872 Thomasville Rd, Tallahassee, FL 32303	(850) 222-7492	Dogwood
The Wine Loft	1240 Thomasville Rd., Tallahassee, FL, 32303	(850) 222-9914	Dogwood
Dream State Salon	1122 Thomasville Rd #6, Tallahassee, FL 32303	(850) 224-1814	Dogwood
Kool Beanz Café	921 Thomasville Rd., Tallahassee, FL, 32303	(850) 224-2466	Dogwood
The Brass Tap	1321 Thomasville Rd., Tallahassee, FL, 32303	(850) 320-6300	Dogwood
Paisley Café	1123 Thomasville Rd., Tallahassee, FL, 32303	(850) 385-7268	Dogwood
Redeye Coffee	1122-7 Thomasville Rd., Tallahassee, FL, 32303	(850) 425-5701	Dogwood

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Zoes Kitchen	1817 Thomasville Rd., Tallahassee, FL, 32303	(850) 577-1376	Dogwood
Five Guys Burger and Fries	1872 Thomasville Rd., Tallahassee, FL, 32303	(850) 597-7514	Dogwood
Burgerfi	1817 Thomasville Rd., Tallahassee, FL, 32303	(850) 629-4333	Dogwood
Lenny's Sub Shop	1301 Thomasville Rd., Tallahassee, FL, 32303	(850) 668-3663	Dogwood
Lucy and Leo's Cupcakery	1123 Thomasville Rd., Tallahassee, FL, 32303	(850) 765-0374	Dogwood
Midtown Caboose	1406 N Meridian Rd., Tallahassee, FL, 32303	(850) 521-1933	Dogwood
Avenue Eat & Drink	115 E Park Ave., Tallahassee, FL, 32301	(850) 224-0115	Evergreen
Krispy Kreme	1300 E Park Ave., Tallahassee, FL, 32301	(850) 325-2451	Evergreen
Taco Libre Tallahassee	1525 W Tharpe St., Tallahassee, FL, 32303	(850) 597-7577	Evergreen
Sweet Pea Café	832 W Tharpe St., Tallahassee, FL, 32303	(850) 692-3476	Evergreen
Wells Brothers Bar & Grill	1710 W Tharpe St., Tallahassee, FL, 32303	(850) 942-6665	Evergreen
Panera Bread	101 North Blairstone Rd., Tallahassee, FL, 32301	(850) 216-1595	Live Oak
BJ's Restaurant & Brewhouse	1749 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 216-2010	Live Oak
Fashion World	1201 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 219-9447	Live Oak
Miller's Ale House	722 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 222-0364	Live Oak
Sushi Tokyo	1490 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 222-2002	Live Oak
Nuberri	101 N Blairstone Rd., Tallahassee, FL, 32301	(850) 222-2374	Live Oak
Courtyard Tallahassee Capital	1018 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 222-8822	Live Oak
Starbucks Coffee	1018 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 222-8822	Live Oak
Comfort Suites	1026 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 224-3200	Live Oak
Chipotle Mexican Grill	1498 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 254-9992	Live Oak
Red Robin Gourmet Burgers	1498 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 270-1212	Live Oak
Buca di Beppo Italian Restaurant	1500 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 309-0058	Live Oak
McAlister's Deli	1500 Appalachee Pkwy, Tallahassee, FL, 32301	(850) 386-6100	Live Oak
Jason's Deli	2335 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 402-0135	Live Oak
Chicken Salad Chick	1496 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 402-0653	Live Oak
Ulta	1554 Governors Square Blvd, Tallahassee, FL, 32301	(850) 402-9527	Live Oak
Marie Livingston's Steak House	2705 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 562-2525	Live Oak
Pho Me	2320 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 597-9051	Live Oak
The Wharf Express	745 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-1688	Live Oak

Earth Fare	2425 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-2279	Live Oak
Crispers	1241 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-4222	Live Oak
Logan's Roadhouse	750 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-5756	Live Oak
Essence of India	1105 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-7200	Live Oak
El Patron Mexican Grill and Cantina	1170 Apalachee Pkwy, Tallahassee, FL 32301	(850) 656-7264	Live Oak
Zaxby's	2889 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-8003	Live Oak
World Market	1480 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 656-9977	Live Oak
Hasu Sushi & Grill	3551 Blair Stone Rd., Tallahassee, FL, 32301	(850) 671-4278	Live Oak
Port 509 Restaurant & Lounge	1135 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 727-0077	Live Oak
Cajun Café and Grill	1500 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 877-2131	Live Oak
Chili's Grill & Bar	719 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 877-2148	Live Oak
Chick-fil-A	1500 Apalachee Pkwy Ste 1040, Tallahassee, FL, 32301	(850) 878-1578	Live Oak
Olive Garden Italian Restaurant	1103 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 878-2949	Live Oak
Cabos Lounge	1221 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 878-3332	Live Oak
Sports Authority	1644 Governor'S Square Blvd, Tallahassee, FL, 32303	(850) 878-5381	Live Oak
Cabo's Island Grill and Bar	1221 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 878-7707	Live Oak
New Leaf Market and Deli	1235 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 942-2557	Live Oak
Old Navy	1564 Governors Square Blvd, Tallahassee, FL, 32301	(850) 942-5480	Live Oak
Hungry Howies	1496 Apalachee Pkwy, Tallahassee, FL, 32301	(850) 942-6800	Live Oak
Jimmy John's	1925 Apalachee Pkwy, Tallahassee, FL, 32303	(850) 942-9929	Live Oak
Sweet Shop Café & Lounge	701 W Jefferson St., Tallahassee, FL, 32304	(850) 329-6466	Seminole Express
Dunkin' Donuts	109 S Copeland St., Tallahassee, FL, 32304	(850) 765-5414	Seminole Express
Craig's Killer Coffee	1447 E Lafayette St., Tallahassee, FL, 32301	(850) 297-0301	Tall Timbers
Little Ceasars Pizza	1245 E Lafayette St., Tallahassee, FL, 32301	(850) 329-7779	Tall Timbers
101 Restaurant	215 W College Ave., Tallahassee, FL, 32301	(850) 391-1309	Tall Timbers
Maple Street Biscuit Company	1600 West Call St., Tallahassee, FL, 32304	(850) 391-9512	Tall Timbers
Asian Rox	1600 W Call St., Tallahassee, FL, 32304	(850) 536-6483	Tall Timbers

Namaste Yoga	1369 E Lafayette St., Tallahassee, FL, 32301	(850) 556-2625	Tall Timbers
Mellow Mushroom	1641 W Pensacola St.,Tallahassee, FL, 32304	(850) 575-0050	Tall Timbers
Jim & Milt's Bar B-Q	1923 W Pensacola St., Tallahassee, FL, 32304	(850) 576-3998	Tall Timbers
Sahara Greek & Lebanese Café	1241 E Lafayette St, Tallahassee, FL, 32301	(850) 656-1800	Tall Timbers
Genghis Grill	830 E Lafayette St, Tallahassee, FL, 32301	(850) 656-4444	Tall Timbers
Lindy's Fried Chicken Inc.	1231 E Lafayette St, Tallahassee, FL, 32301	(850) 877-5698	Tall Timbers
Vertigo Burger & Fries	1395 E Lafayette St., Tallahassee, FL, 32301	(850) 878-2020	Tall Timbers

Appendix 1.5 Focus Group Moderator's Guide

Focus Group Moderator's Guide
Mobile Fare Payment Technology Phase II

Location: Gemini Building, Large Conference Room, 5th Floor, 408 N. Adams St., Tallahassee, FL 32304

Date and Time: TBD

Introduction:

Good afternoon and welcome. Thanks for taking the time to join our discussion about the mobile fare payment app, called Token Transit. My name is Sara Hendricks, and I represent the USF Center for Urban Transportation Research (CUTR). Assisting me is Sean Barbeau/Ann Joslin, also with USF CUTR.

Smart phone payment apps are starting to be used by transit agencies all across the country. Transit agencies contract with companies that develop these apps. When a customer signs up for the payment app, the customer goes to the app store, selects the app, and initially inputs their credit or debit card information as part of the sign up process. Then when the customer purchases a bus fare, a third party that processes the payment distributes the fare to the transit agency, minus a small transaction fee and a small percentage also goes to the mobile app vendor.

We have been asked by the Florida Department of Transportation to help them get information about the user friendliness of the Token Transit app. We are doing this study on behalf of StarMetro. StarMetro is presently testing the mobile app and is considering offering a mobile fare payment app to transit riders in the future. The information that we seek from you will help the developer of the Token Transit app and StarMetro refine the mobile app so that it works better for customers.

You have been invited to participate in this focus group because you have been identified as current adult transit riders of the StarMetro system.

We will ask a series of questions to get the discussion going. There are no right or wrong answers. We expect that you will have differing points of view. Please feel free to share your point of view even if it is different from what you have heard others say. You don't need to agree with others, but you must listen respectfully as others share their views.

We are audio recording this discussion because we do not want to miss any of your comments. No names will be included in any reports. Your comments are confidential. Keep in mind that we are just as interested in negative comments as positive comments, and sometimes the negative comments are most helpful. <u>We are now turning on the audio recorder.</u>

We have name tents here in front of us tonight. This helps me remember names, but they can also help you. If you want to follow up on something that someone else has said, or if you want to agree or disagree, or give an example, please feel free to do that. Please don't feel like you have to respond to every one of my questions. Feel free to have a conversation with one another about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We are interested in hearing from each of you.

Feel free to get up and get refreshments if you would like. Let's begin.

Part I: Discussion about your current bus fare purchasing: approx. one hour

Let's find out some more about each other by going around the room one at a time. Tell us your name and what type of trips you take using StarMetro. For example, what days of the week and times of day do you travel on StarMetro? How frequently do you travel on StarMetro? What types of fares do you typically purchase? Do you transfer between StarMetro and the Gadsden Express?

(Listen to responses)

Please describe what a good quality experience paying a bus fare is like.

Questions:

- How do you currently pay for bus fare, and what made you decide to purchase bus fare in this way?
- What do you like about the way you currently purchase bus fare?
- What problems do you presently encounter regarding paying for bus fare? Can you describe a recent situation where you dealt with this problem?
- When you ride StarMetro do you make transfers? For how long should a bus transfer be good for?

Part II: Testing the mobile app: approx. one half hour

We would like you now to figure out how to use the app and "purchase" the ticket type that you ordinarily purchase. We have demonstration account information to pass out to all of you so that you can become familiar with the way the app works.

(pass out demo account information)

You are not actually purchasing a ticket but it is designed in every way like how you would experience it if you were actually purchasing a ticket.

(listen to questions and comments as they download the app)

Now we would like you now to "purchase" another ticket type that you do not ordinarily purchase.

(listen to questions and comments as they test the app)

Questions:

- What are your overall impressions of this mobile app?
- What features about this mobile app work well?
- What features about this mobile app do not work well?
- What would make you decide whether or not to use the mobile app? For example, cost, convenience, ease of use, etc.
- What improvements to the mobile app would you suggest?

Now let's assume you have just purchased a ticket and are preparing to make your trip now. You want to know when the next bus is arriving at your usual bus stop. Please find out the time the next bus is arriving.

(listen to questions and comments as they test moving from the Token Transit app to another app)

Now let's discuss the mobile app that you have tested.

Questions:

- What app did you use?

Now you know when your next bus is coming. You've arrived at the bus stop. The bus is arriving and you need to activate your ticket.

Questions:

- What is your experience activating your ticket?

(listen to questions and comments as they activate tickets)

You are stepping onto the bus and need to show your pass to the bus driver.

(listen to questions and comments as they pull up their ticket to show the bus driver)

Questions:

- What is your experience activating your ticket?

Conclusion of Focus Group

We are almost out of time.

Questions:

- Did we miss anything about the way you experienced the app?
- Would you be interested in participating in the beta test?

Adjournment

We are now turning off the audio recorder. Thank you all for taking the time to participate in this focus group and sharing your opinions and insights about bus fare payment and the mobile fare payment app. Please have a safe journey home.

Appendix 2.0 Technical Memorandum 2

Mobile Fare Payment Technology Phase II

Technical Memorandum 2

FINAL

Prepared for:

Florida Department of Transportation
Freight Logistics and Passenger Operations
Transit Office

December 2017

Mobile Fare Payment Technology Phase II
Technical Memorandum 2
FINAL

December 2017
Contract BDV25 TWO 943-63

Prepared by:

Sara J. Hendricks, Principal Investigator
USF Center for Urban Transportation Research

Prepared for:

Kyle O. Masters, Project Manager
Transportation Planner
Florida Department of Transportation
Transit Office
605 Suwannee Street
Tallahassee, FL 32399
850-414-4217
Kyle.masters@dot.state.fl.us

Table of Contents

Introduction

This Technical Memorandum 2 contains the results of Task 3: Agency Staff Beta Testing. The purpose of the beta test was to conduct an initial evaluation of the complete cycle of users purchasing bus passes via the Token Transit app, bus operators visually validating passes, and the financial reconcilitation of Token Transit and StarMetro accounts. Finding and fixing problems in this beta test phase of the Token Transit app on StarMetro and Gadsden Express buses will improve the experience of actual riders during the pilot. Prior to the beta testing, Token Transit had provided demo accounts to StarMetro staff. These demo accounts enabled staff to download the Token Transit app on their phones and use a fake credit card number supplied by Token Transit, so that staff could go through the motions of "purchasing" and activating bus passes without actually spending their own money. The demo accounts also enabled StarMetro staff to familiarize themselves with all the features of the Token Transit app.

Beyond the demo accounts, the beta testing was the next step in which testers download the Token Transit app on their phones and actually purchase bus passes via the Token Transit app with real credit cards and money, and to test the visual validation process by boarding the bus with a mobile pass.

Beta Testing Activities Completed

Focus Groups
During the beta testing stage of the pilot project, two on-site meetings were held, which included the conduct of two focus groups with volunteer bus riders. The meetings were held at the Gemini Building in downtown Tallahassee because this location is one block north of the C.K. Steele Plaza, the main StarMetro transit hub from where focus group participants could easily access the focus group location.

Accounting Integration
At the direction of the StarMetro project manager, beta testing was scheduled to begin July 24, prior to which StarMetro revenue staff completed the accounting integration with Token Transit. Doing so allowed revenue transfers from Token Transit's third party payment processor, Stripe Payment Processing, to transfer revenues from bus passes purchased via Token Transit, into the StarMetro bank account. This was important to complete prior to the beta testing because during beta testing funds from purchases of bus passes via the Token Transit App would be transferred to the StarMetro accounting system. StarMetro chose to have funds transferred daily into their account.

Administrative Web Portal and Dashboard

During the early weeks of the beta testing period, Token Transit worked on the development of the administrative dashboard for StarMetro. The dashboard provides various rider analytic data, such as pass sales data, i.e., the number and type of passes sold, and pass use data, i.e., how often riders used their passes, and where passes were used (if the rider accepted location services upon signup). Tables 1 through 4 below show ridership and sales data available to StarMetro through the Administrative Dashboard. If riders have location services enabled, then the location of bus pass activation can be shown. Typically riders will activate their bus pass shortly before boarding to optimize the use of the 90-minute window of time that a bus pass is valid. Therefore, it can be known approximately at which bus stop a rider activated his or her pass based on proximity to nearby stop locations.

StarMetro asked Token Transit for finance reports on the first of each month. Additionally, StarMetro would like transit pass usage data and a map where people are riding, as well as the ability to download the raw data as CSV files.

The Administrative Web Portal offers several tabs that transit agency administrators may access, including Analytics, Rider Analytics, Send a Pass, and others. The Analytics page shows pass sales activity by time, including number of passes sold by type and gross revenues. The Rider Analytics page allows a StarMetro administrator to pull up individual rider accounts that are linked to their phone number. From this page, a rider can be issued a refund. Anyone who has access to the web portal can see all data presented on the portal and issue refunds. StarMetro has the capability to send a transit pass to someone's phone number, for example, in the case where a bus rider is stranded as a result of a late bus. Parents can purchase and send a transit pass to their children's smartphones. Social service agencies can purchase and send transit passes to clients.

Another of the Administrative Web Portal page tabs provides the information for the image, color, and word of the day, shown for all days of the week. This can be printed out and displayed to bus operators. Another tab is for the Revenue Transfer data. Another tab is Fare Structure, in which edits can be made to the fares, such as changing the price of a particular type of bus pass. Soon, StarMetro will be able to make these edits themselves. Token Transit will update this Administrative Web Portal platform monthly, providing improved capabilities to StarMetro.

Table 1. Token Transit Ridership Data Example

fare	ride_count	month	day_of_week	agency
regular_13_ride		Apr	Saturday	Big Blue Bus
regular_30_day_		Apr	Saturday	Big Blue Bus
regular_7_day_p		Apr	Saturday	Big Blue Bus
regular_day_pas		Apr	Saturday	Big Blue Bus
regular_express_		Apr	Saturday	Big Blue Bus
regular_single_ri		Apr	Saturday	Big Blue Bus
regular_13_ride		Apr	Sunday	Big Blue Bus
regular_30_day_		Apr	Sunday	Big Blue Bus
regular_7_day_p		Apr	Sunday	Big Blue Bus
regular_day_pas		Apr	Sunday	Big Blue Bus
regular_single_ri		Apr	Sunday	Big Blue Bus
reduced_13_ride		Apr	Weekday	Big Blue Bus
regular_13_ride		Apr	Weekday	Big Blue Bus
regular_30_day_		Apr	Weekday	Big Blue Bus
regular_7_day_p		Apr	Weekday	Big Blue Bus
regular_day_pas		Apr	Weekday	Big Blue Bus
regular_express_		Apr	Weekday	Big Blue Bus
regular_express_		Apr	Weekday	Big Blue Bus
regular_single_ri		Apr	Weekday	Big Blue Bus

Table 2. Token Transit Aggregate Sales Example

fare_type	fares_sold	total_sales	fee	net_sales
regular_13_ride	0	$0.00	$0.00	$0.00
regular_30_day_pass	0	$0.00	$0.00	$0.00
regular_7_day_pass	0	$0.00	$0.00	$0.00
regular_day_pass	0	$0.00	$0.00	$0.00
regular_express_single_rid	0	$0.00	$0.00	$0.00
regular_single_ride	0	$0.00	$0.00	$0.00
total	0	$0.00	$0.00	$0.00

Table 3. Token Transit Individual Sales Example

fare_type	time	card_last4	sale-Amount	fee	net_sale_amount
regular_express	5/2/2017 17:27	*xxxx	$0.00	$0.00	$0.00

Table 4. Token Transit Individual Refund Example

fare_type	time	sale_amt	amt_refunded	adjustment	card_last4	reason
reg_30_day_pass	5/2/2017 17:56	$0.00	$0.00	$0.00	*xxxx	customer_request

Beta Tester Recruitment

Prior to the start of the beta test, CUTR researchers recruited beta testers from among StarMetro staff and City of Tallahassee staff who already ride StarMetro at least occasionally. StarMetro set up a separate account to hold revenue from bus pass purchases paid for through Token Transit. The StarMetro project manager provided $50 VISA gift cards to each beta tester to use to purchase bus passes. There were a total of twelve beta testers.

Bus Operator Training

An initial "train the trainer" meeting was held with bus operator supervisors and extra board bus operators during the afternoon of the June 20th workshop. Following this, training of bus operators continued under the direction of supervisors and their assistants. StarMetro supplied a smartphone with a demo account for use by bus operators to familiarize themselves with the Token Transit app. Supervisors also set up a procedure for posting the word, image, and color of the day for bus operators to view upon their check-in at the beginning of their work shifts. One week after the beginning of the beta test, a brief online survey was administered to the beta testers to touch base with them and find out about their first bus pass purchasing experiences. One of the key early findings was that bus operators were initially unsure about how to handle the visual validation of Token Transit passes, as reported by the beta testers. However, there were very few training issues reported to supervisors by bus operators. Token Transit had provided a simple 2-page Operator Training Guide illustrating in color, what an activated bus pass looks like, the purpose of the various components of an activated pass, and how to tell if a pass is valid, using visual inspection. This Operator Training Guide was included in the instruction materials compiled in Appendix 2 of Technical Memorandum 1. Supervisors posted information and reminders to bus operators using their Novus system and postings at the C.K. Steele Plaza and at the main office at Appleyard Drive.

One problem with regard to training the bus operators through a beta test using staff to board the buses with their Token Transit mobile passes, is that there was a small number (12) of beta testers. StarMetro has over twenty fixed routes. As a result, it was challenging to expose all the bus operators to some

practice opportunities out in the field, validating activated bus passes, simply because they did not encounter many of them.

The main problem, if anything, appeared to be a slow start of getting the bus operators trained. This became apparent at the beginning of the beta test, when a few beta testers reported that when they boarded the bus, the bus operator did not know what an activated pass looked like. The bus operator supervisor said that one challenge they encountered with regard to training is that the bus operators that drive the fixed routes are never all together in one place at the same time, making any sort of training necessarily a piecemeal effort that supervisors undertook with small groups in the bus operator break room at the main office over a period of 30 days. However, this training time period was sufficient because by the end of the beta test, and just prior to launch, the supervisor reported that all bus operators were all trained and ready. During the September external launch of the Token Transit app, no complaints were received by Customer Operations from bus riders regarding any bus operators not knowing what to do.

The beta test continued through August 31. Bus operators reported to management that they are pleased about the ease of use of the smartphone passes, and they say it is quicker to validate them than for fare cards where sometimes the farebox reader fails to read the magnetic stripe and the bus operator must then examine the pass.

Marketing Activities

During the beta test, weekly Adobe Connect meetings continued. One of the main topics of discussion was the external roll-out of the app to real StartMetro customers. It was decided that the marketing campaign launch would begin concurrently with the sign up of customers to participate in the app testing. During the beta testing period, the marketing firm, BowStern developed the main landing page, StarMetroEpass.com, where customers could access the pilot project sign-up process. StarMetroEpass.com was designed to be quick and easy to read.

BowStern also initiated and completed production of bus posters, rack cards and rail hangtags that were to be distributed and posted inside buses after the completion of the beta testing and at the beginning of the external launch in September. Figures 1 and 2 illustrate the rack card and the bus poster. The messages on the posters, rack cards and hangtags were designed to direct interested customers to the StarMetroEpass.com main landing page, where customers could learn more about the study. The marketing messaging was carefully considered, reviewed, discussed, and revised for clarity and to engage interest.

If interested, customers would be directed to click on a link to a SurveyMonkey that receives their consent to participate, their email address, and information about how they travel by public transit. Once they click to submit their completed survey, they would be placed into a "Thank You, Confirmation" secondary landing page, where they would receive instructions and the link to download the Token Transit app so that they can begin to use it to purchase bus passes.

Figure 1. Test Our E-Pass Rack Card

Figure 2. Test Our E-Pass Bus Poster

The external launch and sign up process was developed during the beta testing phase. One of the main issues discussed was that the process of signing up for the pilot needed to be easy and in as few steps as possible in order to sign up

at least 200 customers, with the goal of as many customer testers as possible. It was necessary to secure their email address so that marketing messaging could be sent to them and to be able to link a customer's baseline survey results with the exit survey results for that same customer. It was also necessary to secure their participation in the baseline survey prior to providing them with the Token Transit downloading instructions, to ensure that we could secure their participation in the survey evaluation.

Initial Baseline Survey Development and Testing

During the beta testing, the initial survey was drafted, reviewed by the team, revised, and then formattted into SurveyMonkey. The USF Institutional Review Board also reviewed the survey. The SurveyMonkey was then extensively tested to make sure that it worked correctly and routed participants to the appropriate next question based upon how the participants answered initial questions. The SurveyMonkey was designed to be taken on mobile phones because it was anticipated that because bus riders would see the invitation to sign up for the pilot while they were on the bus, they would likely attempt to sign up on the spot.

Data Collected

Focus Group Results

Focus groups are designed to create a permissive environment in which the participants feel comfortable sharing their ideas and perceptions about a particular issue, product, service, or opportunity. A focus group is conducted as a small group conversation where group members respond to questions posed by the moderator and to the comments of the other members. The moderator makes sure that no one individual dominates the conversation and that all have an opportunity to speak several times throughout the focus group session.

Two focus groups were held at the Gemini Building in downtown Tallahassee, on July 18 and on August 23, from 5:30 p.m. to 7:00 p.m. CUTR researchers served as moderators. Focus group participants were adult bus riders. The purpose of the focus groups was to glean information about the reactions and thoughts of bus riders about the existing process of paying for StarMetro bus passes in general, and using the Token Transit app, in particular. The goal was to learn what bus riders like and do not like about the current experience purchasing bus fare, and then provide each participant with a Token Transit demo account where the participant can temporarily download the app onto his or her smartphone, then "purchase" different types of bus passes using a fake credit card set up by Token Transit for this purpose. The participants also were asked to explore the other features of the app. Participants were asked to talk about what they are thinking and feeling during this process, for example, if they

are experiencing any trouble downloading the app, or confusion about how it works, and to ask any questions they may have. Participants were asked what they like and do not like about the Token Transit app and what they could change about it. At the end of the focus group sessions, the participants uninstalled the Token Transit app from their smartphones.

In coordination with the StarMetro project manager, the first focus group was held with bus rider members of the StarMetro Advisory Committee. The second focus group was a group of volunteers who responded to an emailed announcement about the opportunity to participate in a focus group, using an email listing from BowStern, and an announcement issued through Commuter Services of North Florida. Both groups included men and women, ranging in age, based upon appearances, from twenties to sixties. There was roughly equal representation of users of iPhones and Androids. Two individuals in the first focus group and one individual in the second focus group reported having visual disabilities. The Token Transit app features VoiceOver for iPhone and TalkBack for Android devices and so those individuals tested those features, in addition to "purchasing" the discounted StarMetro bus pass options offered by the Token Transit app.

Because the results of both focus groups were consistent with respect to discussion, identification of issues and preferences, these results are presented below in aggregate. The information gleaned from the focus groups tended to be in one of two themes; either related to the functioning of the Token Transit app, or with StarMetro policy. All focus group comments relating to the functioning of the Token Transit app were conveyed to the Token Transit developer for their consideration in improving the app prior to the limited external launch in September. All focus group comments relating to policy, such as the desire for a longer time window that a bus pass remains valid, were forwarded to the StarMetro project manager.

Existing StarMetro Bus Pass Purchasing Activity

The focus groups started out with questions about how participants pay for their bus passes, what routes they take, for what trip purposes they ride the system, and what they like or do not like about their current method of paying for bus passes.

All of the focus group participants have lived in the Tallahassee area for several years. StarMetro routes used most frequently included Azalea, Big Bend, Killearn and SouthWood. One participant had not heard of the Gadsden Express. Another expressed the complaint that the Gadsden Express does not appear on the TransLoc Rider "Find My Bus" real time bus location app. More than one participant said that the buses are sometimes unreliable and that the 90-minute time window should be longer to ensure a rider can make a transfer

in time. StarMetro management decided not to implement a longer time window that a bus remains valid due to concerns that bus riders will misuse it by using the same bus pass for a return trip.

Individuals described their fare purchasing activity as having changed over time, for example, some started to ride the bus fare-free as students, then after graduation, continued to ride StarMetro to and from work, using the refillable StarCard. One participant was not aware that a rider could reload the StarCard online.

All other focus group participants paid cash for bus passes. One visually impaired focus group participant rides StarMetro exclusively, mostly on weekends for shopping, visiting, and entertainment. The second visually impaired focus group participant rode StarMetro to and from work for years until retirement. Now he uses StarMetro occasionally for shopping and doctor appointments if a family member is unavailable to drive him.

One younger participant has used StarMetro for eight years for approximately 90 percent of all trips. He said that he began using StarMetro as a result of escalating car insurance and fuel costs.

Generally, those participants who were older preferred to pay for their bus fares with cash because it is simple to carry rolls of quarters. Younger participants did not like to carry cash, and disliked the prospect of not having the correct change. One participant said that since the Walgreens closed, where passes had been sold, customers often have to go across the street to the Greyhound ATM for cash to pay fares but then often have to find another place to break larger bills. Another who pays with cash hates having to interact with "rude clerks at the C.K. Steele Plaza". One participant commented on her positive experiences traveling in Chicago where a digital payment option made purchasing easier.

Testing the Use of the Token Transit App
The focus group participants were asked to download the Token Transit app and "purchase" the bus pass that they normally would purchase, then purchase another type of pass.

The App Download Experience
All participants successfully downloaded the Token Transit app within approximately ten minutes. Participants could either go to www.tokentransit.com or text "token" to 41411. One participant received an "Error 404" message when attempting to use the web link but the text worked. Another participant said that the WiFi connection was weak and had to use cellular data.

Purchasing Bus Passes

There were questions about what type of credit cards are accepted by Token Transit, with the recommendation to accept PayPal, Apple Pay and Android Pay. There was a suggestion to use a photo of the credit card for payment instead of having to key in the credit card information. Token Transit decided not to institute this change during the pilot.

One participant bought a monthly pass, then another monthly pass. She commented that for such a purchase, there should be a notification screen that appears, notifying the bus rider that a monthly pass had already been purchased by that account and asking whether they are certain that they wish to purchase a second one. Token Transit did not institute this change; however, the Token Transit Pass Wallet screen displays all stored passes and when a bus rider is in the process of purchasing a bus pass, the Buy Passes screen prompts the rider with "Confirm Choice", then a subsequent screen prompt displays the selected pass type and asks the rider to "Confirm Purchase", providing two opportunities for the bus rider to verify the intent to purchase.

Another participant said that a stored value feature is desirable and that she would like the ability to buy multiple single ride passes in one transaction instead of one at a time. She suggested that Token Transit and StarMetro consider adding a quantity button. This suggestion was implemented by Token Transit.

Another participant commented that the bus pass options are referred to as "Regular", "Youth", "Senior", and "Disabled." She felt that the choice of wording was somewhat insensitive, perhaps implying that someone who is purchasing a pass that is not a "Regular" pass must mean that he or she is irregular. She suggested to re-word a "Regular" pass as an "Adult" pass. On the StarMetro webpage listing bus fare options, there are "Regular" passes and "Reduced Fare" passes. The web page further explains that reduced fares are for seniors 60 years or older, people with disabilities and people with a Medicare card.

More than one participant suggested that a customer should be able to cancel a purchase if it was done by mistake, for example, allowing one, two, or five minutes of time after a bus pass purchase was made to cancel it. In fact, this can be done, as Token Transit will issue such refunds for unused passes, at the customer's request.

Using an Activated Bus Pass

A comment was heard from several participants about the real time showing on an activated pass. Several participants expressed confusion about the meaning of the real time display. It was not readily understood by the participants that the real time display is for use by the bus operator to verify that

it is a valid activated bus pass by confirming the current time. Participants also were confused that the real time display also was shown in military time – for example 17:53:12, meaning 5:53 p.m. and 12 seconds. Participants were concerned about the significance of this, and initially consistently assumed that it must somehow signify the amount of time remaining on a valid pass. Token Transit decided to remain with displaying military time during the pilot.

One participant said that more information on the Help screen should provide an explanation about the military real time display on activated bus passes. Other participants said to do away with the military time altogether. Another participant suggested that the app should provide a tutorial at the beginning, once downloaded. There also was a suggestion to add a countdown clock so users will know for how long the bus pass is valid. The Token Transit app actually does provide this but it was not noticeable to the participant, as this information is displayed on a different screen.

Regarding the Word of the Day, it was not readily apparent to the participants that the word on the activated pass is a random word that has no significance for the bus riders. For example, a random word used during the beta test also happened to be the name of one of the StarMetro routes. Again, participants said that this should be explained. Participants wanted to understand what the bus operator needs to see on the smartphone to validate the pass, and asked for a good explanation in the FAQ.

Another participant said that it was not clear a Regular 1-Trip Pass included a free transfer. She initially interpreted it to mean that it did not allow transfers because it says it is a "1-Trip Pass".

Visibility and Persons with Disabilities
One participant asked whether the Token Transit app had a night mode feature. Those purchasing discounted passes for persons with disabilities commented that the reversed colors worked great and were clearly visible even though they had a visual impairment.

Positive Experience Overall
There were several positive comments about the simplicity of the Token Transit app: "It's easy to get in and out." One participant suggested that the Token Transit app should be linked to the Find My Bus app and the two should be cross promoted.

Questions about the Pilot
Toward the end of the focus group session, the CUTR moderators explained the next steps of the Token Transit pilot, including that a beta test was underway and that a limited external launch of the Token Transit app with a

small group (200+) of selected StarMetro and Gadsden Express customers would begin in September. The participants asked what will happen to unused bus passes when the pilot ends. CUTR will work with the StarMetro pilot team so that the termination of the pilot is communicated to the customers well in advance of the end of the pilot to answer such questions.

Other Data Collected

Comments from the beta testers included the following.

- ✓ "Driver needs a little more training, that way they can assist passenger if they need help with the app."
- ✓ "Since the glitches on the first day, it's working great! Still doesn't show my history though."
- ✓ "Enjoying using the token transit so far!!!"
- ✓ "The time of day display should be changed to a count down timer for the 90 minute transfer. The time of day is not important."
- ✓ "The app was quite accessible and easy to use. I am hopeful that Dial-a-Ride tokens will be available for purchase via this app soon."
- ✓ "Only feedback I would have is to have a way to either a) buy a pre-paid or pre-set amount of fares up front or b) have a running total of how much has been spent in fares for a given month."

A caller interested in learning more about the focus groups also was interested in the possibility that one could purchase Dial-A-Ride fares using Token Transit.

Identification of Issues and How They were Resolved

Throughout the beta testing period, weekly meetings were held, during which questions and issues were identified and discussed. In preparation for the external launch, there was discussion about how to prepare StarMetro staff and City of Tallahassee Customer Operations staff, in the event issues are encountered. Table 5 below provides examples of the issues discussed, with proposed options for resolution offered to StarMetro and Token Transit for their consideration. The StarMetro project manager prepared an augmented FAQ sheet, starting with the Token Transit FAQ, and added identified issues and directions on how to resolve it. For example, the policy regarding the 90-minute time window for a valid bus pass was reinforced. Additionally, it was established that StarMetro, as a matter of policy, would not take responsibility if a bus rider's smartphone battery went dead and the rider could not purchase or access bus passes. Thirdly, StarMetro worked out their policy and procedure with Token Transit for when and how to issue refunds.

Table 5. Issue Identification and Proposed Resolution

Issue	Proposed Resolution for StarMetro Consideration
Rider requests mobile pass refund	Refunds on unactivated passes only: ☐ Within 6 hours of purchase, no questions asked ☐ Within 6-12 hours of purchase, rider must supply reason for request
Rider confusion over meaning of time on activated mobile pass	Token Transit to incorporate countdown on mobile pass
Rider confusion about military time	Provide real time digital clock showing a.m. and p.m.
Customer phone battery dies	Post StarMetro policy upfront Provide instructions to riders to prevent this (Landing Page). Provide small wallet card with instructions iPhones - https://www.apple.com/batteries/maximizing-performance/ Android phones - https://www.android.com/phones/tips/#battery
Customer loses phone	Provide instructions in advance. Provide small wallet card with instructions
Customer changes phone number	Provide instructions in advance. (Landing Page)
For Android phones, the Feedback screen shows that it is still under development.	Token Transit will address this prior to the September rollout, emphasize use of "Contact Us"
For Android phones, the History screen does not populate correctly, just blank cards are shown	Token Transit will address this prior to the September rollout, emphasize use of "Contact Us"
Bus operators unfamiliar with Token Transit	Prior training: YouTube, handout, get familiar with Token Transit app on supervisor's phone, make sure bus operators know Word of the Day
Time on rider's phone screen one hour off	Double check Token Transit app is set to time zone on rider's phone
Rider difficulty navigating screens within app	Make better distinction between pass wallet and mobile pass; where to find purchased mobile passes; bus operators provide instruction to rider to activate pass, find activated pass
Problem finding StarMetro option	Make Token Transit app automatically refresh
Trouble finding WiFi hotspot to download app	Use cellular data
Inadvertently purchase second monthly pass	Incorporate screen prompt that user already has purchased monthly pass
Does not understand what the word of the day means	In-app explanation that it is a random word; provide explanation on Landing Page
Rider thinks one-trip mobile pass cannot be used to transfer to another route	Provide explanation on Landing Page

Conclusion

During the beta testing, multiple efforts were undertaken concurrently by the members of the StarMetro mobile fare payment app team. StarMetro completed its financial integration with Token Transit, enabling bank transfers of bus passes purchased via Token Transit. The app developer also developed the administrative web portal and dashboard for StarMetro staff to use to monitor sales and rider analytics. Token Transit used the input from the focus groups to refine the app for use by StarMetro and Gadsden Express customers. StarMetro prepared and trained the bus operators to visually validate mobile bus passes. City of Tallahassee Customer Operations staff were prepared to handle customer inquiries once the external launch began. Dr. Candace Brakewood prepared the initial baseline survey. BowStern created the marketing campaign materials and the Main Landing Page where customers would enter the pilot. CUTR researchers conducted the focus groups, coordinated the beta testing activities, reviewed, formatted and tested the baseline survey, worked with BowStern to develop a streamlined process for signing up customer app testers, and finalized the evaluation plan. By the end of the beta testing period, StarMetro was prepared for its external launch of the Token Transit app, scheduled for September 5th.

Appendix 3.0 Technical Memorandum 3

Mobile Fare Payment Technology Phase II

Technical Memorandum 3

Prepared for:

Florida Department of Transportation
Freight Logistics and Passenger Operations
Transit Office

April 2018

Mobile Fare Payment Technology Phase II
Technical Memorandum 3

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Prepared by:

Sara J. Hendricks, Principal Investigator
USF Center for Urban Transportation Research

Prepared for:

Kyle O. Masters, Project Manager
Transportation Planner
Florida Department of Transportation
Transit Office
605 Suwannee Street
Tallahassee, FL 32399
850-414-4217
Kyle.masters@dot.state.fl.us

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Introduction

This Technical Memorandum 3 contains the results of Task 4, User Launch: External Field Testing with Customers—Data Collection and Analysis. The purpose of the external field test was to invite at least 200 StarMetro and Gadsden Express bus riders to help evaluate the Token Transit app against the performance objectives selected by StarMetro. These performance measures included faster boarding time of passengers onto buses and customer satisfaction with purchasing and using mobile bus passes to ride StarMetro and the Gadsden Express. The External Test was the time during which researchers collected data regarding customer satisfaction, bus operator feedback about the ease of validating mobile passes and its perceived impact on bus boarding by passengers.

Task 4 began in early September, upon the completion of the Task 3 Beta Test, and ended seven months later on March 30, 2018. Task 4 included the initiation of the marketing plan and schedule that had been developed during the prior summer months. Task 4 also included the implementation of the evaluation plan comprised of pre- and post-test surveys of riders, a survey of bus operators, and regular meetings with StarMetro staff to monitor any issues with visual validation of the Token Transit mobile passes, and customer inquiries.

The Task 4 External Test built upon the findings during the Task 3 Beta Test that included internal staff testing of Token Transit app functionality through the entire purchasing and account reconciliation cycle, as well as input received through feedback collected during two focus groups held with bus riders. Focus group participants tested the functionality of the Token Transit app by downloading a demo app on their own smartphones using a mock credit card account supplied by Token Transit, so that participants could "purchase" bus passes and explore all the features of the app, ask questions, and offer suggestions on how to improve the app.

This Technical Memorandum 3 contains the customer tester and bus operator surveys that were developed and reviewed by FDOT. These are found in Appendices 1 through 3 of this report. Tech Memo 3 also contains a tabulation of the results of the surveys, and a summary of the performance of the Token Transit mobile fare payment app during the external test, as expressed by the total number of mobile bus passes successfully purchased by customers during the testing period. A draft Final Report will provide an evaluation of these results.

External Testing Activities Completed

External Test Launch Preparations

Prior to initiating the external field test of the Token Transit app, researchers finalized the baseline customer survey instrument, in coordination with Dr. Candace Brakewood of the University of Tennessee, Knoxville. Researchers also tested the online main landing page, StarMetroEpass.com, developed by marketing firm BowStern, where customers could access the pilot project sign-up process. The main landing page was designed to ensure the process of participant sign-up was as clear and simple as possible. Researchers received verification from StarMetro that the transit agency bank account integration with Token Transit was complete and allowed Token Transit's third party payment processor, Stripe Payment Processing, to transfer revenues from bus passes purchased via Token Transit, into the StarMetro bank account. An example of a Revenue Report is found in Appendix 8. StarMetro chose to have revenues transferred into their account on a daily basis. Researchers also verified with StarMetro supervisors that all bus operators who drove fixed routes were adequately trained and ready to visually validate the Token Transit mobile passes. Researchers verified with Token Transit that the mobile app configuration for StarMetro was complete and ready for use by bus riders. Researchers also verified that the City of Tallahassee Customer Operations staff were ready to handle customer inquiries using policy guidance developed by the StarMetro project manager. A list of Frequently Asked Questions and answers for use by City of Tallahassee Customer Operations, was developed by the StarMetro Project manager, a copy of which is provided in Appendix 7.

Marketing Campaign Launch

The marketing campaign launch began concurrently with the sign up of customers to participate in the app testing. Although the main landing page went live on September 1, with the pilot sign-up campaign to begin the day after Labor Day, and the Token Transit app configured for StarMetro went live on September 5, Hurricane Irma was nearing Florida at that time. It was decided to postpone the campaign launch of eblasts, social media and print advertising posted inside buses until there was a return to normalcy after the hurricane had passed. The marketing campaign launched in earnest on Monday, September 11. A local news story about the pilot aired on WCTV.

A total of 2,379 customers accessed the main landing page, where they were invited to click on a link to a SurveyMonkey that requested their consent to participate in the test, their email address, and information about how they travel by public transit. Once they clicked to submit their completed survey, they were placed into a "Thank You, Confirmation" secondary landing page, where

they received instructions and the link to download the Token Transit app so that they could begin to use it to purchase bus passes. Over 360 bus riders successfully completed the baseline survey.

BowStern coordinated directly with staff of the City of Tallahassee Communications Department for the distribution of small incentives, such as coupons for local restaurants, and issued social media posts, reviewed by CUTR, FDOT, City of Tallahassee Communications and Commuter Services of North Florida, which were sent for posting on the City of Tallahassee and Gadsden Express social channels.

The marketing campaign concluded with the effort to achieve adequate response from the existing base of customer testers to complete the post-test survey. There were 106 completed post-test survey responses, 95 of which said that they purchased a bus pass using the Token Transit app. All goals for bus rider participation in the pilot were achieved.

A copy of the BowStern September Social Media Calendar and the October Social Media Calendar are provided in Appendices 4 and 5, respectively. A copy of the final results of the marketing campaign are contained in Appendix 6.

Token Transit Technical Support During the External Testing

During the seven months of external testing, Token Transit responded directly to requests from StarMetro for assistance, diagnosing and resolving any issues experienced by transit agency staff and customers related to the app. Token Transit responded to any problem immediately and provided an expected timeline for resolution of a problem within one business day. Token Transit gave StarMetro one day's notice prior to all app updates. Token Transit provided revenue transfer reports daily, an early example of which is found in Appendix 8, and monthly reports on the first day of each month, as requested by the StarMetro project manager. The data are broken down by fare type, in aggregate, and by individual.

The only concern that continued to be an issue during the external testing was the same color of day appearing on two consecutive days. Token Transit explained that the color of the day is randomly generated. Token Transit resolved this issue so that this did not continue to occur.

Development of Post-Test Customer Survey and Bus Operartor Survey

Researchers worked with Dr. Candace Brakewood during the month of October with the development of the post-test customer survey. The post-test survey was administered during a two-week period and completed November 21, 2017, prior to the Thanksgiving holiday.

Researchers also worked with Dr. Brakewood on the development of the bus operator survey that was administered during a one-week period ending on February 4, 2018. StarMetro had set up computers at both the C. K. Steele Plaza and at the main office, where bus operators could access the survey. StarMetro has approximately 150 bus operators, about 110 of whom drive the fixed routes. Bus operators take their breaks at different times, during which they could access the survey with the assistance of supervisors, if needed.

Ongoing Communications

Researchers held regularly scheduled conference calls with the pilot team to provide updates and discuss any issues as they arose. CUTR researchers remained in communication by email and phone with Token Transit, the BowStern marketing team and StarMetro staff to confirm planning details and resolve any specific questions.

Tabulation of Customer Survey Results

Over the course of the pilot, over 360 bus riders successfully completed the baseline survey and signed up to participate in the Token Transit app testing between September 5th and October 25th after which the Main Landing Page was closed to new pilot entries. The baseline had surpassed its goal to have 200 bus riders successfully complete the baseline survey and move on to download the Token Transit app. The results below are a tabulation of survey results organized by baseline travel behavior of the pilot participants, initial method of StarMetro fare payment, and demographic characteristics. Where questions provided survey respondents with the option to provide a different answer from the list of answer options provided, the responses are listed below as shown on the completed surveys.

Baseline Travel Behavior

Q6: What StarMetro bus route do you ride most often? If you regularly ride more than one route, please check all that apply.

ANSWER CHOICES	RESPONSES	
Azalea	34.38%	131
Big Bend	36.22%	138
Canopy	19.95%	76
Dogwood	11.02%	42
Evergreen	38.58%	147
FLEX Route - Lake Jackson	2.62%	10
FLEX Route - Southside	1.84%	7
Forest	28.87%	110
Gulf	20.47%	78
Killearn	14.17%	54
Live Oak	20.73%	79
Moss	28.87%	110
Park	9.45%	36
Red Hills	12.07%	46
San Luis	14.70%	56
SouthWood	8.66%	33
Tall Timbers	23.88%	91
C.K. Steele Plaza GATES	0.00%	0
Route 1 (Sundays & Nights)	18.11%	69
Route 2 (Sundays & Nights)	12.86%	49
Route 3 (Sundays & Nights)	8.14%	31
Route 5	9.45%	36
Seminole Express (HE)	6.04%	23
None of the above (for riders who only ride Gadsden Express)	0.52%	2
Other (please specify)	1.84%	7
Total Respondents: 381		

Other (please specify)

1. Haven't rode yet
2. Gadsden express cause I live in Quincy
3. I ride S and F, Monday through Friday
4. Dial-a-ride
5. Rhythm
6. Gadsden Express
7. New rider- want to use the bus to get to work.

Q7: Do you ride the Gadsden Express?

ANSWER CHOICES	RESPONSES	
Yes	5.03%	19
No	94.97%	359
TOTAL		378

Q8: In the last week, how many trips did you make on StarMetro buses?

ANSWER CHOICES	RESPONSES	
No trips	8.92%	34
1 trip	2.89%	11
2 trips	3.67%	14
3 trips	4.99%	19
4 trips	7.61%	29
5 trips	6.82%	26
6 trips	9.45%	36
7 trips	4.99%	19
8 trips	7.09%	27
9 trips	1.57%	6
10 trips	15.49%	59
11 trips	1.84%	7
12 trips	5.77%	22
13 trips	0.79%	3
14 trips	2.36%	9
15 trips	9.71%	37
If more than 15 trips, please enter the number of trips	6.04%	23
TOTAL		381

More than 15 trips (please specify)

1. 25
2. 16
3. 30
4. 60
5. 18
6. 16
7. 60
8. 20
9. 20
10. 20
11. 35
12. 16

13. 42
14. 30
15. 30
16. 30
17. 20
18. 30
19. 30
20. 30
21. 25
22. 30
23. 60
24. 30

Q9: What are the reasons you took the bus in the last week? Check all that apply.

ANSWER CHOICES	RESPONSES	
Work	72.83%	252
School	29.19%	101
Medical / Doctor	23.70%	82
Personal business	34.97%	121
Shopping	40.17%	139
Leisure / recreation	20.81%	72
I did not take the bus in the last week	0.00%	0
Other (please specify)	1.45%	5
Total Respondents: 346		

Other (please specify)

1. Church
2. Child to school
3. Pick my son up from school
4. Probation
5. Kid

Initial Method of Fare Payment

Q10: How do you usually pay for your bus trips on StarMetro?

ANSWER CHOICES	RESPONSES	
StarCard Prepaid Card	14.93%	56
Cash	68.00%	255
Fare Card	10.93%	41
Other (please specify)	6.13%	23
TOTAL		375

Other (please specify)

1. 31 day bus pass
2. FSU Card as faculty
3. Coins
4. Visa
5. APLATCHEE CENTER APPOINTMENTS
6. Employee
7. My job
8. Through APPLATCHEE CENTER
9. Weekly pass
10. Tokens
11. Bus pass
12. Monthly pass
13. monthly buss pass
14. Annual honored citizen pass
15. Senior citizen honored pass
16. Have only used free Trolly and Rhythm
17. 31 Day Monthly Pass
18. Faculty FSUID
19. Student Id
20. Shelter id
21. Senior pass
22. 31 day unlimited card

Q11: What type of StarMetro fare do you usually purchase?

ANSWER CHOICES	RESPONSES	
One-Day Unlimited Fare	11.23%	42
Regular One-Trip Fare	39.57%	148
Seven-Day Unlimited Pass	9.89%	37
Monthly Pass	27.01%	101
Reduced One-Trip Fare	2.14%	8
Seven-Day Reduced Fare	1.07%	4
Reduced Monthly Pass	4.01%	15
Youth Monthly Pass	1.07%	4
Other (please specify)	4.01%	15
TOTAL		374

Other (please specify)

1. unlimited one day and one trip fare
2. N/A
3. I pay every time I ride the bus
4. Cash
5. FSU Card
6. Employee
7. 4 sheets of tokens
8. Free bus pass
9. Yearly pass
10. Yearly pass
11. Tbd
12. Free with Faculty FSUID
13. Student ID
14. Kearny
15. I only ride occasionally so I always use cash.

Q12: What type of smartphone do you use?

ANSWER CHOICES	RESPONSES	
iPhone	39.47%	148
Android	59.20%	222
Windows Phone	0.53%	2
Other (please specify)	0.80%	3
TOTAL		375

Other (please specify)

1. Samsung
2. ZTE
3. Samsung

Q13: What mobile apps do you currently use when traveling via StarMetro? Check all that apply.

ANSWER CHOICES	RESPONSES	
TransLoc Rider	49.06%	182
DigiTally – Find My Bus	20.22%	75
Trip Planner	10.51%	39
I don't using any apps for information about StarMetro	36.12%	134
Other (please specify)	4.31%	16
Total Respondents: 371		

Other (please specify)

1. Google
2. Star metro route
3. I've tried the app that allows you to track the bus in real time, but it was rarely accurate
4. Rider
5. Star metro app
6. Google maps
7. Rider
8. Find my bus link online
9. Starmetro route schedule

10. Operator at am offices
11. Twitter
12. Rider
13. Star Metro app
14. Routes and schedules
15. Rider
16. Online star metro site

Demographic Characteristics

Q14: What is your gender?

ANSWER CHOICES	RESPONSES	
Female	51.88%	193
Male	48.12%	179
Other (please specify)	0.00%	0
TOTAL		372

Q15: How old are you?

ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 to 24	33.51%	125
25 to 34	28.42%	106
35 to 44	22.79%	85
45 to 54	8.31%	31
55 to 64	6.43%	24
65 to 74	0.54%	2
75 or older	0.00%	0
TOTAL		373

Q16: What is you race or ethnicity? (Please check all that apply)

ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	2.19%	8
Asian or Pacific Islander	2.73%	10
Native Hawaiian or Pacific Islander	0.00%	0
Black or African American	56.01%	205
Hispanic or Latino	7.10%	26
White or Caucasian	36.34%	133
Other (please specify)	1.91%	7
Total Respondents: 366		

Other (please specify)

1. Brown
2. Mix
3. Mulit-Racial
4. Haitian-American
5. Mixed
6. Prefer not to say
7. Mixed

Q17: What is your employment status? Please check all that apply.

ANSWER CHOICES	RESPONSES	
Employed full-time (35+ hours/week)	47.43%	175
Employed part-time (less than 35 hours/week)	26.02%	96
Unemployed	10.84%	40
Retired	2.17%	8
Student	21.95%	81
Other (please specify)	3.79%	14
Total Respondents: 369		

Other (please specify)

1. Other
2. Self employed

3. Disabled
4. Disabled
5. Disabled
6. Self-employed
7. Disabled
8. Disabled Veteran
9. Awaiting starting job
10. Ssi
11. Disable
12. Business owner
13. Mother
14. Disable

Q18: What is your total household income per year?

ANSWER CHOICES	RESPONSES	
Under $5,000	26.74%	96
$5,000 to $9,999	14.76%	53
$10,000 to $19,999	20.61%	74
$20,000 to $29,999	14.48%	52
$30,000 to $39,999	8.36%	30
$40,000 to $49,999	4.74%	17
$50,000 or more	10.31%	37
TOTAL		359

Q19: How many cars/trucks do you have in your household?

ANSWER CHOICES	RESPONSES	
None	69.65%	257
1	17.07%	63
2	10.84%	40
3 or more	2.44%	9
TOTAL		369

Final Customer Survey Results

A total of 106 participating bus riders also completed the final post-test survey. The results of the final survey are tabulated below.

Method of Fare Payment

Q1: Have you used the Token Transit mobile payment app to purchase a bus pass?

ANSWER CHOICES	RESPONSES	
Yes, I have purchased a bus pass using the Token Transit app.	84.07%	95
No, I downloaded the Token Transit app, but I haven't purchased a bus pass.	11.50%	13
No, I haven't used the app at all.	4.42%	5
TOTAL		113

Q2: Why haven't you used the Token Transit mobile payment app to purchase a bus pass?

ANSWER CHOICES	RESPONSES	
I haven't taken the bus	26.32%	5
I haven't needed it	26.32%	5
I haven't had time to read the instructions	10.53%	2
It's too complicated for me	31.58%	6
I'm not sure	5.26%	1
Other (please specify)	26.32%	5
Total Respondents: 19		

Other (please specify)

1. Been in house sick
2. Already had a physical bus pass. No option to add that to the app.
3. I want to find out if the payment is secure. As i do not like to use my debit card online without knowing if im safe from anyone getting my card info other than starmetro. I can not tell if it is secure usually there is something saying its a secure network.
4. I already buy the monthly Red Card.
5. Don't know where to download the app

Q3: How long have you been using the Token Transit app to purchase bus passes?

ANSWER CHOICES	RESPONSES	
Since November (I began using it this month)	11.58%	11
Since October	32.63%	31
Since September	40.00%	38
Since August	10.53%	10
I can't remember	5.26%	5
TOTAL		95

Q4: How often do you typically PURCHASE a bus pass using the Token Transit app?

ANSWER CHOICES	RESPONSES	
More than 5 times a week	9.57%	9
4 or 5 times per week	18.09%	17
2 or 3 times per week	19.15%	18
About once a week	23.40%	22
About once a month	25.53%	24
Less than once a month	3.19%	3
I'm not sure	1.06%	1
TOTAL		94

Q5: How often do you typically ACTIVATE a bus pass (such as before boarding the bus) using the Token Transit app?

ANSWER CHOICES	RESPONSES	
More than 5 times a week	28.72%	27
4 or 5 times per week	23.40%	22
2 or 3 times per week	22.34%	21
About once a week	9.57%	9
About once a month	11.70%	11
Less than once a month	2.13%	2
I'm not sure	2.13%	2
TOTAL		94

Q6: What type of bus pass have you purchased using the Token Transit app? Please check all that apply.

ANSWER CHOICES	RESPONSES	
Regular One-Trip Fare	54.74%	52
One-Day Unlimited Fare	26.32%	25
Seven-Day Unlimited Pass	30.53%	29
Monthly Pass	35.79%	34
Reduced One-Trip Fare	3.16%	3
Reduced Seven-Day Fare	1.05%	1
Reduced Monthly Pass	4.21%	4
Youth Monthly Pass	2.11%	2
Gadsden Express One-Way	2.11%	2
Gadsden Express with a transfer	0.00%	0
Other (please specify)	1.05%	1
Total Respondents: 95		

Other (please specify)

1. Gadsden Express doesn't accept the mobile app

Q7: Since you began using the Token Transit app, have you paid for bus trips in any other way? Please check all that apply.

ANSWER CHOICES	RESPONSES	
Yes, I have used the StarCard Prepaid Card	9.57%	9
Yes, I have used a fare card	12.77%	12
Yes, I have used cash	35.11%	33
I have only used the Token Transit app	55.32%	52
Other (please specify)	3.19%	3
Total Respondents: 94		

Other (Please specify)

1. I have not ridden the bus. I thought I could take the bus to my new job but the bus trip would take almost an hour compared to an 8 minute car trip.
2. No.
3. Cash because my e-ticket would not activate to be used.   Luckily i had cash that morning.

Q8: How did you learn about the Token Transit app? Please check all that apply.

ANSWER CHOICES	RESPONSES	
Advertisements in StarMetro or Gadsden Express buses	83.16%	79
StarMetro website	13.68%	13
Social Media	14.74%	14
Word of mouth (friend or family)	8.42%	8
Other (please specify)	4.21%	4
Total Respondents: 95		

Other (Please specify)

1. Think Tank
2. StarMetro presentation at Troop 105 Scout Meeting
3. Flyer on bus.
4. FB

Rider Satisfaction with Token Transit

Q9: Please tell us how satisfied you are using the Token Transit app to purchase your bus pass.

ANSWER CHOICES	RESPONSES	
Very satisfied	75.79%	72
Somewhat satisfied	20.00%	19
Neutral	1.05%	1
Somewhat dissatisfied	2.11%	2
Very dissatisfied	0.00%	0
Not sure	1.05%	1
TOTAL		95

Q11: How likely are you to recommend the Token Transit app to a friend or relative?

ANSWER CHOICES	RESPONSES	
Very likely	80.85%	76
Somewhat likely	12.77%	12
Neutral	3.19%	3
Somewhat unlikely	1.06%	1
Very unlikely	0.00%	0
Not sure	2.13%	2
TOTAL		94

Q12: How likely are you to continue using the Token Transit app in the future?

ANSWER CHOICES	RESPONSES	
Very likely	87.37%	83
Somewhat likely	7.37%	7
Neutral	1.05%	1
Somewhat unlikely	0.00%	0
Very unlikely	2.11%	2
Not sure	2.11%	2
TOTAL		95

Q13: Has using the Token Transit mobile payment app changed HOW EASY it is for you to purchase a bus pass?

ANSWER CHOICES	RESPONSES	
It is much easier for me to purchase a bus pass using the app	89.47%	85
It is somewhat easier for me to purchase a bus pass using the app	8.42%	8
It is about the same	1.05%	1
It is somewhat harder for me to purchase a bus pass using the app	0.00%	0
It is much harder for me to purchase a bus pass using the app	0.00%	0
I'm not sure	1.05%	1
TOTAL		95

Q14: Has using the Token Transit mobile payment app changed the amount of time you spend PURCHASING A BUS PASS?

ANSWER CHOICES	RESPONSES	
I spend much more time purchasing a bus pass using the app	12.63%	12
I spend somewhat more time purchasing a bus pass using the app	2.11%	2
I spend about the same time purchasing a bus pass using the app	6.32%	6
I spend somewhat less time purchasing a bus pass using the app	14.74%	14
I spend much less time purchasing a bus pass using the app	60.00%	57
I'm not sure	4.21%	4
TOTAL		95

Q15: Has using the Token Transit mobile payment app changed the amount of time it takes you to BOARD THE BUS?

ANSWER CHOICES	RESPONSES	
It takes me much more time to board the bus when using the app	9.47%	9
It takes me somewhat more time to board the bus when using the app	10.53%	10
It takes me about the same time to board the bus when using the app	13.68%	13
It takes me somewhat less time to board the bus when using the app	14.74%	14
It takes me much less time to board the bus when using the app	49.47%	47
I'm not sure	2.11%	2
TOTAL		95

Q16: Has using the Token Transit mobile payment app changed your LEVEL OF AWARENESS about how much money you spend on bus passes?

ANSWER CHOICES	RESPONSES	
I am much more aware of how much money I spend on bus passes	36.84%	35
I am somewhat more aware of how much money I spend on bus passes	12.63%	12
I have about the same level of awareness	36.84%	35
I am somewhat less aware of how much money I spend on bus passes	3.16%	3
I am much less aware of how much money I spend on bus passes	3.16%	3
I'm not sure	7.37%	7
TOTAL		95

Q17: Has using the Token Transit mobile payment app changed how much CASH (specifically, bills and coins) you use to purchase bus passes?

ANSWER CHOICES	RESPONSES	
I didn't use cash before	11.83%	11
I use much more cash when purchasing bus passes now	2.15%	2
I use somewhat more cash when purchasing bus passes now	4.30%	4
I use about the same amount of cash when purchasing bus passes now	9.68%	9
I use somewhat less cash when purchasing bus passes now	12.90%	12
I use much less cash when purchasing bus passes now	55.91%	52
I'm not sure	3.23%	3
TOTAL		93

Q18: Has using the Token Transit mobile payment app changed your experience REPLACING A LOST OR STOLEN bus pass?

ANSWER CHOICES	RESPONSES	
I haven't lost my bus pass since I downloaded the app	73.68%	70
It is much easier for me to replace a lost or stolen bus pass now	3.16%	3
It is somewhat easier for me to replace a lost or stolen bus pass now	5.26%	5
It is about the same for me to replace a lost or stolen bus pass now	5.26%	5
It is somewhat harder for me to replace a lost or stolen bus pass now	1.05%	1
It is much harder for me to replace a lost or stolen bus pass now	2.11%	2
I'm not sure	9.47%	9
TOTAL		95

Q19: Has using the Token Transit mobile payment app changed your level of FLEXIBILITY about when you ride the bus?

ANSWER CHOICES	RESPONSES	
I am much more flexible about when I ride the bus	44.21%	42
I am somewhat more flexible about when I ride the bus	8.42%	8
I am about the same	41.05%	39
I am somewhat less flexible about when I ride the bus	0.00%	0
I am much less flexible about when I ride the bus	1.05%	1
I'm not sure	5.26%	5
TOTAL		95

Q23: How often have you experienced any of the following issues when using the Token Transit mobile payment app?

	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS THAN ONCE A MONTH	NEVER	N/A	TOTAL	WEIGHTED AVERAGE
Issues downloading the app	3.41% 3	1.14% 1	0.00% 0	4.55% 4	80.68% 71	10.23% 9	88	4.76
Issues navigating inside the app	3.41% 3	1.14% 1	3.41% 3	9.09% 8	73.86% 65	9.09% 8	88	4.64
Issues purchasing a bus pass using the app	3.41% 3	2.27% 2	3.41% 3	6.82% 6	76.14% 67	7.95% 7	88	4.63
Issues activating a bus pass (for example, when boarding a bus)	3.41% 3	10.23% 9	7.95% 7	9.09% 8	59.09% 52	10.23% 9	88	4.23
Issues getting the mobile bus pass validated (such as a bus driver being unaware of the app)	7.95% 7	1.14% 1	6.82% 6	12.50% 11	61.36% 54	10.23% 9	88	4.32
Issues transferring between bus routes using the app	4.55% 4	1.14% 1	0.00% 0	2.27% 2	69.32% 61	22.73% 20	88	4.69
Issues getting information about the app	3.41% 3	0.00% 0	4.55% 4	7.95% 7	61.36% 54	22.73% 20	88	4.60
Issues getting a response from customer service / helpline	2.27% 2	1.14% 1	2.27% 2	2.27% 2	36.36% 32	55.68% 49	88	4.56
Issues with cell service / phone reception	6.82% 6	4.55% 4	7.95% 7	4.55% 4	54.55% 48	21.59% 19	88	4.22
Issues with low / dead phone battery	10.23% 9	3.41% 3	10.23% 9	7.95% 7	53.41% 47	14.77% 13	88	4.07

Q25: What additional features would be useful in the Token Transit mobile payment app? Please check all that apply.

ANSWER CHOICES	RESPONSES	
Real-time bus location and arrival information	94.05%	79
Bus schedules	76.19%	64
Trip planning tool	48.81%	41
Information about bus fares and pricing	17.86%	15
Alerts about changes in bus service	66.67%	56
Rate my trip feature	30.95%	26
Information about other modes of transportation like Uber/Lyft, taxis, carshare, and bikeshare	22.62%	19
Other (please specify)	13.10%	11
Total Respondents: 84		

Other (please specify)

1. train the drivers
2. route features such as parks, events, etc
3. Rewards program
4. Big Bend Transit passes
5. n/a
6. Android pay
7. A way to prove you purchased a pass in case phone dies.
8. An "offline" feature, allows someone to purchase the pass online/using WiFi, but will still work when they no longer are around WiFi.
9. Better pricing. Compete with my car on price as you cannot on convenience or speed.
10. NFC to work with existing readers in bus
11. All of the above please! I use Uber and the bus 2gether alot.

Q26: How important is it to you that you can use a SINGLE APP (instead of multiple apps) to pay for your bus fare, plan your bus trips, and get real-time bus arrival information?

ANSWER CHOICES	RESPONSES	
Very important	75.58%	65
Somewhat important	15.12%	13
Neutral	3.49%	3
Somewhat unimportant	3.49%	3
Very unimportant	2.33%	2
Not sure	0.00%	0
TOTAL		86

Q27: How important is it to you that you can use a SINGLE APP to pay for your bus fare for both StarMetro buses and the Gadsden Express?

ANSWER CHOICES	RESPONSES	
Very important	54.55%	48
Somewhat important	5.68%	5
Neutral	9.09%	8
Somewhat unimportant	1.14%	1
Very unimportant	0.00%	0
I only ride StarMetro buses	28.41%	25
I only ride Gadsden Express	0.00%	0
Not sure	1.14%	1
TOTAL		88

Travel Behavior

Q20: Has using the Token Transit mobile payment app changed how often you use OTHER APPS when riding the bus (such as TransLoc Rider, DigiTally, or Trip Planner)?

ANSWER CHOICES	RESPONSES	
I don't use any other apps when I ride the bus	24.21%	23
I use other apps much more often when I ride the bus	6.32%	6
I use other apps somewhat more often when I ride the bus	15.79%	15
I use other apps about the same amount	40.00%	38
I use other apps somewhat less often when I ride the bus	3.16%	3
I use other apps much less often when I ride the bus	5.26%	5
I'm not sure	5.26%	5
TOTAL		95

Q21: Has using the Token Transit mobile payment app changed the number of BUS TRIPS that you take on StarMetro or the Gadsden Express?

ANSWER CHOICES	RESPONSES	
I ride the bus much more often	27.66%	26
I ride the bus somewhat more often	13.83%	13
I ride the bus about the same amount	51.06%	48
I ride the bus somewhat less	2.13%	2
I ride the bus much less	3.19%	3
I'm not sure	2.13%	2
TOTAL		94

Q28: What StarMetro bus route do you ride most often? If you regularly ride more than one route, please check all that apply.

ANSWER CHOICES	RESPONSES	
Azalea	47.73%	42
Big Bend	36.36%	32
Canopy	27.27%	24
Dogwood	12.50%	11
Evergreen	46.59%	41
FLEX Route - Lake Jackson	1.14%	1
FLEX Route - Southside	1.14%	1
Forest	20.45%	18
Gulf	25.00%	22
Killearn	23.86%	21
Live Oak	19.32%	17
Moss	23.86%	21
Park	14.77%	13
Red Hills	13.64%	12
San Luis	9.09%	8
SouthWood	13.64%	12
Tall Timbers	20.45%	18
C.K. Steele Plaza GATES	0.00%	0
Route 1 (Sundays & Nights)	23.86%	21
Route 2 (Sundays & Nights)	12.50%	11
Route 3 (Sundays & Nights)	11.36%	10
Route 5	11.36%	10
Seminole Express (HE)	4.55%	4
None of the above (for riders who only ride Gadsden Express)	0.00%	0
Other (please specify)	1.14%	1
Total Respondents: 88		

Other (please specify)

1. Campus routes

Q29: Do you ride the Gadsden Express?

ANSWER CHOICES	RESPONSES	
Yes	5.75%	5
No	94.25%	82
TOTAL		87

Q30: In the last week, how many trips did you make on StarMetro buses?

ANSWER CHOICES	RESPONSES	
No trips	7.95%	7
1 trip	3.41%	3
2 trips	3.41%	3
3 trips	10.23%	9
4 trips	9.09%	8
5 trips	6.82%	6
6 trips	6.82%	6
7 trips	5.68%	5
8 trips	1.14%	1
9 trips	1.14%	1
10 trips	17.05%	15
11 trips	2.27%	2
12 trips	4.55%	4
13 trips	2.27%	2
14 trips	3.41%	3
15 trips	9.09%	8
If more than 15 trips, please enter the number of trips	5.68%	5
TOTAL		88

More than 15 trips (please specify)

1. 50
2. 30
3. 28
4. 30
5. 25

Q31: What are the reasons you took the bus in the last week? Check all that apply.

ANSWER CHOICES	RESPONSES	
Work	70.11%	61
School	33.33%	29
Medical / Doctor	25.29%	22
Personal business	42.53%	37
Shopping	37.93%	33
Leisure / recreation	24.14%	21
I did not take the bus in the last week	5.75%	5
Other (please specify)	1.15%	1
Total Respondents: 87		

Other (please specify)

1. i don't have a car. i need the bus

Bus Rider Status Changes that may have Influenced Use of App

Q32: Since you completed the first online survey and began using the Token Transit mobile app, have you …Check all that apply.

ANSWER CHOICES	RESPONSES	
Bought a car	5.68%	5
Sold a car	2.27%	2
Got a driver's license	3.41%	3
Moved houses / apartment	9.09%	8
Changed job / school locations	7.95%	7
None of the above	76.14%	67
Other (please specify)	0.00%	0
Total Respondents: 88		

Q33: Since you completed the first online survey and began using the Token Transit mobile app, have you …Check all that apply.

ANSWER CHOICES	RESPONSES	
Got a new smartphone (Android, iPhone, Other Smartphone)	18.18%	16
Got a new tablet (iPad, Kindle, Other)	3.41%	3
Lost / broke a smartphone and did not replace it	2.27%	2
Lost / broke a tablet and did not replace it	4.55%	4
None of the above	76.14%	67
Other (please specify)	0.00%	0
Total Respondents: 88		

Tabulation of Customer Final Survey Answers to Open-Ended Questions

Listed below is a tabulation of responses as they appeared on the completed surveys.

Q10: Why or why not are you satisfied?

1. Wi-Fi and the app going slow. Maybe my phone
2. I don't need to carry cash with me
3. Because its easy access and I won't lose it
4. Apple Pay, Touch ID not enabled
5. Requires data to use, being able to use it offline when using bus passes would be an awesome feature
6. If phone dies, lose fare
7. It's convenient and quick
8. Easy and convenient
9. No hassle, just flash your phone and go
10. Love it for Metro but Gadsden Express doesn't accept the mobile app.
11. Easy to use
12. Makes bus riding super easy and efficient
13. It made bus travel more efficient time wise and safety wise.
14. Im satisfied
15. Very easy to use
16. So I don't have to keep money on me all the time
17. Provides great help and very much depend on it.
18. Simple and easy to use and understand
19. It is easier for me to use technology to access the things I need rather than a piece of paper. Also, msuch easier to keep up with.
20. It works
21. At first I was not aware that I could purchase more than one fare at a time. Later I saw that the app allowed purchasing more than one at a time.
22. Very Convenient Way To Pay Bus Fares.
23. Very easy to use, and is very convient by way of not having to go to the station to purchase a ticket.
24. Very satisfied. So convenient. Worked everytime for me. Bus passes are saved if you don't use them. Which is awesome.
25. The pass is easy to use.
26. I´m satisfied for how easy is to purchase a ticket. However I wish that for activate the ticket I did not need any internet connection at all.
27. Convenient
28. It is easier to use this because I hate having to find a way to get money out to pay at the terminal
29. It is easy to use; convenient!
30. It is very convenient
31. It's easy if I forget to buy one I can do it right then
32. I don't always have cash
33. Easy to use
34. App is initially confusing. Wasn't sure what to show the driver.
35. Please add purchase of Big Bend Transit to the available passes.
36. It's convenient having purchase bus pass before leaving my home .

37. Convenient
38. The only issue was wondering what would I do if my phone dies. I have no other to prove I bought an e-pass.
39. The application some times forget my card information
40. It was extremely convenient! There was often times I'd forget to get cash and not have time to stop at the customer service counter at the station, and this app really saved my life. I can buy an all day pass and not have to worry all day about getting cash.
41. It made it so easy becuase I don't have a real bank so I can't always take out money from my online bank when vet I want so this allowed me to catch the bus without having pocket change! Please do not get rid of this.
42. It is much more convenient than having to go to the bus station with cash to refill my pass since I bought one there and not online. This saves me a lot of time.
43. Convenience
44. It's very convient
45. It is very easy.
46. I am very satisfied because it makes purching a lot more convient for me
47. Not cost effective for work and back 5 days. Same cost as cash essentially unless you don't use the pass for all 10 trips in which case I'm wasting money on the pass.
48. Saves me time and money. I love it!
49. It doesnt specify what button to depress on the screen where you show the driver the paid pass.
50. It's easy to use and you can't misplace your pass with the app.
51. It's an easy way to purchase bus passes
52. I could not pay for another person's fare using the app.
53. Very convenient and I can store my passes
54. I'm a forgetful person when it comes to cards so it's easier for me to use the app since I always make sure I have my phone. It's a lot quicker than fidgeting around for change when I board the bus.
55. The pass is convenient to use and keep up to date. The only downside is the delay in showing the image after clicking the pass.
56. Needs offline capability and/or NFC (near field communication) capabilities
57. Take to much to get it open. And have to have internet.
58. Went to use an e-ticket and the app said it could not be activated and to try again later. Luckily i had cash on me that morning.
59. It's very slow to open. Sometimes it doesn't open. Makes drivers question if u have a pass.
60. It's very nice not having to hold up the line because my dollar won't go in the machine right.
61. Simple easy and I don't have to cart change or cash or make a trip to the station to buy a card
62. CONVEINT AND BETTER PRICING
63. Very reliable
64. it took too lonv to activatd a pass -- learned I had to start the process when the bus finder showed it was one minute away
65. Love the convienenc plz don't get rid of it pretty plz
66. Very convienient
67. It's very convenient!

Q22: What is the biggest benefit to you of using the Token Transit mobile payment app? Please explain in the space provided.

1. I don't have to carry cash, and I can't lose my pass because it's on my phone
2. Not having to go all the way to the plaza to purchase my pass is a definite plus. Thank you
3. Never losing my bus pass and being able to purchase my bus pass on the way to my stop instead of having to go to the bus station.
4. Payment method easy
5. Not having to think about how much cash you need to ride the bus.
6. Can use digital wallet for buses.
7. I don't have to worry about carrying exact cash
8. no wait for pass which means not missing bus waiting to buy a pass
9. Buying a bus pass
10. Love the app because I don't have to fumble through my bag to find money
11. No hassle
12. Convenient for metro! But Gadsden Express doesn't accept the mobile app.
13. Easy to buy and easy to board on bus
14. It's incredibly efficient
15. Efficiency has definitely improved!
16. I love that this app exists! Before, I would have to go to the info booth at the plaza in fear that I would miss my next connection.
17. it makes things easier and less expensive than paying with cash
18. No more cards
19. Not needing to worry if I have change to ride the bus
20. Seamless experience getting on the bus instead of hassling with change.
21. I will ride the bus even when I don't have cash on hand.
22. Easy to use and keep track of my expenses.
23. I can use my debit card instead of cash when getting on the bus.
24. The biggest benefit is I dont have to worry about going to get cash then going all the way back to the bus station to buy a bus pass. I can pay, go and handle my business.
25. Easy. Environmentally friendly. Secure.
26. no cash
27. Flexibility
28. Not having to keep cash for regular one-trip fare
29. Can instantly buy a ticket when needed
30. I don't have much cash most of time. Very convenient and fast.
31. Using the pass is easier than making sure to have cash.
32. The fact that I do not need many coins to purchase a ticket.
33. Convenient
34. Being able to pay with a card because I hate carrying cash
35. It is one less card to get damaged. Showing a picture is much easier than getting the card to perfectly align with a target.
36. It is convenient and I don't have to travel to get a bus card
37. My card stay linked
38. I can purchase my passes wherever I am
39. Easy access
40. User friendly
41. Not worrying about getting enough cash for the bus
42. Have quick way to get bus fares for ride with out planning for going to office

43. Don't have to worry about having the exact change any longer
44. Less time going and getting a pass
45. No need to carry cash for individual trips or to purchase passes from Steele Plaza (which, unfortunately, doesn't take credit cards).
46. I carry around less cash.
47. I could purchase passes with a debit card. A lot of times, I didn't have cash or needed change to get a pass. With the app, I was able to save a trip to get change and just put it on my card. And it saved me time.
48. Is fast
49. The biggest benefit is the ease of it all honestly. Even when my pass expired, the app remembered my credit card information and offered me the pass I'd bought previously. One day I bought a pass and didn't use it, and I thought I lost three dollars, turns out, the pass was still saved and ready for me to just activate and board! I think this app bring the transportation system into the 21st century in my opinion. Now, if we could just have buses run more frequently and have them actually be on time and not have drivers stop at gas stations to grab their lunch, or not have to sit downtown for 15-20 minutes downtown waiting for other late buses which obviously now makes all the buses late. Fix all that and guys have a pretty decent system!
50. I am able to ride the buss EVERYDAY instead of having to take an uber because I do not have cash! I love this app so much! Please please please keep it!
51. Convenience once there is data on my phone.
52. I don't carry cash at all. Therefore, its convenient.
53. Not having to worry about change
54. Not having to look for cash.
55. the biggest benefit is convience
56. It was convenient as it remembers my credit card. It is not economical. I pay less in gas to commute than the cost of the pass.
57. Always being prepared for the bus. Never having to pull cash out for bus fare.
58. Being able to purchase a pass from my home or bus stop without having to go in to the terminal.
59. I dont have to go to the terminal and purchase passes for the bus.
60. Impossible to lose your pass
61. The amount time of me entering the bus is so quick and easy
62. It token has an extended expiration and gives me more time to ride
63. The biggest benefit to me is not having to carry around a lot of change or cards to purchase a pass anymore.
64. The speed of pass renewal.
65. Cashless purchases and no need to maintain prepaid card
66. No cash or exact change. I an era of cashless transaction so, it's much easier not having to get cash back or scrape change for the bus.
67. No one could talk me into let them use my pass. Because it is on my phone.
68. The ease of buying passes with a credit/debt card. I still have to carry cash just in case i run into another situation where the e-ticket cannot be used.
69. Using my bank card to pay.
70. Not having to worry about change.
71. It is easy and convenient for me to purchase a bus pass especially when I am running late.
72. I can buy a pass n it's with me on my phone till it's expired and I buy eeekly passes so I can buss hop n go to work with ease

73. EASIER TO PURCHASE BUS TICKETS
74. Being able to use my card rather than cash
75. no need to go to store or ATM
76. Just having it on my phone so I don't have to keep up with my transfers
77. Not needing to keep quarters for one way trips
78. I can pay with a credit card instead of cash at the booth which is much better.
79. Being able to pay and not having to go to the bus station and pay in line

Q24: What is the biggest challenge or issue you've experienced when using the Token Transit mobile payment app? Please explain in the space provided.

1. no mobile data or wifi
2. N/A
3. Buss pass validation
4. N/A
5. Data dependent for all uses.
6. phone battery, charge
7. If data is slow, it take a second to load the pass
8. N/A
9. Monthly pass activates when tap but count down days when if your not riding the bus .
10. Being unable to use it on the Gadsden Express
11. No challenges
12. None. It's great.
13. none
14. N.a.
15. The busses being on time.
16. nothing
17. Haven't had a problem since August.
18. The biggest challenges are personal. I have to be able to keep my device charged
19. none
20. N/A
21. NA
22. Will sometimes say "not activated" or something like that but, is easily fixed backing out of app, then signing back in
23. No big challenges. It worked for me
24. None.
25. One person told me that it was the wrong pass when it wasn't but after that I hadn't seen her.
26. I occasionally had to tap on the pass to get it to show.
27. I've had no problems
28. Initial usability. I also mistakenly purchased bus passes
29. Pulling it up once phone died
30. I just wasn't sure how the app worked so I was hesitant to use it
31. Smart phone problem
32. Big Bend Transit fares not being a choice.
33. N/A
34. Making sure phone stays charge, especially if I have a lot of errands to do. I usually am on my phone on the ride, which lower my battery.
35. sometimes doesn't save my card information

36. Biggest issue is that I have to be connected to data to use the pass, which isn't really a problem, it was only an issue because at the time my mobile data was acting a littl weird, but once I got my data up and running the app was a breeze!
37. The only downfall is that I forget to charge my phone before I leave work but that isn't your fault!
38. I can't talk on the phone and pull it.
39. My phone died a lot.
40. none
41. N/a
42. Fear of losing my phone and having to buy fare or a pass. Also having to carry a second phone for bus location and alerts is unfortunate.
43. N/a
44. Drivers don't know what they're looking at. They don't recognize the app advertised in their buses.
45. Nothing
46. Sometimes it takes a while to open and fully function
47. Trying to launch the pass I bought
48. No problemby
49. I didn't understand how the app worked at first so I had to figure it out. I couldn't find any instructions or anything and did not realize at first that the clock it shows is the way to verify your pass.
50. How long the daily validation screen takes to load after tapping the monthly pass.
51. N/A
52. When a pass is just purchased, the app sometimes is briefly unresponsive, but briefly enough it's not an issue.
53. You have to have internet
54. Activating passes
55. It's very slow to open at times. Even after I've just shown it to another driver.
56. Not having any bars or wireless when trying to activate a pass
57. NA
58. none
59. No challenge at all
60. I haven't experienced any big challenges.

Q34: Do you have any additional comments about riding the bus, purchasing your bus pass, or using the Token Transit mobile app? If so, please let us know here.

1. please make it available offline. if the internet goes down. i have lost my money and i am late for any appointments that I had schedudle
2. Make it Senior friendly
3. No
4. thank you
5. Love the app, would like to see some of the additional features I selected to condense my apps into one.
6. Can't wait till it actually opens yo the public

7. Could we get info on the app security to protect cc numbers in app and we need the Gadsden Express to accept the mobile app as well thanks!
8. I do feel bad when I miss out on a day that had a ride free day like on veterans day or dump the pump day when I already have a pass that I paid for.
9. N/A
10. I would like Starmetro to run on time. The bus NEVER is on time. The scheduling needs to be overhauled and the drivers need to work with a sense of urgency rather than letting riders sit on the bus while they chit-chat at the Plaza.
11. No
12. Please keep this app. It really comes in handy
13. NFC support would be nice, but only a few higher end phones support that...
14. Great app
15. One more time, because it is important. Please add Big Bend Transit as a choice on the available fares to purchase. Thank you.
16. None
17. Thanks!
18. none
19. Please address the location lag on the rider app. I can see my bus and the position on the map is a half mile away. I realize this is not in the token app but it should be and it's a problem.
20. Keep up the good work.
21. Im glad that someone thought of this. It really helps a lot!
22. No.
23. No
24. Im skeptical that this system is not secure from being hacked in at least one way: by creating fake animations or recorded animation that fool the bus drivers. It seems to me some one could get away with getting free fare. The bus drivers with the current on-bus kiosks do a better job of collecting fares.
25. N/a
26. NFC
27. Some people do well just have minute on their! So you need to come up with a way so people do NOT need the internet! Why font you come up with a card with they pic and let them DOWN LOAD IT TO THEY PHONE???? This could be done at any wi fi spot!!!!
28. Combine all the bus apps. Make it open faster and offer free rides/tokens for repeat users!
29. NA

Tabulation of Bus Operator Survey Results

Approximately 110 bus operators who drive fixed routes, 44 of whom completed the survey.

Q1: While driving the bus in the last 4 months, have you had one (or more) passengers pay their fare using the Token Transit mobile app? The app is shown below.

ANSWER CHOICES	RESPONSES	
Yes, one or more passengers have boarded my bus and paid with the Token Transit app	97.78%	44
No, I haven't had a passenger pay using the Token Transit mobile app	2.22%	1
No, I haven't used the app at all.	0.00%	0
TOTAL		45

Q2: Why haven't you encountered a passenger paying their bus fare using the Token Transit app? Please check all that apply.

ANSWER CHOICES	RESPONSES	
I haven't driven the bus regularly during the last 4 months	0.00%	0
I primarily drive on a bus route through a university campus (where students don't pay fares)	100.00%	1
Passengers prefer to pay using cash, a fare card, or a Star Card	0.00%	0
I'm not sure	0.00%	0
Other (please specify)	0.00%	0
Total Respondents: 1		

Q3: When you are driving the bus, how often do passengers board your bus using the Token Transit app?

ANSWER CHOICES	RESPONSES	
Multiple times per day	72.73%	32
About once per day	6.82%	3
A few times a week	15.91%	7
About once a week	0.00%	0
About once a month	0.00%	0
Less than once a month	0.00%	0
I'm not sure	4.55%	2
TOTAL		44

Q4: When you are driving the bus, what type of bus pass do you most frequently see passengers use on the Token Transit app?

ANSWER CHOICES	RESPONSES	
Regular One-Trip Fare	31.82%	14
One-Day Unlimited Fare	18.18%	8
Seven-Day Unlimited Pass	11.36%	5
Monthly Pass	25.00%	11
Reduced One-Trip Fare	2.27%	1
Reduced Seven-Day Fare	0.00%	0
Reduced Monthly Pass	0.00%	0
Youth Monthly Pass	2.27%	1
Gadsden Express One-Way	0.00%	0
Gadsden Express with a transfer	0.00%	0
I'm not sure	9.09%	4
TOTAL		44

Q5: From your perspective as a bus operator, please tell us how satisfied you are with the Token Transit app.

ANSWER CHOICES	RESPONSES	
Very satisfied	45.45%	20
Somewhat satisfied	34.09%	15
Neutral	20.45%	9
Somewhat dissatisfied	0.00%	0
Very dissatisfied	0.00%	0
I'm not sure	0.00%	0
TOTAL		44

Q6: From your perspective as a bus operator, how likely are you to recommend that Star Metro continue to offer passengers the ability to pay using the Token Transit app?

ANSWER CHOICES	RESPONSES	
Very likely	59.09%	26
Somewhat likely	18.18%	8
Neutral	15.91%	7
Somewhat unlikely	4.55%	2
Very unlikely	2.27%	1
I'm not sure	0.00%	0
TOTAL		44

Q7: Has using the Token Transit app changed HOW EASY it is for you to collect bus fares when driving the bus?

ANSWER CHOICES	RESPONSES	
It is much easier for me to collect bus fares when passengers use the app	72.73%	32
It is somewhat easier for me to collect bus fares when passengers use the app	20.45%	9
It is about the same	6.82%	3
It is somewhat harder for me to collect bus fares when passengers use the app	0.00%	0
It is much harder for me to collect bus fares when passengers use the app	0.00%	0
I'm not sure	0.00%	0
TOTAL		44

Q8: Has using the Token Transit app changed the AMOUNT OF TIME you spend collecting bus fares when driving the bus?

ANSWER CHOICES	RESPONSES	
I spend much more time collecting bus fares when passengers use the app	2.33%	1
I spend somewhat more time collecting bus fares when passengers use the app	11.63%	5
I spend about the same amount of time collecting bus fares when passengers use the app	11.63%	5
I spend somewhat less time collecting bus fares when passengers use the app	18.60%	8
I spend much less time collecting bus fares when passengers use the app	51.16%	22
I'm not sure	4.65%	2
TOTAL		43

Q9: Has using the Token Transit app changed the AMOUNT OF CASH (specifically, coins and bills) that you collect from passengers paying their bus fares?

ANSWER CHOICES	RESPONSES	
I collect much more cash	9.09%	4
I collect somewhat more cash	9.09%	4
I collect about the same amount of cash	27.27%	12
I collect somewhat less cash	25.00%	11
I collect much less cash	25.00%	11
I'm not sure	4.55%	2
TOTAL		44

Q10: From your perspective, has the Token Transit app changed the AMOUNT OF TIME passengers spend boarding the bus?

ANSWER CHOICES	RESPONSES	
Passengers spend much more time boarding the bus when they use the app	0.00%	0
Passengers spend somewhat more time boarding the bus when they use the app	4.55%	2
Passengers spend about the same time boarding the bus when they use the app	18.18%	8
Passengers spend somewhat less time boarding the bus when they use the app	31.82%	14
Passengers spend much less time boarding the bus when they use the app	43.18%	19
I'm not sure	2.27%	1
TOTAL		44

Q12: Please tell us about your experience being trained to use the Token Transit app before the app was launched to bus riders.

ANSWER CHOICES	RESPONSES	
I received too much training about how to use the app	2.27%	1
I received the right amount of training about how to use the app	52.27%	23
I received too little training about how to use the app	18.18%	8
I did not receive any training about how to use the app	25.00%	11
I'm not sure	2.27%	1
TOTAL		44

Q13: How often have you experienced any of the following issues with the Token Transit app?

	MORE THAN ONCE A WEEK	ABOUT ONCE A WEEK	ABOUT ONCE A MONTH	LESS THAN ONCE A MONTH	NEVER	NOT SURE	TOTAL	WEIGHTED AVERAGE
Issues with the color of the day	2.33% 1	11.63% 5	2.33% 1	2.33% 1	79.07% 34	2.33% 1	43	4.48
Issues with the word of the day	0.00% 0	9.52% 4	4.76% 2	7.14% 3	76.19% 32	2.38% 1	42	4.54
Issues with the image of the day	4.65% 2	2.33% 1	2.33% 1	13.95% 6	74.42% 32	2.33% 1	43	4.55
Issues seeing the pass on a passenger's phone (e.g., due to glare)	2.33% 1	11.63% 5	2.33% 1	9.30% 4	67.44% 29	6.98% 3	43	4.38
Issues pressing the VIP key on the farebox	0.00% 0	7.32% 3	2.44% 1	7.32% 3	80.49% 33	2.44% 1	41	4.65
Issues with a passenger who did not know how to use the app	2.33% 1	11.63% 5	6.98% 3	23.26% 10	51.16% 22	4.65% 2	43	4.15
Issues with a passenger who did not have cell service / reception	6.98% 3	6.98% 3	9.30% 4	13.95% 6	51.16% 22	11.63% 5	43	4.08
Issues with a passenger with a low / dead phone battery	4.65% 2	2.33% 1	6.98% 3	11.63% 5	67.44% 29	6.98% 3	43	4.45
Issues with a passenger who tried to evade paying the fare (e.g., by passing back their phone)	0.00% 0	4.76% 2	7.14% 3	2.38% 1	80.95% 34	4.76% 2	42	4.67

Q15: What StarMetro bus route do you usually drive? If you regularly drive on more than one route, please check all that apply.

ANSWER CHOICES	RESPONSES	
Azalea	24.39%	10
Big Bend	31.71%	13
Canopy	12.20%	5
Dogwood	26.83%	11
Evergreen	31.71%	13
FLEX Route - Lake Jackson	4.88%	2
FLEX Route - Southside	4.88%	2
Forest	31.71%	13
Gulf	24.39%	10
Killearn	24.39%	10
Live Oak	26.83%	11
Moss	26.83%	11
Park	12.20%	5
Red Hills	29.27%	12
San Luis	14.63%	6
SouthWood	4.88%	2
Tall Timbers	31.71%	13
C.K. Steele Plaza GATES	0.00%	0
Route 1 (Sundays & Nights)	9.76%	4
Route 2 (Sundays & Nights)	9.76%	4
Route 3 (Sundays & Nights)	9.76%	4
Route 5	12.20%	5
Seminole Express (HE)	14.63%	6
Other (please specify)	9.76%	4
Total Respondents: 41		

Other (please specify)

1. Nite Nole
2. campus
3. campus
4. and all campus route

Tabulation of Bus Operator Survey Answers to Open-Ended Questions

Listed below is a tabulation of responses as they appeared on the completed surveys.

Q11: From your perspective as a bus operator, what is the biggest benefit of the Token Transit app?

1. Taking less time aboarding the bus.
2. easy to identify
3. eaily to read
4. Easy to look at without looking for the date,time and bus route.
5. lesstimeboardingthebus
6. not having to deal with money
7. The biggest thing is that it saves on time
8. It saves time
9. it's much faster to get passenger on board.
10. its very fast, no time lost.......love it.
11. they show me their phone and I push a botton, done.
12. The biggest benefit is that it takes less time.
13. it makes it easy for them to board the bus saves some time
14. none
15. less time
16. It is much quicker and less aggravating. It the system was used by more individuals the entire system would be much better and faster. There is not enough people using the system to truly say its faster or better than before. However, it is my belief that if it was wild spread throughout, our system would be extremely efficient.
17. less cash you have to collect and time boarding
18. it's faster
19. don't have to collect any money
20. THEY JUST SHOW AND KEEP MOVING
21. lesstimeboardingthebus
22. most of the passengers have token ready don't have to wait for them fine their money
23. it give us more time to keep rolling
24. time consuming
25. time

26. when its up, it is quick and easy.
27. help the bus boarding system working faster then normal
28. convenience
29. much less time boarding no issues about passes
30. less dollar and coin jam
31. The amount of time spent boarding the bus.
32. Most passenger is ready board the bus with out looking for changes.
33. it take less effort and time to collect my fare, so it helps make the day go smoother
34. more easy
35. knowing the fare is there
36. none
37. getting them away form my fair box so i can move on

Q14: From your perspective as a bus operator, what is the biggest challenge or issue you have experienced with the Token Transit app? Please explain in the space provided.

1. I Have experience no challenge
2. none
3. not ready when getting on the bus
4. Having it already loaded up on their phone once I get to their stop.
5. none
6. NONE
7. taking to long to load
8. NONE
9. none
10. i dont know if it was service connection but the app would not respond initially, had to wait a second.
11. none
12. i have not had any problems
13. none
14. NONE
15. Pressing the VIP key.
16. no problems
17. it work good to me
18. app loading time
19. NONE
20. Not enough people are using it
21. none
22. n/a
23. none
24. none
25. person didnt have service, so it cirlced until we found his cell service
26. none
27. N/A

28. not a issues
29. Not enough people are using it
30. none
31. Pressing the VIP key.
32. none
33. i have had none
34. none
35. none
36. Not enough people are using it
37. none

Q16: Do you have any additional comments or suggestions about how to improve the Token Transit app? If so, please let us know here.

1. not really
2. no
3. No.
4. no
5. none
6. no
7. none
8. none
9. none
10. no
11. no
12. No.
13. none
14. no
15. I prefer this method
16. none other comments
17. all passes perpaided
18. Make it available to all passengers.
19. none
20. No.
21. none
22. none
23. no
24. no
25. Push this system throughout our entire transit system

External Testing Bus Pass Sales Results

A total of 6,426 bus passes, of all types combined, were purchased via the Token Transit app during the testing period of September 2017 through March 2018. According to the tallies of bus boardings of bus riders using Token Transit, as measured by bus operators pressing the VIP key on the farebox, Table 1 below lists the totals by month.

Table 1: Total Token Transit Validated Bus Passes

Month	Total
September 2017	2,895
October	4,719
November	4,088
December	3,205
January 2018	4,175
February	3,615
March	3,924

It is important to note that because this was a limited external launch of the app, more passes would likely have been sold if the Token Transit app had been made available to all bus riders. This was a limited external launch by design, which addressed the initial concerns of the StarMetro project manager regarding the ability to control the magnitude of unanticipated events and problems.

It also is important to note that the marketing plan was designed for the purpose of inviting bus riders to participate in the test, not only by using the Token Transit app, but also by taking both the pre- and post-surveys to enable gauging customer satisfaction and change in travel behavior. Customer testers not only indicated an interest in using a mobile fare payment app, but they also were willing to participate in the study by taking the pre- and post-test surveys. While the group of bus riders who qualified to participate in the Token Transit app testing totaled over 360, the number of bus riders who initially were interested enough to enter the Main Landing Page website to find out more about the mobile app totaled 2,379. This total might be a better indicator of potential overall ridership interest in using the app.

Once the post-survey was complete, the marketing campaign also ended on October 31, 2017. However, the results below show that after the post-survey and after the December holidays when ridership ordinarily decreases, the number of paying users held steady, providing some indication that the app remained useful and desirable to the original customer testers.

Table 2 below provides data for StarMetro bus passes sold via the Token Transit app, by month, by fare type and by user type. The fare types are listed by row in the order of most frequently purchased fare type to the least. It shows that the regular one trip fare type was the most frequently purchased at 4,767 passes purchased.

Table 2: StarMetro Bus Passes Sold via Token Transit Mobile Fare Payment App

Fare Type	Sept.	Oct.	Nov	Dec.	Jan.	Feb.	Mar.	Total Purchased
Regular one trip	342	805	700	565	757	772	826	4,767
Regular one day unlimited	52	88	59	40	64	79	71	453
Regular 7 day unlimited	46	73	81	58	62	49	65	434
Regular monthly	25	35	39	26	41	42	43	251
Disabled one trip	21	36	39	43	36	34	31	240
Senior one trip	4	34	35	42	25	37	26	203
Disabled monthly	4	4	4	4	5	2	4	27
Senior monthly	1	2	3	3	1	3	3	16
Youth one trip	1	1	3	0	8	1	0	14
Regular Gadsden Express one trip	0	1	4	0	2	0	0	7
Senior 7 day unlimted	1	1	0	0	0	0	3	5
Disabled 7 day unlimited	4	0	0	0	0	0	0	4
Youth one day unlimited	0	2	0	0	0	0	0	2
Youth monthly	0	0	0	0	2	0	0	2
Youth Gadsden Express with Transfer	0	0	0	0	0	0	1	1
Total	501	1,082	967	781	1,003	1,019	1,073	6,426

Heat Map

Token Transit can generate heat maps using Google Maps, which plot the location of bus boardings by rider type (regular, youth, senior, disabled) and by fare type (regular one trip, senior one trip, regular monthly, etc.). The user can specify just certain rider types and pass types for viewing, or can choose to specify all rider and pass types. The heat map in Figure 1 below shows the bus boarding location of all rider and pass types. The Google Map can be accessed at this link.

https://drive.google.com/open?id=1aEhGJ4GdDigYty6eViY63tF_Scx_5vkD&usp=sharing
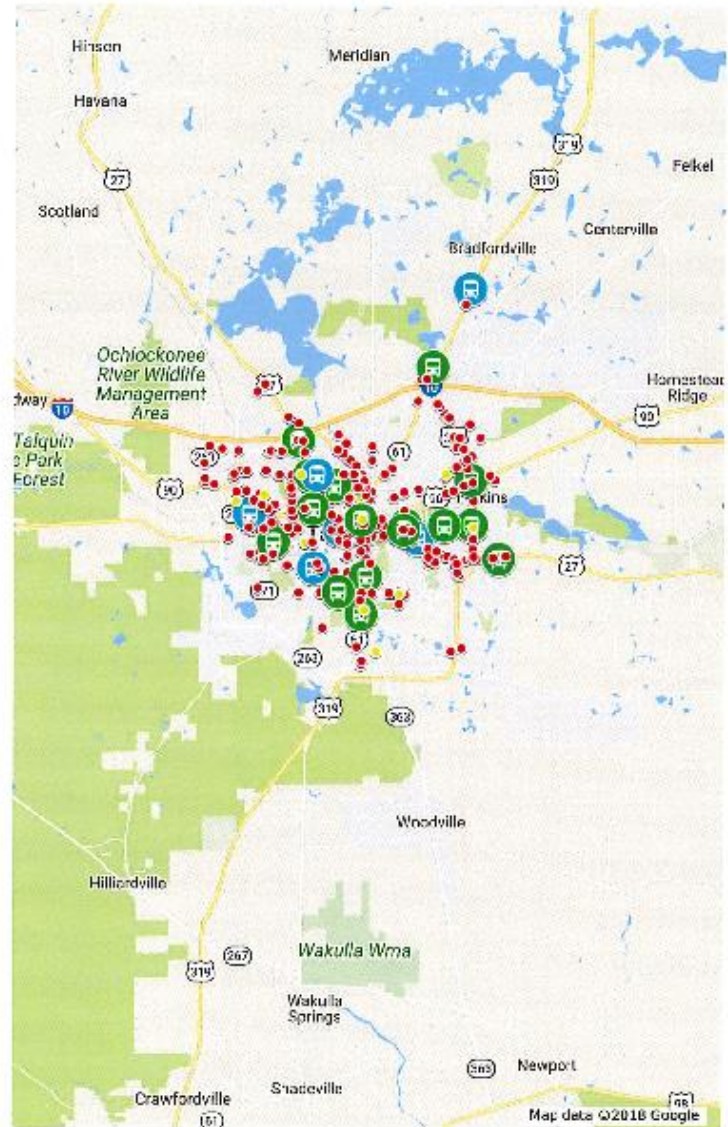
Figure 1. Google Maps heat map of StarMetro bus boardings by ride and fare type.

Remaining Activities During the External Test

Researchers held a final StarMetro staff debriefing meeting on March 22, 2018, to discuss the results of the pilot and considerations for moving forward with a mobile fare payment app upon the conclusion of the pilot on March 30.

Token Transit did not conduct an official wind down of the app availability to customers because StarMetro and Token Transit contracted directly in order to prevent any lapse in service for the riders, beginning March 31, 2018.

Appendix 3.1 Customer Baseline Survey Instrument

Please read this before continuing. You are being asked to volunteer in a study being conducted by researchers at the University of South Florida and University of Tennessee on behalf of the Florida Department of Transportation. The purpose of this study is to find out how bus riders use mobile ticketing, which is a smartphone application ("app") that lets you buy your bus pass directly on your phone.

To participate in this study, you must be at least 18 years old, and you must have access to a smartphone. Additionally, you must be a StarMetro rider or a Gadsden Express rider who purchases your own bus passes. If you do not purchase bus passes (for example, if you are an FSU or FAMU student), you are not eligible to participate.

The study includes three parts. This is the first part that includes signing up and taking an initial survey that takes about 3 minutes to complete. The survey questions ask you about:

- **How you use the StarMetro or Gadsden Express bus systems**
- **Information about you, for example, your age**
- **Your email address. Your contact information is needed to send you information and to follow up during the study.**

The second part of the study is when you download the app and use it for about 2-3 months to buy your bus passes. The third part of the study is a follow-up survey that will be emailed to you in 2-3 months, after you have been using the mobile ticketing app. We might also contact you via email with additional questions at a later time.

The survey data collected in this study will be kept strictly confidential. The risks to participate in this study are not greater than those you may encounter in your daily activities. Your participation in this study is voluntary. You do not have to be in this study if you do not want to be. You have the right to change your mind and leave the study at any time without giving any reason and without penalty. If you have any questions about the study, you may contact Sara Hendricks at the University of South Florida at hendricks@cutr.usf.edu or 813-974-9801.

Thank you for your participation. Study information can be found at http://starmetroepass.com

Questions in this survey with an asterisk (*) indicate a question that is required to be answered in order to participate in this pilot. Questions not shown with an asterisk (*) are optional.

* 1. By answering "Yes" to the question below, you indicate your decision to participate in this research study.

○ Yes

○ No

* 2. Are you 18 years old or older?

○ Yes

○ No

* 3. How frequently do you ride StarMetro buses or the Gadsden Express?

◯ Once per month or more

◯ Less than once per month

◯ I am a new rider

* 4. Do you have access to a smartphone?

○ Yes

○ No

* 5. Are you currently enrolled as a student?

◯ No, I am not currently enrolled as a student

◯ Yes, attending K-12th grade

◯ Yes, full time or part time at Florida State University

◯ Yes, I am a student attending post-secondary classes at a school that is not FSU or Florida A&M

◯ Yes, full time or part time at Florida A&M

6. What StarMetro bus route do you ride most often? If you regularly ride more than one route, please check all that apply.

- [ ] **A**zalea
- [ ] **B**ig Bend
- [ ] **C**anopy
- [ ] **D**ogwood
- [ ] **E**vergreen
- [ ] FLEX Route - Lake Jackson
- [ ] FLEX Route - Southside
- [ ] **F**orest
- [ ] **G**ulf
- [ ] **K**illearn
- [ ] **L**ive Oak
- [ ] **M**oss
- [ ] **P**ark
- [ ] **R**ed Hills
- [ ] **S**an Luis
- [ ] South**W**ood
- [ ] **T**all Timbers
- [ ] Route **1** (Sundays & Nights)
- [ ] Route **2** (Sundays & Nights)
- [ ] Route **3** (Sundays & Nights)
- [ ] Route **5**
- [ ] Seminole Express (**HE**)
- [ ] None of the above (for riders who only ride Gadsden Express)
- [ ] Other (please specify)

7. Do you ride the Gadsden Express?

- ( ) Yes
- ( ) No

8. In the last week, how many trips did you make on StarMetro buses?

○ No trips   ○ 8 trips

○ 1 trip   ○ 9 trips

○ 2 trips   ○ 10 trips

○ 3 trips   ○ 11 trips

○ 4 trips   ○ 12 trips

○ 5 trips   ○ 13 trips

○ 6 trips   ○ 14 trips

○ 7 trips   ○ 15 trips

○ If more than 15 trips, please enter the number of trips

[   ]

9. What are the reasons you took the bus in the last week? Check all that apply.

☐ Work

☐ School

☐ Medical / Doctor

☐ Personal business

☐ Shopping

☐ Leisure / recreation

☐ I did not take the bus in the last week

☐ Other (please specify)

10. How do you usually pay for your bus trips on StarMetro?

◯ StarCard Prepaid Card

◯ Cash

◯ Fare Card

◯ Other (please specify)

[ ]

11. What type of StarMetro fare do you usually purchase?

○ One-Day Unlimited Fare   ○ Reduced One-Trip Fare

○ Regular One-Trip Fare   ○ Seven-Day Reduced Fare

○ Seven-Day Unlimited Pass   ○ Reduced Monthly Pass

○ Monthly Pass   ○ Youth Monthly Pass

○ Other (please specify)

[   ]

12. What type of smartphone do you use?

◯ iPhone

◯ Android

◯ Windows Phone

◯ Other (please specify)

[   ]

13. What mobile apps do you currently use when traveling via StarMetro? Check all that apply.

☐ TransLoc Rider

☐ DigiTally – Find My Bus

☐ Trip Planner

☐ I don't using any apps for information about StarMetro

☐ Other (please specify)

14. What is your gender?

○ Female

○ Male

○ Other (please specify)

15. How old are you?

○ 18 to 24   ○ 55 to 64

○ 25 to 34   ○ 65 to 74

○ 35 to 44   ○ 75 or older

○ 45 to 54

16. What is your race or ethnicity? (Please check all that apply.)

☐ American Indian or Alaskan Native   ☐ Black or African American

☐ Asian or Pacific Islander   ☐ Hispanic or Latino

☐ Native Hawaiian or Pacific Islander   ☐ White or Caucasian

☐ Other (please specify)

17. What is your employment status? Check all that apply.

☐ Employed full-time (35+ hours/week)

☐ Employed part-time (less than 35 hours/week)

☐ Unemployed

☐ Retired

☐ Student

☐ Other (please specify)

18. What is your total household income per year?

○ Under $5,000

○ $5,000 to $9,999

○ $10,000 to $19,999

○ $20,000 to $29,999

○ $30,000 to $39,999

○ $40,000 to $49,999

○ $50,000 or more

19. How many cars/trucks do you have in your household?

◯ None

◯ 1

◯ 2

◯ 3 or more

* 20. What is your email address?

19

Thank you for your interest in our Mobile Fare Payment Pilot.

21

Participants in this pilot must be age 18 or older. Thank you for your interest!

Participants must have access to smartphone. Thank you for your interest!

You will not be enrolled in this pilot because FSU and FAMU students do not purchase bus passes. As a result, you would have no use for this app. Thank you for your interest!

Thank you for completing the survey! Please click the "DONE" button below to download the Token Transit app.

Appendix 3.2 Customer Exit Survey Instrument

1. Welcome to the Final Survey of the Token Transit Mobile Payment App Pilot

Thank you for participating in the Mobile Payment App Pilot Program.

Please complete this survey by Friday, November 17, 2017.

This is the final survey in the mobile payment app pilot program. This survey takes about 5 minutes to complete, and it includes questions about your use of the bus in Tallahassee, your use of the Token Transit mobile payment app, and any feedback you would like to provide about the app.

Thank you again for your participation in the mobile payment app pilot program and study! We really appreciate your feedback!

If you have any questions, you may contact Sara Hendricks at the University of South Florida at hendricks@cutr.usf.edu.

2. Used Mobile Payment App

* 1. Have you used the Token Transit app to purchase a bus pass? The app is shown below.

◯ **Yes,** I have purchased a bus pass using the Token Transit app.

◯ **No,** I downloaded the Token Transit app, but I haven't purchased a bus pass yet.

◯ **No,** I haven't used the app at all.
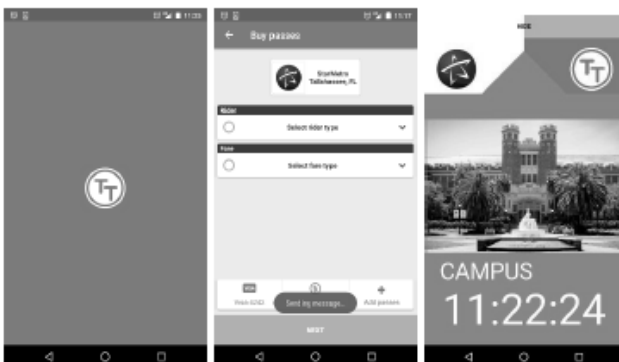
3. Have not used the Mobile Payment App

2. Why haven't you used the Token Transit mobile payment app to purchase a bus pass? Please check all that apply.

- [ ] I haven't taken the bus
- [ ] I haven't needed it
- [ ] I haven't had time to read the instructions
- [ ] It's too complicated for me
- [ ] I'm not sure
- [ ] Other (please specify)

4. Thanks for completing our survey

Thank you for your interest in this pilot program.

The rest of the survey is for people who have used the mobile payment app to purchase a bus pass.

If you have any questions, please contact Sara Hendricks at hendricks@cutr.usf.edu

5. Utilization of the Mobile Payment App

3. How long have you been using the Token Transit app to purchase bus passes?

○ Since November (I began using it this month)

○ Since October

○ Since September

○ Since August

○ I can't remember

4. How often do you typically PURCHASE a bus pass using the Token Transit app?

○ More than 5 times a week

○ 4 or 5 times per week

○ 2 or 3 times per week

○ Once a week

○ Once a month

○ Less than once a month

○ I'm not sure

5. How often do you typically ACTIVATE a bus pass (when boarding the bus) using the Token Transit app?

○ More than 5 times a week

○ 4 or 5 times per week

○ 2 or 3 times per week

○ Once a week

○ Once a month

○ Less than once a month

○ I'm not sure

6. What type of bus pass have you purchased using the Token Transit app? Please check all that apply.

☐ One-Day Unlimited Fare

☐ Regular One-Trip Fare

☐ Seven-Day Unlimited Pass

☐ Monthly Pass

☐ Reduced One-Trip Fare

☐ Seven-Day Reduced Fare

☐ Reduced Monthly Pass

☐ Youth Monthly Pass

☐ Gadsden Express One-Way

☐ Gadsden Express with a transfer

☐ Other (please specify)

[   ]

7. Since you began using the Token Transit app, have you paid for bus trips in any other way?

○ Yes, I have used the StarCard Prepaid Card

○ Yes, I have used a fare card

○ Yes, I have used cash

○ I have only used the Token Transit app

○ Other (please specify)

[   ]

8. How did you learn about the Token Transit app?

○ Advertisements in StarMetro buses

○ StarMetro website

○ Social Media

○ Word of mouth (friend or family)

○ Other (please specify)

[   ]

Final Survey of Mobile Payment App Pilot

6. Satisfaction with Mobile Payment App

9. Please tell us how satisfied you are using the Token Transit app to purchase your bus pass.

○ Very satisfied

○ Somewhat satisfied

○ Neutral

○ Somewhat dissatisfied

○ Very dissatisfied

○ Not sure

10. Why or why not are you satisfied? Please explain in the space provided.

```
[                                        ]
```

11. How likely are you to recommend the Token Transit app to a friend or relative?

○ Very likely

○ Somewhat likely

○ Neutral

○ Somewhat unlikely

○ Very unlikely

○ Not sure

12. How likely are you to continue using the Token Transit app in the future?

○ Very likely

○ Somewhat likely

○ Neutral

○ Somewhat unlikely

○ Very unlikely

○ Not sure

Final Survey of Mobile Payment App Pilot

7. Impacts and Benefits of Using the Mobile Payment App

5

13. Has using the Token Transit mobile payment app changed HOW EASY it is for you to purchase a bus pass?

○ It is **much easier** for me to purchase a bus pass using the app

○ It is **somewhat easier** for me to purchase a bus pass using the app

○ It is **about the same**

○ It is **somewhat harder** for me to purchase a bus pass using the app

○ It is **much harder** for me to purchase a bus pass using the app

○ I'm not sure

14. Has using the Token Transit mobile payment app changed the amount of time you spend PURCHASING A BUS PASS?

○ I spend **much more** time purchasing a bus pass

○ I spend **somewhat more** time purchasing a bus pass

○ I spend **about the same time** purchasing a bus pass

○ I spend **somewhat less** time purchasing a bus pass

○ I spend **much less** time purchasing a bus pass

○ I'm not sure

15. Has using the Token Transit mobile payment app changed the amount of time it takes YOU TO BOARD THE BUS?

○ It takes me **much more** time to board the bus when using the app

○ It takes me **somewhat more** time to board the bus when using the app

○ It takes me **about the same** time to board the bus when using the app

○ It takes me **somewhat less** time to board the bus when using the app

○ It takes me **much less** time to board the bus when using the app

○ I'm not sure

16. Has using the Token Transit mobile payment app changed the amount of time it takes OTHER PASSENGERS TO BOARD THE BUS?

◯ It takes other passengers **much more** time to board the bus when using the app

◯ It takes other passengers **somewhat more** time to board the bus when using the app

◯ It takes other passengers **about the same** time to board the bus when using the app

◯ It takes other passengers **somewhat less** time to board the bus when using the app

◯ It takes other passengers **much less** time to board the bus when using the app

◯ I'm not sure

17. Has using the Token Transit mobile payment app changed your LEVEL OF AWARENESS about how much money you spend on bus passes?

◯ I am **much more** aware of how much money I spend on bus passes

◯ I am **somewhat more** aware of how much money I spend on bus passes

◯ I have **about the same** level of awareness

◯ I am **somewhat less** aware of how much money I spend on bus passes

◯ I am **much less** aware of how much money I spend on bus passes

◯ I'm not sure

18. Has using the Token Transit mobile payment app changed how much CASH (i.e., bills and coins) you spend on bus passes?

◯ I spend **much more** cash on bus passes now

◯ I spend **somewhat more** cash on bus passes now

◯ I spend **about the same** amount of cash on bus passes now

◯ I spend **somewhat less** cash on bus passes now

◯ I spend **much less** cash on bus passes now

◯ I'm not sure

19. Has using the Token Transit mobile payment app changed your experience REPLACING A LOST bus pass?

- ( ) I haven't lost my bus pass since I downloaded the app
- ( ) It is **much easier** for me to replace a lost or stolen bus pass now
- ( ) It is **somewhat easier** for me to replace a lost or stolen bus pass now
- ( ) It is **about the same** for me to replace a lost or stolen bus pass now
- ( ) It is **somewhat harder** for me to replace a lost or stolen bus pass now
- ( ) It is **much harder** for me to replace a lost or stolen bus pass now
- ( ) I'm not sure

20. Has using the Token Transit mobile payment app changed your level of FLEXIBILITY about when the bus?

- ( ) I am **much more** flexible about when I ride the bus
- ( ) I am **somewhat more** flexible about when I ride the bus
- ( ) I am **about the same**
- ( ) I am **somewhat less** flexible about when I ride the bus
- ( ) I am **much less** flexible about when I ride the bus
- ( ) I'm not sure

21. Has using the Token Transit mobile payment app changed how often you use OTHER APPS when riding the bus (such as TransLoc Rider, DigiTally, Trip Planner, etc.)

- ( ) I don't use any other apps when I ride the bus
- ( ) I use other apps **much more** often when I ride the bus
- ( ) I use other apps **somewhat more** often when I ride the bus
- ( ) I use other apps **about the same** amount
- ( ) I use other apps **somewhat less** often when I ride the bus
- ( ) I use other apps **much less** often when I ride the bus
- ( ) I'm not sure

22. Has using the Token Transit mobile payment app changed the number of BUS TRIPS that you take on StarMetro or the Gadsden Express?

◯ I ride the bus **much more** often

◯ I ride the bus **somewhat more** often

◯ I ride the bus **about the same** amount

◯ I ride the bus **somewhat less**

◯ I ride the bus **much less**

◯ I'm not sure

23. What is the biggest benefit to you of using the Token Transit mobile payment app? Please explain in the space provided.

Final Survey of Mobile Payment App Pilot

8. Challenges and Potential Improvements in the Mobile Payment App

24. How often have you experienced any of the following issues when using the Token Transit mobile payment app?

	More than once a **week**	About once a **week**	About once a **month**	Less than once a **month**	Never	N/A
Issues downloading the app	○	○	○	○	○	○
Issues navigating inside the app	○	○	○	○	○	○
Issues purchasing a bus pass using the app	○	○	○	○	○	○
Issues activating a bus pass before boarding the bus	○	○	○	○	○	○
Issues getting the mobile bus pass validated (such as a bus driver being unaware of the app)	○	○	○	○	○	○
Issues transferring between bus routes using a mobile bus pass	○	○	○	○	○	○
Issues getting information about the app	○	○	○	○	○	○
Issues getting a response from customer service / helpline	○	○	○	○	○	○
Issues with cell service / reception	○	○	○	○	○	○
Issues with low / dead phone battery	○	○	○	○	○	○

Other (please specify)

25. What is the biggest challenge or issue you've experienced when using the Token Transit mobile payment app? Please explain in the space provided.

P a g e | A - 185

10

26. What additional features would be useful in the Token Transit mobile payment app? Please check all that apply.

- [ ] Real-time bus location and arrival information

- [ ] Bus schedules

- [ ] Trip planning tool

- [ ] Information about fares and pricing

- [ ] Alerts about changes in transit service

- [ ] Rate my trip feature

- [ ] Information about other modes of transportation like Uber/Lyft, taxis, carshare, and bikeshare

- [ ] Other (please specify)

27. How important is it to you that you can use a single app to pay for your bus fare, plan your trips, and get real-time bus arrival information?

- ( ) Very important

- ( ) Somewhat important

- ( ) Neutral

- ( ) Somewhat unimportant

- ( ) Very unimportant

- ( ) Not sure

Final Survey of Mobile Payment App Pilot

9. Riding the Bus

28. What StarMetro bus route do you ride most often? If you regularly ride more than one route, please check all that apply.

- [ ] **A**zalea
- [ ] **Bi**g Bend
- [ ] **C**anopy
- [ ] **D**ogwood
- [ ] **E**vergreen
- [ ] FLEX Route - Lake Jackson
- [ ] FLEX Route - Southside
- [ ] **F**orest
- [ ] **G**ulf
- [ ] **K**illearn
- [ ] **L**ive Oak
- [ ] **M**oss
- [ ] **P**ark
- [ ] **R**ed Hills
- [ ] **S**an Luis
- [ ] South**W**ood
- [ ] **T**all Timbers
- [ ] Route **1** (Sundays & Nights)
- [ ] Route **2** (Sundays & Nights)
- [ ] Route **3** (Sundays & Nights)
- [ ] Route **5**
- [ ] Seminole Express (**HE**)
- [ ] None of the above (for riders who only ride Gadsden Express)
- [ ] Other (please specify)

29. Do you ride the Gadsden Express?

- ( ) Yes
- ( ) No

30. In the last week, how many trips did you make on StarMetro buses?

○ No trips

○ 1 trip

○ 2 trips

○ 3 trips

○ 4 trips

○ 5 trips

○ 6 trips

○ 7 trips

○ 8 trips

○ 9 trips

○ 10 trips

○ 11 trips

○ 12 trips

○ 13 trips

○ 14 trips

○ 15 trips

○ If more than 15 trips, please enter the number of trips

┌──────────┐
│   │
└──────────┘

31. What are the reasons you took the bus in the last week? Check all that apply.

☐ Work

☐ School

☐ Medical / Doctor

☐ Personal business

☐ Shopping

☐ Leisure / recreation

☐ I did not take the bus in the last week

☐ Other (please specify)

┌───┐
│   │
└───┘

10. About you

32. Since you completed the first online survey and began using the Token Transit mobile app, have you …
Check all that apply.

- [ ] Bought a car

- [ ] Sold a car

- [ ] Got a driver's license

- [ ] Moved houses / apartment

- [ ] Changed job / school locations

- [ ] None of the above

- [ ] Other (please specify)

33. Since you completed the first online survey and began using the Token Transit mobile app, have you …
Check all that apply.

- [ ] Got a new smartphone (Android, iPhone, Other Smartphone)

- [ ] Got a new tablet (iPad, Kindle, Other)

- [ ] Lost / broke a smartphone and did not replace it

- [ ] Lost / broke a tablet and did not replace it

- [ ] None of the above

- [ ] Other (please specify)

34. Do you have any additional comments about riding the bus, purchasing your bus pass, or using the Token Transit mobile app? If so, please let us know here.

11. Thanks for completing our survey

Thank you for completing the survey! Please click the "DONE" button.

If you have any questions, please email us at hendricks@cutr.usf.edu

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Appendix 3.3 Bus Operator Survey Instrument

Welcome to the Token Transit App Pilot Program Survey of Bus Operators

Please complete this survey no later than Sunday, February 4, 2018.

This survey is for Star Metro bus operators who drive on fixed routes. The survey takes about 2-3 minutes to complete, and it includes questions about your experience with the Token Transit mobile payment app and any feedback you would like to provide about the app.

If you have any questions, you may contact Sara Hendricks at the University of South Florida at hendricks@cutr.usf.edu.

Thank you for your participation.

Experience with the Token Transit App

* 1. While driving the bus in the last 4 months, have you had one (or more) passengers pay their fare using the Token Transit mobile app? The app is shown below.

◯ **Yes**, one or more passengers have boarded my bus and paid with the Token Transit app

◯ **No,** I haven't had a passenger pay using the Token Transit mobile app
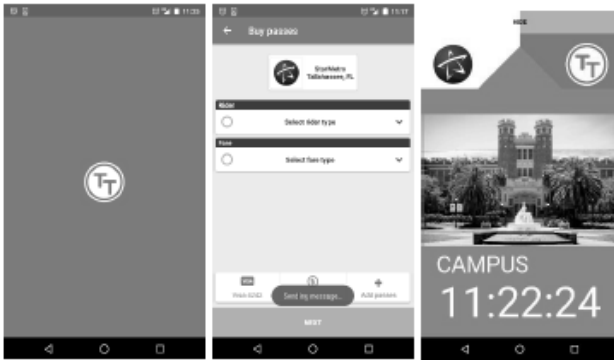
Have not had passengers use the Token Transit app

2. Why haven't you encountered a passenger paying their bus fare using the Token Transit app? Please check all that apply.

☐ I haven't driven the bus regularly during the last 4 months

☐ I primarily drive on a bus route through a university campus (where students don't pay fares)

☐ Passengers prefer to pay using cash, a fare card, or a Star Card

☐ I'm not sure

☐ Other (please specify)

[   ]

Thanks for completing our survey

The rest of the survey is for bus operators who have experience with passengers using the Token Transit app.

Please click "NEXT" to exit the survey.

If you have any questions, please contact Sara Hendricks at hendricks@cutr.usf.edu

Utilization of and Satisfaction with the Token Transit App

3. When you are driving the bus, how often do passengers board your bus using the Token Transit app?

○ Multiple times per day

○ About once per day

○ A few times a week

○ About once a week

○ About once a month

○ Less than once a month

○ I'm not sure

4. When you are driving the bus, what type of bus pass do you most frequently see passengers use on the Token Transit app?

○ Regular One-Trip Fare

○ One-Day Unlimited Fare

○ Seven-Day Unlimited Pass

○ Monthly Pass

○ Reduced One-Trip Fare

○ Reduced Seven-Day Fare

○ Reduced Monthly Pass

○ Youth Monthly Pass

○ Gadsden Express One-Way

○ Gadsden Express with a transfer

○ I'm not sure

5. From your perspective as a bus operator, please tell us how satisfied you are with the Token Transit app.

○ Very satisfied

○ Somewhat satisfied

○ Neutral

○ Somewhat dissatisfied

○ Very dissatisfied

○ I'm not sure

6. From your perspective as a bus operator, how likely are you to recommend that Star Metro continue to offer passengers the ability to pay using the Token Transit app?

○ Very likely

○ Somewhat likely

○ Neutral

○ Somewhat unlikely

○ Very unlikely

○ I'm not sure

Impacts and Benefits of the Token Transit App

7. Has using the Token Transit app changed HOW EASY it is for you to collect bus fares when driving the bus?

- ◯ It is **much easier** for me to collect bus fares when passengers use the app
- ◯ It is **somewhat easier** for me to collect bus fares when passengers use the app
- ◯ It is **about the same**
- ◯ It is **somewhat harder** for me to collect bus fares when passengers use the app
- ◯ It is **much harder** for me to collect bus fares when passengers use the app
- ◯ I'm not sure

8. Has using the Token Transit app changed the AMOUNT OF TIME you spend collecting bus fares when driving the bus?

- ◯ I spend **much more** time collecting bus fares when passengers use the app
- ◯ I spend **somewhat more** time collecting bus fares when passengers use the app
- ◯ I spend **about the sam**e amount of time collecting bus fares when passengers use the app
- ◯ I spend **somewhat less** time collecting bus fares when passengers use the app
- ◯ I spend **much less** time collecting bus fares when passengers use the app
- ◯ I'm not sure

9. Has using the Token Transit app changed the AMOUNT OF CASH (specifically, coins and bills) that you collect from passengers paying their bus fares?

- ◯ I collect **much more** cash
- ◯ I collect **somewhat more** cash
- ◯ I collect **about the same** amount of cash
- ◯ I collect **somewhat less** cash
- ◯ I collect **much less** cash
- ◯ I'm not sure

10. From your perspective, has the Token Transit app changed the AMOUNT OF TIME passengers spend boarding the bus?

○ Passengers spend **much more** time boarding the bus when they use the app

○ Passengers spend **somewhat more** time boarding the bus when they use the app

○ Passengers spend **about the same** time boarding the bus when they use the app

○ Passengers spend **somewhat less** time boarding the bus when they use the app

○ Passengers spend **much less** time boarding the bus when they use the app

○ I'm not sure

11. From your perspective as a bus operator, what is the biggest benefit of the Token Transit app? Please explain in the space provided.

Training, Challenges, and Potential Improvements in the Token Transit App

12. Please tell us about your experience being trained to use the Token Transit app before the app was launched to bus riders.

( ) I received too much training about how to use the app

( ) I received the right amount of training about how to use the app

( ) I received too little training about how to use the app

( ) I did not receive any training about how to use the app

( ) I'm not sure

13. How often have you experienced any of the following issues with the Token Transit app?

	MORE THAN once a week	ABOUT ONCE a week	ABOUT ONCE a month	LESS THAN once a month	NEVER	NOT SURE
Issues with the color of the day	○	○	○	○	○	○
Issues with the word of the day	○	○	○	○	○	○
Issues with the image of the day	○	○	○	○	○	○
Issues seeing the pass on a passenger's phone (e.g., due to glare)	○	○	○	○	○	○
Issues pressing the VIP key on the farebox	○	○	○	○	○	○
Issues with a passenger who did not know how to use the app	○	○	○	○	○	○
Issues with a passenger who did not have cell service / reception	○	○	○	○	○	○
Issues with a passenger with a low / dead phone battery	○	○	○	○	○	○
Issues with a passenger who tried to evade paying the fare (e.g., by passing back their phone)	○	○	○	○	○	○

Other (please specify)

[   ]

14. From your perspective as a bus operator, what is the biggest challenge or issue you've experienced with the Token Transit app? Please explain in the space provided.

[   ]

Final Questions

15. What StarMetro bus route do you usually drive? If you regularly drive on more than one route, please check all that apply.

☐ **A**zalea

☐ **B**ig Bend

☐ **C**anopy

☐ **D**ogwood

☐ **E**vergreen

☐ FLEX Route - Lake Jackson

☐ FLEX Route - Southside

☐ **F**orest

☐ **G**ulf

☐ **K**illearn

☐ **L**ive Oak

☐ **M**oss

☐ **P**ark

☐ **R**ed Hills

☐ **S**an Luis

☐ South**W**ood

☐ **T**all Timbers

☐ Route **1** (Sundays & Nights)

☐ Route **2** (Sundays & Nights)

☐ Route **3** (Sundays & Nights)

☐ Route **5**

☐ Seminole Express (**HE**)

☐ Other (please specify)

[   ]

16. Do you have any additional comments or suggestions about how to improve the Token Transit app? If so, please let us know here.

[   ]

Thanks for completing our survey.

Thank you for completing the survey! Please click the "DONE" button.

If you have any questions, please email us at hendricks@cutr.usf.edu

Appendix 3.4 BowStern September Social Media Calendar

Client: CUTR
September Social Media Calendar (Final Draft)

Saturday 9/2

Be the first! Join our exclusive program to download our brand new mobile bus fare app. Enjoy buying and using a bus e-pass from any smartphone. When you test our e-pass, you'll be entered to win FREE prizes. Sign up by clicking below:
http://bit.ly/CUTRFB

Tuesday 9/5

We could use your feedback. Test out our new bus e-pass app and help us make our transit system better than ever, one trip at a time. Click below to learn more:
http://bit.ly/CUTRFB

Friday 9/8

You know what would be the perfect addition to your morning commute? Free doughnuts. Join our pilot program and test our new app. You will be entered to win a gift card from @KrispyKreme.
http://bit.ly/CUTRFB

Wednesday 9/13

Want to win free stuff? Of course you do! Click below to find out how:
http://bit.ly/CUTRFB

Sunday 9/17	
Have you tried our new e-pass app? Comment with (star emoji) if you're excited about buying and using a bus e-pass on the go! http://bit.ly/CUTRFB	
Thursday 9/21	
The most convenient way to buy and use bus tickets has arrived and it's in the palm of your hand. Click below to try it yourself: http://bit.ly/CUTRFB	
Tuesday 9/26	
Help us test our new app and you'll be entered to win prizes each week. Who would love free @Jimmy Johns? http://bit.ly/CUTRFB	

Appendix 3.5 BowStern October Social Media Calendar

Client: CUTR/StarMetro
October Social Media Calendar

Monday, October 2	
No one knows our system better than you. That's why we are asking our StarMetro riders to test our e-pass! Enjoy buying and using mobile bus fare. Give us your feedback for a chance to win sweet prizes. Everyone wins. http://bit.ly/CUTRFB	
Thursday, October 5	
We're giving away a Starbucks mug to one lucky e-pass tester! Tell us in the comments below what your go-to morning commute coffee order is for a chance to win. (coffee emoji)	
Tuesday, October 10	
Have you heard? There's a new e-pass app and we want you to test it out for us. Click below to get started: http://bit.ly/CUTRFB	
Monday, October 16	
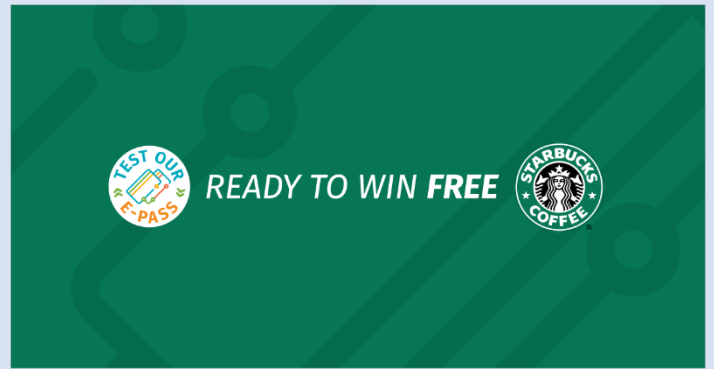
Time for another giveaway! Test our e-pass. Rate it in the comments below using (star emoji). Be entered for a chance to win 20 fun bucks from @Red Elephant Tallahassee.	

We have more prizes to giveaway! Have you tested our e-pass? Tell us what you like about our new bus fare mobile app to get a fun surprise. (gift emoji) http://bit.ly/CUTRFB	

Plan your weekday commute and purchase your e-passes ahead of time by testing our new mobile app. Click here to sign up for our pilot program today: http://bit.ly/CUTRFB	

Last chance to win big! We're giving away one $30 gift card to Sahara to the person who tells us what feature would make the e-pass app even better. Post your suggestions in the comments below.	
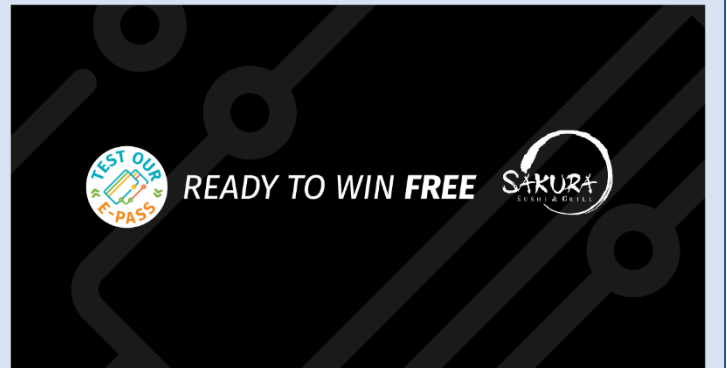
Thank you for helping us make our transit system more efficient. We greatly appreciate all the feedback we have received. Stay tuned for more info about the mobile fare app. http://bit.ly/CUTRFB

Appendix 3.6 BowStern Pilot Marketing Report

BowStern

MARKETING COMMUNICATIONS

CUTR/ StarMetro
"Test Our E-Pass"
Final Pilot Marketing Campaign Report
September- October 2017

Table of Contents:

Summary

Overview

Facebook

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Community

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Primary Campaign Goals

1. *Establish customer awareness of mobile fare payment app for Android & iOS devices.*
2. *Promote customer participation in exclusive pilot testing program.*
3. *Gauge customer experience satisfaction via survey feedback.*

Measurable Objectives

1. *Achieve 500 visits to the campaign web landing page for education about the program.*
2. *Achieve 200 downloads of Token Transit app for qualified participant use.*
3. *Capture participant name, email, and phone from 100% of qualified participants.*
4. *Negotiate with local businesses to garner at least five (5) gift cards for participant incentives.*
5. *Communicate with all participants for survey feedback during milestones of program.*

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3

Web Traffic and Survey Completions Final Results

Online Form Sources

Pie chart — Online Form Sources:
- Organic 23%
- Social 16%
- Email 5%
- Referral 2%
- Direct 54%
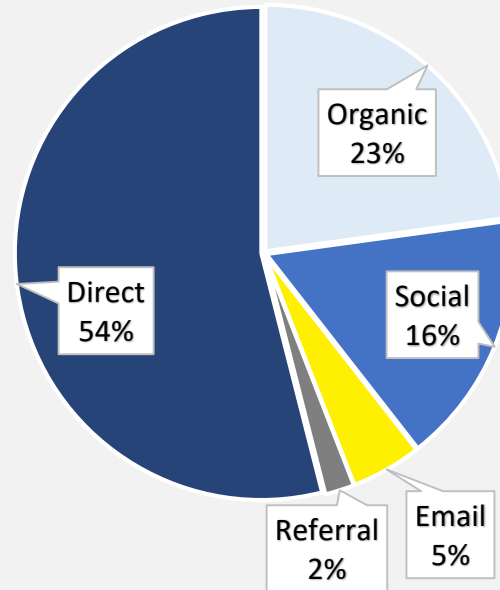
Legend: Organic, Social, Email, Referral, Direct

Surpassed original goal by **+159%**

517
Total Completions

Surpassed original goal by **+376%**

2,379
Web Sessions

Within the first two weeks of launching promotions for the pilot program, the CUTR team reached their goal of garnering 200 qualified participants. By the end of the month, survey completions more than doubled their original goal. Web sessions increased by **+65**% since the mid campaign report.

Social Media Advertising Final Campaign Results

Facebook Website Click Ads

6,905
Reach

1,315
Web Clicks

1,454
Post Engagement

These ads encouraged fans to click through to the landing page and apply to be a e-pass tester. The target audience was fans of the StarMetro and City of Tallahassee Facebook pages. Reach increased by **+8%**, web clicks by **+104%**, and post engagement by +**92%** since mid campaign report.
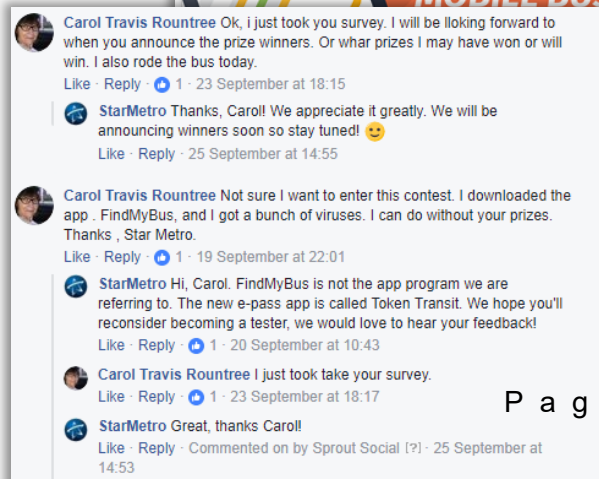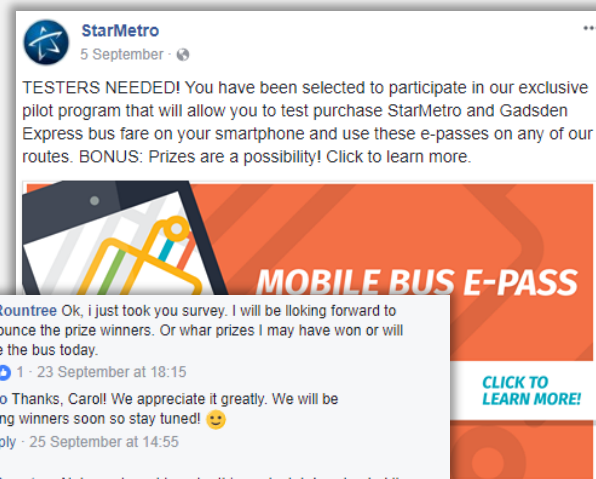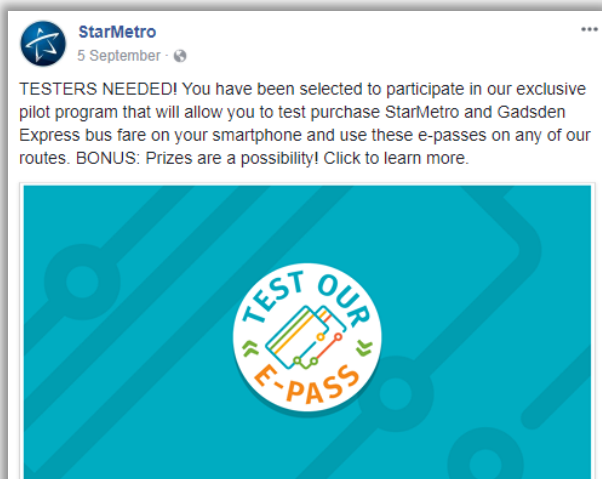
Summary

Overview

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Facebook Website Click Ad Highlights

StarMetro
2 October

TESTERS NEEDED! You have been selected to participate in our exclusive pilot program that will allow you to test purchase StarMetro and Gadsden Express bus fare on your smartphone and use these e-passes on any of our routes. BONUS: Prizes are a possibility! Click to learn more.

BUY & USE A BUS E-PASS ON YOUR PHONE
Test it out for yourself!

Test Our E-Pass. Win Prizes.
Enrolling in the test program is easy! Just follow our 3 simple steps on our website to get started.

STARMETROEPASS.COM

Learn More

Like   Comment   Share

4   Top comments

Write a comment...

Herbert Jugger I'm signed up
Like · Reply · 10 October at 07:49

StarMetro We're happy to hear that, Herbert! We hope you love the mobile bus fare as much as we do. Let us know what you think once you've tested the app.
Like · Reply · 12 October at 09:49

StarMetro
2 October

TESTERS NEEDED! You have been selected to participate in our exclusive pilot program that will allow you to test purchase StarMetro and Gadsden Express bus fare on your smartphone and use these e-passes on any of our routes. BONUS: Prizes are a possibility! Click to learn more.

TESTERS WANTED

Test Our E-Pass. Win Prizes.
Enrolling in the test program is easy! Just follow our 3 simple steps on our website to get started.
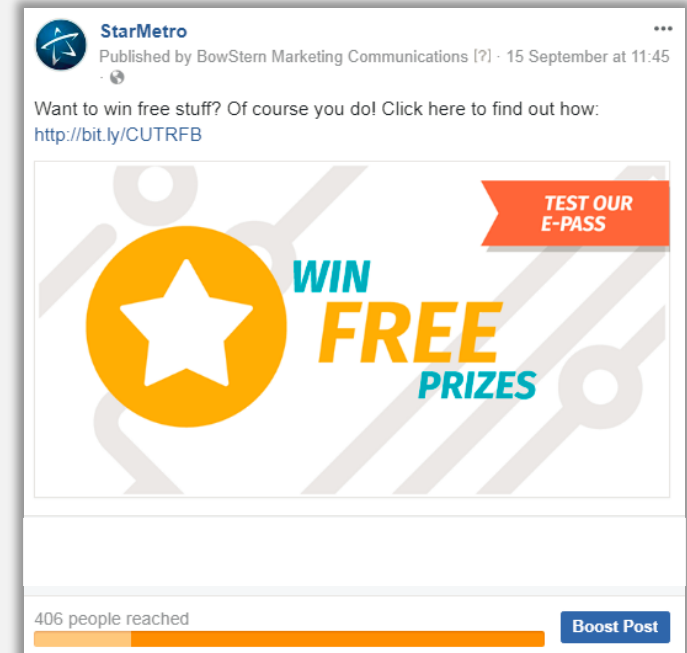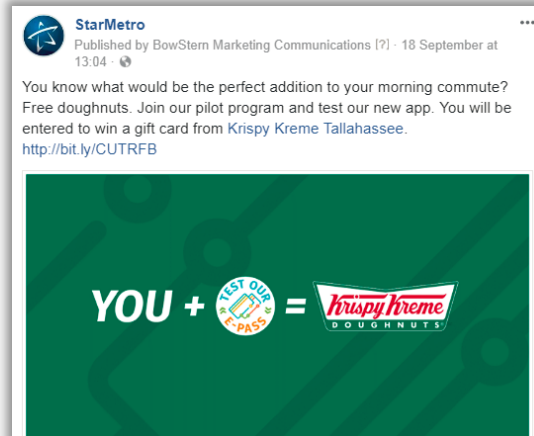
STARMETROEPASS.COM

Learn More

StarMetro
2 October

TESTERS NEEDED! You have been selected to participate in our exclusive pilot program that will allow you to test purchase StarMetro and Gadsden Express bus fare on your smartphone and use these e-passes on any of our routes. BONUS: Prizes are a possibility! Click to learn more.

TEST OUR E-PASS
WIN FREE PRIZES

Test Our E-Pass. Win Prizes.
Enrolling in the test program is easy! Just follow our 3 simple steps on our website to get started.

STARMETROEPASS.COM

Learn More

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Facebook Promoted Posts

Facebook

1,032	**52**	**163**
Reach	Web Clicks	Post Engagement
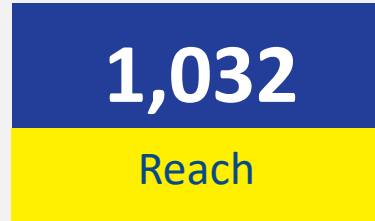
These posts encouraged fans to share their feedback about the e-pass app and engage with StarMetro online to win prizes from community partners. Partners include Krispy Kreme, Jimmy Johns, Starbucks, Sahara, and Red Elephant. Reach increased by **+13%,** Web clicks by **+16%,** and post engagements by **+66%** sine mid-campaign report.

StarMetro
Published by BowStern Marketing Communications [?] · 18 September at 13:04 ·

You know what would be the perfect addition to your morning commute? Free doughnuts. Join our pilot program and test our new app. You will be entered to win a gift card from Krispy Kreme Tallahassee.
http://bit.ly/CUTRFB

StarMetro Roberto Orellana Monina Mills Latasha Spence @Oriel Hawkins @Christina Tierney @Linda Blackburn Congrats!! 🎉 Each of you has won 6 free donut cards from Krispy Kreme! Please send us a private message so we can send you instructions on how to redeem your prize. 🏆🎉
Like · Reply · 27 September at 15:40

Roberto Orellana Hello
Like · Reply · See response · 👍 1 · 27 September at 15:44

Write a reply...

Monina Mills Hello
Like · Reply · See response · 27 September at 16:31

StarMetro
Published by BowStern Marketing Communications [?] · 15 September at 11:45 ·

Want to win free stuff? Of course you do! Click here to find out how:
http://bit.ly/CUTRFB

406 people reached

Boost Post

Facebook Promoted Post Highlights

StarMetro
Published by BowStern Marketing Communications [?] · 2 September · 🌐

Be the first! Join our exclusive program to download our brand new mobile bus fare app. Enjoy buying and using a bus e-pass from any smartphone. When you test our e-pass, you'll be entered to win FREE prizes. Sign up by clicking here: http://bit.ly/CUTRFB

TEST OUR E-PASS

StarMetro
Published by BowStern Marketing Communications [?] · 28 September at 11:47 · 🌐

Help us test our new app and you'll be entered to win prizes each week. Who would love free Jimmy John's? http://bit.ly/CUTRFB

TEST OUR E-PASS — READY TO WIN **FREE**

365 people reached   **Boost Post**

👍❤️ Karen Hunter, Roberto Orellana and John McGowan   1 Comment

Laura Cable Does this work on dial a ride?
Like · Reply · Message · 12 September at 08:34

> **StarMetro** Hi, Laura. Dial-A-Ride is not a part of the testing phase but should be included when the app fully launches. We'd still love to have you test the app and include this feedback in the follow-up survey.
> Like · Reply · 🔵 1 · 14 September at 15:39

> **Laura Cable** I'll do it! I'd love for my son to be able to use it!
> Like · Reply · Message · 14 September at 16:10 · Edited

> **StarMetro** Sounds good, Laura! Let us know what you think. 😊
> Like · Reply · 🔵 1 · Commented on by Sprout Social [?] · 15 September at 11:09

> **Laura Cable** StarMetro well, I downloaded it and went thru the survey, etc...but, of course, I can't use it because he doesn't ride the regular routes! Hope I still get the follow-up survey! 🙂
> Like · Reply · Message · 15 September at 11:20

> **StarMetro** Thanks for trying it out, Laura! If you don't receive the survey by the end of the month, send us a private message with your feedback and we'll pass it along to our team.
> Like · Reply · 🔵 1 · Commented on by Sprout Social [?] · 18 September at 11:51

> **StarMetro** Congrats, Laura! 🎉 For testing our app, we're giving you a dozen free donut cards from Krispy Kreme! Please send us a private message so we can send you instructions on how to redeem your prize. 🎉🏆
> Like · Reply · 27 September at 15:35

Our Facebook promoted posts on the StarMetro page successfully promoted the campaign to the target audience and encouraging fans to test the app in order to provide feedback to the transit system.
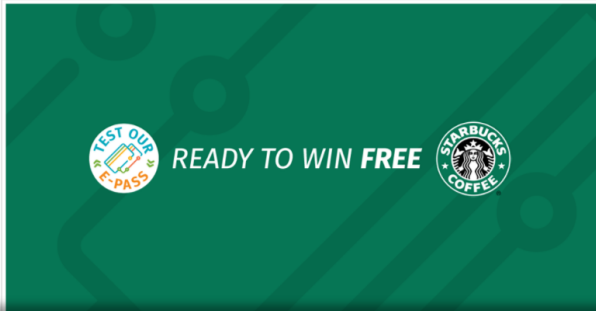
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StarMetro
Published by BowStern Marketing Communications [?] · 5 October · 🌐

We're giving away a Starbucks mug to one lucky e-pass tester! Tell us in the comments below what your go-to morning commute coffee order is for a chance to win. ☕

READY TO WIN FREE

638 people reached   Boost Post

Carol Travis Rountree, Demi Anderson and 2 others   8 Comments

Like   Comment   Share

Write a comment...

Top comments ▾

LaCloteal Richardson Pike coffee with pumpkin spice and a shot of espresso! 😍😍
Like · Reply · Message · 3 · 6 October at 08:21

> **StarMetro** CONGRATS, LaCloteal! 🎉 You've won the Starbucks mug! Please send us a private message so we can explain how to get your prize.
> Like · Reply · 1 · 12 October at 10:50

> **LaCloteal Richardson** WhooHoo!! 😁😁😁😁
> Like · Reply · Message · 1 · 12 October at 10:51

> Write a reply...

Joan Vassar House blend medium roasted hot coffee ☕☕
Like · Reply · Message · 1 · 5 October at 15:59

> **StarMetro** Congrats, Joan! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:51

Igrayne Madison Upside down iced carmel macchiacito
Like · Reply · Message · 4 · 5 October at 13:44

> **StarMetro** Congrats, Igrayne! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:51

Carol Travis Rountree Well, since I do not drink coffe in the morning, and I usually eat a big breakfast at home, this contest would not really apply to me. oh, hang on a bit, when I do drink coffee- usually 3 hours later.. I drink a combination of French Vanilla and Pumpkin Spice. Sometimes I mix in a bit of Hazelnut, too.
Like · Reply · Message · 1 · 6 October at 20:31

> **StarMetro** Congrats, Carol Travis Rountree! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:50

Greg E. Patterson Medium roast, black coffee!
Like · Reply · Message · 2 · 5 October at 13:42

> **StarMetro** Congrats, Greg! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:51

Miller Jermaine Medium roast 2 creams 15-18 sugars
Like · Reply · Message · 2 · 5 October at 19:25

> **StarMetro** Congrats, Miller! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:50

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Facebook Promoted Post Highlights (Cont.)

Summary

Overview

Facebook

Email

Bus Signage

Community

StarMetro
Published by BowStern Marketing Communications [?] · 16 October at 11:46 ·

Time for another giveaway! Test our e-pass. Rate it in the comments below using ⭐. Be entered for a chance to win 20 fun bucks from The Red Elephant.

TEST OUR E-PASS **READY TO WIN FREE** The Red Elephant Pizza and Grill

1,505 people reached   **Boost Post**

Karen Hunter, Latasha Spence and 2 others   4 Comments

👍 Like   💬 Comment   ↪ Share

Write a comment...

Top comments ▾

LeQuinte Russell ⭐⭐⭐⭐ Mostly problem free for me. Sometimes, I have to tap on the pass multiple times to get the eticket to show.
Like · Reply · Message · 1 · 18 October at 23:50

> **StarMetro** Congrats, LeQuinte! 🎉 You've won!! Please send us a private message with your mailing address so that we can send you your prize!
> Like · Reply · 1 · 23 October at 09:10
>
> **LeQuinte Russell** Done.
> Like · Reply · Message · 1 · 29 October at 01:35
>
> Write a reply...

Tamara Hodge ⭐⭐⭐⭐ The app worked for me. I like it.
Like · Reply · Message · 1 · 19 October at 11:15

> **StarMetro** Congrats, Tamara! 🎉 You've one free donut cards to Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize.
> Like · Reply · 30 October at 09:52

LaCloteal Richardson ⭐⭐⭐⭐ the app opens kinda slow... Otherwise very user friendly.
Like · Reply · Message · 1 · 18 October at 22:41

StarMetro
Published by BowStern Marketing Communications [?] · 2 October ·

No one knows our system better than you. That's why we are asking our StarMetro riders to test our e-pass! Enjoy buying and using mobile bus fare. Give us your feedback for a chance to win sweet prizes. Everyone wins.
http://bit.ly/CUTRFB

TESTERS WANTED

710 people reached   **Boost Post**

Long Pham, Barbie Bryant and 4 others

Facebook Promoted Post Highlights (Cont.)

StarMetro
Published by BowStern Marketing Communications [?] · 25 October at 12:49 · 🌐

Last chance to win big! We're giving away one $30 gift card to Sakura to the person who tells us what feature would make the e-pass app even better. Post your suggestions in the comments below.

READY TO WIN **FREE**

611 people reached   **Boost Post**

Claressa Wilson, Barbie Bryant and 2 others   6 Comments

Janet N. Love Work with local businesses and offer deals and specials only valid to those who use the app. Also, maybe offer a reward program. After getting a certain amount of passes earn free products or special deals. Maybe even a free day pass on your birthday.
Like · Reply · Message · 👍 1 · 26 October at 09:37

> **StarMetro** Janet, thank you so much for this suggestion! This is a wonderful idea. Maybe you will see some app updates soon. 😉
> Like · Reply · Commented on by Sprout Social [?] · 27 October at 09:57

Jay Madigan Tracking where the bus is in relation to my stop, just as does Lyft and Uber!
Like · Reply · Message · 26 October at 12:35

> **StarMetro** Pretty cool, huh Jay? 😊
> Like · Reply · 👍 1 · Commented on by Sprout Social [?] · 27 October at 09:56

LaCloteal Richardson Showing turn by turn, schedules and routes and arrival times in the app. Like combine transloc and epass.
Like · Reply · Message · ❤️👍 2 · 26 October at 14:06

Jessy Lynn Honestly, I would like to be able to look up route info on the same App. I have to open a completely different app for route information and I wish it was just an all in one thing. Apps take up space on phones so it would be nice. Love my e-pass otherwise! Super easy to use and I don't have to run around my house looking for change anymore! 😊 Thanks!
Like · Reply · Message · 👍 1 · 25 October at 19:31

> **StarMetro** We are so glad to hear that, Jessy! That is a great idea, we are always open to feedback and suggestions as we want to create the most enjoyable experience for our riders.
> Like · Reply · Commented on by Sprout Social [?] · 27 October at 09:57

> **StarMetro** Congrats, Jessy! 🎉 You've won a $30 gift card to Sakura! Please send us a private message with your mailing address so we can send you your prize. 🙂
> Like · Reply · 😮 1 · 30 October at 09:37

> Write a reply...

Mousey Melanie Totter A good feature would be if you happen to not use the pass one day such as a Sunday (where there's no busses except only a few with the n routes) wouldn't be considered a "lost" day on the mobile pass. I happen to enjoy the mobile pass as I used it since day one.
Like · Reply · Message · 👍 2 · 25 October at 17:03

> **Camilla Hunter** I totally agree
> Like · Reply · Message · 25 October at 17:26

> **StarMetro** Thank you for the feedback, Camila. Have you enjoyed using the app so far?
> Like · Reply · Commented on by Sprout Social [?] · 27 October at 09:57

> **StarMetro** Thank you for the suggestion, Mousey! This feedback will help us decide what improvements need to be made in order to create the most enjoyable, user-friendly experience. 😊
> Like · Reply · Commented on by Sprout Social [?] · 27 October at 09:58

> **Camilla Hunter** StarMetro I truly enjoying you the app it very convenient for me
> Like · Reply · Message · 👍 1 · 27 October at 11:38

Our giveaway posts encouraged fans to engage with us and provide valuable insight and feedback on the e-pass app.

P a g e | A - 223

Summary

Overview

Facebook

Email

Bus Signage

Community

StarMetro
Published by BowStern Marketing Communications [?] · 19 October at 11:47 ·

We have more prizes to giveaway! Have you tested our e-pass? Tell us what you like about our new bus fare mobile app to get a fun surprise. 🎁 http://bit.ly/CUTRFB

TEST OUR E-PASS

WIN **FREE** PRIZES

969 people reached

Boost Post

Jaquita W. Redden, Audrey Dunlap and Jay Madigan

1 Comment

Write a comment...

Top comments

Janet N. Love I actually like not worrying about losing a pass or transfer. Wish you would have a charging station at the terminal.
Like · Reply · Message · 1 · 26 October at 16:43

StarMetro Congrats, Janet N. Love!! You've won a dozen free donut cards from Krispy Kreme! Please send us a private message with your mailing address so we can send you your prize. 🙂
Like · Reply · 1 · 30 October at 09:39

Janet N. Love Thanks just sent info
Like · Reply · Message · 30 October at 11:03

StarMetro
Published by BowStern Marketing Communications [?] · 27 October at 13:50 ·

Thank you for helping us make our transit system more efficient. We greatly appreciate all the feedback we have received. Stay tuned for more info about the mobile fare app. http://bit.ly/CUTRFB

TEST OUR E-PASS

396 people reached

Boost Post

Long Pham, Jay Madigan and Doug Lee

P a g e | A - 224

12

Email Marketing

Our campaign launch eblast, this email marketing piece was designed to kick off the campaign by offering recipients to be the first in an exclusive new testing program.

The Response	
Open Rate	15%
People who opened the email	123 opens
Click Rate	28%
People who clicked through the email	35 unique clicks
Total Distribution Number	820 emails sent
Number of emails sent	784 emails delivered

Opens By Device	
Mobile	40%
Desktop	60%

Most Clicked Links	
LEARN MORE	56%
Link to landing page	10 clicks
START HERE	44%
Link to landing page	8 clicks

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13
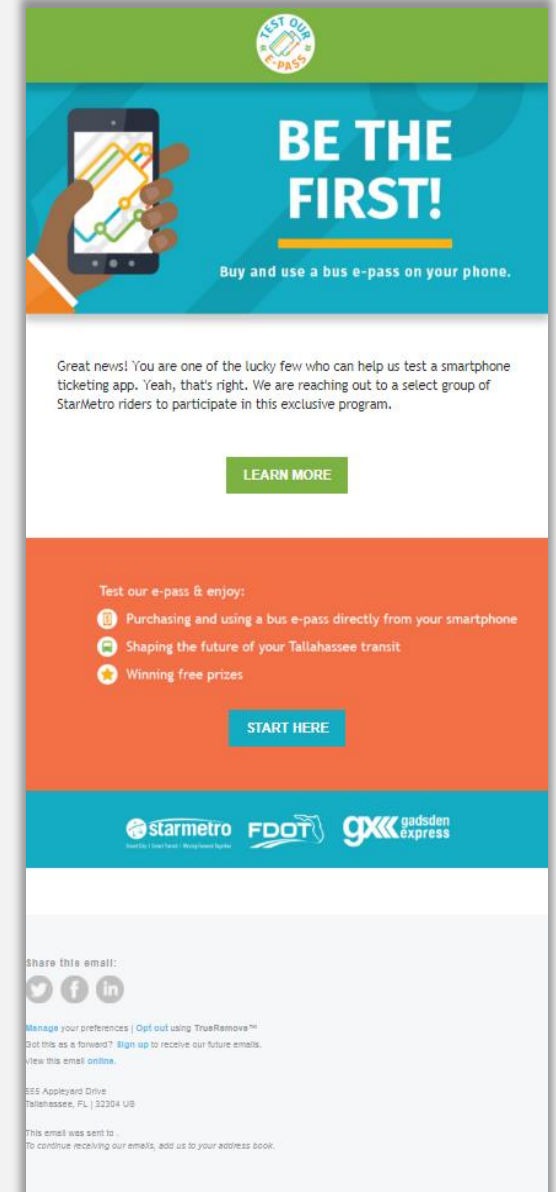
Direct Efforts: Bus Signage

The in-bus marketing materials accomplished setting the tone of the brand and the key components of the campaign during the build out phase. We used this direct tactic to recruit participants and raise awareness of the program.

Community Outreach Initiatives

203

Total Prizes

The City of Tallahassee and the StarMetro team partnered with businesses within the community in order to create exciting incentives for participating in the testing phase of the app and for engaging with us online. We are happy to have partnerships with the following businesses:

Krispy Kreme: 175 Free Donut Cards
Jimmy Johns: 25 Free Sub Cards
Starbucks: 1 Starbucks mug
Red Elephant: $20 Fun Bucks
Sakura: $30 Gift Card

Appendix 3.7 StarMetro FAQs

StarMetro Mobile Fare Frequently Asked Questions

Q: Do I need an internet connection?
A: Yes, an internet connection is required to purchase your pass. An internet connection is also required to use your pass for the first time, and to refresh once each day if your pass is active for multiple days (e.g. monthly pass). Please note StarMetro offers free Wi-Fi at the C.K. Steele Plaza and on all its buses.

Q: What if my battery dies while my pass is active?
A: You are responsible for keeping your phone charged while using your pass. Refunds will not be issued if your phone's battery dies while your pass is active.

Q: What happens if I lose my phone?
A: Your passes and payment information are linked to the account associated with your phone number. They are not linked to your physical phone. Logging in with your phone number on a new device will restore your previous pass and payment information.

Q: How can I access my pass if I change phone numbers?
A: Token Transit must transfer your pass to your new phone number. You will need to contact customer support using the app.

Q: Do I still have to show my ID if I am using a reduced fare?
A: Yes, you will need to show the coach operator your ID if you have purchased a reduced fare. This includes (Reduced fare is for seniors 60 years or older, people with disabilities and people with a Medicare card).

Q: I need help with the app; who can help me?
A: Should you experience any technical issues with the app, please contact Token Transit, at help@tokentransit.com, calling 415-91-TOKEN (86536) or by using the "contact us" section of the app, under account settings which will have Token Transit email and phone number.

Q: How do I know if my pass is active?
A: Active passes will be displayed under "passes in use," which immediately appears when the Token Transit app is opened. They display a "time left" section with time remaining until the pass expires.

Q: Is there a record of expired passes?
A: Yes, you can view a log of your past actions by going to your Account Settings and selecting "History." There will be a new entry every time you use a pass.

Q: Can I have a receipt for my pass purchase?
A: Yes, but to do so, you will need to make sure that you include your email address when you register your account. Receipts will be sent to the email address associated with your account.

Q: Is my credit card information secure?
A: All personal and credit card information is securely stored, using encrypted Payment Card Industry Data Security Standard (PCI DSS) compliant servers.

Q: I don't have a credit or debit card; can I go to StarMetro and pay with cash or check to pay for and load passes onto the app?
A: The only form of payment accepted by Token Transit is credit, debit or a prepaid debit card.

Q: Can I request a refund?
A: Passes that were not activated and are within six hours of purchase may be refunded. Please contact TokenTransit at help@tokentransit.com, calling 415-91-TOKEN (86536) or by using the "contact us" section of the app, under account settings which will have TokenTransit email and phone number.

Appendix 3.8 StarMetro Daily Revenue Report

A transfer for **StarMetro** created on 2017-08-14 05:44:44 -0400 EDT is scheduled to arrive on 2017-08-14 20:00:00 -0400 EDT to bank account WELLS FARGO BANK, NA (*6925) for **$5.60**.

Transaction Period	2017-08-14 05:44:44 -0400 EDT
First Transaction	2017-08-10 21:54:19 -0400 EDT
Last Transaction	2017-08-14 05:44:44 -0400 EDT
Gross Sales	$5.60
Sales Fee	$0.00
Net Sales	$5.60
Refunds	$0.00
Adjustments	$0.00
Net transfer	$5.60

If you have any questions or concerns reach out to Token Transit at help@tokentransit.com or call us at 415-918-6536.