What Operations Needs to Know
Why Mobile Tickets?

- Game changer for customers
- Reduced cash usage
- Faster boarding
- Decreased cost to collect fares
- More opportunity to increase bus ridership
- Equity improvements
- Reduced barriers
- Valid ticket is always animated
- “Bus/METRO” and “Northstar” tickets valid on bus and light rail
- Tapping a ticket changes from “lights on” to “lights out” to verify valid ticket
- Either color is valid to be shown
- A = Adult
- R = Reduced (Youth/Senior/Medicare)
- M = Mobility
- F = Northstar Family
Animated Ticket Example
expired ticket

- If the “EXPIRED” banner is present and the ticket image is black and white, the fare is not valid, and the customer must buy/use a new mobile ticket

- Ticket will still be animated

- Ticket will stay on customer’s phone in this state for 30 minutes after expiration for enforcement purposes (primarily on rail)
Other types of tickets

Multiple Tickets

Youth / Senior / Medicare

Limited Mobility

Northstar

Northstar Family
Mobile Fares

• Weekday Fare ($2.25 Local Only)
  – Valid 2:00 a.m. Monday through 6:30 p.m. Friday
  – No peak/off-peak fares available at this time on the app

• Weekend Fare ($1.75 Local Only)
  – Valid 6:30 p.m. Friday through 2:00 a.m. Monday
  – NOTE: Customers can only activate these tickets during that period; does not allow customer to underpay during the week

• All-Day Pass (Local Only)
  – $4.50 Valid 7 days a week from beginning of service through 2:00 a.m. the next day. Marketed to event goers

• Full Northstar Catalogue
• Verify animation/color image
• Verify number of fares (if applicable)
• Verify Fare Class (A, R or M) and ask for ID if needed
• Log ride by pushing Key 4/“Flash Pass” on terminal for each passenger
  – i.e. If two fares shown, push Key 4 twice
  – i.e. Northstar Family Pass, push Key 4 five times
Questions?