Tab 14

Introducing Cal-ITP

CTC, January 2021

Primary Goals

- Improve the transit experience in California
- Promote equity
- Increase public agency buying power for technology and services
- Meet California climate change law

CAL ITP

What are the challenges?

1 Real time data: Lack of reliable travel information

2 Payment: Unnecessary hurdles in payment

3 Eligibility Verification: Barriers to accessing benefits

CAL ITP

Cal-ITP Initiatives

2019 Baseline research & Market Sounding
2020 Feasibility Study

Standardized real-time data

Introducing open loop payment

Streamline eligibility verification

CAL ITP

Cal-ITP Initiatives

Real Time Data & Trip Planning

- Support statewide compliance with the General Transit Feed Specification (GTFS)

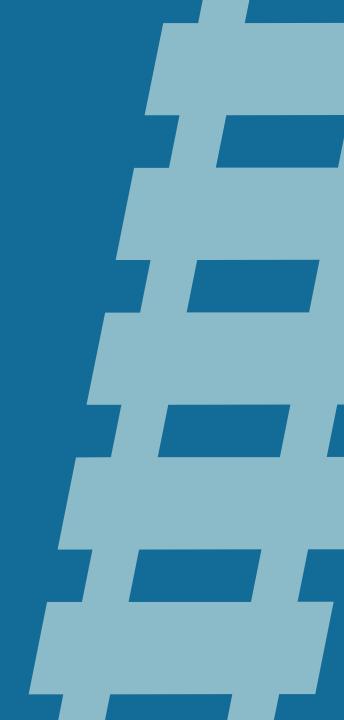- Work towards statewide compliance with Real Time GTFS

Cal-ITP Initiatives

Payments

- **Support contactless EMV payment**

- **Reduce the cost of digital payment**

- **Investigate Payment Issuance**

CAL ITP

Cal-ITP Initiatives

Eligibility Verification

- Demonstrate and support automated benefit verification

- Simplify contactless payment for everyone

- Allow for fare-capping policies

CAL ITP

Mobile Demonstration

(please show movie here)