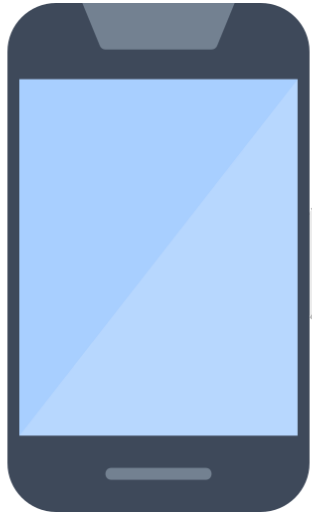# Transit App Review

March 2025

FINAL

I-Ride Current Platforms

BusWhere

Provides real-time bus location and ETAs to riders

GetYourGuide

Offers purchasing passes ahead of time

Apps Reviewed

		App Name
1		ByteMark
2		**GenFare***
3		Moovit
4		OneBusAway
5		Token Transit
6		Transit

*__I-Ride__ currently uses **GenFare** boxes for on-board fare collection*

I-DRIVE DISTRICT
— INTERNATIONAL DRIVE —
ORLANDO, FLORIDA

Review Methodology

Assessed apps for following:

Real-Time Location Services

Pass Purchase Capabilities

Payment Methods Accepted*

Fare Capping Potential

Agencies Using App

Supports debit, credit, Apple, and Google Pay

App Capability Matrix

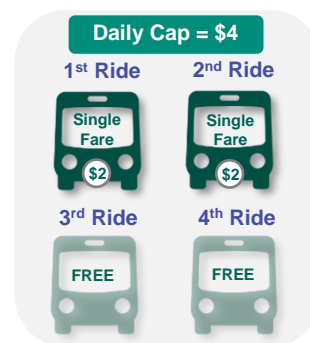| App	Real-Time Location Services	Pass Purchase Capabilities	Payment Methods Accepted	Fare Capping Potential	Agencies Using App
BusWhere	✔	✘	✘	✘	I-Ride
GetYourGuide	✘	✔	✔	✘	I-Ride
ByteMark	✘	✔	✔	✘	Virginia Beach
GenFare	✘	✔	✔	✔	LYNX
Moovit	✔	✔	✔	✘	StarMetro, MTA, Long Beach, Dayton
OneBusAway	✘	✘	✘	✔	HART
Token Transit	✘	✔	✔	✔	Manatee County, StarMetro, Space Coast
Transit	✘	✘	✘	✘	HART, LYNX, Miami Beach

App Capability Matrix

App	Real-Time Location Services	Pass Purchase Capabilities	Payment Methods Accepted	Fare Capping Potential	Agencies Using App
BusWhere	✔	✘	✘	✘	I-Ride
GetYourGuide	✘	✔	✔	✘	I-Ride
ByteMark	✘	✔	✔	✘	Virginia Beach
GenFare	✘	✔	✔	✔	LYNX
Moovit	✔	✔	✔	✘	StarMetro, MTA, Long Beach, Dayton
OneBusAway	✘	✘	✘	✔	HART
Token Transit	✘	✔	✔	✔	Manatee County, StarMetro, Space Coast
Transit	✘	✘	✘	✘	HART, LYNX, Miami Beach

Questions?

Dynamic Pricing Assessment

Peer Review

Agency	Location	Fare System	Apps Used	Dynamic Pricing Used?
I-Ride Trolley	Orlando, FL	**FLAT FARE**	GetYourGuide	❌
Jolley Trolley	Clearwater, FL	**FLAT FARE**	Flamingo Fares*	❌
Bay Runner Trolley	Sarasota, FL	**FREE**	Bay Runner*	❌
Miami Beach Trolley	Miami Beach, FL	**FREE**	Transit	❌
Port City Trolley	Wilmington, NC	**FREE**	N/A	❌
Virginia Beach Wave & Bayfront Shuttle	Virginia Beach, VA	**FLAT FARE**	GoPass	❌
Sunshine Lamp Trolley	Joplin, MO	**FLAT FARE**	N/A	❌

Transit Agency developed own app

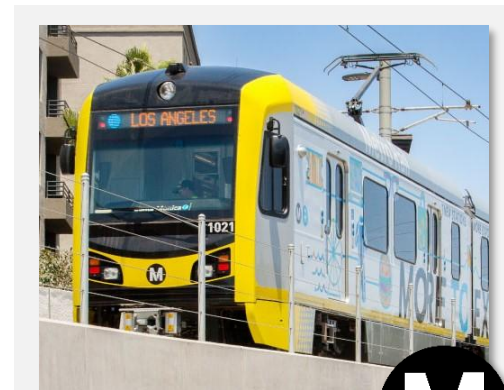I-DRIVE DISTRICT
INTERNATIONAL DRIVE
ORLANDO, FLORIDA

Agencies Using Dynamic Pricing

London Underground
London, England
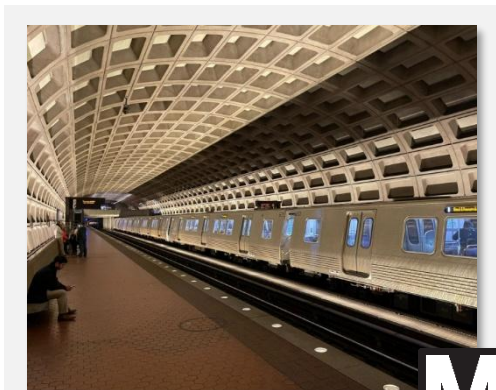
WMATA Metro
Washington DC

LA Metro
Los Angeles, CA

🔍 **Large-scale** <u>**rail**</u> **agencies** using dynamic pricing

🔍 **No** <u>**bus**</u> **agencies currently using dynamic pricing**

Dynamic Pricing Considerations for I-Ride Trolley
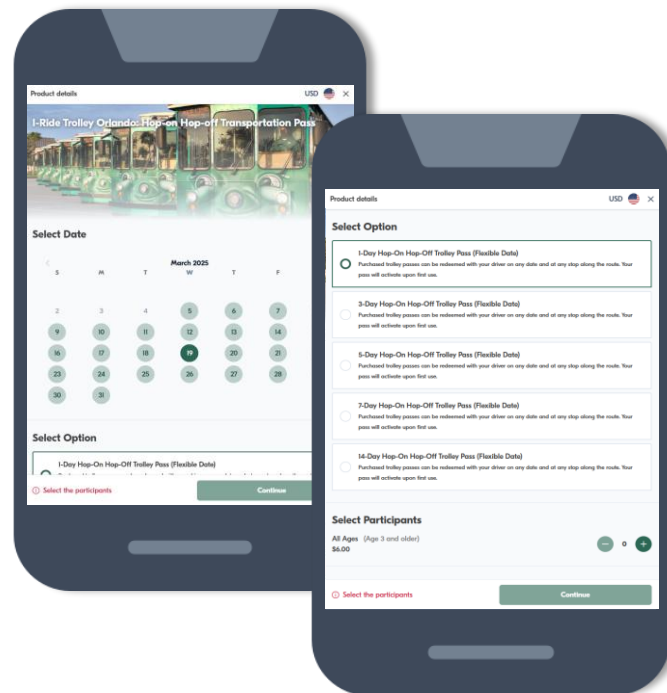
Unlimited Ride Passes

- Passes are primarily purchased *in advance*
- Multi-day passes available
  - 1, 3-, 5-, 7-, or 14-day pass
  - *How to apply dynamic pricing to passes?*

Cash Fares

- Varying cash fares for adult vs. child vs. seniors
  - Adult: $2, Child: $1, Senior: $0.25 (*exact change required*)
  - *How to apply dynamic pricing to cash fares?*

Rider Behavior

- Majority of users on vacation
- Learning curve for dynamic pricing
- Tourists may follow theme park schedule/reservations
  - *Will tourists pay attention to off-peak prices?*

Questions?

Thank you!