VERTICAL MARKET BREAKOUT SESSION

TRANSPORTATION

Sponsored by: CUBIC™

Audrey Denis, Cubic

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IDENTITY & PAYMENTS SUMMIT

Transportation

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Background

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Why is transportation an important part of the discussion?

- High touch, high volume application for payments and secure technologies
- Equity and accessibility create need for multiple approaches to collecting payment
- Applications across multiple modes: transit, bikeshare, parking and tolling

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Technologies & Use Cases

- Increasing acceptance of contactless Open Payment as a channel for payment
- Open Payment projects are built on Account-Based Systems that also support other forms of secure ID:
  - Government Issued IDs & Student IDs
  - Virtual wallets for Closed Loop credentials
- Account-Based Systems support concessions, fare caps and other fare policies with a range of credentials

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Where are we seeing acceptance?

- Large metropolitan areas with multiple modes and agencies

- Medium and smaller agencies are implementing Account-Based fare collection systems with the advancement of cloud services

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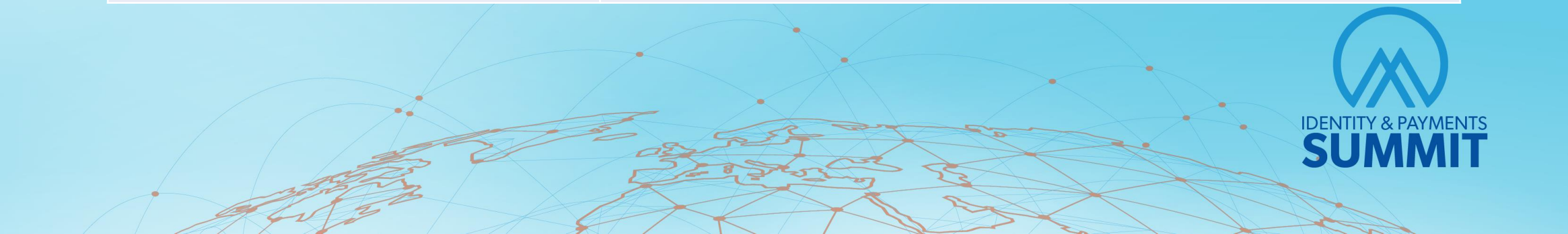
What does the future look like?

Technology	Potential Benefit
Account-Based Systems	Linking across modes: transit, bikeshare, tolling and parking
Mobile Drivers Licenses (mDLs)	Easier verification that riders meet concession requirements
Open Architecture	Integration of various vendors in the Back-End system
Artificial Intelligence and Large Language Model	More in-depth analysis of agency data



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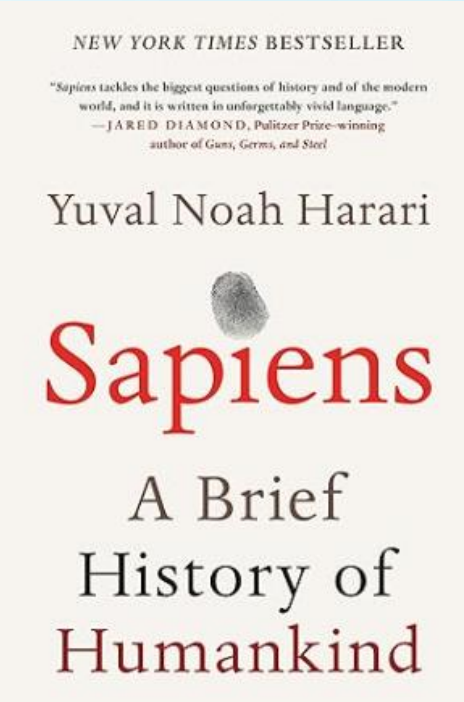
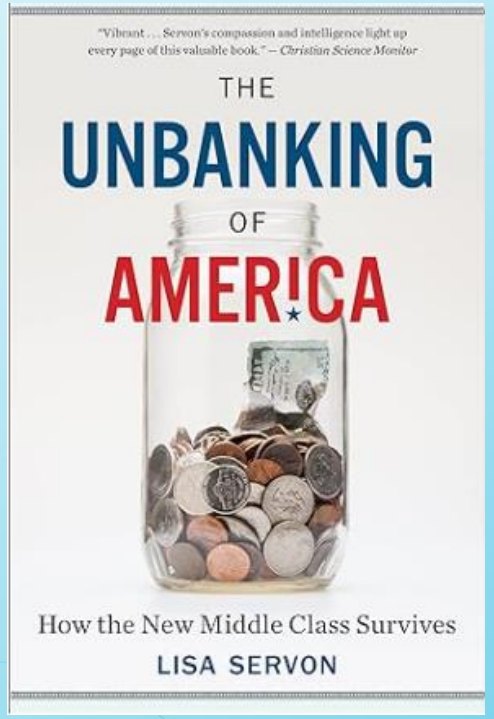
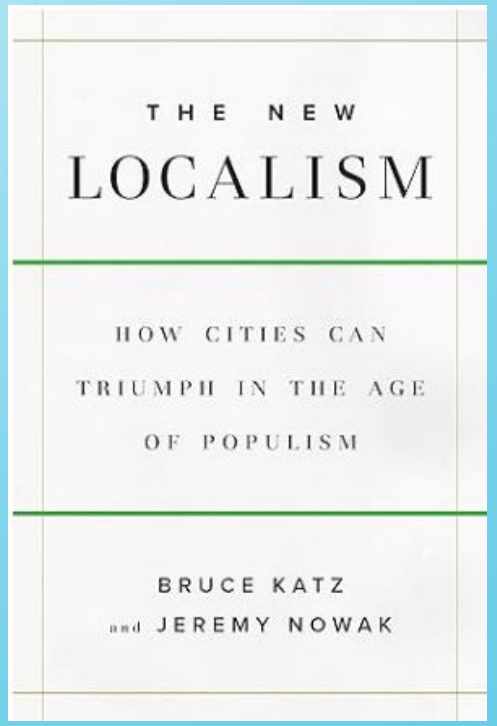
Books That Have Shaped Our Thinking







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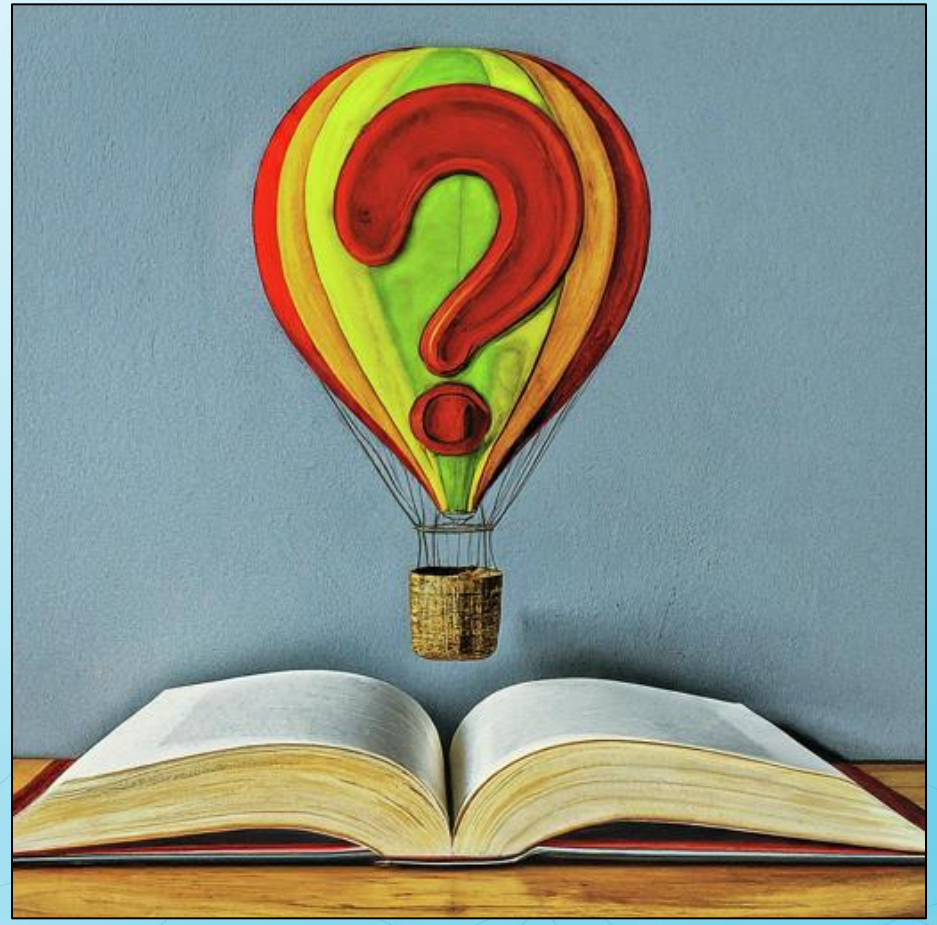
What Books Have Shaped Your Thinking?



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