



BOARD OF DIRECTORS REPORT

MEETING DATE: MARCH 2, 2021 **AGENDA ITEM: #8**
DEPARTMENT: MARKETING
TYPE: INFORMATIONAL ITEM
PREPARED BY: HILLARY BLACKERBY _____
Signature
REVIEWED BY: GENERAL MANAGER _____
Signature
SUBJECT: CALIFORNIA INTEGRATED TRAVEL PROJECT (CAL-ITP)
DEMONSTRATION

RECOMMENDATION:

Staff recommends that the board receive a presentation on the Cal-ITP demonstration pilot.

DISCUSSION:

The California Integrated Travel Project (Cal-ITP) began in 2018 and is supported by the California State Transportation Agency (CalSTA) and Caltrans through a grant from the California Transit and Intercity Rail Capital Program (TIRCP). The aim of the project is to devise a statewide solution to make travel simpler and cost-effective for everyone—including travelers and transit agencies. Said another way, the purpose is to facilitate a modern and consistent transportation experience throughout California.

The purpose of Cal-ITP is to enable contactless payments, automate customer discounts, and to standardize information for easy trip planning. The idea is that someone taking a train and buses from one part of California to another could do it all seamlessly, planning and paying for their rides with the smartphone app and payment card of their choice.

The statewide goals embodied in this project are to improve the customer experience, increase transit ridership, lower costs for transit providers and riders, reduce greenhouse gas emissions to reach environmental targets, and to promote equitable access to transportation across the state’s transit providers.

Cal-ITP is using the power of the State of California and economies of scale to simplify procurement and contracting for various transit hardware and software types, and financial services agreements. For many of the over 300 transit providers in California, the maze of procurement for technology is too overwhelming, time consuming, or expensive. This often results in long procurement processes, costly long-term contracts, or eschewing modern technology altogether.

With the help of Cal-ITP staff, MTD was able to publish the real-time general transit feed specification (GTFS-rt) feed which is now live on Google Maps and can be accessed by other developers at sbmtd.gov/gtfs.

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Santa Barbara MTD staff has participated in the project thus far in several ways: peer agency groups, focus groups and interviews, one-on-one meetings, and an advisory panel on mobile credentialing and payment. In late 2020, MTD was approached to participate in a demonstration that would launch contactless fare payment on a subfleet of MTD buses, devise a UCSB staff and faculty group program, and eventually, integrate UCSB students into an open loop contactless system as well.

MTD staff is working with a project team at Cal-ITP to develop and execute a phased approach to demonstrating contactless fare payment. Monterey-Salinas Transit will be demonstrating a full fleet deployment, while MTD's pilot project will focus on extending the program to integrate group transit programs with UCSB. As an early participant, MTD will benefit from low or no cost equipment and services, and will provide findings that assist other agencies statewide and the project as a whole.