



Ride ART

The ATN ridership is growing and more connected than ever to their mobile devices. Our ridership demands instant access to transit alternatives that provide cost and travel duration. In addition, our ridership primarily utilizes public transportation to access events, theme parks, restaurants and hotels and requires the ability to purchase tickets for theme park or parking access prior to arrival. It is ATN's intent to provide transportation and travel information and the ability to purchase services through a single mobile application. When users purchase transit and travel services through the application, a processing fee for those services is shared between the ATN and Mobile App developer. This profit-sharing agreement, will over time, reimburse App developer and will allow for future revenue to continue/sustain the application and will provide a revenue stream for ATN to sustain or to deploy additional transit services.

Contractor: RouteMatch – Public Private Partnership (Shared Revenue)

Value/Benefits: A multifunctional mobile ticketing app, on-demand and high frequency transit paired with a shared revenue business model provides a win-win-win for our agency, our users, and our contractor. Through this program we believe we will increase ridership and make it easy for residents and visitors alike to utilize our system. The revenue share model provides our contractor with a performance based-up side.

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