

Fare Collection & Management



Transit GO Ticket

Transit GO Ticket provides a mobile ticketing option for King County Metro bus, Sound Transit Link light rail and Sounder commuter rail, King County Water Taxi, Seattle streetcar, and Seattle monorail. Transit GO Ticket was introduced in 2016 as a fare payment option for infrequent customers to reduce on board cash payment.

Contractor: Bytemark

Value/Benefits: Metro has two primary goals with this product: improve customer experience and to speed boardings. In a survey of 2,000 users, 77% of customers reported being satisfied with the app and plan to use it again. As to reducing cash payment on the bus, 30% reported using cash in the past, while 25% reported using Transit GO Ticket as a backup to the ORCA card when their ORCA account ran low of funds. Metro is still collecting metrics on the impacts of reducing dwelling times at bus stops due to a reduction in cash fare payment.



Contact: Matt Hansen - matt.hansen@kingcounty.gov

Links: <https://kingcounty.gov/depts/transportation/metro/fares-orca/transit-go-ticket.aspx>