To: Chairman Skinner and the VRE Operations Board
From: Rich Dalton
Date: February 21, 2020
Re: VRE Mobile

In May 2015 VRE launched VRE Mobile, a mobile ticketing app created by GlobeSherpa (now moovel) of Portland Oregon. VRE Mobile has proven to be a popular alternative for many passengers for the purchase of fare media, currently accounting for 35 percent of total fare revenue and annual sales of nearly $15 million. VRE Mobile is not only a convenient alternative to paper tickets but also has a lower operating cost.

As part of VRE’s vendor network, VRE Mobile boasts the highest volume of tickets sold by any of the VRE vendors, double that of the next highest producer.

One of the keys to the continued success of VRE Mobile is the conversion of SmartBenefits recipients from paper tickets to the app. There are nearly 2,000 VRE Mobile users who receive a transit subsidy through the SmartBenefits program. This continues to be an area of focus for VRE staff as the conversion of SmartBenefits recipients represents the best opportunity to drive down the overall cost of fare collections.

In September 2019, VRE transitioned from the initial five-year contract for development and implementation to a support and maintenance agreement with moovel for one year with multiple option years. On January 28, 2020, VRE received notification from moovel of their intention to scale back their mobility-based businesses in North America over the next 18 months. This means VRE must look at other options to support and maintain VRE Mobile.

VRE staff has been working with moovel, NVTC and the regional partners, as well as other current and potential stakeholders on the best solution to move forward. We will brief the Operations Board as we progress toward the next phase of VRE Mobile support.