

*City of Detroit*

***SMART***

*(Suburban Mobility Authority for Regional Transit)*

# ISSUE

*5 Transit Agencies*

*3 Different Fares*

*3 Different Fare Media*

*Almost 80% of transit fares in Detroit are cash*

# GOAL

*Create integrated fare payment system for all mobility services in Detroit and the metropolitan area*

*Reduce cash fares on Detroit Transit to 20% of all sales*

*Launch by 2020*

# KEY SOLUTIONS

- *Mobile and fare card solutions*
- *Trip making function that allows user to evaluate tradeoffs between price and travel time*
- *Integrating with other city services, such as Detroit ID*
- *Accurate revenue split between agencies*

# KEY STAKEHOLDERS

- *Southeastern Michigan Council of Governments (MPO)*
- *Federal Transit Authority*
- *Private mobility service providers*