



**WISTA**  
WINSTON-SALEM TRANSIT AUTHORITY

# Automated Fare Collection System - Umo

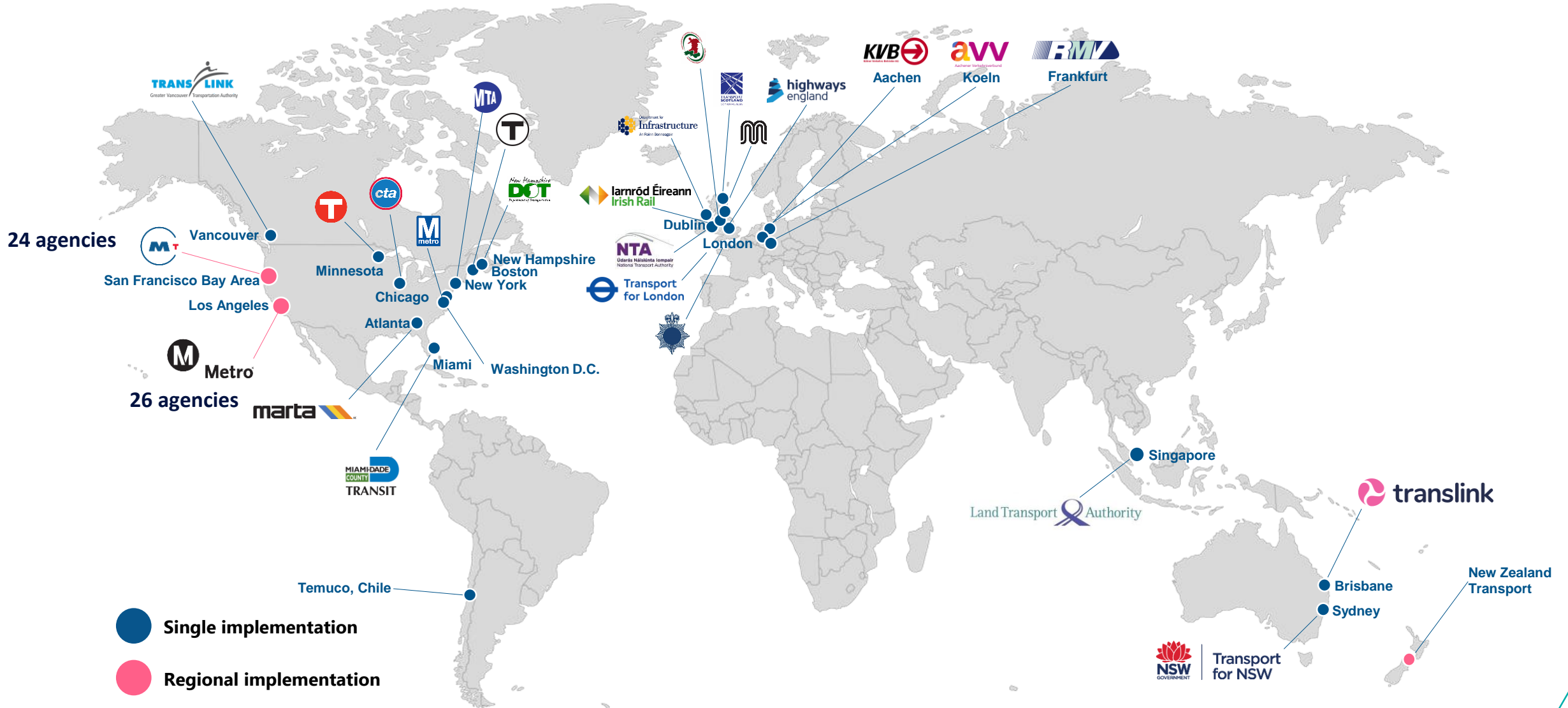


**CUBIC**<sup>TM</sup>  
Advancing Mobility Together



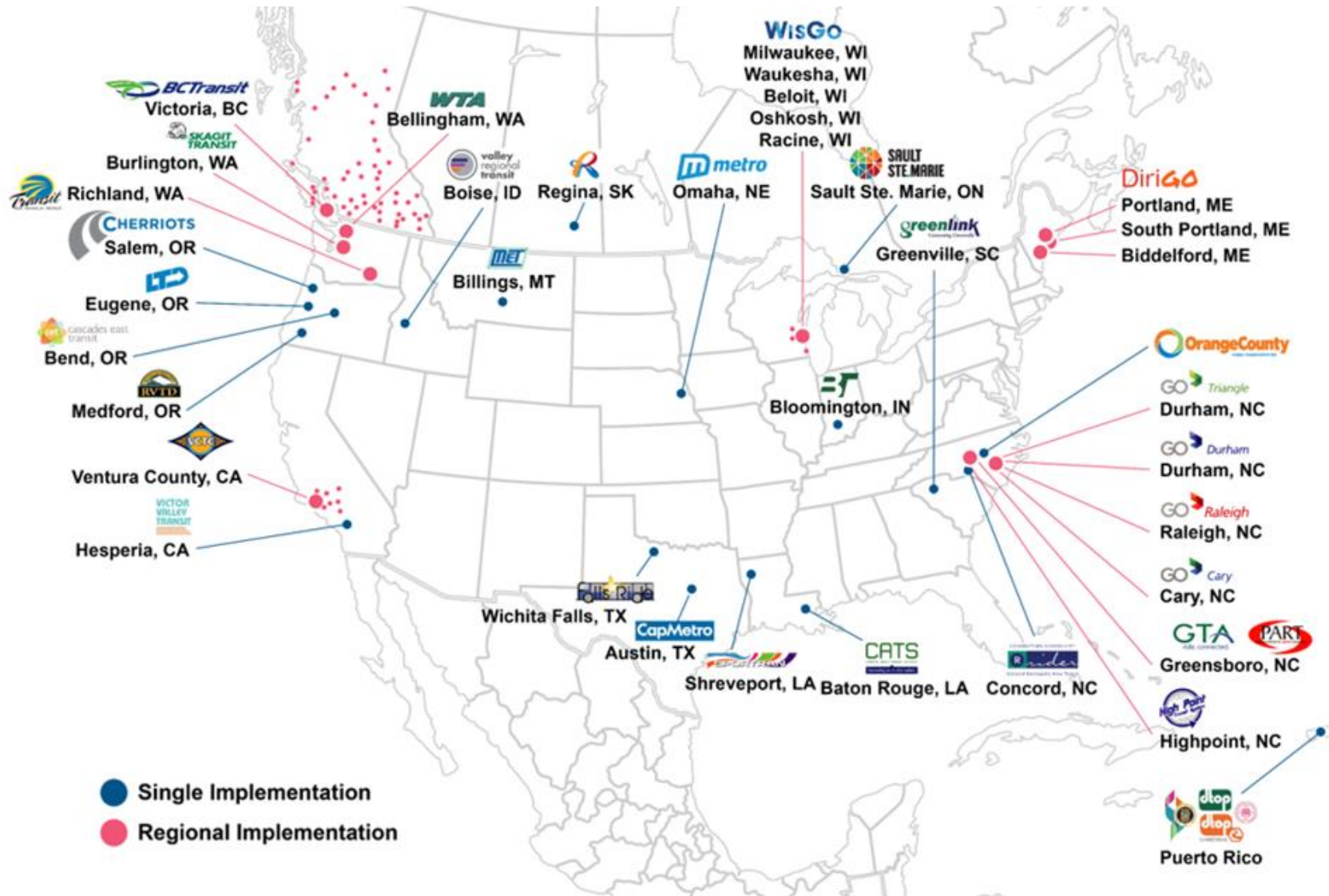


# CTS – MAJOR MARKET CITY LOCATIONS





# UMO IN NORTH AMERICA



# Solution Overview



BC Transit

WELCOME ABOARD

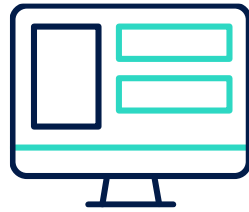
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STOP

# » WEB PORTALS & APP



Umo App



Passenger Portal



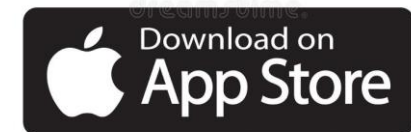
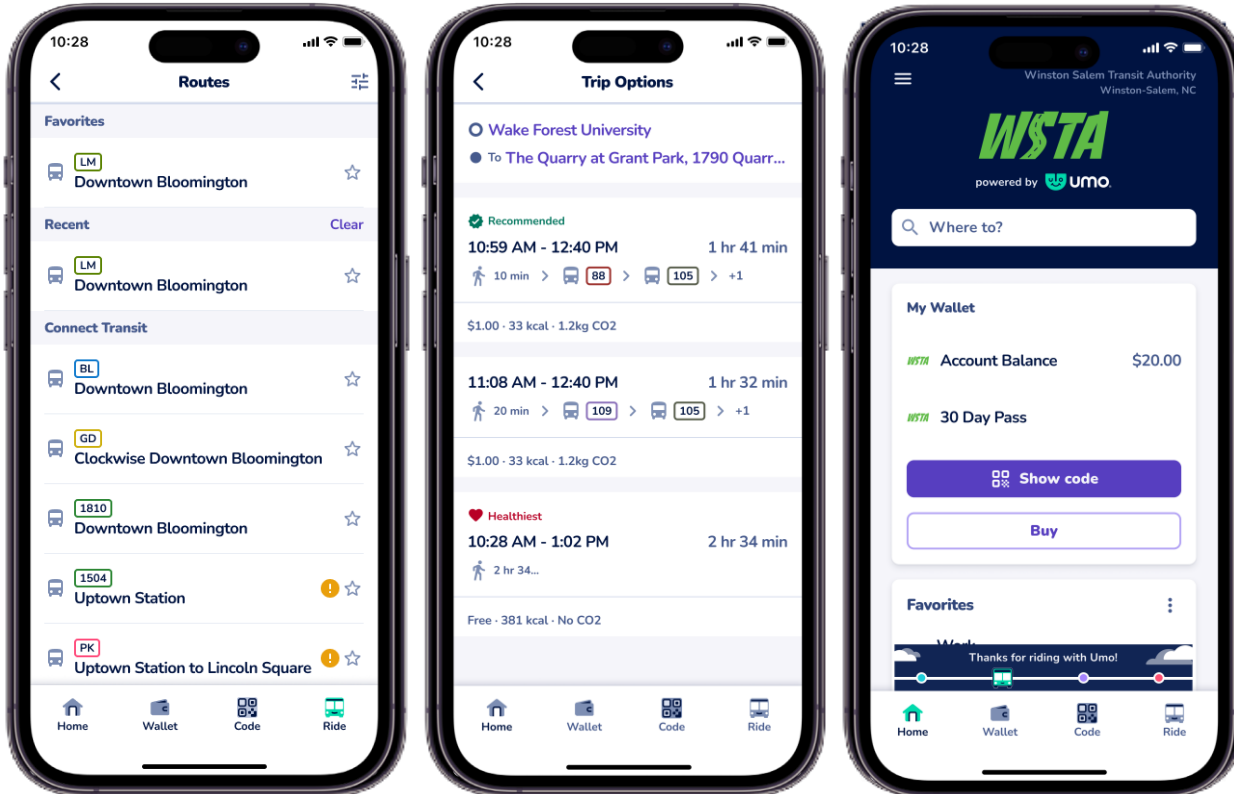
Merchant Portal



Administrative Portal

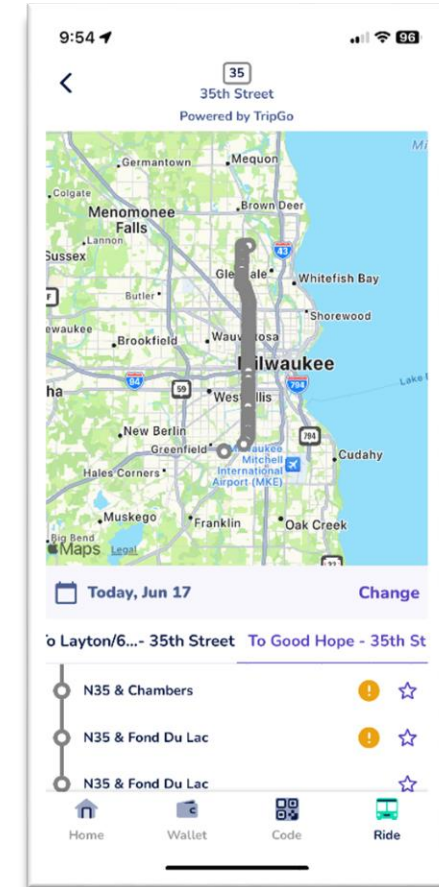
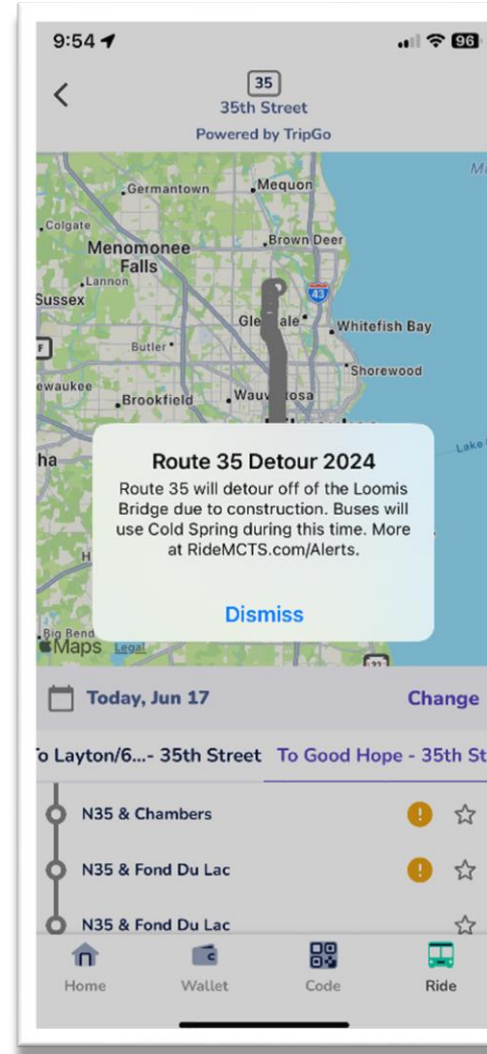
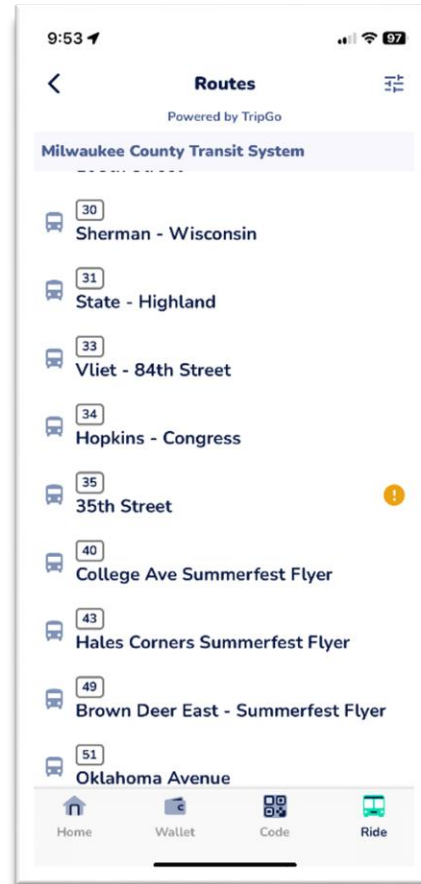
# UMO APP

A WSTA-branded mobile application that is both user friendly and full featured, unlocking important visibility into Winston-Salem's full range of transit services.



# IN-APP ALERTS INFORM RIDERS

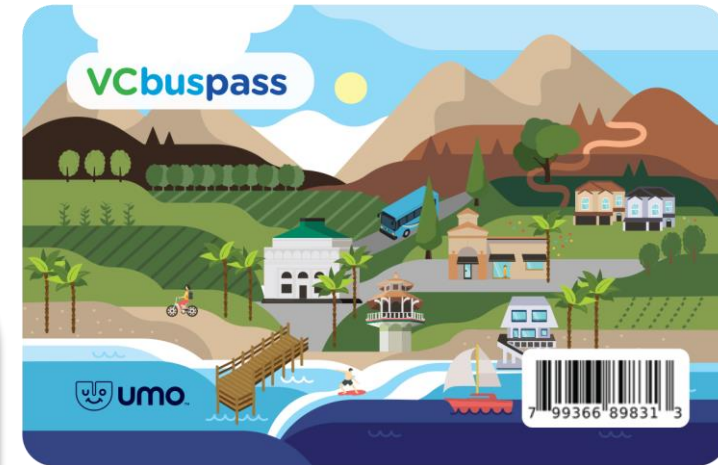
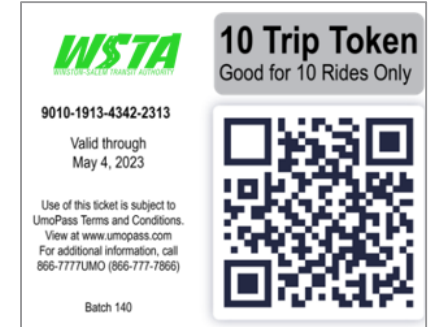
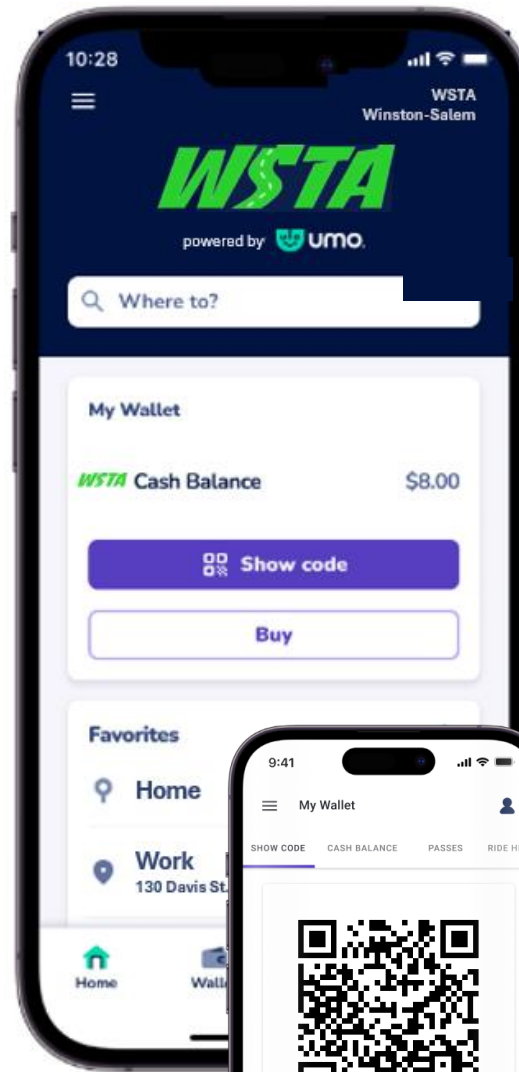
- ✓ Enabled via GTFS feeds
- ✓ Flags routes & stops
- ✓ Easy to read in-app pop up alerts





# » FARE MEDIA OPTIONS

- » Smartcards
  - » Standard cobranded Umo Cards
  - » InComm Enabled
- » Paper Token
- » TVM Token
- » Mobile Device (Umo App)
- » External Card (e.g., School ID)
- » cEMV
- » Benefit Codes



# College Passes and Institutional Programs

## Use their existing IDs

**Positive List Details State College Students Master**

Current List: State College Students Master List    Public ID: TXRDV2  
 Fare Type: Standard    Card Type: ISO-14443  
 ID: 1818    Last Hash:

Status	Card Total	Removed	Cards Ad
There is no status available	0	0	0

Buttons: Add External Card, Add Card(s) to List, Remove Card(s) from List, Replace List

- » Reduce costs by accepting existing compatible cards with Umo's positive lists
- » Simplify management with bulk and individual card ID# management tools

## Enable On-Premise Sales

Wake Forest Baptist Health

Card/Device Number: 8620-9630-0227-9638    Accounts: Open    Media: Open    \$73.00    Special Fare Programs  
 Home Agency: Umotopia    Fare Type: Standard

User Passes: User does not have any passes

Select Product

- 31 Day Pass Max 1 \$41.25
- Day Pass Max 5 \$2.50
- Single Ride Pass Max 5 \$1.25

Custom: \$5.00 \$10.00 \$20.00 \$40.00 \$50.00

Buttons: Back, Cancel, Tools

- » Broaden access by distributing sales and support network with Umo merchant portal
- » Create targeted fare products with access controls by partner, channels, and fare classes

## Create Automated Programs

WSTA powered by umo

My Wallet: Account Balance, 30 Day Pass, Favorites

Pass Product Details

Name: Reduced Day Pass  
 Type: Time based  
 Short Description: Reduced 1 Day Pass  
 Long Description: Valid 24hr. from first ride  
 ID: 21505  
 Public ID: K1XB02PMW0PR8  
 Policy: 240813 Umotopia Fares  
 Fare Type(s): Reduced  
 Sales Channels: Agency, Passenger Portal, TVM, Mobile app, Umo  
 Price: \$1.25  
 Route Types: Fixed Route Bus  
 Expires: 1 DAYS

Duration	Trips Transfers
1095 DAYS	1 trip(s)
1 DAYS	1 trip(s)
1095	1 trip(s)

- » Create offers & promotions with rider-redeemable benefit codes
- » Simplify maintenance with unlimited custom rider classes, fare products, and fare policies securely maintained in the back office
- » Sales and boarding are automatically secured



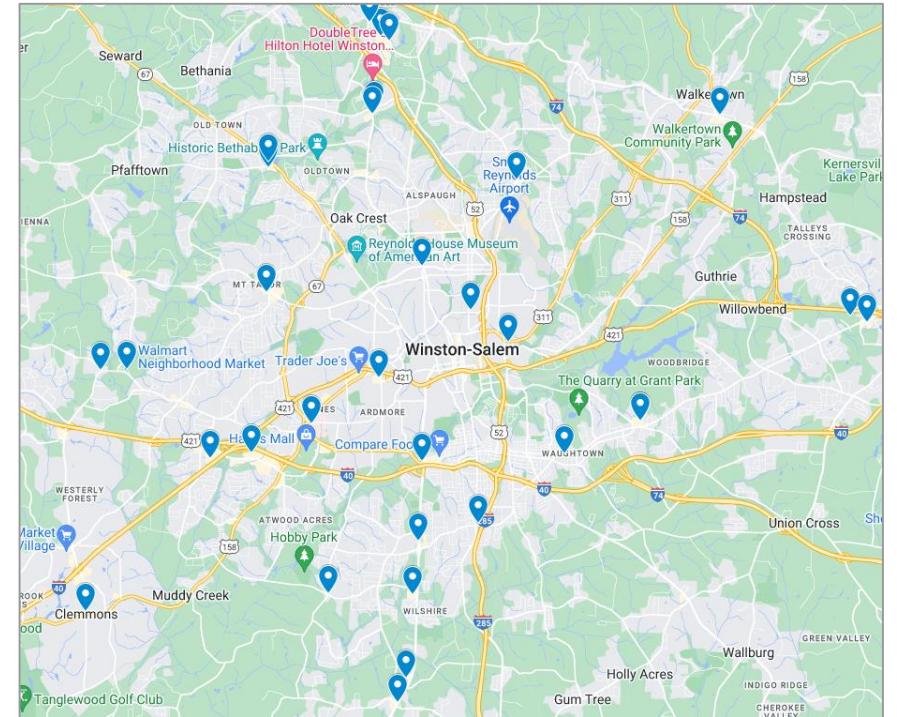
# TURN-KEY RETAIL MERCHANTS THROUGH INCOMM

Through a partnership with InComm's retail network WSTA riders have distinct locations to purchase fares or reload their Umo wallets

## Spotlight:

**Equity & Accessibility:** Turnkey retail locations available today to help unbanked and underbanked riders digitize their cash by using the existing InComm Reload Network to fund their Umo account.

Walgreens



Retail locations for Winston-Salem, NC

# » MAKING TRANSIT EASY

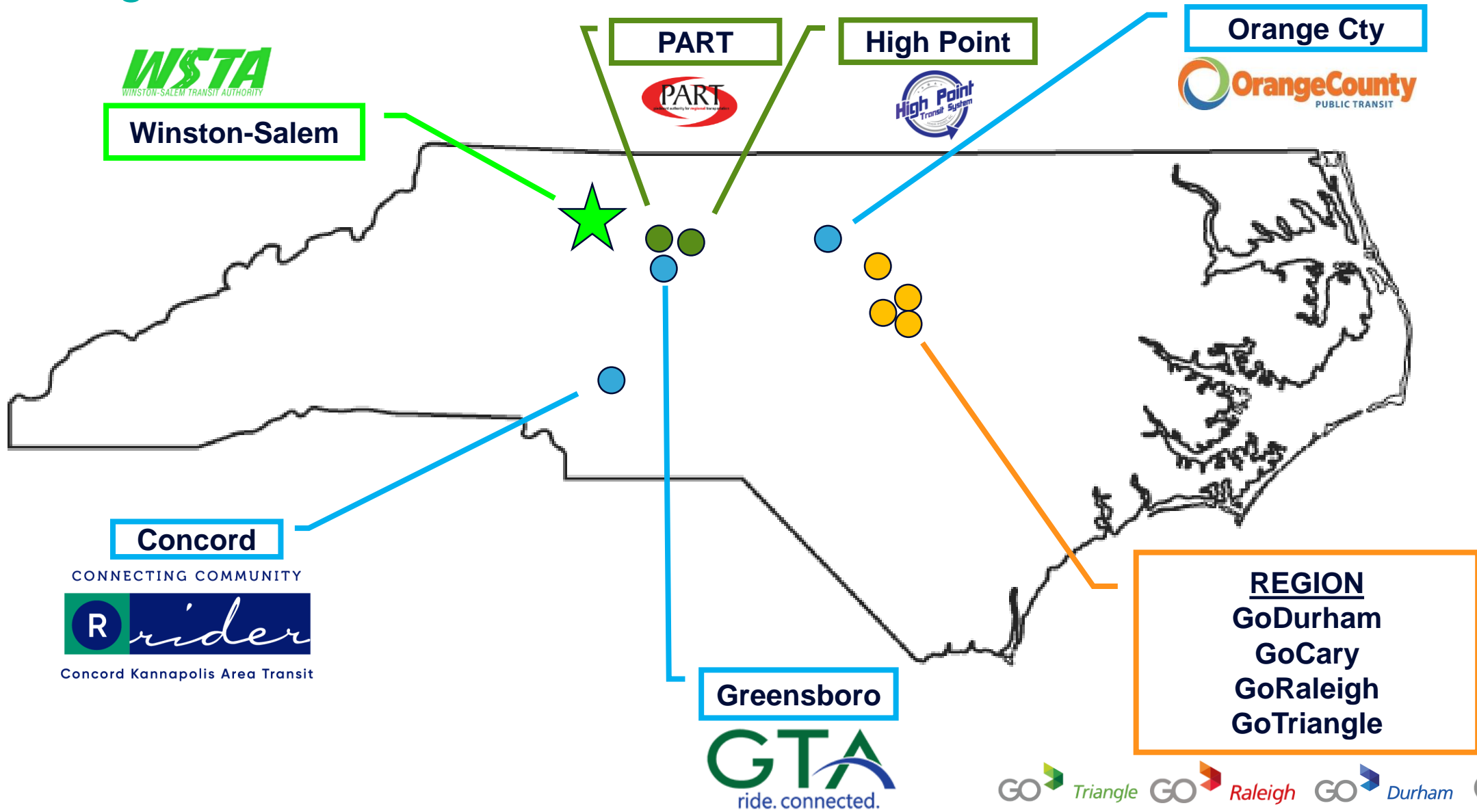
- » Low capital and operating costs including maintenance
- » Improve access and equity with flexible options for fare media and expanded purchase locations
- » Improve administrative efficiency with Umo special fare programs
- » Comprehensive operational tools and reports



# Regional Capabilities



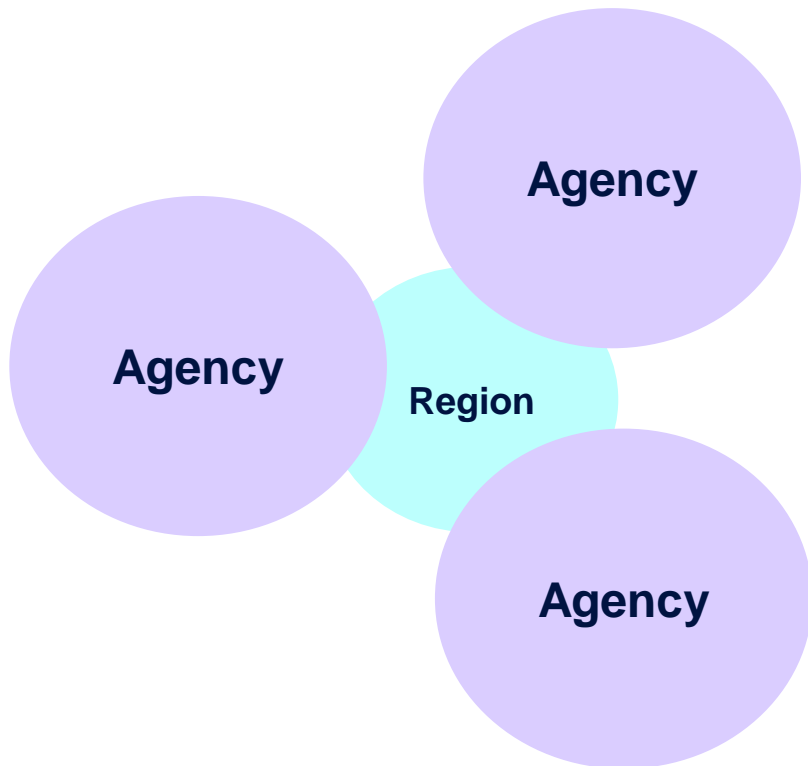
# Regional Possibilities in North Carolina



# » Regions: Seamless Journeys for Riders, Flexibility for Agencies

## Multi-Agency Model

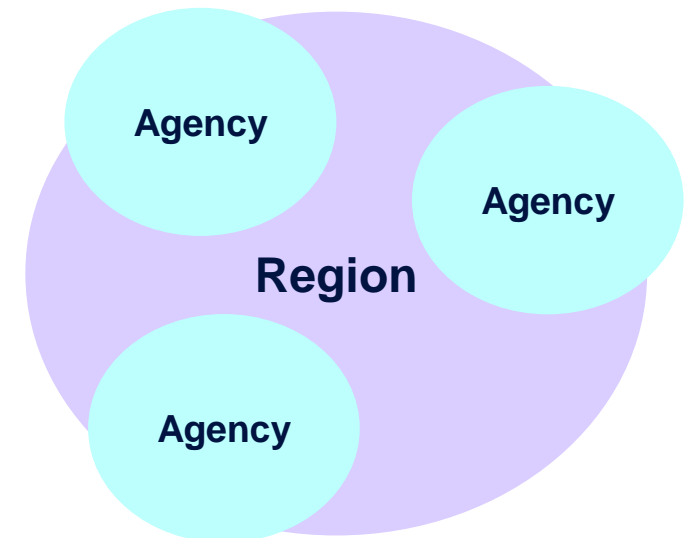
- Agency operations remain independent
- Regional fare products and policies create interoperability across agencies.



- **Primary Entity**
  - Rider Accounts
  - Fare Policy
  - Branding
  - Payment Processing
  - Reporting
- **Secondary Entity**
  - Ancillary products and roles

## Multi-Operator Model


- Region is the primary controller.
- Individual agencies can create fare products and passes that augment the region's products.







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