

Advancing digital payments for sustainable urban transit systems

Transit agencies are facing many challenges today

70% **Your transit network is busier than ever**
70% of people will live in cities by 2050¹



Your riders expect more
Riders want the speed, simplicity, and convenience of digital payments



Agencies need to do more with less
The average transit fare collection cost is 15% of revenue per ticket²



You struggle to select the right technologies
Difficult to know what's future-proof among a bewildering array of competing digital solutions

Your partner for smart-city transit challenges

Mastercard Advisors can help cities ensure that their transit systems are sustainable, affordable, and cost-effective into the future.

We enable smart cities

We understand the transit ecosystem

We know big data

We bring extensive consulting expertise to transportation challenges



We enable smart cities



Through our technology, data, and consulting services, Mastercard helps cities become smarter, more efficient, more inclusive. To attract more visitors, unlock economic growth, and provide your citizens a better quality of life, Mastercard can help your transit system:

Unlock the power of data – to guide urban planning, tourism, and economic growth.

Optimize the urban mobility experience – to make public transportation more accessible and seamless for citizens and visitors.

Provide innovative electronic payments – to help cities become more efficient and more rider friendly.

We understand the transit ecosystem



We are transforming how agencies collect fares and how people connect with city services, employing Advisors' expertise in consumer behavior, big data, and transit, and Mastercard's expertise in payments, ticketing, and mobile technology.

Create a future-proof payment infrastructure

Reduce/remove cash from the transit system

Devise innovative cost-effective digital payment solutions

We know big data



Mastercard draws on billions of proprietary data points to analyze macroeconomic, payments, and consumer behavior trends. These insights help you understand rider spending behavior and sentiment, benchmark your performance, and anticipate emerging trends. Our expertise includes:

Demand management – our tools help transit agencies better manage demand and reduce peak-hour pressure, while improving riders' urban mobility experience.

Data-driven decision making – our predictive technology solution helps transit agencies tailor investments for maximum bottom-line impact, addressing issues such as new incentives, pricing changes, and site selection.

We bring extensive consulting expertise to transportation challenges



Mastercard Advisors' more than 600 subject matter experts help transit agencies increase ridership and revenue while lowering costs. Advisors' analytics capabilities deliver a clear picture of the behaviors, payments, preferences, and other factors to help you optimize revenue from citizens and visitors.

Mastercard Labs is Mastercard's internal disruptor, looking 3 to 5 years outward to identify unprecedented ways to meet rider needs with technology.

Mastercard can help your city evolve its transportation system for long-term efficiency, continuous innovation, and higher levels of usability.



Contact Mastercard Advisors Now

For more information on Mastercard Transit Solutions, contact us at <http://go.mastercardadvisors.com/smart-cities>