

SALT LAKE CITY, UTAH

First Transit Open Payments System in the U.S.



OVERVIEW

In 2008, Vix Technology collaborated with Utah Transit Authority (UTA) to deliver the Vix eO™ (“easy and open”) fare collection system, providing flexibility and ease of use for riders while also driving operational efficiency. In order to create a cost effective implementation without compromising sustained value, the Vix eO solution enabled UTA to capitalize on its existing partnership with local ski resorts—allowing ski pass holders to use their contactless lift card as valid fare media. As the project has expanded to serve UTA’s entire fleet of more than 560 buses and 170 light and commuter rails, eO’s flexibility enables UTA to continuously innovate and evolve.

Built on open architecture and leveraging web service APIs, Vix eO allows for easy integration with on-board components and other services. In combination with GPS and validator technology from Vix, highly accurate tap-on/tap-off data supports distance-based fare calculation and provides critical ridership data for UTA to improve service and reduce operational costs. This allows fare payment to be completed in milliseconds.

In 2013, UTA introduced a prepaid, reloadable fare card called “FAREPAY”. It’s a contactless card that riders can manage through their online FAREPAY account. In contrast to proprietary closed-loop fare collection systems, the Vix eO solution is built on an account-based, back office architecture that supports multiple forms of fare media payment concurrently. This allows riders the flexibility to use their FAREPAY card, or pay using other fare media options; including contactless credit cards and NFC mobile wallets like Apple Pay and Google Wallet.

Vix eO is heralded as a model for modern fare collection system design, winning both the “Transport Ticketing Technology of the Year” at the 2014 MasterCard Transport Ticketing Awards and the “Contactless Intelligence (VISA) Public Domain” at their 2014 Awards ceremony.

KEY FACTS

- Open payments and account-based architecture, one of three in the U.S.
- Approximately 1,150 bus and 275 rail validators.
- Validators process more than 12 million trips annually.
- Electronic fare collection provides detailed rider data.
- Data analytics enable fleet optimization.
- Flexible software supports innovation and expansion.



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