



## Transforming New York City's Transit Network

Bringing digital fare collection to the city of New York

### PROJECT OVERVIEW

In 2016, New York City's Metropolitan Transit Authority (MTA), published a New Fare Collection Request for Proposal (RFP). With longstanding strategic relationships with systems integrators, Mastercard committed to work with multiple bidders.

When Cubic Transportation Systems was selected, the partners set on a journey of development, testing, certification and promotion that would see the first phase of New York City's open-loop transit functionality launch in May 2019. With the ability to create personalized transit accounts or pay for fares via bank issued cards, or payment enabled devices, OMNY (One Metro New York) delivers flexibility and convenience to New York City's residents and visitors and is set to support the city's transit infrastructure needs for years to come.

### CHALLENGE

The MTA manages a network of buses, subways, trains and bridges across New York City and its surrounding areas. With 2.6 billion<sup>1</sup> trips per year, the MTA is tasked with ensuring that the city's 8.5 million<sup>2</sup> residents and 65 million<sup>3</sup> visitors (in 2018) can get around the city as quickly, simply and conveniently as possible. With such vast numbers of people living in and travelling to the city, New York City's transit infrastructure and longstanding MetroCard was under significant pressure.

As one of the world's busiest cities, a hub for commerce with vast tourist attractions, improving experience across the entire network and simplifying use for the city's visitors - while driving operational efficiencies - were key priorities.



<sup>1</sup> <http://web.mta.info/nyct/facts/ridership/>

<sup>2</sup> <https://data.cityofnewyork.us/City-Government/2020-population/t8c6-3i7b>

<sup>3</sup> [NYC Travel & Tourism Report 2018-2019](#)

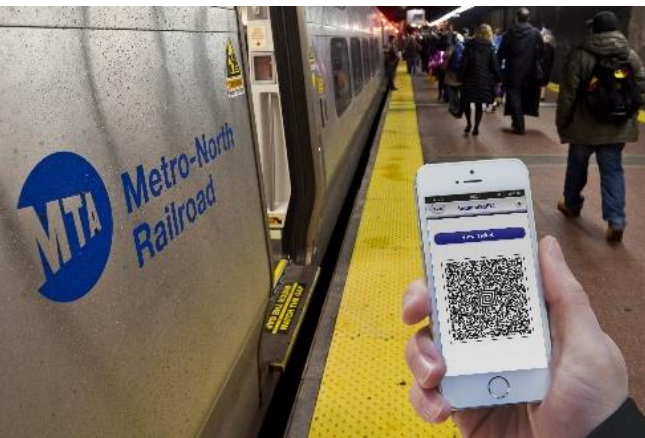


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### APPROACH

Applying EMV technology to the transit environment is the best long-term solution for cities looking to improve public transit experience and realize operational efficiencies. Open-loop deployments, where users simply tap the payment card or enabled device that they already carry with them in order to pay for fares, removes the need for transit agencies to manage and distribute closed-loop "smart cards" if such cards are phased out – enabling them to focus on delivering service excellence to their customers versus administrating tickets.



While open-loop solutions deliver the best long-term strategy, deployments involve significant infrastructure upgrades which take time. With an objective to improve experience for its customers while working towards full open-loop acceptance, the MTA launched MTA eTix, a mobile ticketing solution which enabled riders to search, pay and display tickets for inspection via their smart phone.

In 2016, Mastercard worked with mobile ticketing company, Masabi, to bring MTA eTix to New York City's Metro North and Long Island Rail Road lines – serving the city's commuters. With no need for infrastructure upgrade and quick deployment, mobile ticketing delivered the speed and convenience needed while the MTA remained focused on long term RFP and open-loop implementation.

### SOLUTION

In May 2019, New York City's OMNY was launched at 16 stations along the Lexington Avenue line, from Grand Central Terminal to the Atlantic Avenue-Barclays Center station. The OMNY payments system provides travelers with flexibility and convenience across two options - utilizing the OMNY personalized transit account which provides ride history, balances and top ups or simply tapping bank issued payment cards, or payment enabled mobile devices, in order to pay for fares. The phased launch of OMNY continues, with completion expected in October 2020 and the existing MetroCard gradually phased out by 2023.

*"OMNY is designed to save New Yorkers their most precious commodity: their time"*

Patrick J. Foye  
Chairman, MTA



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Pioneered by Mastercard



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### RESULTS

While full network roll out of the contactless solution continues, in the first six weeks OMNY saw



3 million taps



From cards issued in over 80 countries



### MORE INFORMATION

To hear more about how Mastercard is architecting transit solutions that offer convenience, drive efficiencies and cut cost, please contact [enterprisepartnerships@mastercard.com](mailto:enterprisepartnerships@mastercard.com) and a member of the Global Cities team will be happy to connect with you.

