YOUR
LOGO

**COMPANY NAME**

PUBLIC-TRANSIT MOBILE-TICKETING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to implement a mobile ticketing solution for your transit network. Our platform enables seamless, contactless travel by allowing riders to purchase, validate, and manage tickets through their smartphones.

This proposal outlines our approach to designing and deploying a robust mobile ticketing system for [Client Name].

# Project Objectives

The primary goals are:

- Enhance rider convenience through digital access to fares
- Reduce reliance on cash and paper tickets
- Improve operational efficiency and fare collection
- Integrate with real-time trip planning and validation technologies

# Proposed Services

Our mobile ticketing services include:

- White-labeled or SDK-based mobile application
- Fare product design and digital payment integration
- QR, NFC, or Bluetooth-based validation tools
- Real-time reporting and backend management portal
- Customer service, app updates, and maintenance

# Scope of Work

Scope includes:

- UI/UX design and application branding
- Fare structure digitization and rule setup
- Integration with payment processors and transit validators
- Backend configuration and agency training
- App launch, marketing support, and reporting dashboards

# Timeline

Proposed implementation timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Design | App wireframes and agency branding | [Start Date] |
| Integration & Testing | Fare setup, payment and validator integration | [Date] |
| Launch & Training | App store release, staff onboarding | [Date] |
| Monitoring & Support | Ongoing updates and data reporting | [Completion Date] |

# Pricing

Estimated cost breakdown for mobile ticketing system design and deployment:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| App Development | Mobile platform and fare configuration | [Amount] |
| Payment Integration | Support for cards, wallets, and bank transfers | [Amount] |
| Validator Integration | QR, NFC, or Bluetooth setup | [Amount] |
| Support & Reporting | Monitoring, analytics, and updates | [Amount] |
| Total Estimated Cost |  | [Total] |

# About Us

[Your Company Name] is a fare technology and mobility solutions firm serving transit agencies and cities with scalable, secure, and user-friendly fare collection tools.

- Experience: [X] years implementing mobile and contactless fare systems
- Expertise: Mobile apps, backend portals, payment integrations
- Mission: To modernize public transit with digital-first solutions that improve rider experience and agency efficiency

# Case Studies / Testimonials

Case Study: [Client Example]

- Project: Mobile ticketing for 3-city regional bus network
- Outcome: 52% adoption in first year, 30% reduction in fare evasion

Testimonial:
“[Your Company Name] delivered a reliable, easy-to-use system that passengers love. The transition was smooth and well supported.” — [Client Contact]

# Terms and Conditions

Payment Terms: 40% upon contract signing, 30% upon app testing completion, 30% at launch.
Client Responsibilities: Provide branding assets, fare rules, and integration points for existing systems.
Adjustments: Scope, feature, or branding updates will require written agreement.

# Acceptance

To approve this Public Transit Mobile Ticketing Proposal and initiate services, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client Name]
Title: [Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_