



SPOTLIGHT

Linking Riders through Mobile Ticketing Solution



Client
LYNX Transit System

Project
lynxpawpass.com
LYNX PawPass

Industry
Travel & Transportation

Platform
 myCloudFare

↗ **23%**
Increase in App Use
within 1st Year

Overview & Results

The LYNX transit system operates 76 bus routes in the Orange, Seminole and Osceola counties in the state of Florida. Ridership typically exceeds 83,000 people per day during the work week. LYNX traditionally relied upon a cash fare box or monthly passes to collect revenue. The transit system needed to find a way that would modernize the fare collection system in order to relieve the agency from the burdens of handling so much cash on a daily basis. When LYNX decided to make the investment in a mobile ticketing solution for their transit system, they chose myCloudFare.

After a comprehensive needs assessment, myCloudFare developed the LYNX PawPass app for the transit agency. The technology has completely modernized the ticketing process for users. Riders can now purchase tickets, control their account settings, plan a trip, view maps and bus schedules, and easily access other important information. The app is designed to work extremely well on both iOS and Android devices. Bus drivers can easily

authenticate ticket information from the app's screen. myCloudFare also developed and hosts the website lynxpawpass.com. The PawPass app has provided LYNX with successful results, as rider usage has grown nearly 23% since inception. myCloudFare continues to provide outstanding service and technical support to LYNX. The app has resulted in a much more effective ticketing and fare collection system for the transit agency and its valued customers.

"We believe a mobile pay system will make ticket purchasing much more convenient for our customers. The new app certainly achieves this goal. We were particularly impressed with the expertise in how the myCloudFare team built our custom product. We had a great experience working with Americaneagle.com and our wonderful project team."

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