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GoPass gaining fans, delivering tickets

Tens of thousands of North Texas transit users are ditching paper tickets in favor of the convenience of a smartphone application that packs everything they need into the palm of their hands.

Since its launch in mid-September as the country's first multi-agency mobile ticketing application, GoPass has more than 35,000 downloads and more than 35,000 tickets have been sold. In fact, about 1,000 new downloads are being made daily and ticket sales are averaging 1,000 passes daily.

GoPass passed one of its earliest tests on DART's typical busiest day of the year, the Red River Rivalry, by recording more than 5,000 downloads and 6,000 tickets sold leading up to and after the annual Texas-OU football game at Fair Park.

Riders are finding value in more than just the ability to buy tickets. Views of GoPass' Travel Tools section, which includes trip planners, Where's My Bus? ® and Where's My Train? ™ are registering at almost a 3-to-1 ratio to tickets sold within the app.

GoPass continues to evolve to meet customer expectations. Early next year customers can purchase discounted student passes and will be able to link corporate passes to the app. DART is also working with entertainment partners to make it possible to buy transit tickets bundled with event tickets at a discounted price.

As with any new mobile app, developers are working through issues identified since the launch. Developers have corrected a problem with credit card authorizations that occurred in early October preventing some customers from purchasing and retrieving tickets. Those customers have been contacted, but customer service remains available for help at (214) 979-1111. Developers are continuing to resolve a problem with the Android 4.3 operating system. While the problem should be corrected soon, customers should find alternative ways to purchase tickets.

Overall transit agency officials are pleased with the launch and are impressed with the rapid adoption. The adoption rate is expected to grow in the coming months as student and corporate passes are added to the product list.



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