



San Joaquin Regional Rail Commission is on track with ticketing transformation



Industry

Public Transportation

Customer story

Kuba was selected by the San Joaquin Regional Rail Commission (SJRRRC) to provide an account-based ticketing (ABT) platform, mobile app and customer portal for the ACE commuter rail service.

Achievements

Kuba is at the final stages of rolling-out the new ticketing system, which will be unveiled to ACE Rail riders in August 2025..

Kuba technology deployed

ABT, mobile app, customer portal, handheld validation devices, point of sale (POS)

acerail.com

138km

Route length

10

Stations

3.2k

Riders per weekday

815k

Riders per year

“We’re thrilled to launch a modern ticketing system that will support SJRRRC’s vision for an interoperable fare system across ACE Rail and connecting services.”



Brian Frank

General Manager, Kuba North America

Get in touch to learn more: insight@kubapay.com

About SJRRC and ACE Rail



The San Joaquin Regional Rail Commission (SJRRC) owns, operates, and is the policy-making body for the ACE Commuter Rail service, which has been transporting passengers between the Central Valley and Bay Area since 1998. ACE Rail operates across a 138 km route, with ten stops. The busy commuter line carries about 3,200 riders every weekday.

The challenge

The previous ticketing system for ACE Rail was outdated and unable to respond to changing passenger needs. Although riders could access an online e-commerce portal, a mobile ticketing app, and paper tickets, these systems were independent, with no data shared between them, and were not fully utilized.

Paper tickets were widely used. Tricky to buy and handle, they created a barrier to evolving the ACE Rail ticketing system to modern standards. They also created friction at stations, as they required interaction with old manual ticket validators that are past end-of-life.

Another challenge for riders is the lack of integration between ACE Rail's ticketing system and those of other connecting rail and bus services. The clunky experience of trip-planning and buying tickets for multi-stage journeys is an obstacle to driving public transit ridership.

Project goals

Hassle-free to get from A to B: a key goal for the new ticketing system and mobile app is to streamline the user experience, making it easy for riders to plan journeys, buy tickets, view travel and payments history, and resolve any issues quickly.

Seamless interoperability: SJRRC wants to lay the foundations for a more unified passenger experience across the region. It plans to extend the new ticketing system to connecting services, such as the intercity passenger rail service Amtrak San Joaquins.

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Project goals

Digitalization and sustainability: a core ambition is to phase-out paper tickets in favor of more sustainable, digital travel tokens. It also plans to enhance the mobile experience to allow passengers to check-in and relax, without being disturbed for ticket inspection.

The solution

Kuba's account-based ticketing platform is a modular solution, designed to plug-and-play with Kuba fare validators, driver consoles and a mobile app. However, the platform is hardware and software agnostic, meaning it can also integrate with third-party technology. Cloud-based and fortified with robust security, it can effortlessly scale to enable interoperable, regional ticketing.

ACE Rail has opted to deploy our account-based ticketing platform, mobile app, customer portal and handheld validation devices. Riders can set up an account using the online portal or the app.

A key feature is the ability to apply online for concessions, providing proof of eligibility. Saving time for riders and agency staff, it reduces the headache of paper applications.

The 'ticketless' system being implemented by ACE accepts digital travel tokens, dynamic barcodes in the mobile app, and limited use media issued at POS terminals. Open-loop payments are not currently accepted, but the system is EMV-ready and able to offer a smooth transition in the future, both operationally and for riders.

The results

With shared data and a common analytics and reporting suite, the ABT platform, mobile app and customer portal provided will help ACE Rail to put data at the heart of decision-making. With clear visibility of how services are being used, they can improve rider-focus and efficiency.



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The results

An effortless user experience awaits ACE riders. They will be able to plan, book and pay for journeys, and resolve issues, using the mobile app or customer portal. Both are fully integrated to the ABT system, and allow riders to access their travel and payment history. They can board quickly without having to wait in line to buy or validate a ticket, and just need to keep their digital token at hand for inspection on-board by ACE Rail staff.

“ACE riders now have a much-improved ticketing experience. The solution will better prepare our agency to provide a service that incentivizes ridership by making travel easier.”



David Lipari
Deputy Director of Passenger Experience
& Communications at ACE Rail

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