What is claimed is:

1. A method of increasing transit ridership, the method comprising:

receiving a travel destination from a mobile device;

identifying a plurality of entities positioned within a predefined radius of the travel destination;

alerting the plurality of entities that the mobile device has selected the travel destination;

receiving, in response to the alert, at least one transit ride option from at least some of the plurality of entities;

providing the at least one transit ride option to the mobile device;

receiving a selection of one transit ride option of the at least one transit ride option from the mobile device;

detecting that the mobile device is present on a transit vehicle associated with the transit ride option by at least one of:

detecting the mobile device using a beacon of the transit vehicle;

receiving location data from the mobile device and comparing the location data to a current location of the transit vehicle; or

detecting the mobile device using a short range radio communications device of the transit vehicle;

determining that the mobile device is present within an entity associated with the selected one transit ride option by at least one of:

detecting the mobile device using a beacon of the entity;

receiving location data from the mobile device and comparing the location data to a current location of the entity;

establishing a geofence around the entity associated with the selected one transit ride option and receiving location information from the mobile device, wherein determining that the mobile device is present within the entity associated with the selected one transit ride option comprises determining that the location information is within the geofence; or

detecting the mobile device using a short range radio communications device of the entity; and

providing at least one item to the mobile device for presentation to one or both of a transit system or the entity associated with the selected one transit ride option based on the determination.

2. The method of increasing transit ridership of claim 1, wherein:

the selected one transit ride option comprises an expiration threshold; and

the item is provided to the mobile device based upon the determination that the mobile device is present within the entity associated with the selected one transit ride option within the expiration threshold.

3. The method of increasing transit ridership of claim 1, further comprising:

providing an incentive related to the entity associated with the selected one transit ride option to the mobile device.

4. The method of increasing transit ridership of claim 3, wherein:

wherein the incentive is provided to the mobile device upon determining that the mobile device is present within the entity associated with the selected one transit ride option.

5. A system for increasing transit ridership, the system comprising:

a communications interface;

a processing unit;

a memory having instructions stored thereon that cause the processing unit to:

receive, using the communications interface, a travel destination from a mobile device;

identify a plurality of entities positioned within a predefined radius of the travel destination;

alert, using the communications interface, the plurality of entities that the mobile device has selected the travel destination;

receive, in response to the alert using the communications interface, at least one transit ride option from at least some of the plurality of entities;

provide, using the communications interface, the at least one transit ride option to the mobile device;

receive, using the communications interface, a selection of one transit ride option of the at least one transit ride option from the mobile device;

detect that the mobile device is present on a transit vehicle associated with the transit ride option by at least one of:

detecting the mobile device using a beacon of the transit vehicle;

receiving location data from the mobile device and comparing the location data to a current location of the transit vehicle; or

detecting the mobile device using a short range radio communications device of the transit vehicle;

determine that the mobile device is present within an entity associated with the selected one transit ride option by at least one of:

detecting the mobile device using a beacon of the entity;

receiving location data from the mobile device and comparing the location data to a current location of the entity;

establishing a geofence around the entity associated with the selected one transit ride option and receiving location information from the mobile device, wherein determining that the mobile device is present within the entity associated with the selected one transit ride option comprises determining that the location information is within the geofence; or

detecting the mobile device using a short range radio communications device of the entity; and

provide at least one item to the mobile device for presentation to one or both of a transit system or the entity associated with the selected one transit ride option based on the determination.

6. The system for increasing transit ridership of claim 5, wherein:

the memory further comprises instructions that cause the processing unit to receive transaction data associated with a transaction at the entity associated with the selected one transit ride option, wherein determining that the mobile device is present within the entity associated with the selected one transit ride option is further based on the received transaction data.

7. The system for increasing transit ridership of claim 5, wherein:

item causes one or both of a computer readable identifier to be displayed on the mobile device for presentation at a point of sale device of the entity associated with the selected one transit ride option or a data file to be transmitted by the mobile device to the point of sale device.

8. The system for increasing transit ridership of claim 5, wherein:

the memory further comprises instructions that cause the processing unit to determine an intent of a user of the mobile device, the intent being associated with a reason that the user submitted the travel destination.

9. The system for increasing transit ridership of claim 5, wherein:

the memory further comprises instructions that cause the processing unit to notify the entity associated with the selected one transit ride option that the mobile device is present within the entity associated with the selected one transit ride option.

10. The system for increasing transit ridership of claim 5, wherein:

the selected one transit ride option comprises a duration requirement;

the memory further comprises instructions that cause the processing unit to determine whether the mobile device has satisfied the duration requirement, the duration requirement indicating an amount of time the mobile device needs to be detected within the entity associated with the selected one transit ride option; and

the item is provided to the mobile device based upon the determination of whether the mobile device has satisfied the duration requirement.

11. The system for increasing transit ridership of claim 5, wherein:

the memory further comprises instructions that cause the processing unit to generate a score associated with the mobile device based in part on the usage of the selected one transit ride option.

12. A non-transitory computer-readable medium for increasing transit ridership comprising instructions, that when executed, cause a computing device to:

receive a destination location from a mobile device the destination location comprising an entity;

alert the entity that the entity has been selected by the mobile device;

receive, in response to the alert, at least one transit ride option from the entity;

provide the at least one transit ride option to the mobile device;

receive a selection of one transit ride option of the at least one transit ride option from the mobile device;

detect that the mobile device is present on a transit vehicle associated with the transit ride option by at least one of:

detecting the mobile device using a beacon of the transit vehicle;

receiving location data from the mobile device and comparing the location data to a current location of the transit vehicle; or

detecting the mobile device using a short range radio communications device of the transit vehicle;

determine that the mobile device is present within the entity by at least one of:

detecting the mobile device using a beacon of the entity;

receiving location data from the mobile device and comparing the location data to a current location of the entity;

establishing a geofence around the entity associated with the selected one transit ride option and receiving location information from the mobile device, wherein determining that the mobile device is present within the entity associated with the

selected one transit ride option comprises determining that the location information is within the geofence; or

detecting the mobile device using a short range radio communications device of the entity; and

provide at least one item to the mobile device for presentation to one or both of a transit system or the entity based on the determination.

13. The non-transitory computer-readable medium for increasing transit ridership of claim 12, wherein:

the selected one transit ride option comprises an expiration threshold; and

the item is provided to the mobile device based upon the determination that the mobile device is present within the entity within the expiration threshold.