

# eFare Expansion Feasibility Workshop

## Session #1 – In-Depth Review, Business Rules & Fare Policy



January 2017

Hop Fastpass  
[Myhopcard.com](http://Myhopcard.com)



Rail and Public Transit Division



# Agenda

- I. Goals
- II. HOP Pass System Summary
- III. Potential Integration Schedule
- IV. Fare Policy
- V. Governance and Business Rules
- VI. Lessons Learned
- VII. Takeaways

# Goals

- **Introduce Hop system functional business rules and fare policy capabilities**
- **Review functionality that will be available to you as a participant**
  - Existing systems and baseline functionality
  - Implications of new functionality
- **Likely eFare implementation Board actions**
  - Fare policies, Inter-governmental agreement (IGA), Title VI analyses

# Hop Fastpass System Summary

- System Integrator: Init -- Account-based, open/closed loop, open architecture
- ~1,200 Feig/Init readers installed system wide
- Redundant data centers, Enterprise Oracle, Data Guard, Net App, RAC
- Hop cards: DESFire EV1 low-memory and Ultralight C
- Real-time communications with on-board equipment: 4G LTE network
- Current Agencies: TriMet, C-TRAN and Streetcar
- Fixed route service launch July 2017
- Paratransit service launch in Winter 2017



# Hop Payments

**Open Payments:** Open payments refer to any fare payment made directly using a contactless credit or debit card, or mobile wallet equivalent (e.g., Apple Pay and Android Pay)

## Certifications, Security and Payment Processing

- EMV
- PCI-DSS Compliant
- Wells Fargo
- First Data
- Cybersource
- TransArmor



# Roles and Responsibilities

## TriMet (In-House)

Program Management

Financial Management

Central System Hosting

Fare System Call Center

## Partner Agency

HOP On-board Equipment  
O&M

Fare Media Distribution and  
Retail

In-Person Customer Service

Financial Accounting and  
Reconciliation

Retail Network Management

Back Office System Software Maintenance

Third Party

# 3<sup>rd</sup> Parties

- **S&B:** integrating 250 TVMs issuing limited-use account based tickets
- **Moovel:** Account management and fare inspection app, Ingenico handheld
- **The Brigade:** Consumer and institution websites
- **Enghouse:** IVR
- **Ready Credit:** Integrating with Blackhawk, Green Dot, Western Union, Plaid Pantry – almost anywhere you can buy a gift card. 600+ stores
- **TriMet:** Open Source Point of Sale system
- **Google & Apple?:** Closed-loop NFC



# Future Integration Schedule

- TriMet, C-TRAN, and streetcar launch in 2017
- Other agencies can begin to be integrated during the winter of 2018
- Theoretical Integration Schedule (can vary based on scope)
  - 9-12 months – finalize scope and contracting/procurement
  - 12-18 months – system development, testing, installation and launch

Timeline	
Finalize Scope and Procurement Plan	2 mo
Contracting and Procurement	6-9 mo
Requirements Finalization	2 mo
Systems Development	6-9 mo
Implementation (test, install, launch)	3-6 mo

# Fare Policy

- Flat fare for each agency
- Moving from passes to caps – Earn a 1-Day and 1-Month pass one ride at a time.
- Approximately 18 TriMet products
- Still accepting cash
- Agencies have changed policies
  - Now have same transfer windows
  - Adopted same age discount definitions
  - Simplified fare structure
- Title VI Analysis: Potential Disparate/Disproportion Burden
  - Open payments
  - \$5 Minimum load
  - Autoload (credit/debit)
  - Eliminating cash transfers



# Participant Agencies Current Fare Policy

## Can support:

- Flat fare
- Passes (day, monthly, 30 day, youth, senior, annual)
- Transfers (non-cash)

## Evaluate:

- Distance-based fare
- Variable fares (ie. weekend rates, express service)
- Rideshare services
- Fare capping
- Special fares (Timbers pass)
- Paratransit and rideshare
- Transfer window
- Fare category (adult use, youth, senior)

# Governance and Business Rules

## Governance

- Intergovernmental Agreement (IGA)
- Cost and Revenue Sharing

## System Operating Parameters:

- Fare media types
  - Extended use fare products
  - Limited use fare products
- Stored value limits (negative balance rules)
- Transfer Grace periods
- Fare Category Definition – adult/youth/senior
- Fare inspection rules
- Escheatment rules



# Lessons Learned

- **Fare Policy changes – hard but worthwhile**
- **Customer Communications – necessary for new way of paying fares**
- **Needed strong technical and financial staff**
- **Accounting: Doing it right is as hard as we expected**
- **Fare Enforcement**
- **Data Management**
- **Customer Service**

# Implementation Considerations and Takeaways

- **Fare Policies**
  - Flat fares/express fares
  - Common transfer windows
  - Common fare categories (e.g. senior age cutoff)
  - Pass types
  - Transfers
  - Special fares and passes (e.g., college or employer programs)
- **Service Types**
  - Fixed Route
  - Paratransit
  - Flex Route
- **Board Actions**
- **Title VI Analysis**