



Summary of eFare Activities -- April 2017



Policies and Principles of the Board

- ◆ Fare capping and stored value
- ◆ Begin phase out of paper passes and tickets shortly after eFare launch
- ◆ eFare market penetration is key
- ◆ Equalize Honored Citizen & Youth fares
- ◆ Electronically manage transfers
- ◆ A massive education campaign is necessary, especially communities in transition
- ◆ Cash paying customers will continue to have access to single tickets and 1-Day passes on bus and rail
- ◆ Expand eFare accessibility to as many as possible, with emphasis for low income and minority riders

Highlights of Last Two Months

We had a very successful launch of Beta testers in March and April with 1,000+ recruited Beta testers tapping Hop cards over 20,000 times, loading money via the website and mobile apps, and setting up Auto-Load. We have 200 iOS and Android smart phone users testing the apps as well. The system has proven reliable and very intuitive as the number of testers needing assistance from Customer Service is much lower than expected.

- ◆ **Public Beta now has 1,000+ testers and several thousand more being added over the coming months**
- ◆ **Successfully launched consumer website to Beta testers**
- ◆ **Successfully launched mobile apps on Android and iOS platforms with 200 Beta testers using the system**
- ◆ **The Hop Fastpass Operating Rules are 75+% complete**
- ◆ **Ticket Vending Machine Hop Fastpass development 90+% complete**
- ◆ **LIFT/Trapeze integration work with Hop Fastpass substantially complete**
- ◆ **Continuous focus on Disadvantaged Minority Women Owned Emerging Small Business (DMWESB) participation**

Key Challenges Staff is working on to Remain on Target

Staff is focused on the rollout of the next set of features, including expansion of the retail network, open payments (tapping smart phones using Apple Pay, Android Pay and Samsung Pay), and the institutional website. Internal and external communications, education and training is ongoing and will require continuous rigor and focus as we launch this new way to pay for the region.

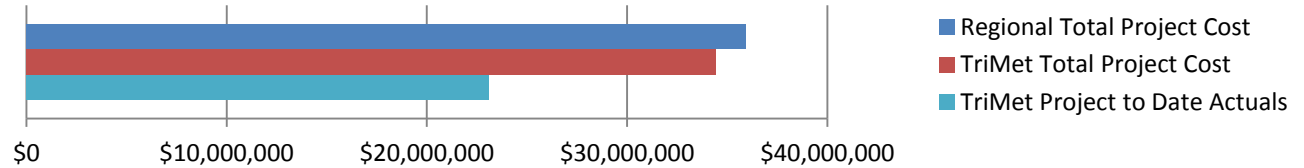
Table 1

Task Name	Start	Finish	Jan '12	Jan '13	Jan '14	Apr '14	Jul '14	Oct '14	Jan '15	Apr '15	July '15	Oct'15	Jan '16	Apr '16	Jul '16	Oct '16	Jan '17	Jan '18		
Overall eFare Program - Plan	1/1/2012	12/31/2017	First 3 years									Last 3 Years								
Overall eFare Program - Actual	1/1/2012	12/31/2017																		
Issue Technical Services Consultant RFP	4/1/2012	7/1/2012																		
Award Technical Services Consultant contract	10/1/2012	10/1/2012																		
Draft System Integration, Retail Network Scope and RFPs	10/1/2012	4/1/2014																		
Award System Integration, Retail Network contracts	4/1/2014	9/30/2014																		
System Integrator (INIT) Design, Development & Test - Plan	7/1/2014	12/31/2016																		
System Integrator (INIT) Design Development & Test- Actual	7/1/2014	12/31/2016																		
System Integrator (INIT) Friendly User Testing - Plan	1/29/2017	7/15/2017																		
System Integrator (INIT) Friendly User Testing- Actual	1/29/2017	7/15/2017																		
Civil Design & Construction Validator Placement - Plan	4/1/2014	12/31/2015																		
Civil Design & Construction Validator Placement - Actual	4/1/2014	12/31/2015																		
Platform Cabling and Network Infrastructure - Plan	10/1/2015	3/31/2016																		
Platform Cabling and Network Infrastructure - Actual	10/1/2015	3/31/2016																		
Retail (Ready Credit) Design, Development & Test - Plan	9/9/2014	12/31/2016																		
Retail (Ready Credit) Design, Development & Test - Actual	9/9/2014	12/31/2016																		
Retail (Ready Credit) Friendly User Testing - Plan	2/28/2017	7/15/2017																		
Retail (Ready Credit) Friendly User Testing - Actual	2/28/2017	7/15/2017																		
Mobile Apps (moovel) Design, Development & Test - Plan	11/10/2014	12/31/2016																		
Mobile Apps (moovel) Design, Development & Test - Actual	11/10/2014	12/31/2016																		
Mobile Apps (moovel) Friendly User Testing - Plan	3/31/2017	7/15/2017																		
Mobile Apps (moovel) Friendly User Testing - Actual	3/31/2017	7/15/2017																		
Websites (Brigade) Design, Development & Test - Plan	4/1/2015	12/31/2016																		
Websites (Brigade) Design, Development & Test - Actual	4/1/2015	12/31/2016																		
Websites (Brigade) Friendly User Testing - Plan	2/28/2017	7/15/2017																		
Websites (Brigade) Friendly User Testing- Actual	2/28/2017	7/15/2017																		
Branding (name and logo) - Plan	10/1/2014	2/1/2015																		
Branding (name and logo)- Actual	10/1/2014	4/1/2015																		
Ticket Vending Machines - Plan	1/1/2015	12/31/2017																		
Ticket Vending Machines - Actual	1/1/2015	12/31/2017																		

Table 1 is a **summary** schedule of key eFare activities. Each Task Name shows the plan (original schedule) and actual (current schedule). Green bars indicate on-time tasks, red bars indicate delayed tasks, and gray bars indicate previous tasks. This schedule includes tasks from the onset of the eFare project in 2012. Staff also maintains a comprehensive, detailed project schedule for project management purposes. The project is on schedule.

Project Financial Status as of 2/28/17

Regional Total Project Cost	\$35.9 mil
TriMet Total Project Cost	\$34.4 mil
Project to Date Expenses	\$23.1 mil



Mobile Applications

- ◆ Fare Inspection app development for iOS fare inspection was completed and field testing has begun. Account management Beta testing for iOS and Android has begun.

Back Office

- ◆ Open Payments development complete and certification testing nearly complete
- ◆ Institutional website scheduled for Beta release May 2017
- ◆ Accounting system testing complete, with additional reports arriving soon

Retail Network

- ◆ Beta testing at 100 retail stores has begun
- ◆ Blackhawk network integration testing nearly complete
- ◆ Greendot's 7/11 integration testing complete with rollout scheduled in May
- ◆ Plaid Pantry integration has begun
- ◆ Retail cards mailed to Beta testers; some testers will receive retail packaging to provide feedback.



Card Reader Installation

- ◆ Contactless bank card development done and lab testing will begin after bank certification received (Apple Pay, Android Pay and Samsung Pay)
- ◆ Public Beta testing targeted in May

Branding & Public Outreach

- ◆ Staff continuing Public Education Campaign designed to increase general awareness of Hop Fastpass, including updates to myhopcard.com, development of Hop educational videos, and continued communication with customers through printed and electronic information. Continuing to refine outreach plans to educate all communities

DMWESB Update

TriMet eFare Contracts	% Local Spend to Date	Contract Spent to Date	DMWESB Spent to Date	DMWESB to Date as % Contract Spent to Date
CH2MHill Phase 1 (Mallaris)	Local	\$599,174	\$36,698	6.12%
CH2MHill Phase 2 (Mallaris)	Local	\$2,265,858	\$46,833	2.07%
CH2MHill Phase 2 (Emerio)	Local	\$2,265,858	\$11,582	0.51%
CH2MHill Phase 2 (J3 Technical Services)	Local	\$2,265,858	\$190,239	8.40%
CH2MHill Phase 2 (DL Design)	Local	\$2,265,858	\$56,163	2.48%
CH2MHill Phase 2 (Schaich Consulting)	Local	\$2,265,858	\$17,125	0.76%
Stacy Witbeck (Raimore, et all)	Local	\$9,605,171	\$2,206,526	22.97%
INIT (Accumen, misc)	California	\$6,745,161	\$197,894	2.93%
INIT (Auriga)	California	\$6,745,161	\$69,134	1.02%
INIT (Brigade)	Local	\$6,745,161	\$152,500	2.26%
INIT (Transcend Telematics)	Utah	\$6,745,161	\$13,000	0.19%
Ready Credit (Lori O.)	Minnesota	\$204,980	\$314,905	153.63%
moovel (Mallaris)	Local	\$123,544	\$2,205	1.78%
moovel (DMWESB)	Local	\$123,544	\$123,544	100.00%
DHM (DMWESB)	Local	\$10,500	\$10,500	100.00%
KFH (DMWESB)	Maryland	\$110,815	\$110,815	100.00%
Knapick, LLC (DMWESB)	Local	\$9,050	\$9,050	100.00%
	79.74%	\$19,674,253	\$3,568,712	18.14%

Highlights of Next Two Months

- ◆ Beta testing continues with a few thousand more public testers
- ◆ Begin public testing of contactless bank cards and a few Institutions for Beta website testing
- ◆ Delivery of additional reports
- ◆ Add additional retail networks
- ◆ Begin preparation for public launch