Regional Multi-Modal Public Transit Automated Fare Collection Study
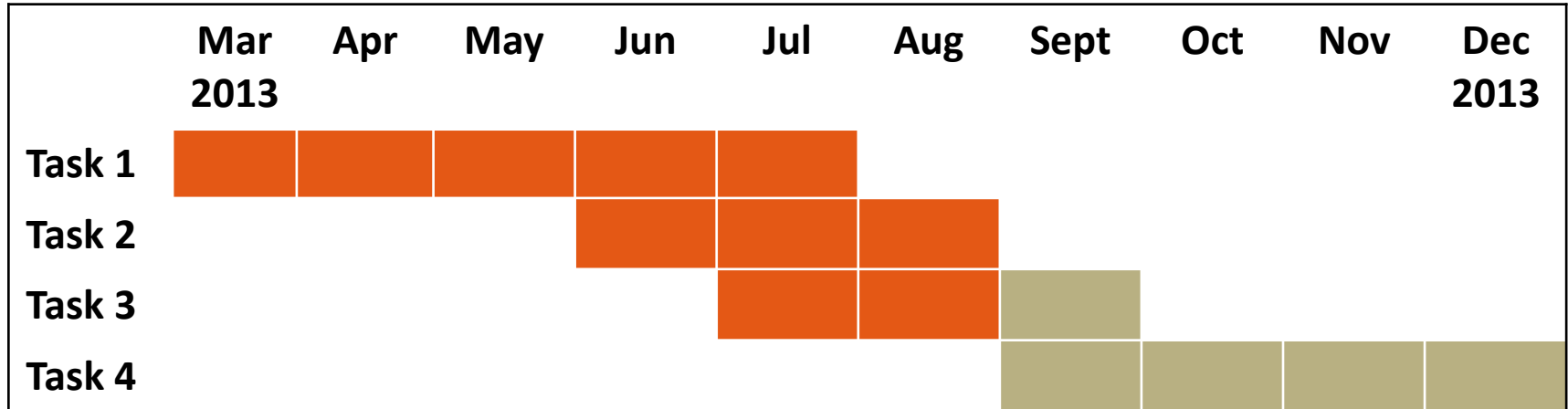
Project Status Update

Regional Transit Committee
August 15, 2013

Purpose

Move forward in making policy & funding decisions for enhancement, coordination, and future replacement of region's existing fare collection systems...

➢ What does Atlanta region need to do today to ensure its existing fare collection system operates at maximum efficiency?

➢ How does region begin to transition to next generation of fare collection and what are the enhancements?

➢ What are region's goals for next generation of fare collection and what will that look like?

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Project Status

	Mar 2013	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec 2013
Task 1	▮	▮	▮	▮	▮					
Task 2				▮	▮	▮				
Task 3					▮	▮	▮			
Task 4							▮	▮	▮	▮

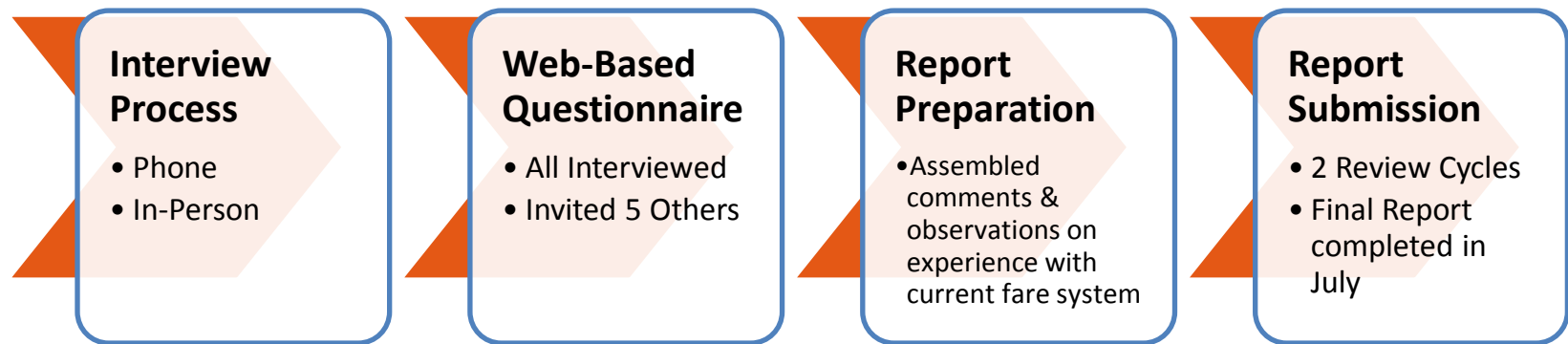Task 1: Regional Best Practices Assessment

Task 2: National Review of Systems Serving Multiple Regional Partners

Task 3: Industry Directions in Next Generation Fare Collection Technology

Task 4: Recommendations Document

Task 1 Overview & Findings

Regional Automated Fare Collection Baseline Assessment

Interview Process	Web-Based Questionnaire	Report Preparation	Report Submission
• Phone • In-Person	• All Interviewed • Invited 5 Others	•Assembled comments & observations on experience with current fare system	• 2 Review Cycles • Final Report completed in July

- General Views on Study
- Breeze Comments
- System Integration
- Governance
- Revenue Leakage

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Task 2 Overview

National Review of Systems Serving Multiple Regional Partners

- Inform Atlanta region on approaches & lessons learned by peer regional fare systems
  - ➢ Governance
  - ➢ System Administration
  - ➢ Procurement
  - ➢ Regional Fare Policy
- Enable region to make informed decisions by understanding peer regions' experiences of benefits & disadvantages

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Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
SmarTrip Wash, DC	Card-Based Closed Loop to be replaced with Account-Based Open Payments (award planned Q3 2013)	WMATA DASH, Ride On Fairfax Connector ART, CUE, TheBus Loudoun County Omniride DC Circulator MTA (Baltimore, MD)	• Regional closed-loop system currently being replaced with Acct-based, Open Payments; proposal evaluation phase • SmarTrip is proprietary, using non-standard Go Card fare cards (which are no longer produced and in limited supply) • Procured initially for WMATA and subsequently extended to other transit service providers in the region
Clipper SF Bay Area	Card-Based Closed Loop	SFMTA (Muni) BART AC Transit Caltrain Golden Gate Transit Samtrans SCVTA WETA (ferry)	• Regional closed-loop system procured/overseen by central MPO • New installations managed as change orders to MTC procurement contract • MTC worked under state mandate to implement regional fare system • Contractor ERG (now Vix) installed initial system & subsequently assigned contract for new installations & ongoing system administration and maintenance to Cubic • Clipper system is approaching limits of scalability & life cycle obsolescence
TAP Los Angeles	Card-Based Closed Loop	LACMTA Santa Clarita Culver City AVTA Foothill Transit Norwalk Montebello	• Regional closed-loop system procured & managed by county transit agency/MPO • Piloted reloadable joint transit/bank debit card • Each agency contracts directly with Cubic, referencing hardware prices quoted in LACMTA contract

local relevance

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regional impact

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Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
ORCA Seattle	Card-Based Closed Loop	King County Metro Sound Transit Pierce Transit Community Transit WS Ferry Kitsap Transit Everett Transit	• Regional closed-loop system procured and overseen by an organized consortium of participating transit agencies • Regional agreements on fare policy & financial settlement in advance of ORCA implementation simplified ORCA system & drove customer ease-of-use and convenience • System was fully tested prior to roll-out (no phase-in of products)
GoTo Card Minneapolis/ St.Paul	Card-Based Closed Loop	Metro Transit Northstar Maple Grove Minnesota Valley Plymouth Metrolink Shakopee SouthWest Campus Connector Ramsey Star Express	• Strong central governmental agency, responsible for establishing fare policy & service levels of transit service providers in region, procured & manages closed-loop smart card system • 14 service providers participate in regional system
Connect Sacramento	Card-Based Closed Loop designed for future Open Payments (roll-out planned for Q1 2014)	Regional Transit (RT) Elk Grove e-tran Yolobus El Dorado Transit Folsom Stage Line Yuba-Sutter Transit Roseville Transit	• Regional closed-loop can migrate to account-based open payments when agencies invest in upgraded data communications & opt to implement • Governance by consortium has been effective in advancing project • Some coordination of fare policy, but most regionalization of policy & processes will follow implementation

local relevance

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regional impact

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Peer Regional Systems

Name/Location	Type	Agencies	Notes/Distinguishing Characteristics
EasyCard South Florida	Card-Based Closed Loop	Miami-Dade Transit SFRTA/Tri-Rail Hialeah Transit Conchita Transit	• First system to utilize APTA Contactless Fare Media Standard for data formatting and security
PRESTO Ontario, CAN	Card-Based Closed Loop testing Account-based Open Payments	GO Transit Burlington Transit Durham Reg Transit Mississauga Transit Oakville Transit Hamilton Street Rwy Toronto Transit Com York Region Transit OC Transpo	• First system to contract for central system development & system integration • PRESTO org owns central system • Open system technology enables devices from several suppliers to function on the system • Phase 2 envisions addition of account-based open payments, with pilot test recently completed

➤ *EasyCard replaced Boston's Charlie Card based on technical committee feedback*

Task 3 Overview

Industry Directions in Next Generation Fare Collection Technology

- Fare Media
- Fare Policies
- Fare Collection Equipment
- Open Payments & Architectures
- Payment Methods

- Central Data Systems
- e-Commerce & Web Portals
- Outsourced Services
- Multi-Modal Integration
- Regional Systems

Next Steps

- October – Briefing on Tasks 2 &3 findings
- December – Study complete
- Early 2014 – Discussions on recommendations

Questions?

Regan Hammond

rhammond@atlantaregional.com

404.463.3269

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