

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
11	11/11/13	Open	Information	10/21/13

Subject: Smart Card Update

## ISSUE

Update on the Regional Smart Card Project (Connect Transit Card).

## RECOMMENDED ACTION

None, information only.

## FISCAL IMPACT

None.

## DISCUSSION

Staff will provide the Board with a PowerPoint update on the upcoming implementation of the Connect Transit Card, the Sacramento region's new smart card system. The Connect Transit Card will be going live this spring beginning with Regional Transit and then six other transit agencies will follow, one per month until all participating transit systems are using the Connect Transit Card. The current tentative plan is for RT to go live in the April to June time frame. The schedule remains flexible until all of the equipment and systems are functional.

Staff has attached the PowerPoint that will be presented to the Board at the November 11<sup>th</sup> Board meeting.

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Approved:

Presented:

Final 11/05/13  
General Manager/CEO

Chief of Facilities and Business Support Services

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# Connect Transit Card Update

11 Nov 2013



The Easy  
Way to Pay

SACRAMENTO REGIONAL TRANSIT • EL DORADO TRANSIT • E-TRAN  
FOLSOM STAGE LINE • ROSEVILLE TRANSIT • YOLOBUS • YUBA-SUTTER TRANSIT

**CONNECT**  
TRANSIT CARD

ConnectTransitCard.com  

**COMING  
SOON**

ConnectTransitCard.com

- **APTA Concept**
- **Landing on Technology and Interoperability**
- **And Then There Were Six**
  - Sacramento Regional Transit District, Folsom Stage Line, Yuba-Sutter Transit, YoloBus, El Dorado Transit, e-trans ( and recently Roseville joined the consortium making it Seven)
- **Building a Specification and Selecting a Vendor**

- Tickets
  - Paper tickets and paper passes
  - Photo IDs for discount riders with stickers
  - Schools, Universities and Community Colleges
  - Government and other agency passes
- What We Sell
  - Rides
  - Term passes (Daily, Semi-Monthly and Monthly)
- Sales
  - RT Sales Center
  - Telephone Sales (mailed to customer)
  - Outlet Sales (grocery stores)
  - Ticket Vending Machines on Light Rail Platforms
  - Government Agencies (Employee passes, Health & Human Service passes)
  - Schools and Colleges

## The Problems with our system

- Enforcement isn't easy
- Average Fare is below our Discount Fare
- Surveys are used to establish College contract charges
- Transfers with smaller providers are based upon estimates (favorable to small properties)
- Our ridership data is insufficiently detailed

## Changes with the Connect Card

- Tickets

- Some paper will remain
- Smart cards will replace (the card is programmed with applicable rules)
  - Photo IDs for discount riders
  - Schools, Universities and Community Colleges
  - Government and other agency passes
  - Day Pass (Generally imbedded in the Smart Card)

- What We will Sell

- Smart Cards with Purse (money on the card) and/or Term passes (Daily, Semi-Monthly and Monthly)
  - Purse replaces ticket books, single ride tickets, daily pass, etc.
- Some paper passes at light rail stations
- The phase in includes stickers on smart cards

## Changes with the Connect Card - Continued

- Sales
  - On line website based sales (customer can load their card)
  - RT Sales Center
  - Telephone Sales (mailed to customer) via automated phone system
  - Outlet Sales (grocery stores) using automated retail machines
  - Ticket Vending Machines on Light Rail Platforms (using debit and credit cards)
  - Government Agencies (Employee passes, Health & Human Service passes) managed via web tools for employers, agencies and schools
  - Schools and Colleges - managed via web tools for employers, agencies and schools

## Choosing the technology and Interoperability

- RT can only afford to do this once
- Cards must be readily available
- Equipment should be interchangeable
  - Experience with Ticket Vending Machines and farebox vendors
  - Upgrades and expansion
- System cannot add overhead in excess of current costs
- Banking must be seamless and transparent



- SACOG steps up
  - RT had been seeking funding to install smart card for RT
  - SACOG proposes a regional system
  - RT buys in and the other agencies follow
- Eight properties express interest
  - All of the properties providing commuter service express interest
  - Funding for some agencies is a problem
- Six join the consortium
  - Six agencies are funded and move forward with consortium
  - Roseville joins later (as the seventh transit agency)
- Establish governance
  - Principles are established
  - Each board approves governance
  - Six agencies are sole voting interests and retain operating responsibilities
- SACOG secures funding
  - Estimated funding requirement is achieved

- Contract was awarded to INIT in 2012
- Notice To Proceed was given and project is underway
- Equipment and Systems Testing began in April of 2013

## Current Schedule

- Bus Prototype Equipment Installation      Complete
- Bus Equipment Installation      began Nov 2013
- Computer systems installation      Complete
- Light Rail Station Preparation      90% complete
- 1<sup>st</sup> level system test      December 2013
- Pilot test      February 2014
- Tentative go live      April 2014

# Add Fare Machine



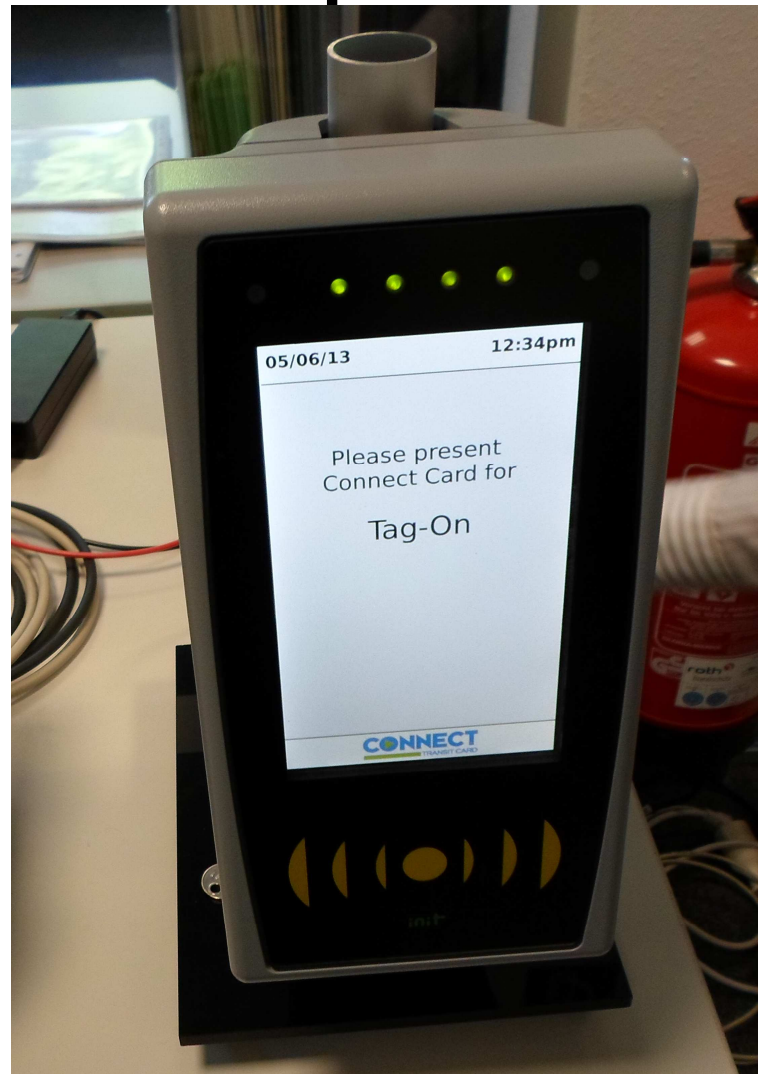
# Platform Tap Device



# Handheld, Retail, Bus Tap



# Bus Tap Device



# Bus Tap Rear





## Where do we go from here?

- Employee training
- Marketing Plan will be key to success – (Jones-Worley under contract to support marketing)
- RT Staff will operate the back office and system
- A marketing bus will be outfitted with INIT equipment for training, marketing and public out reach
- Staffing changes and temporary staffing for the initial roll out
- The roll out blitz.....