



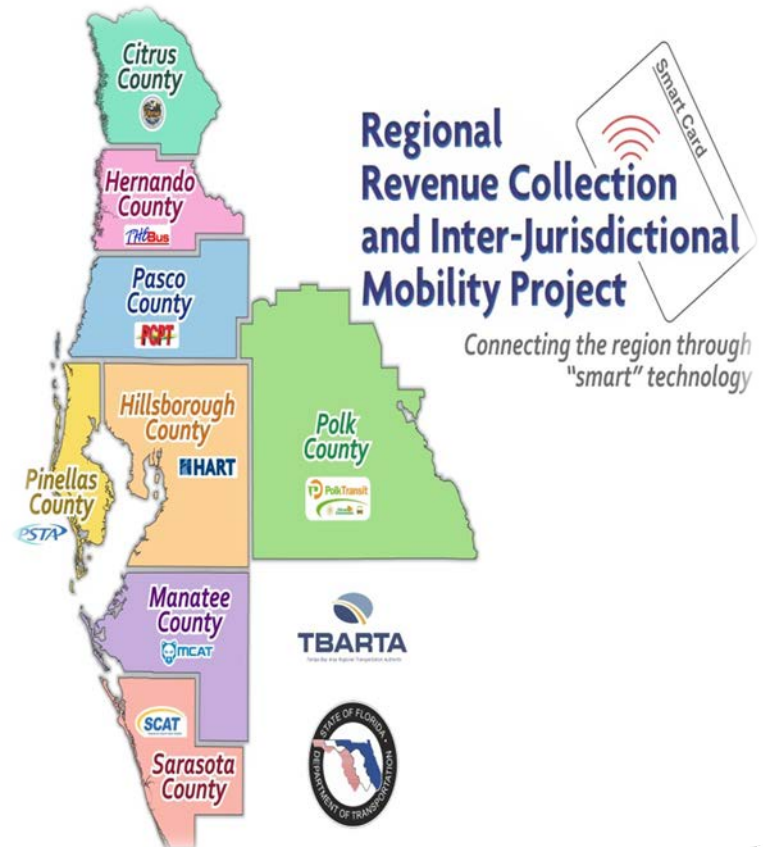
Hillsborough Area Regional Transit Authority

Tampa Bay Regional Fare Collection Working Group Update

2016 FPTA/FDOT/CUTR Professional Development Workshop
June 8, 2016

Introduction

- Regional Working Group for Fare Collection
 - Initiated by HART in November 2012
 - Original member agencies from FDOT District 7
 - Hillsborough, Pinellas, Pasco, Citrus, Hernando
 - Original member agencies from FDOT District 1
 - Manatee, Polk, and Sarasota
 - FDOT District 7 and TBARTA Management participation



Regional Fare Collection Working Group

- Why a Regional Approach?
 - Federal and State focus on regional projects
 - Interoperability of fare media across jurisdictional routes; possible use with other modes of transportation (expressways, parking, rail, etc.)
 - Power in joint consortium-type procurements
 - Many District 7 and District 1 transit providers have aging equipment and/or the desire to implement new technology for its passengers

Regional Fare Collection Working Group

- Catalysts for project
 - HART's fare box infrastructure is 27 years old; average age of Working Group equipment is over 20 years collectively
 - Cash, coin or magnetic strip fare card only
 - No ability to expand, reengineer or upgrade
 - Board and community interest (interaction with advanced fare systems throughout the country; riders approach paying for services differently today)
 - Historic ridership across the Tampa Bay region
 - Discussed for years with no requirements gathering

Regional Fare Collection Working Group

- Project Approach
 - Working Group formed in November 2012
 - Project Charter developed
 - 8 original agencies formulated a current baseline of their functionality, technology and processes
 - Initiated very early requirements – “30,000 foot level”
 - Industry Day was held with numerous vendors
 - Original Charter had a multi-year approach intended
 - FDOT identified potential funding

Regional Fare Collection Working Group

- Project Approach
 - Deadline for application of the funding was May, 2013
 - Agencies rapidly developed a multi-year phased approach to revenue collection replacement and implementation based on funding availability
 - Phase I was originally to be proof of concept/pilot of Smart Card technology by individual Agency strategy and need
 - Project proposal to FDOT drafted and submitted
 - Memorandum of Understanding (MOU) between “pilot phase” Working Group Members: HART, PSTA, and Polk approved by each Governing body in May, 2013

Regional Fare Collection Working Group

- Original solicitation in Winter of 2013 cancelled due to lack of competition (1 proposal received)
 - Contracting Officer reached out to vendor community
 - General consensus was that the solicitation was too restrictive to incumbent systems and equipment
- Utilized LTK Engineering Services, under contract with PSTA (Pinellas), to refine scope, technical requirements and approach
- New approach approved by Working Group at July 25th, 2014 meeting

Regional Fare Collection Working Group

- Initial phase will be implementation of smart card reading technology, regional back-office and web-portal; solicitation released March 24, 2015 with proposals due June 12, 2015
 - ✓ Supporting unique pricing and policies (no regional fare policy currently exists)
 - ✓ Open source and open payment functionality (activation for credit/debit at agency pleasure)
 - ✓ Real-time processing of on-board transactions
 - ✓ Remotely hosted back-end system
 - ✓ Unified web portals for account management: customers, schools, social service agencies
 - ✓ Unified IVR for account inquires and reloads
 - ✓ Mobile application
 - ✓ Requests for innovative proposals regarding external media distribution/sales
 - ✓ On-Board validators adjacent to farebox; to read NFC and bar codes

Regional Fare Collection Working Group – Timeline to Contract

- 4 proposals received in June, 2015
 - Xerox; INIT; SBX Genfare; Scheidt-Bachman
- Multi-county selection committee reviewed and evaluated through September, 2015
- INIT notified of intent to award on September 22, 2015
- Hired full-time, dedicated Project Manager for HART and Regional effort in December, 2015
- Wi-Fi infrastructure on HART buses went live on April 4, 2016 to support project
- HART Board approved INIT contract on February 5, 2016

Regional Fare Collection Working Group

- Total contract cost and options: \$12,088,783

Includes:

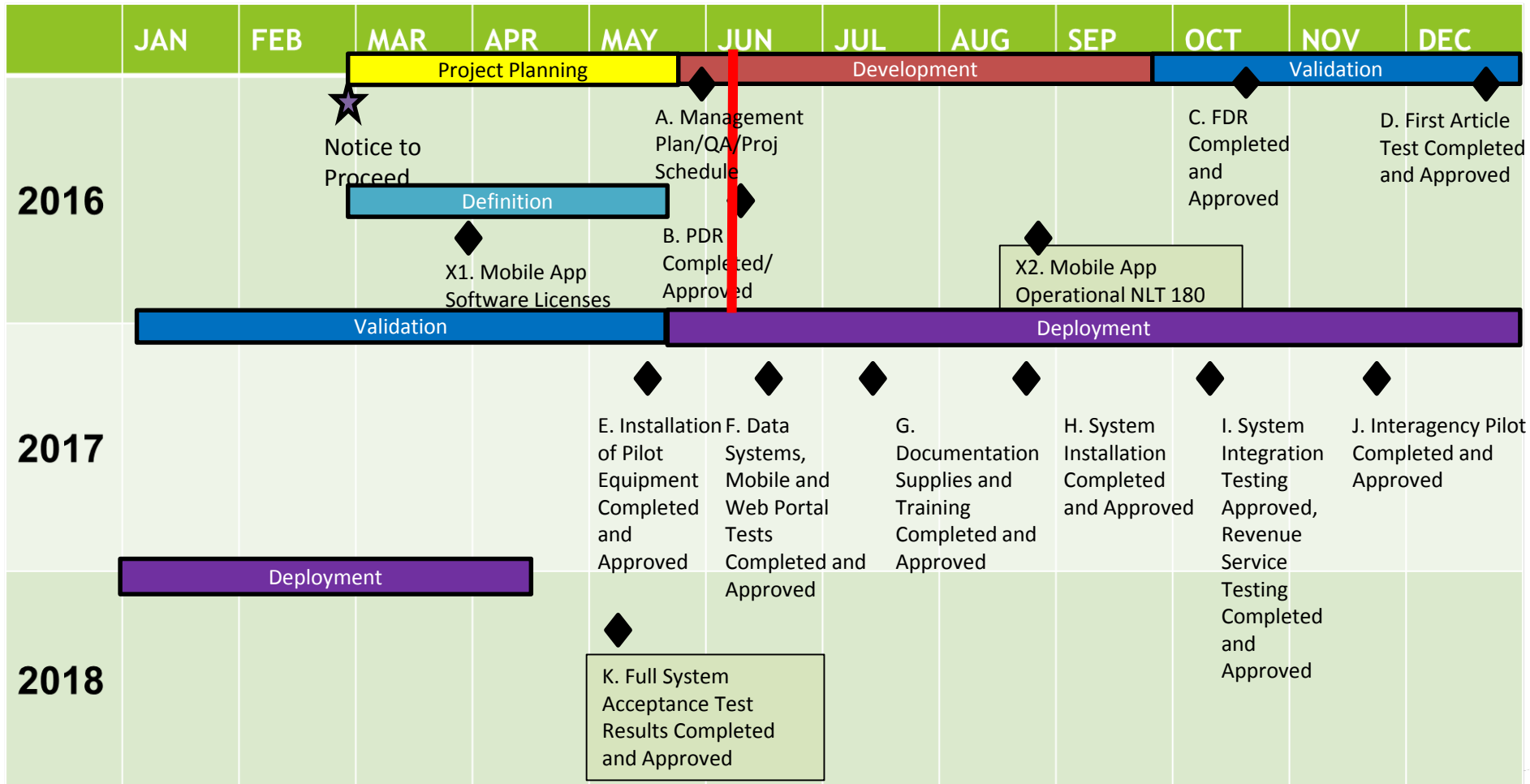
- Regional Back Office Solution
- Smart card readers for all 8 agencies' fixed-route vehicles (and HART railed streetcars)
- Software development for the web-based back-office
- Smart phone application
- Hosting application hardware
- Software interfaces to agency legacy systems
- Account based smart cards



Regional Fare Collection Working Group

- Project Approach Amended
 - After the RFP was issued and Vendor selected there were opportunities to accelerate the project
 - Instead of pilot agencies the contract vehicle allowed all 8 agencies to roll out within the project timeline of 2 ½ years
 - Pilots will be started in select agencies and then continue to all participating agencies
 - Total of 629 vehicles (HART, including streetcar, will have 209 vehicles with technology)

Regional Fare Collection Working Group



The Road to Implementation

- Design and Development through September, 2016
 - Including deployment of Mobile App for select agencies in September
 - Regional branding, business rule development
- Factory Acceptance Test of equipment design, and Software in October, 2016
- First article test completion and approved in December 2016
- Deployment of technology beginning in May, 2017
- Full System Acceptance and testing completed May, 2018



Where are we now?

- Two original Charter agencies have chosen to part ways with effort
- One original County continuing discussion with its governing Board and administration (turn-over since concept was originated)
- Memoranda of Understanding being developed between HART and agencies/Counties
- Awaiting results of joint Federal TIGER grant application with PSTA for project funding
- Continued phased approach to Wi-Fi deployment at HART to meet project timeline and requirements

Questions?