

Lessons Learned: Business Rules, Considerations Prior to Implementing Electronic Fare Media

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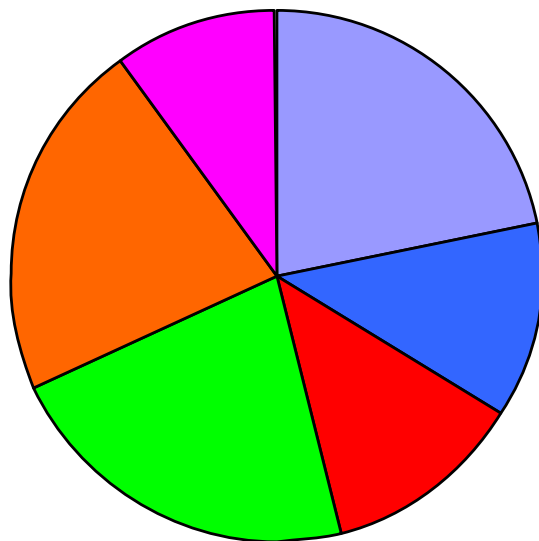
Overview

- Why use electronic fare media?
- Establishing stakeholder buy-in
- Implementing your business rules
- Procurement: research, budget, and timeframe
- Conclusion



Why Electronic Fare Media

Rationale for Electronic Fare Media



- Better Service Planning
- Better Data Collection
- Better Reporting
- Increased Operational Efficiency
- Simplify Riding Experience
- Other



Establishing Stakeholder Buy-in

- Board and management
- Operational staff
- Riders and public
- Regional partners



Establishing Stakeholder Buy-in, cont.

Board and Management

- Confirm support for concept
- Confirm available resources
- Commit to use information



Establishing Stakeholder Buy-in, cont.

Operational Staff

- Project manager (Champion)
- Information technology
- Operations
- Maintenance
- Administrative



Establishing Stakeholder Buy-in, cont.

Riders and Public

- Different rider classes
- Education, outreach, and acceptance
- Non-riding public concerns



Establishing Stakeholder Buy-in, cont.

Regional Partners

- Current partners
 - Current fare structures
 - New fare structures
- New partners
 - Impacts to current partners
 - New fare structures



Implementing Your Business Rules

- Fare structure
- Fare products
- Rider classes
- New implementations

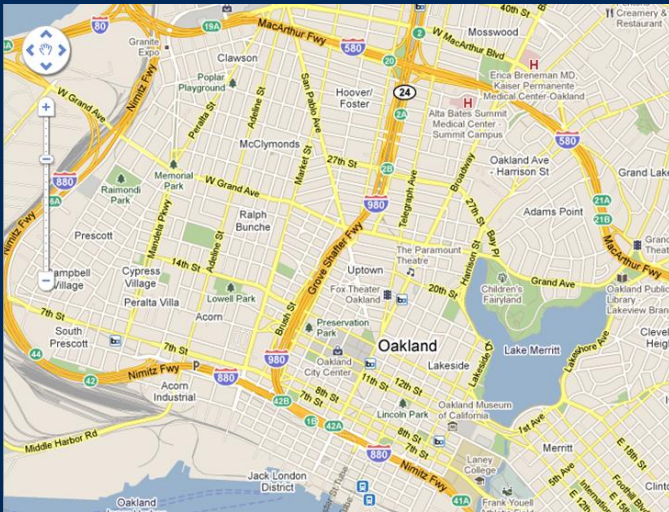


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Implementing Your Business Rules, cont.

Fare Structure

- Flat vs. variable fares
 - Distance based
 - Zone based
 - Time based
 - Different route/run



Implementing Your Business Rules, cont.

Fare Products

- Cash
- Trip
- Pass
- Transfers



Implementing Your Business Rules, cont.

Rider Classes

- Senior
- Disabled
- Student
- Adult
- Other



Implementing Your Business Rules, cont.

New Implementations

- Continue with existing products
- Implement new products
- Integrate new technologies
- Different offerings on different fare media
- Regional considerations



Procurement: Research

- Contact vendors
- Contact neighboring transit operators for joint procurement
- Contact other transit operators



Procurement: Budget

- System hardware costs
- Back office, software, licensing costs
- Related infrastructure upgrades
- Marketing, education, and outreach
- Implementation and operational resources



Procurement: Timeframe



- Internal requirements for procurement activities
- Installation and testing
- Marketing and outreach
- Full revenue rollout



Conclusion

- Get support before starting
- Plan what you want your system to do and how it will work
- See what others are doing
- Set realistic goals



THANK YOU!



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