

Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

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CARTA

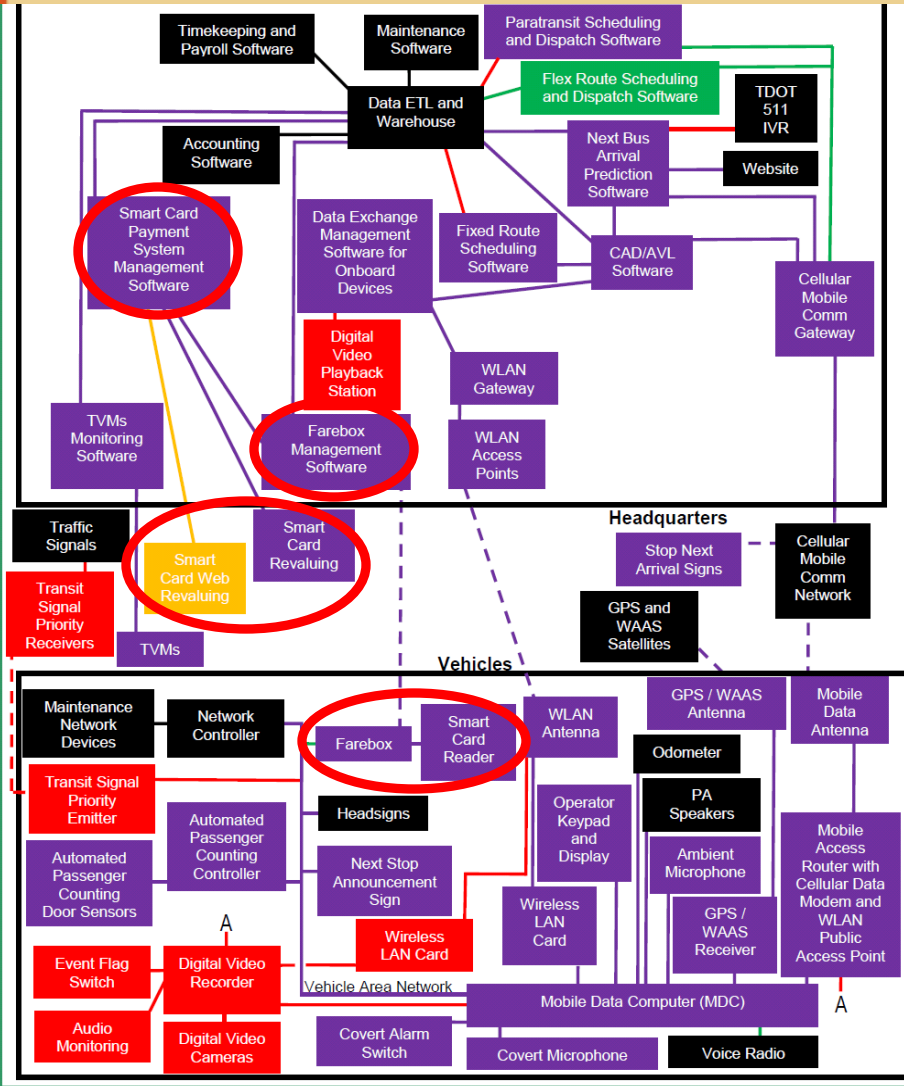
2010 FARE COLLECTION WORKSHOP

**IBI
GROUP**

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CARTA Transit Technology Program

- Fare system
- Onboard internet
- CAD/AVL
- Real-time info
- Onboard video



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Onboard Equipment



Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

- Older registering fareboxes
- Previous fare structure
 - Cash
 - Paper Transfers
 - Monthly Pass
 - Bulk single ride tickets

Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

- New system in 2008



Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

- Revised fare structure
 - Cash
 - Smart Card
 - 24-Hour Pass
 - 31-Day Pass
 - Special Fare Photo ID



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- Eliminated monthly pass
- Avoided introducing magstripe
- Daypass to shift from transfers
- No smart card stored value

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- Pass cards issued at HQ
- 4 downtown 3rd party
- \$2 card issuance fee
- Photo ID limited to HQ
- Plus limited hours downtown



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- Farebox
 - Pay with cash or smart card
 - Daypass issued
 - Revaluing



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- Limited use card
 - Single ride tickets to partners



Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

- Contract included enhancements
- To be installed once ready
 - Web revaluing
 - Multiple products card

Implementing Smart Cards at a Smaller Agency: The Chattanooga Experience

- Web revaluing
 - PCI-compliant web portal
 - Customer account
 - Multiple products
 - Card mail order issuance
 - Ad hoc credit card revaluing
 - Subscription “autoload”
 - Reduce farebox revaluing
 - Reduce farebox cash

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- Multiple products card
 - Pass, daypass, value together
 - Requires new farebox logic
 - Enables adding stored value
 - Additional revaluing
 - Both at farebox and online

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- Current Issues
 - Credit card acquirer selection
 - Determines web portal timing
 - Multiple products end of 2010
 - New larger memory card
 - One step or two?
 - Shift to Mifare Plus?

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Thank you

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