

Alternative Electronic Fare Media For Regional Integration



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2012 FARE COLLECTION WORKSHOP



Alternative Electronic Fare Media For Regional Integration



- Port Authority of Allegheny County Information
- University of Pittsburgh ID Program
- Other Universities
- Smart Card Stickers
- Benefits Using Alternative Fare Media
- Other Items To Consider
- University of Pittsburgh Roll Out Milestones
- Upcoming ConnectCard Implementation Milestones
- Closing Remarks



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Port Authority of Allegheny County

- ConnectCard
- 16th Largest Transit Agency
- Ridership: 63.3 Million
- 730 Square Mile Area
- Bus, Light Rail, Incline



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Bus Operations



- 769 Buses
- 102 Routes
- 3 Dedicated Bus Ways
- 4 Garages
- 1 Heavy Repair Center
- 52 Park And Rides
With 13,000 Spaces



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Light Rail Operations



- 83 Light Rail Vehicles
- 26 High Platform Stops
- 66 Total Stops
- 26 Miles Of Double Track



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Incline Operations



Duquesne



- 2 Inclines Monongahela
- 2 Cars On Each Incline
- Historic Landmark 1870's



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University Of Pittsburgh ID Program

Panther Card

- Dual Chip Smart Card
- RFID (ISO 14443)
- HID
- Mag Stripe
- All Students, Faculty And Staff (40,000)



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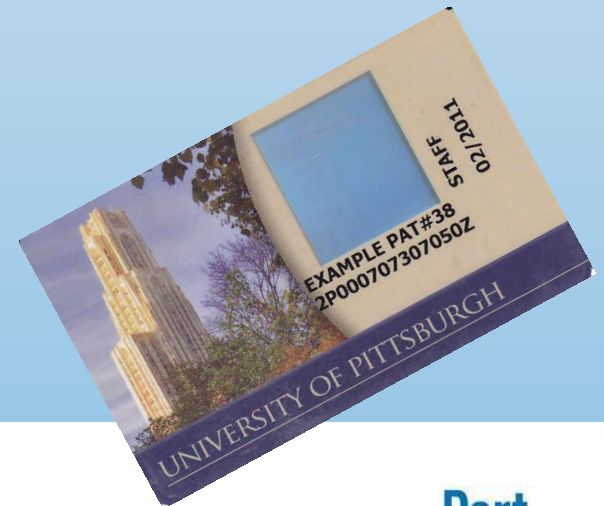




University Of Pittsburgh ID Program

Panther Card Features

- Room Access
- Meals
- Library
- Gym
- Laundry
- Computer Lab
- Transit Rides

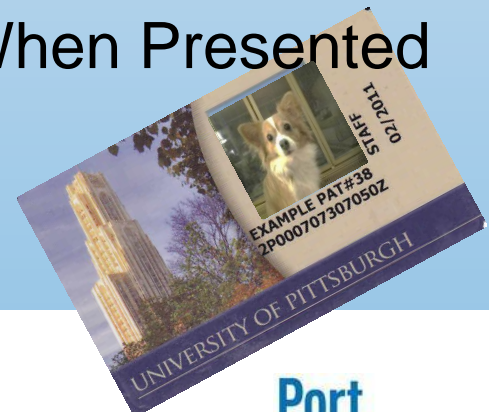


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University Of Pittsburgh ID Program

- Pitt Submits A List Of All Active Cards Via A Secure FTP Site (Weekdays)
- Active Card Numbers Are Imported Into The Central Computer System As A Positive List
- The Positive List Is Downloaded To The Fareboxes When Probed After Daily Service
- The Card Is Compared To The Positive List When Presented
- Invalid Card Report Sent Daily
- Ridership Reports Sent Weekly



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Other Universities

- Carnegie Mellon University
 - Key Fob Form Factor
 - Use For Transit, E-mail Access, Class Notes And Blackboard
 - Positive List
- Chatham University
 - Multi Function ID
- Point Park University
 - Multi Function ID



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Smart Card Stickers

Employee Pass

- Contain RFID Chip And Antenna
- Printed With The ConnectCard Artwork.
- Pre-Encoded With Employee Product
- Applied To Back Of Employees ID
- Self Destroy Itself If Peeled Off
- Functions As A Standard Plastic Smart Card



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Benefits Using Alternative Fare Media



- Reduce Card Costs – Universities Supply Smart Cards To Be Used On Your System
- Reduced Distribution Costs – The Universities Produce, Distribute And Maintain Cards.
- Reduced Fraud – Eliminate Rides To Non-Qualified Customers Using Expired Or Counterfeit Passes



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Benefits Using Alternative Fare Media



- Ridership – More Accurate Ridership Counts
- Decreased Administrative Costs – Calculate Ridership, Invoicing, Ordering And Distribution Of Paper Passes
- Employee Productivity Increase – Eliminate Card Management Tasks, Focus On Daily Operations
- Operator Interaction – No Longer Confiscate Cards And Lessen Altercations With Users.



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Other Items To Consider

- Smart Cards Used In Multi Functional Applications
- Pass Back Feature
- Smart Card Encryption Keys
- Multiple Product Tests Before Full Launch



University Of Pittsburgh Roll Out Milestones



- 4/2011 – Farebox Installation Completed On All Vehicles
- 5/2011 – Internal Pitt ID Pilot Test
- 6/2011 – University of Pittsburgh ID Pilot Test
(300 Pitt ID Holders)
- 8/2011 – University of Pittsburgh ID Fully Implemented
(40,000 Pitt ID Holders)
- 4/2012 – University of Pittsburgh ID User Grace Period Ends



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Upcoming ConnectCard Implementation Milestones

- March 2012 – Annual Passes Issued On ConnectCards
- Spring 2012 – ConnectCard Stickers For Employees
- Summer 2012 – Installed Select TVM and Validators For The Public Pilot Test
- Summer 2012 – Public Pilot Test (500 Customers)
- Fall 2012 – All TVM's and Validators Installed
- Fall 2012 – Full Public Launch
- 2013
 - Launch 3rd Party Customer Website
 - Launch Customer Self Service Web
 - Institutional Customer Launch



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Alternative Electronic Fare Media For Regional Integration

Closing Remarks

- Positive List
 - Ease Of Use
 - Card Management
 - Tracking
- Cost Savings
 - Reducing Card Management Functions
 - Reducing Manufacturing, Printing And Distribution
- Fraud Reduction
 - Expired IDs
 - Counterfeit IDs



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Alternative Electronic Fare Media For Regional Integration



Thank You



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