



APTA Fare Collection Workshop

Smart Card Strategies for Small Transit Agencies

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Introduction

Topics of Discussion:

- Preliminary steps before embarking on the smart card journey
- Leveraging existing infrastructure
- Combining Efforts
- Distribution
- Free Media



Prioritize Agency Objectives

Why do we need/want a Smart Card System?

- Improve Customer Convenience
 - Improve Ridership
 - Speed-up Boardings
- Increase Revenue
 - New Fare Products
 - Reduction in flash-pass fraud
- Collect More Data
 - GPS-based boarding information
 - Full trip information if tap-off required
 - Evaluate current pricing of products
- Reduce cash handling
- Because its cool/Everybody else has one



Strong Executive Sponsor

Who will champion the multi-year project?

- Information Technology
 - Pros: Understands all of the complex technical requirements
 - Cons: May not understand all business processes
- Finance/Accounting
 - Pros: Understands the financial controls/ERP integration requirements
 - Cons: Lacks IT knowledge, May not understand street operations
- Operations Group
 - Pros: Understands operators and the riders
 - Cons: Lacks IT knowledge



Gathering Requirements & SOW

Who will ask the right questions?

- Hire a Consultant
- Utilize a Business Analyst
- Talk to Your Peers
- Meet with the largest customer bases: Large Employers, Colleges & Universities, Government Agencies
- Establish a working committee of division/department champions:
 - Bus Operations & Maintenance Bus Validators
 - Rail Operations & Maintenance Rail Validators
 - Finance/Accounting Revenue Accounting/Reporting
 - Service Planning Data Mining & Ridership Reporting
 - Marketing Branding & Selling
 - Customer Service Support



Ways to Utilize Existing Infrastructure

Cases:

- Auraria Higher Education Center:
 - University of Colorado at Denver
 - Metropolitan State College
 - Community College of Denver
 - 45,000 Students
 - 7,200 Staff & Faculty
 - Sticker vs. Printed Card
- University of Colorado at Boulder
 - Integrated MiFare Classic 4K Card
 - Challenges with Card-Based System



Cost Savings by Combining Efforts

Uses & Possible Partners:

- MiFare Classic 1K Card (16 Sectors) 4K (40 Sectors)
- Access Control Systems
- Library Cards
- Military ID Cards
- Employer ID Cards
- Student ID Cards
- Other Transit Agencies



Distribution Cases

Cases:

- Use Stickers
- Enable Ride Sponsors to take control of their program
 - Invest up front and save a lot of on-going work
 - Personalize their own cards
 - Manage using web portal
- Employers submit flat files with names & pictures for bulk encoding



Free Media

Marketing:

- Significant Interest in Marketing on Cards
- Life of Card: 5-7 Years
- Card has high-value to cardholder
- Marketing space on back is valuable – well more than \$1



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