

SFRTA/TRI-RAIL  
**EASY** CARD



# Smart Marketing

*Lessons Learned from Tri-Rail EASY Card Launch*

Presented to: 2011 APTA Fare Collection Workshop



# System Overview

- Regional transit authority for Miami-Dade Broward and Palm Beach counties
- Connects with 3 bus lines, 2 express bus lines and 1 heavy rail line
- Some regional partners use the smart card, some do not
- Zone-based system with 18 stations covering 72 miles and three counties
- 13,000 customers, with 1/3 transferring to Miami-Dade Transit



# Customer Outreach & Education

## Prior to Launch:

- Distributed free EASY Cards via ticket vending machines, street teams in stations
- Contacted Employer Discount Program employers via phone
- Brochures developed to explain the system and how to use it, website updated

## During Launch:

- Conductor announcements were made, signs posted in each station day before conversion
- Seat drops to inform Passengers about EASY Card and Schedule conversion
- Staff deployment in stations during TVM installation



# Lessons Learned

## *Get Organized!*

- Determine what tariff/fare structure will be in advance – everything can't be replicated
- Engage all impacted departments
- Document policies and procedures
- Define roles and responsibilities clearly – for both your staff and your consultants
- Establish a clear decision-making process
- Involve regional partners



# Lessons Learned

## *Expect the Unexpected*

- Expect timing to slip
- Create a card distribution plan – and a back-up plan
- Monitor your progress – and make changes when needed



## *Communicate Strategically* *Part 1*

- Develop a strong partnership with marketing
- Recognize it's an education campaign – i.e. don't wait until the last minute!
- Let AFCS implementation schedule – and corresponding behavior changes – drives communications
- Focus on key customer groups first (Seniors, ADA, Employer Discount Program)



# Lessons Learned

## *Communicate Strategically* *Part 2*

- Create a brand that has “legs”
- Develop distinctive looks for “phase 2” materials to avoid confusion
- Provide the right amount of information at the right time – it’s okay to be “roughly right”
- Develop strategies for quick response when needed
- Update wayfinding program – help customers find the new equipment!



# Lessons Learned

## *Use Your Assets Wisely!*

- Keep staff informed and engaged
- Utilize frontline staff to get the word out – customers rely on them
- Solicit feedback from customer – facing staff on a regular basis
- Incorporate as much face-to-face outreach as possible – you can't have too much
- Reach out to peers and learn from them!





# Post Launch

- Transfer fee introduction with Miami-Dade
- Update materials to reflect system tweaks
- Improve wayfinding system
- Develop permanent signage and instructional materials



# QUESTIONS?

