

New Fare System Implementation

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Albany, NY

Navigator



2018 Fare Collection/Revenue Management
& TransTech Conferences

Overview

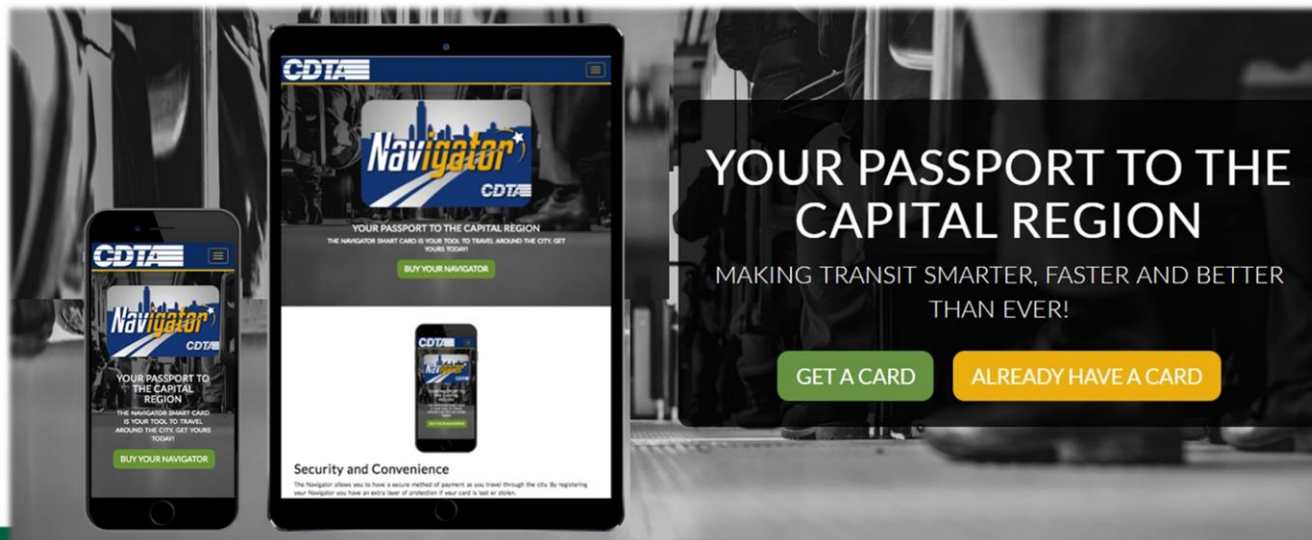
- **Navigator Features***
- **Navigator Objectives**
 - **Integrated**
 - **Simple**
 - **Flexible**
 - **Innovative**
- **Project Lessons**
- **Future Enhancements**



*** Project Roundtables (Tues. 3:00-5pm)**

CDTA Navigator – SPX-Genfare

- **First Mid-Size-Bus Only Fully Integrated Fare Collection and Point of Sale System**
 - Fully Hosted CDS (Customers and Employees)
 - Mobile Ticketing and Smart Cards



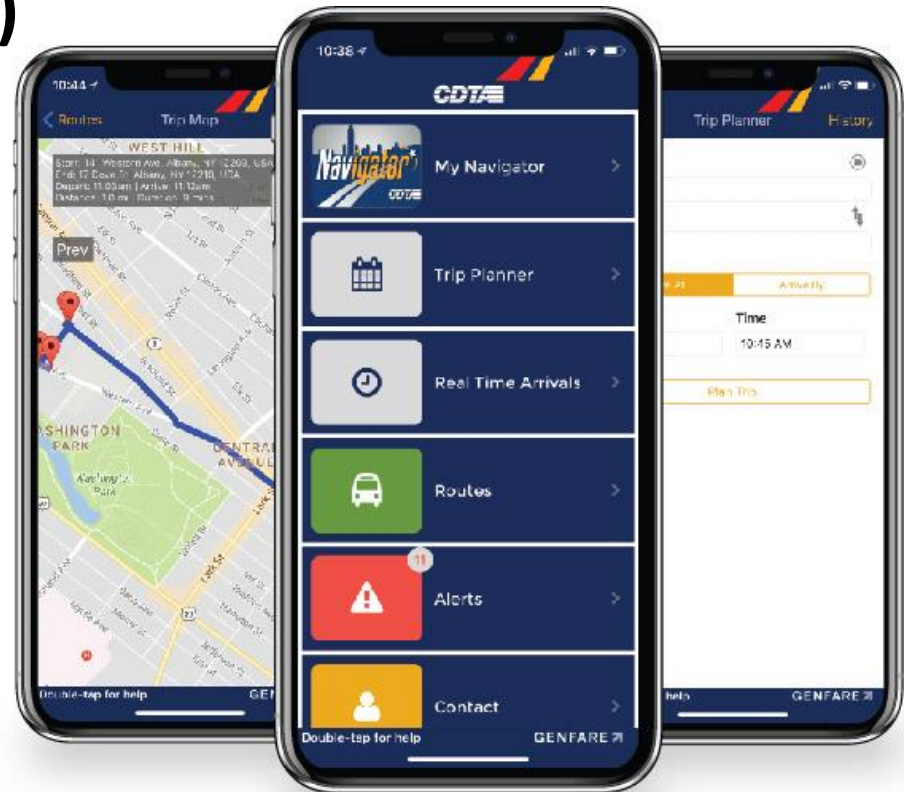
CDTA Navigator – Fully Integrated

- **Central Data System (Real Time Updates)** Sales, Fare Mgt., Inventory, Customer Service Reporting, Device & B2B Mgt.
- **Point of Sale System (APOS & RPOS) (50+ locations including major supermarkets, libraries, theatres, and local businesses)**
- **250+ Fareboxes**



CDTA Navigator – Fully Integrated

- **One Account (Card/App)**
- **One Mobile Application**
 - Navigator Mobile Ticket
 - Trip Planner
 - Real Time Arrivals
 - Schedules
 - Service Alerts

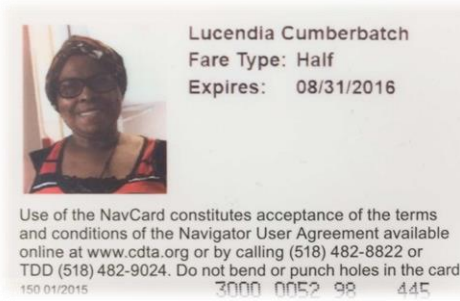


***8,000 downloads**

CDTA Fare Media – Simplify



Navigator Fare Media – Full/Half Fare



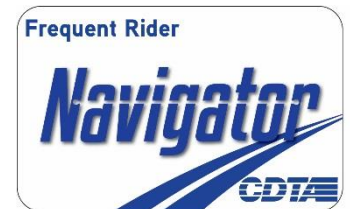
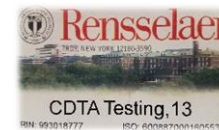
Navigator – Simplify

- **Simple Fare**
 - 2 Products - Pay As You Go & Frequent Rider
- **Best Fare**
- **Customer Loyalty**
 - Bonus Rides
- **35,000 Cards** (Total Ridership 17 million)



CDTA Navigator – Flexible Media

- **Flexible Media Choices**
 - Business to Business Client Relationships
- **DesFire 4k Smart Cards** (Full Fare, Half Fare, Employees, Veterans, Paratransit)
- **Limited Use Smart Cards** (Special Events, B2B Clients)
- **Nano Cards** (Social Service Agencies)
- **Stickers** (“Universal Access” Clients)
- **Other “Universal Access”**



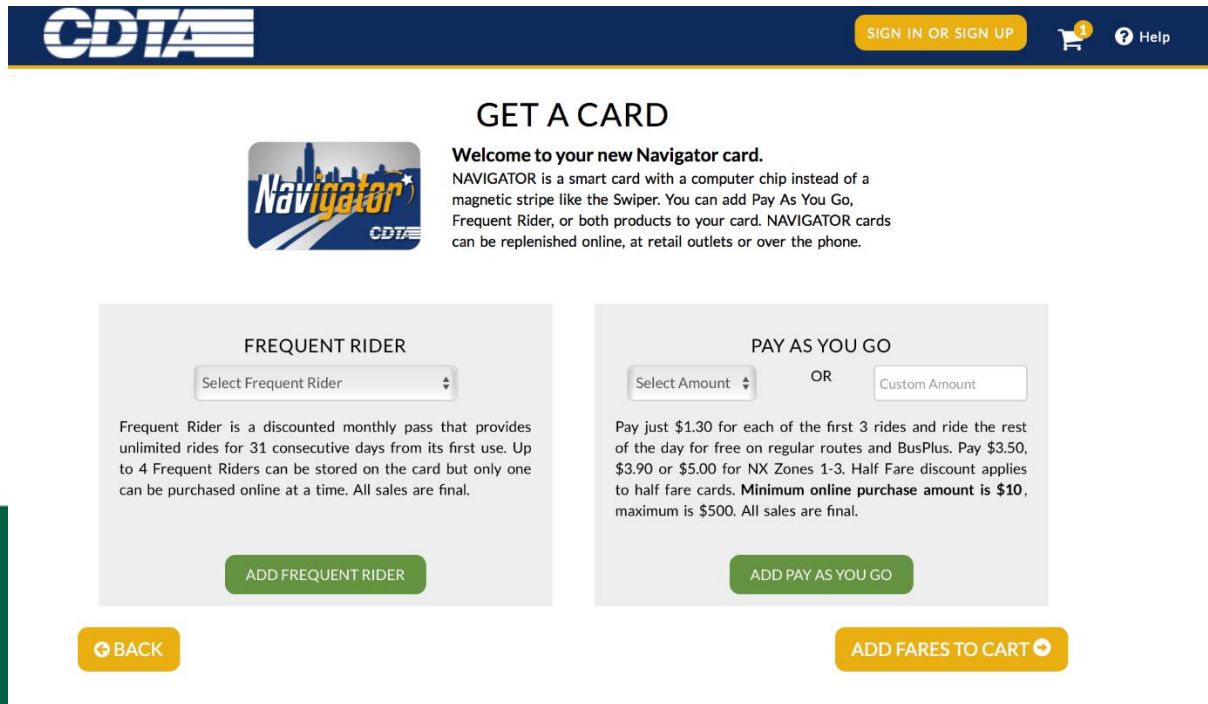
CDTA Navigator – Flexible

- **Sponsored Riders, Transit Benefits, “FreeRide”**
(Full Fare SC, Proximity Cards, LUCC, Nano, Stickers, etc.)
- **CDTA has over 20 different “Universal Access” customers and over 50 B2B clients**
- **Responsive Web Design** (simple for customer)
- **Card Based and Account Based** (...coming in 2018)
- **New Products/Changes - On The Fly** (can be added, accepted, and sold within hours)



The logo for CDTA Navigator features the word "Navigator" in a stylized font. The "N" is white and the rest of the letters are orange. A white star is positioned above the "i" in "Navigator". The logo is set against a dark green background with white and orange geometric shapes, including a large white arrow pointing right and several smaller white arrows pointing right in a row.

CDTA Navigator - Innovative


- One Card = Pay As You Go + Frequent Rider + Bonus Rides + Best Fare
- Mobile Ticketing Farebox validation
- WiFi – Real Time Probing, Updates, Monitoring



The screenshot shows the CDTA Navigator website interface. At the top is a dark blue navigation bar with the CDTA logo on the left, a yellow button labeled 'SIGN IN OR SIGN UP', a shopping cart icon with a '3' notification, and a 'Help' link. Below the navigation bar is the 'GET A CARD' section. On the left is a 'Navigator' logo featuring a city skyline. To the right of the logo is a welcome message: 'Welcome to your new Navigator card. NAVIGATOR is a smart card with a computer chip instead of a magnetic stripe like the Swiper. You can add Pay As You Go, Frequent Rider, or both products to your card. NAVIGATOR cards can be replenished online, at retail outlets or over the phone.' Below this message are two main options: 'FREQUENT RIDER' and 'PAY AS YOU GO'. The 'FREQUENT RIDER' option includes a dropdown menu for 'Select Frequent Rider' and a description: 'Frequent Rider is a discounted monthly pass that provides unlimited rides for 31 consecutive days from its first use. Up to 4 Frequent Riders can be stored on the card but only one can be purchased online at a time. All sales are final.' Below this is a green 'ADD FREQUENT RIDER' button. The 'PAY AS YOU GO' option includes a dropdown for 'Select Amount', an 'OR' separator, and a 'Custom Amount' input field. Below this is a description: 'Pay just \$1.30 for each of the first 3 rides and ride the rest of the day for free on regular routes and BusPlus. Pay \$3.50, \$3.90 or \$5.00 for NX Zones 1-3. Half Fare discount applies to half fare cards. Minimum online purchase amount is \$10, maximum is \$500. All sales are final.' Below this is a green 'ADD PAY AS YOU GO' button. At the bottom of the page are two yellow buttons: 'BACK' on the left and 'ADD FARES TO CART' on the right. The page is framed by green decorative arrow shapes on the left and right sides.

CDTA SIGN IN OR SIGN UP  3  Help

GET A CARD



Welcome to your new Navigator card.
NAVIGATOR is a smart card with a computer chip instead of a magnetic stripe like the Swiper. You can add Pay As You Go, Frequent Rider, or both products to your card. NAVIGATOR cards can be replenished online, at retail outlets or over the phone.

FREQUENT RIDER

Select Frequent Rider

Frequent Rider is a discounted monthly pass that provides unlimited rides for 31 consecutive days from its first use. Up to 4 Frequent Riders can be stored on the card but only one can be purchased online at a time. All sales are final.

ADD FREQUENT RIDER

PAY AS YOU GO

Select Amount OR Custom Amount

Pay just \$1.30 for each of the first 3 rides and ride the rest of the day for free on regular routes and BusPlus. Pay \$3.50, \$3.90 or \$5.00 for NX Zones 1-3. Half Fare discount applies to half fare cards. **Minimum online purchase amount is \$10**, maximum is \$500. All sales are final.

ADD PAY AS YOU GO

BACK **ADD FARES TO CART**

Key Lessons Learned

- CEO/Board Support
- Have Strict Policies
...be prepared to relax them a lot!
- Media Orders - Long Lead Times
- Minimize Operator “Dependencies”
- Testing – Focus Groups - Inclusiveness
- Customer Service Ramp Up - Training



Key Lessons Learned

- Get the Word Out Early
 - B2B's, Drivers, Customers
- All Departments Involved
- Don't Assume it's Easy to Use

Navigator
Mobile Ticketing
Right Way to Scan

Scan Bar Code Here

Navigator
Right Way to Tap

Centered, Flat and
Touching the Reader

Centered, Flat and
Touching the
Card Reader

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Takeaways

- Easier for Staff?
- Are Customers better off?
- Revenue/Cost Savings?

**Investment to Improve Customer Service,
Service Quality, Ridership**

Navigator 

Customer Satisfaction, Service Quality, Ridership

- Revenue ↓ 1%
- Ridership ↓ 3-5%
- Cash ↓ (50% vs 40%)
- Dwell Time (too early)
- Fraud (too early)



Navigator 

MAKE THE SWITCH!

Capital Region transit is now
smarter, faster & better than ever.

- ★ **LOAD UP:** Purchase your fare online any time.
- ★ **SAVE MONEY:** Never pay more than the Daily Fare.
- ★ **SECURE YOUR ACCOUNT:** Replace lost or stolen cards with ease.

 **CDTA**

(518) 462-8922 | CDTA.org | [#NavCDTA](https://twitter.com/NavCDTA)

Future Enhancements

- **Card & Account Based** - Paratransit Customers
- **Bike Share Integration** - Social Bicycles (Jump Bikes)
- **Parking Integration** - Albany Parking Authority
- **New Payment Processor** - Electronic Payment Exchange
- **Ticket Vending Machines** (...maybe)



Thank You!

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*** More details at Project
Roundtables (Tues. 3:00-5pm)**

