

Regional Inter-Jurisdictional Mobility Project

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2018 Fare Collection/Revenue Management
& TransTech Conferences



Regional Inter-Jurisdictional Mobility Project

What is it?

- An account based regionally focused revenue collection system. (more to follow)

How much and who is paying for it?

- \$12.1million FDOT, TBARTA, HART, PSTA

What Problem Does it Solve?

- Fare boxes at HART over 25 years old, PSTA over 15 other agencies have other issues.
- Excessive Costs for collecting fares
- Customer Experience



Project Participants

Hillsborough Area Regional Transit Authority (HART) ~ 200

- Fixed Route Buses
- Historical Streetcars



Pinellas Suncoast Transit Authority (PSTA) ~ 200

- Fixed Route Buses
- Beach Trolleys



Sarasota County Area Transit (SCAT) ~ 63



Project Participants

Pasco County Public Transportation (PCPT) ~ 26



Hernando County Transit Management (THE Bus) ~ 11

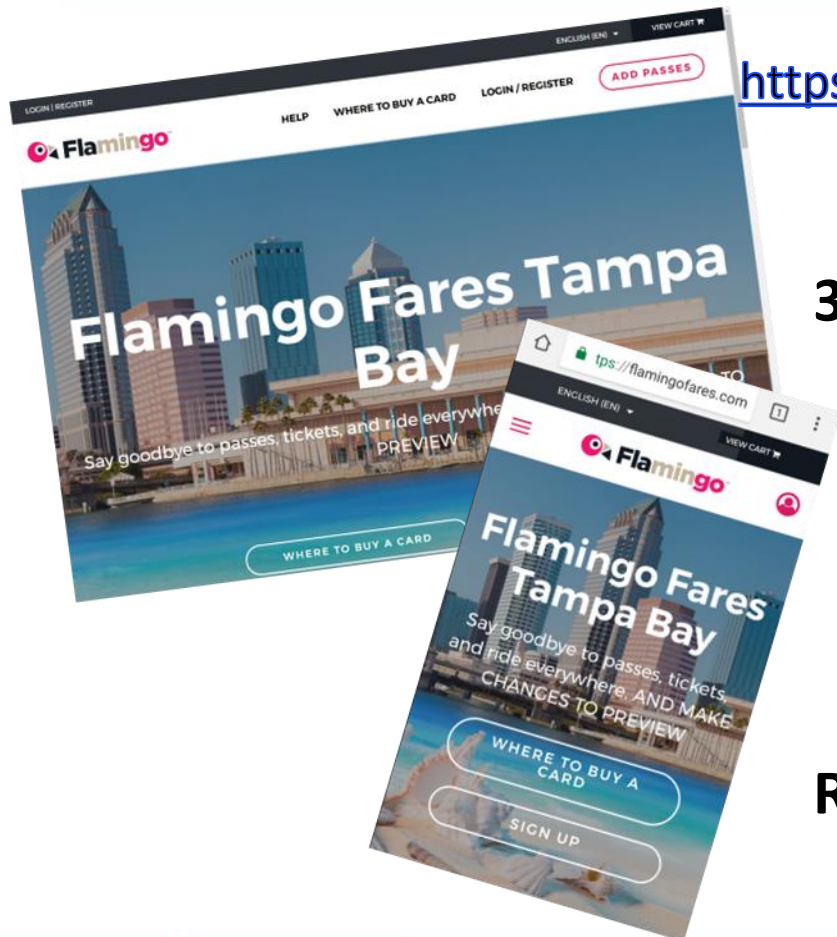


Total Vehicles ~ 500

3 County Transit Agencies dropped out **MCAT, Polk, and Citrus County**



Flamingo Fares-Components



<https://www.flamingofares.com/>



3rd Party Applications

- ❖ Customer Facing Web Site
- ❖ Institutional Web Site
- ❖ Flamingo Mobile App (ByteMark)
- ❖ IVR (Enghouse)

Retail Network

- ❖ Vendor RFP in progress

Flamingo Fares-Components



App (IOS/Android)



Splash Screen



Home Screen
(signed in)

Flamingo Fares -Components

Validator



APOS



Administrative Point of Sale terminals.....

Fosters Innovation

- Customer Controls their account
- Lose my card: call 800 number money is still there 😊
- Can control multiple cards on account....brother, mother, sister, girlfriend
- Softens interaction with operators

Fare Capping



IT Considerations

Central System Hosted By INIT

- ❖ Hardened Facility to Category 5
- ❖ PCI Compliant
- ❖ Fully Redundant
- ❖ Highly Available Virtualized Environment
- ❖ Geographically Different System Backup



IT Considerations (cont.)

Vehicle Communications

- ❖ Private APN Point to Point
- ❖ Sprint & Verizon LTE (Agency Selected)
- ❖ Cisco Routers at HART
- ❖ Digi Routers at PSTA
- ❖ Embedded Modems elsewhere



IT Considerations (cont.)

APOS/CSW/Reporting/Administration

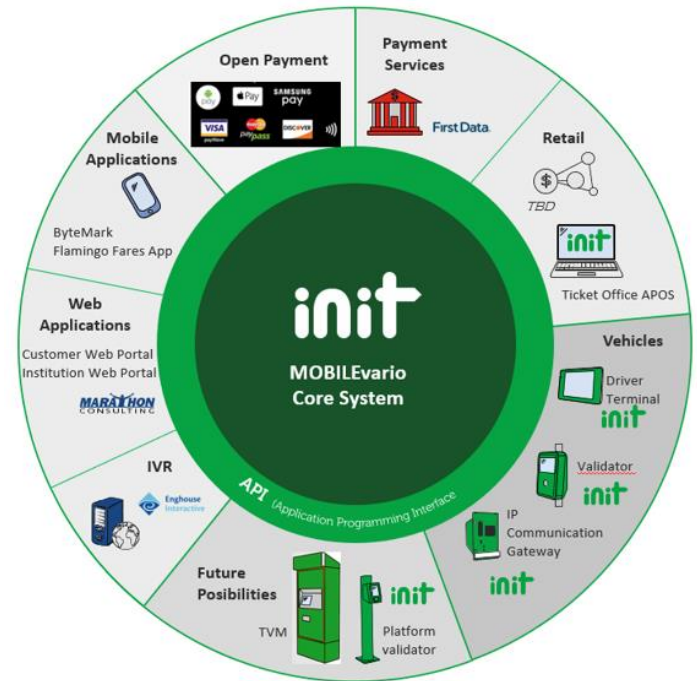
- ❖ Various VPNs
- ❖ Fixed tunnels for Fixed HW
- ❖ VPN clients for individual access



Core Applications

MOBILEvario (Back Office)

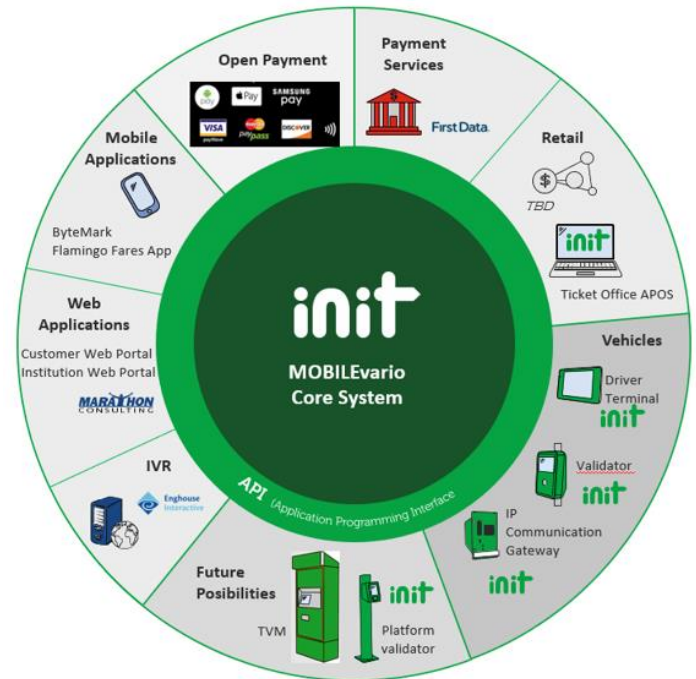
- ❖ Real-time Account processing
- ❖ Financial Clearing
- ❖ Account Configuration
- ❖ Administrative Suite
- ❖ Data Management



Core Applications

MOBILEvario (Back Office) (cont.)

- ❖ Tariff Management
- ❖ Inventory Management
- ❖ Advanced POS/Customer Service Workstations
- ❖ Data Warehouse/Browser-based Reporting
- ❖ Open APIs



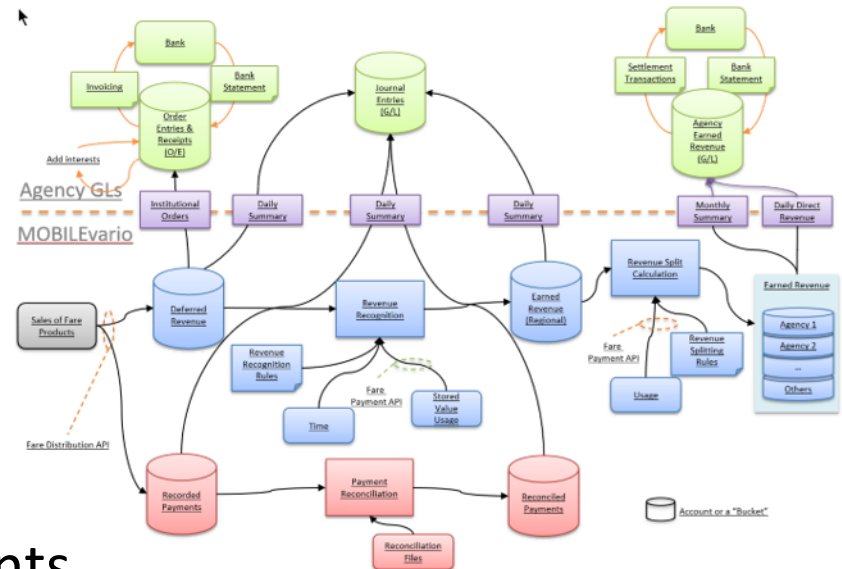
Revenue/Accounting

Different Accounting Packages

- ❖ PSTA Fleetnet Accounting
- ❖ HART Great Plains
- ❖ SCAT, Hernando, Pasco—County System

Fare Policies

- ❖ MOBILEvario Chart of Accounts
- ❖ Daily/Monthly Reports
- ❖ Differing Fare Categories

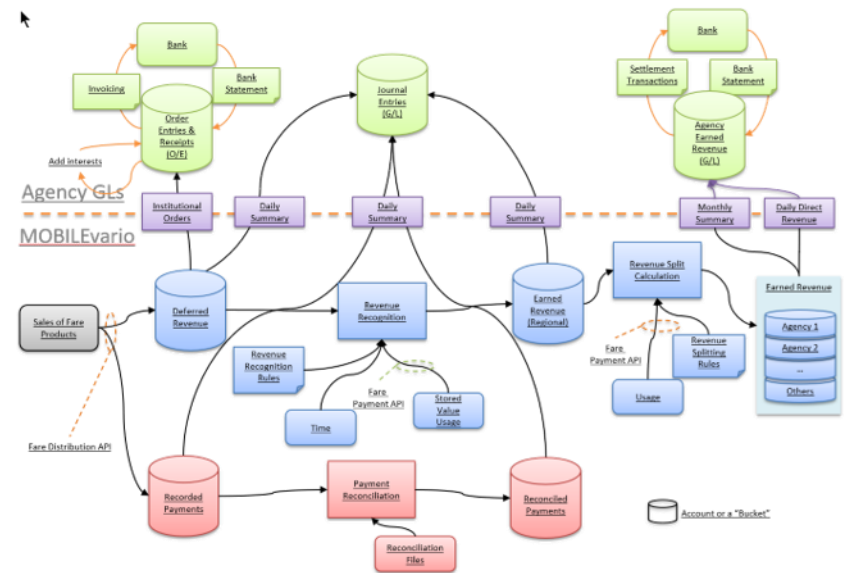


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Revenue/Accounting (cont.)

OPEN PAYMENTS Contactless Media

- ❖ Visa/Mastercard/Discover
- ❖ NFC: Samsung Pay, Android Pay, Apple Pay, etc.



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Timeline

- Right now we are in employee testing
- We start outside testing in April
- Revenue testing this summer
- Roll out Labor Day 18

Join our Flock of Flamingo Testers

We're looking for riders to help us test the next phase of Flamingo Fares.  



PSTA.net/flamingotesters

- Flamingo Testers will receive a Flamingo Fares card or App to test with.
- You will be asked to provide feedback to the Flamingo fares project team.

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www.goHART.org/FlamingoTesters

- Flamingo Testers will receive a Flamingo Fares card or App to test with.
- You will be asked to provide feedback to the Flamingo fares project team.

Challenges

- **Different CAD and Scheduling Systems**
- **Different Vehicle layouts**
- **Different LTE carriers and Routers/Modems**
- **Different vehicle internal IP Schemes**
- **Different IT departments**



Challenges (cont.)

- **Different fare policies**
 - Passes
 - Stored Value with or without Capping
 - Fare Categories
 - Closed or Open and Closed Payments
- **Different Accounting systems and numbering schemes**
- **Staff size and Cultures**
- **Physical Distances**
- **Communicating to public ☹**



Questions?



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