



**LANE TRANSIT DISTRICT  
BOARD OF DIRECTORS  
SPECIAL BOARD MEETING/WORK SESSION**

Wednesday, February 20, 2019  
4:00 – 5:00 p.m.

**LTD Board Room**  
3500 E. 17th Avenue, Eugene  
(Off Glenwood Blvd. in Glenwood)

*No public testimony will be heard at this meeting.*

**AGENDA**

<u>Time</u>	<u>ITEM</u>	<u>Page</u>
4:00 p.m.	I. CALL TO ORDER	
4:01 p.m.	II. ROLL CALL  <input type="checkbox"/> Carl Yeh (President) <input type="checkbox"/> Kate Reid (Vice President) <input type="checkbox"/> Joshua Skov (Secretary) <input type="checkbox"/> Don Nordin (Treasurer) <input type="checkbox"/> Caitlin Vargas <input type="checkbox"/> Steven Yett <input type="checkbox"/> Emily Secord	
4:02 p.m.	III. PRELIMINARY REMARKS FROM THE BOARD PRESIDENT	
4:03 p.m.	IV. COMMENTS FROM THE GENERAL MANAGER  <i>This agenda item provides an opportunity for the general manager to formally communicate with the Board on any current topics or items that may need consideration.</i>	
4:04 p.m.	V. ANNOUNCEMENTS AND ADDITIONS TO AGENDA  <i>This agenda item provides a formal opportunity for the Board president to announce additions to the agenda, and also for Board members to make announcements.</i>	
	VI. ITEMS FOR INFORMATION AT THIS MEETING	
4:05 p.m.	A. TRANSIT TOMORROW UPDATE [Tom Schwetz]  <b>Action Needed:</b> None. Information Only  <i>The Board will receive an update regarding the current status of the Transit Tomorrow project.</i>	
4:35 p.m.	B. FARE COLLECTION UPDATE [Cosette Rees]  <b>Action Needed:</b> None. Information Only  <i>The Board will receive an update regarding the procurement status of a fare collection system.</i>	2
5:00 p.m.	VII. ADJOURNMENT  <b>The facility used for this meeting is wheelchair accessible. To request a reasonable accommodation or interpreter, including alternative formats of printed materials, please contact LTD's Administration office no later than 48 hours prior to the meeting at 541-682-5555 (voice) or 7-1-1 (TTY through Oregon Relay).</b>	

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** February 20, 2019

**ITEM TITLE:** FARE COLLECTION UPDATE

**PREPARED BY:** Cosette Rees, Director of Accessible and Specialized Services

**ACTION REQUESTED:** None. Information Only

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### **BACKGROUND:**

In late November 2018, LTD released a Request for Proposal seeking submittals for an electronic fare collection system. LTD is seeking to implement an electronic, account-based fare collection system. The system will:

- Provide electronic fare validation;
- Allow LTD to easily manage fare rules to meet current and future fare policy;
- Support an account-based system that accommodates individuals and groups;
- Enhanced and expanded customer self-service capabilities that allow customers to conveniently purchase and reload smart fares, passes and tickets;
- Ensure customers always receive the best and most appropriate fare;
- Provide data to understand how our customers use the bus, improve the customer experience, and prioritize service decisions; and
- Support future system changes by being expandable and flexible to accommodate new modes, services, and business practices.

The District has an aggressive timeline ahead, with an August 1, 2019, implementation date.

November 30, 2018	RFP Released by LTD
January 11, 2019	Proposals due to LTD
January 11 – February 28, 2019	Evaluation of proposals, demos, and site visits
March 20, 2019	Staff recommend solution to LTD Board for contract approval
April 1, 2019	LTD issues Notice to Proceed
August 1, 2019	Go live

While it is an aggressive timeline, the software industry has significant experience and the solutions are simple, user-friendly, and reliable.

**PROPOSED MOTION:** None. Information only.

# Fare Collection System

Cosette Rees, February 20, 2019





# Agenda

- Review components of RFP
- Timeline



# Fare Collection System

LTD's current fare system includes a multitude of visually validated passes, including:

- Monthly passes (adult, youth, half-fare)
- Tickets purchased through the TVM
- Daypasses (available on the bus and at CSC)
- Honored Rider cards
- Special event promotional passes
- Group passes (LTD generated or employer ID)
- Cash



# Simplify Fare Validation



LTD.org

# Fare Collection System

## Goals of Fare Collection System:

- Electronically validate fares
- Be account based
- User friendly
  - ❖ Customer
  - ❖ Retailer
  - ❖ Agency (employer, non-profit, school)
- Friendly accounting and management tools for reconciliation
- Flexible to accommodate current and future fare policy
- Future integration of additional programs and services
- Provide data to better understand our customers and our system



# Fare Collection System

*With great data, comes great responsibility*

Cloud-based system

Data access control

Help us understand:

- Travel patterns helpful for planning
- Program participation and usage - report back



**LTD.org**



# Fare Collection System

## Timeline

January 11 - Proposals due

March 20 - Board approval

April 1 - Notice to proceed

August 1 - Implementation



# Fare Collection System

Benefits for the customer:

- Account-based system
- Fare storage
- Value models (i.e., fare-capping)
- Flexible



# Fare Collection System

## Implementation Team:

- Robin Mayall, IT
- Cosette Rees, Specialized Services
- Andrew Martin, Planning
- Cammie Harris, Marketing
- Everyone else

