

Greater Cleveland Regional Transit Authority



# Fare Collection Review

Presented to: Operational, Planning & Infrastructure  
Committee

January 11, 2022

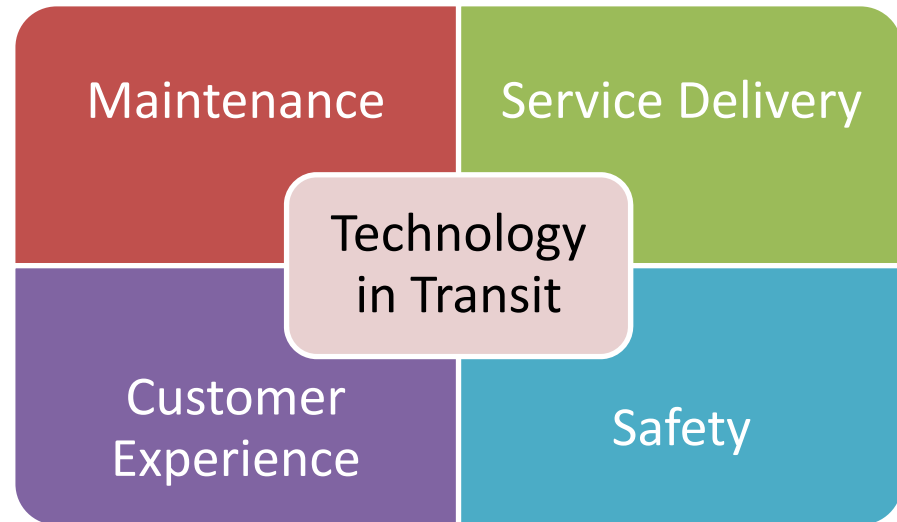
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# ITS Strategic Plan

RTA is committed to improving the rider's experience through continued technology enhancements.

## Four Pillars:

1. Maintenance
2. Service Delivery
3. Customer Experience
4. Safety



# RTA Strategic Plan

## IMPROVE HOW CUSTOMERS PAY

- Implement recommendations from Fare Equity Analysis pillar study
- Change RTA fare collection to improve customer experience and better reflect best practices
- Seamless, equitable fare practices

OPEN ARCHITECTURE

CONTACTLESS

ACCOUNT-BASED

STORED VALUE

FARE CAPPING

OPEN PAYMENTS

Greater Cl

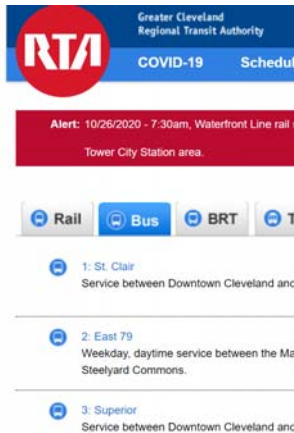


# Current State: Trip Planning

Information Source	Scheduled Service	Real-time Service	Fare Payment
RTA Website	+	+	×
Trip Planner	+	+	×
Transit App	+	+	×
CLE App	+	×	+
NextConnect	+	+	×

\*Customers can also use timetables and contact customer service

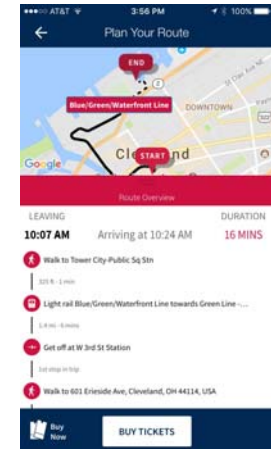
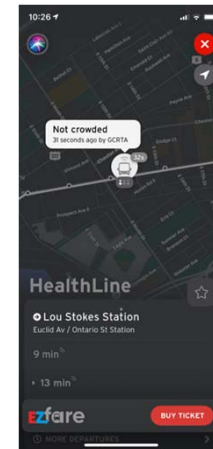
# Current State: Trip Planning



### Next 3 Vehicle Departures

10:32 am	Louis Stokes Station
Scheduled at 10:32 am	
10:44 am	Louis Stokes Station
Scheduled at 10:42 am	
10:52 am	Louis Stokes Station
Scheduled time shown	

Last updated at 10:30 am



# Current State: Fare Collection

Payment Method	Information
Farebox	Quantity: 800 Average monthly revenue: \$609,770 Location: fixed route, paratransit and light rail vehicles
Ticket Vending Machine	Quantity: 124 Average monthly revenue: \$56,332.62 Location: HealthLine stations, Tower City and various Red Line stations
Customer Service Kiosk	Quantity: 16 Average monthly revenue: \$74,138.48 Location: Tower City, various Red Line stations
Mobile Payment App	Unique users (Nov.): 12,529 purchased 76,891 tickets Average monthly revenue: \$371,803.02

# Current State: Fare Machines



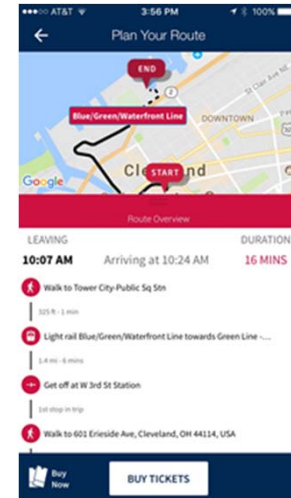
Farebox



Ticket Vending Machine



Customer Service Kiosk



RTACLE Mobile App

# Electronic Repair Department

- Dedicated staff that maintains many of RTA's electronic components
  - Destination Signs
  - Radios
  - Fareboxes
  - Ticket Vending Machines
  - Customer Service Kiosks
  - Onboard CAD computers and monitors
  - DVR video system
  - Infotainment system





# Fare Collection Vision

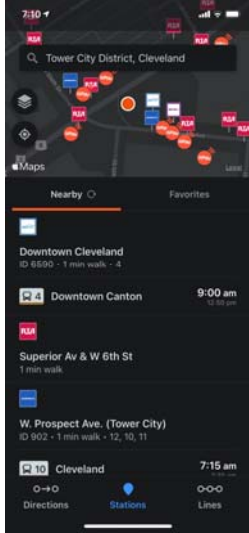
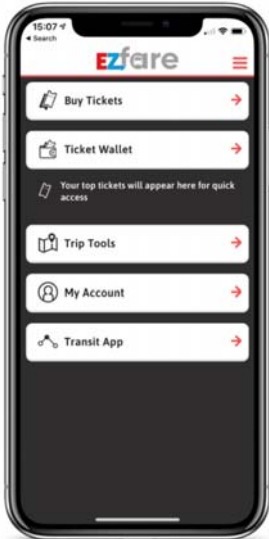
## Short Term:

- Replace RTA's current mobile payment app
- Purchase and install ticket validators on vehicles
- Keep the current fareboxes
- Begin to incorporate fare capping and smart cards
- Create a connected, regional fare system

## Long Term:

- While implementing the short term objections
  - Evaluate the replacement of TVMs, CSKs and fareboxes

# Future State: EZFare



Greater Cleveland

Information Source	Scheduled Service	Real-time Service	Fare Payment
NEORide/EZFare	+	+	+



# Future State: EZFare

- Group of local transit agencies (most of Ohio) that have fixed pricing for a shared software licensing fee.
  - RTA joined in 2019
- Partnered with Masabi to incorporate a cashless, contactless payment method
- NEORide and Masabi launched Ezfare utilization
  - Provides riders with an ability to load a mobile wallet, purchase tickets and board vehicles through a contactless system
  - Real-time Apps utilize EZFare
- Creates a more regional fare collection system
  - Laketrans, SARTA, METRO



# Short Term Plan

Task	Completion Date
Contractual and Procurement Documents	December 2021
Seeking Board Approval	February-March 2022
Receiving Initial Validators (HL vehicles)	March 2022
Training	March - May 2022
Marketing/Rider Outreach	February – May 2022
Installation of Validators	March 2022
Launch of Validators and Visual Inspection	May 2022
Sunset of Passport App	May 2022



# Questions

