



ITT Update

Innovative Transit Technology

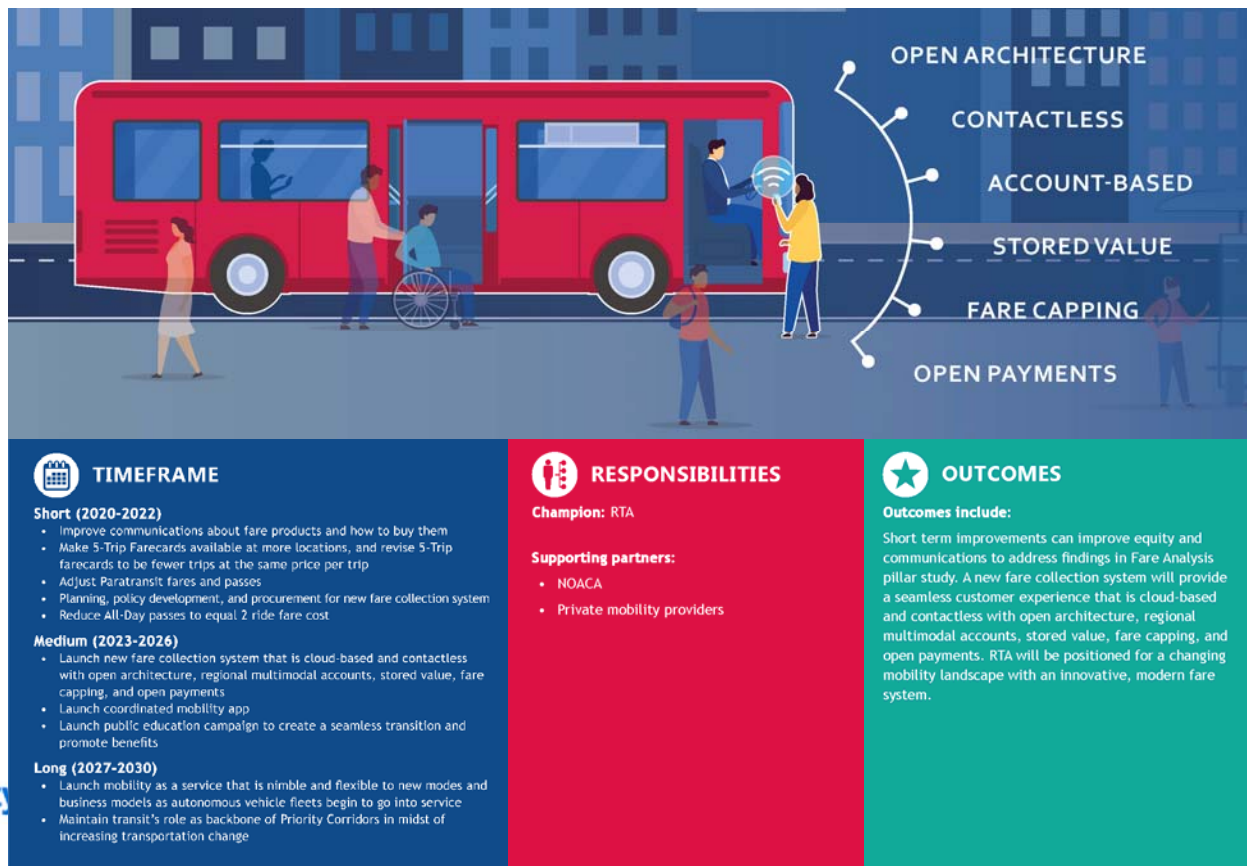
Ad Hoc Technology Committee

August 24, 2022



Improve How Customer 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 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

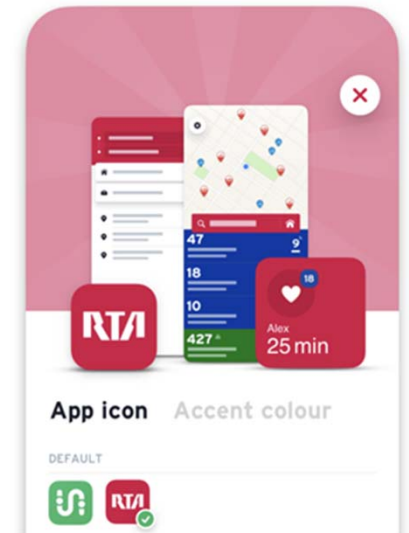
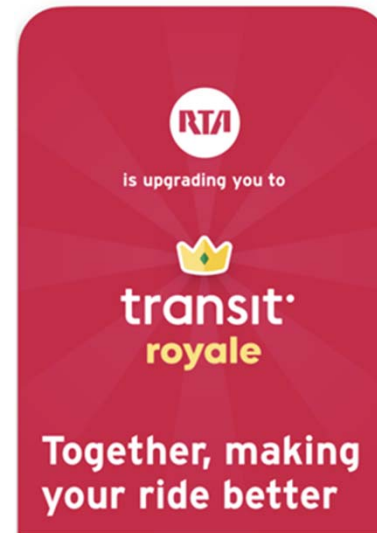
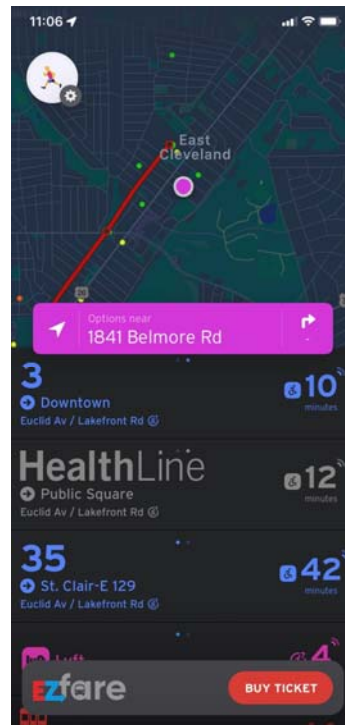
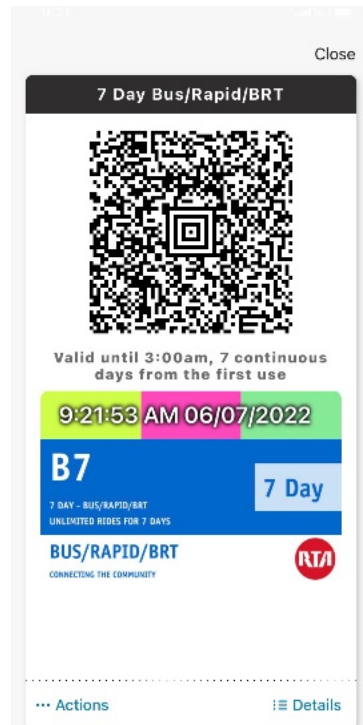
Long Term:

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

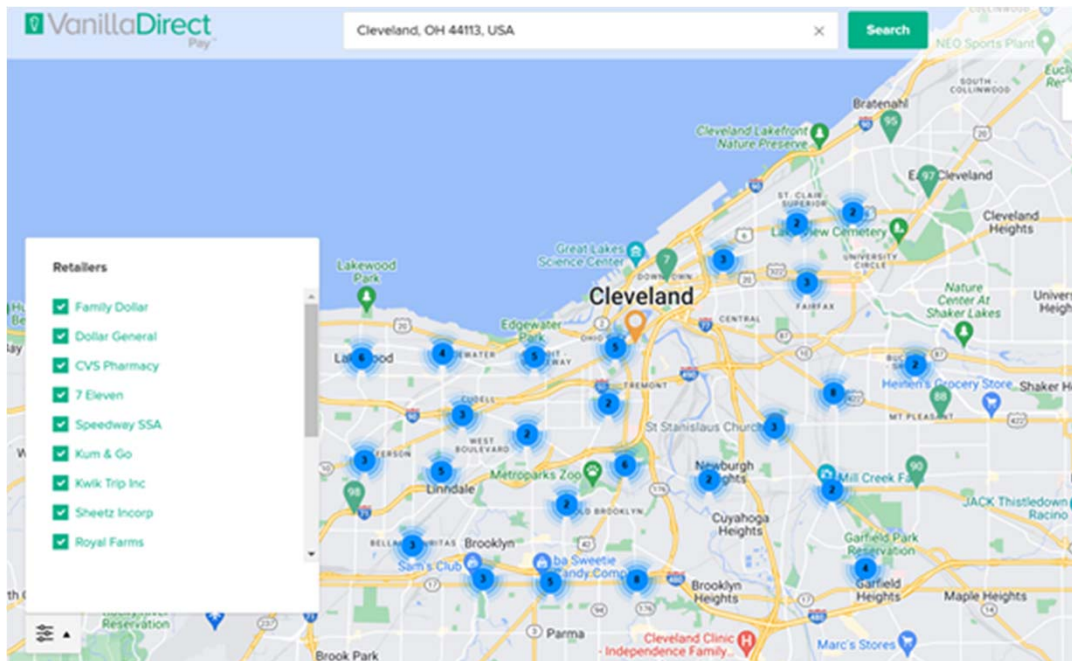
EZfare Launch

- EZFare officially launched on Sunday, June 12th
- Launch:
 - EZFare App
 - Sync with Transit
 - Retail Network for cash option
 - HL validators (on-going)

EZfare and Transit Apps



Current Retailer Network



Scan Account

Pass your device to the cashier, or show them your device screen so they can scan one of the barcodes below.



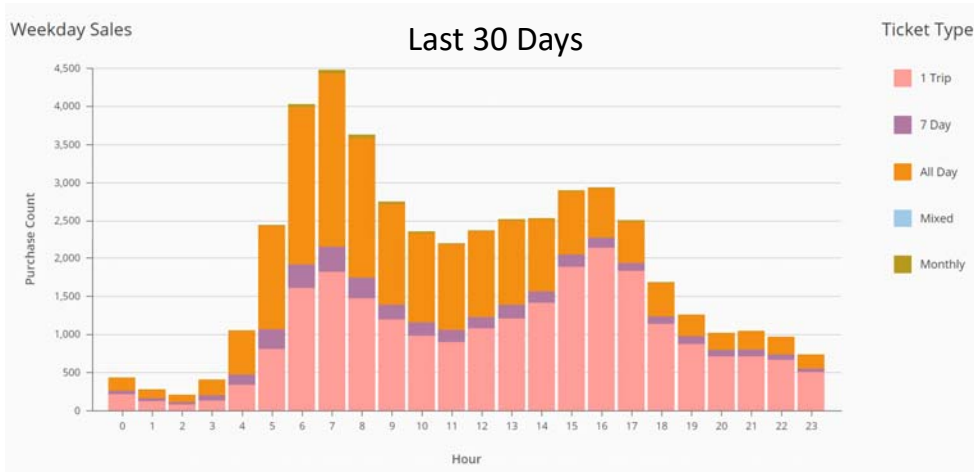
If the cashier is unable to scan, they can enter the user ID number below.

OHHV 000 1234

EZFare Usage

	1 trip	7 day	All day	Mixed	Monthly	All
Sales Amount	\$89,468.50	\$119,737.50	\$138,438.00	\$68.25	\$41,666.00	\$389,378.25
% of Sales	22.977%	30.751%	35.554%	0.018%	10.701%	100%
Purchase Count	31,886	4,542	25,361	5	476	62,270
% of Total Transactions	51.206%	7.294%	40.727%	0.008%	0.764%	100%
Average Transaction Value	\$2.81	\$26.36	\$5.46	\$13.65	\$87.53	\$6.25

EZfare Usage



- Majority of passes purchased during morning and evening rush (business hours)

- Purchases are evenly distributed throughout the week

Transit App Usage

	APP OPENS		UNIQUE USERS		DOWNLOADS	
Last 28 days	599,401		9,609		1,910	
4 weeks ago	588,166	+1.9%	9,125	+5.3%	1,641	+16%
12 months ago	296,929	+102%	5,608	+71%	798	+139%

15% of RTA riders utilize Transit.

Goal: Increase utilization of transit for trip planning and service notifications.

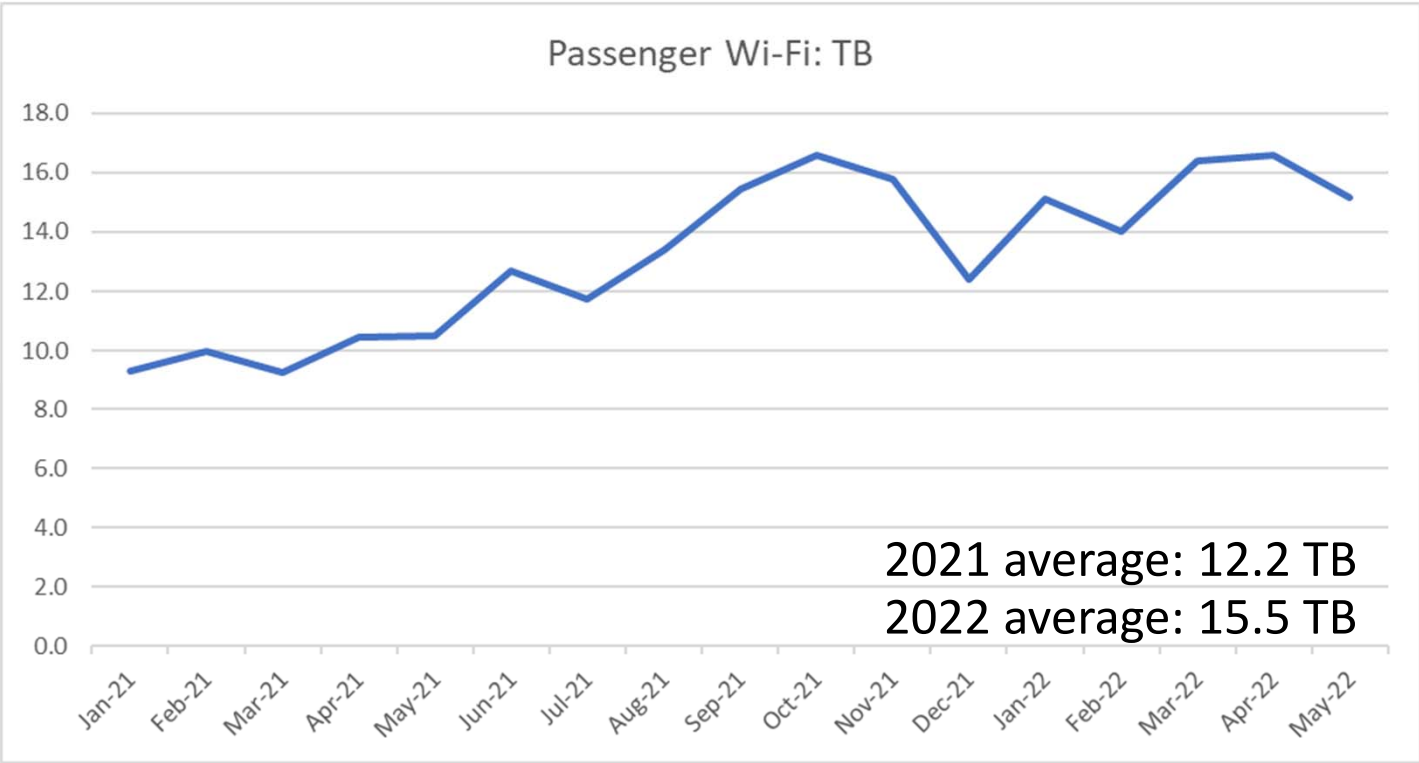


Transit App Usage



Date	2022	2021	Variance
January	402,000	270,000	33%
February	504,000	287,000	43%
March	515,000	291,000	43%
April	533,000	290,000	46%
May	608,000	271,000	55%
June	588,000	279,000	53%
July	599,000	296,000	51%

RTA Vehicle Wi-Fi Usage



Next Steps

Tasks	Estimated Completion
Installation of HealthLine Validators	Complete
Fleet Installation (Fixed Route, Rail, Paratransit)	December 2022
RTA CLE Mobile App Discontinuation	December 2022
Smart Card Implementation/Distribution	Q1 2023
Implementation of Account Based Ticketing (ABT)	Q1 2023
Evaluation of TVMs and Fareboxes	On-going

Account Based Ticketing

ABT

- Open loop system
- Transition from physical fare media and cash
- Use of smart cards with mobile wallets and stored values (cash to value on card)
- ABT is a key driver in fare capping
 - RTA must develop business processes to configure within the app
 - Discussions with other transit agencies on transfer rules

<https://vimeo.com/434056987>

TVMs

TVM Option 2: Install TVMs at key locations			
Future TVMs	Quantity	Unit Expense	Total Expense
Healthline	15	\$ 85,000.00	\$ 1,275,000.00
Airport	1	\$ 85,000.00	\$ 85,000.00
Tower City	5	\$ 85,000.00	\$ 425,000.00
Windermere	2	\$ 85,000.00	\$ 170,000.00
STJ	1	\$ 85,000.00	\$ 85,000.00
Total			\$ 2,040,000.00
Software Configuration and Integration			\$ 225,000.00
Annual Maintenance			\$ 175,000.00
Total			\$ 2,440,000.00

- Stored value (SVA) top-up and Ticket purchasing with printed ticket availability
- ABT barcode scanning and self-service
- English and Spanish
- Fare Distribution: Smartcards, Ultralight smartcards, paper receipts, printed barcodes
- Cash, credit card and contactless credit card payment

Fareboxes

Replace all fareboxes on all vehicles			
Fareboxes	Quantity	Farebox	Total Expense
Fixed Route	350	\$25,000.00	\$ 8,750,000.00
Paratransit	81	\$25,000.00	\$ 2,025,000.00
Rail Vehicles	60	\$25,000.00	\$ 3,000,000.00
			\$ 13,775,000.00

* Rail vehicles have 2 fareboxes in expense

Considerations:

- RTA can maintain current fareboxes through 2025
- Adoption rate of EZfare system
- Advanced fareboxes vs. cash boxes

Questions



Public Comments

- In person
- Call 440-276-4600
- Web form:
 - Submit comments and IT topic suggestions for future meetings. Webform comments will be sent to the committee and staff.