Smart Bus & Smart Fare

Update to Strathcona County Council

November 21, 2017

Presentation Objectives

- Understand the Regional "Smart Bus" and "Smart Fare" Program
- Become familiar with the project budget, timelines, and structure
- Discuss key program issues going forward

SMART FARE

Smart Fare/Bus Program – 3.5 Phases

1a Smart Fare Planning and Procurement (2016 -2017)

1b Smart Bus Regional roll-out (2017 - 2018)

2 Smart Fare Design and Build (2017 – 2019)

3 Smart Fare Testing, Installation and Solution Deployment

(2019 – 2020)

SMART FARE

Smart Fare/Bus Program Capital Budget

| In Millions CAD	Edmonton	Strathcona	St. Albert	Totals
Green Trip	22.81	2.94	1.76	27.51
MSI	11.45	-	-	11.45
ACP	5.47	-	-	5.47
Federal Gas Tax	-	1.83	-	1.83
Partner Capital	-	.35	2.46	2.81
Pay as you go	2.54	-	-	2.54
Totals	42.27	5.12	4.22	51.61

SMART
FARE

Current Status

▶ Regional Smart Bus

- Planning system integration points for three regional transit agencies

- Ordering equipment for Strathcona County & St. Albert

- Deployment expected to be complete within one year at Strathcona County & St. Albert buses.

SMART FARE

What is Smart Bus?

- On-board infrastructure needed to support Smart Fare

- Improve Operator and Transit Rider Safety

- Assists Transit Riders:

  - Real-time schedule and arrival Information

  - Automated Bus stop announcements

- Assists Transit Management:

  - Improved Operations Management capabilities

  - Planning/Scheduling/Performance Analytics

  - Automated Vehicle Monitoring

  - Operator Assistance/Messaging (schedule information, turn-by-turn instructions, messaging with Control Centres)
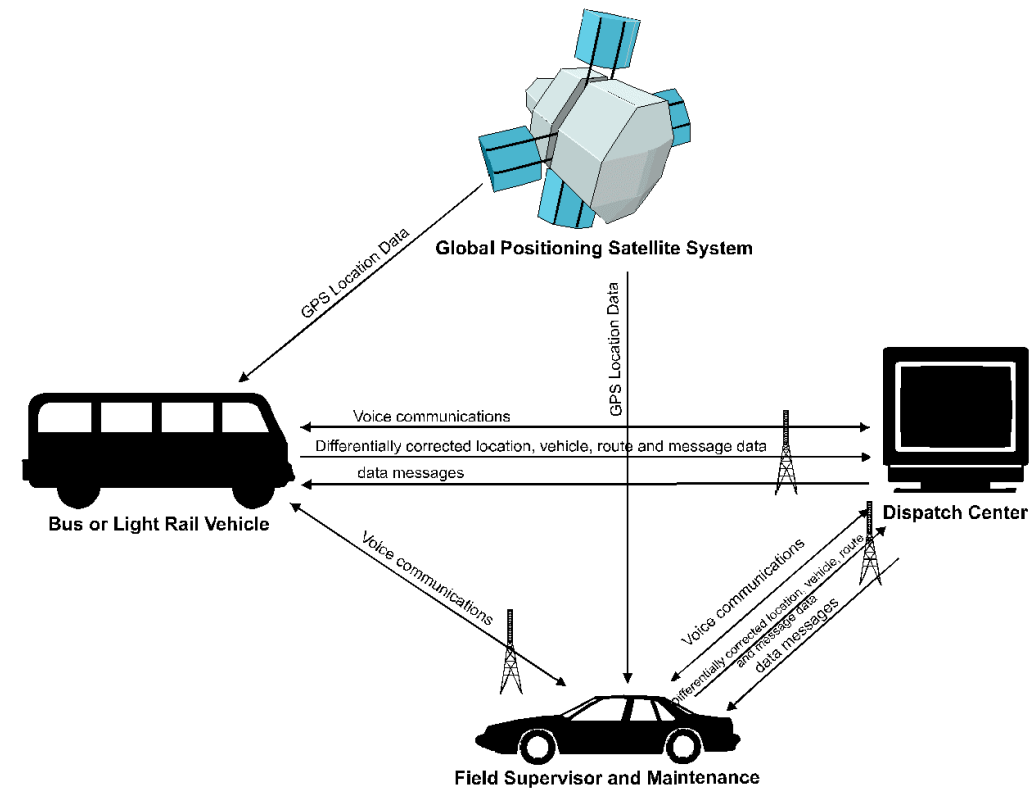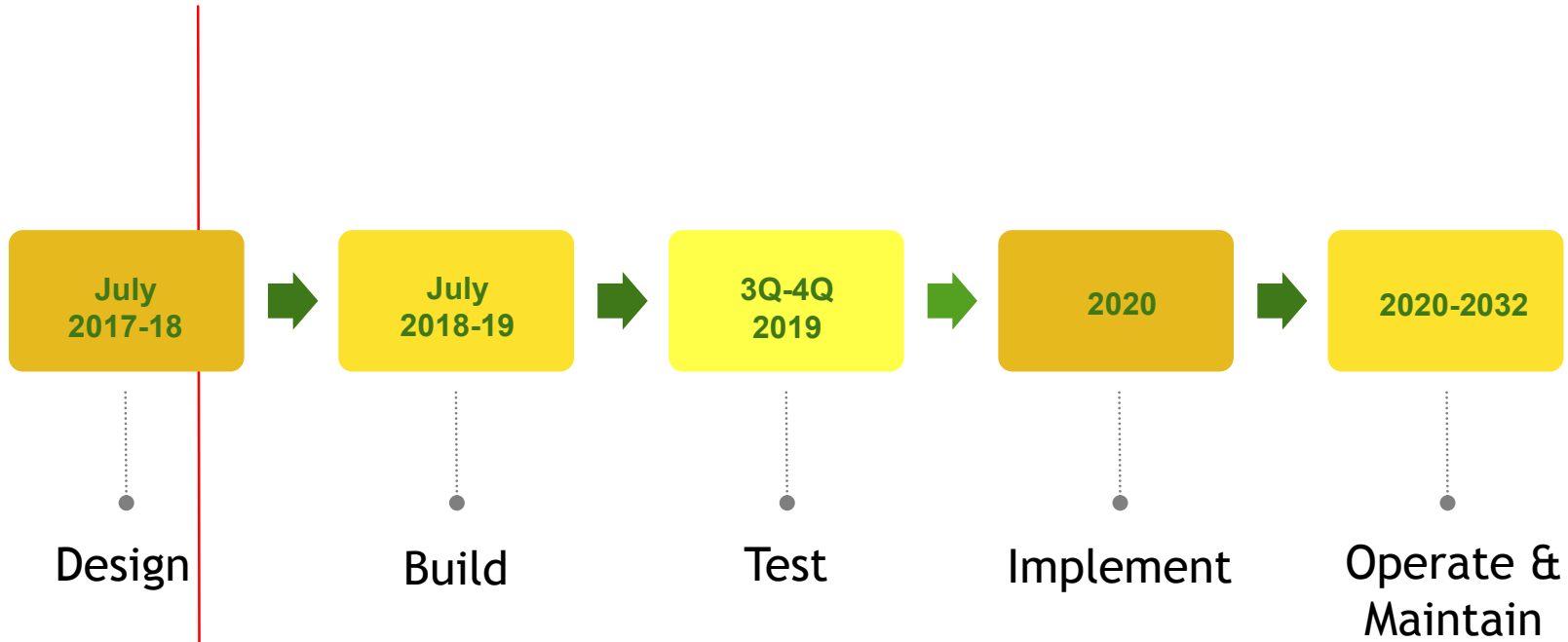
Smart Fare Background

- Concept of Operations July 2014

- GreenTrip funding announced September 2015

- Request For Comments (RFC) released March 2016 and feedback received from 11 vendors.

- Request For Proposals (RFP) released June 9, 2016

- RFP closed August 31, 2016, received 6 qualified proposals

  - Short-listed and interviewed 2 vendors in early 2017

- Negotiated contract with Preferred Proponent (VIX Technology) Spring 2017

    - Notice to Proceed, July 1, 2017

Smart Fare Timeline

July 2017-18	July 2018-19	3Q-4Q 2019	2020	2020-2032
Design	Build	Test	Implement	Operate & Maintain

Smart Fare Project: Design, Build, Operate, Maintain

- Design a system that meets the regions' needs for the next 12 years

- Build a system that meets the requirements of the contract

- Operate the solution and associated services

  - Retail Network

  - Fare Media

  - Call Center

  - Data Center

- Maintain the system

  - Service, repair, and replace all field equipment

What is Smart Fare?

▶ Smart Fare is a regional transit fare payment system that
  ▶ Increases customer convenience
  ▶ Reduces cash in favor of electronic payments
  ▶ Supports fare programs
    ▶ Students, Seniors, Low Income Programs
  ▶ Enables seamless regional travel across Capital Region Transit Agencies using a single transit account.
  ▶ Provides secure access to personal transit account
  ▶ Reduces fare evasion
  ▶ Supports all modes of transit

Passenger Benefits

- Smart Fare is a regional transit fare payment system that
    - Increases customer convenience
    - Reduces cash in favor of electronic payments
    - Supports fare programs
        - Students, Seniors, Low Income Programs
        - Employers
    - Enables seamless regional travel across Capital Region Transit Agencies using a single transit account.
    - Provides secure access to personal transit account
    - Supports all modes of transit

SMART
FARE

Operational Efficiencies

▶ Reduced time for passenger boardings

▶ Reduce fare evasion

▶ Eliminate printing and distribution of paper products

Innovative Faring Options

- Supports new faring approaches:
  - Stored Value
  - Distance Based Fares
  - Zone Based Fares
  - Fare Capping (Pay as you go fares)
  - Regional Fare Products

New Data = Better Decisions

- Ensure customer information is safe, secure, and private
- Build extensive data warehouse to:
    - Track and report ridership
    - Price fare products and programs
    - Plan service more efficiently

Regional Fare Integration

- Complex set of fares from three agencies to merge
- Varying concession fare eligibility criteria
  - Senior/Student ages
  - Low income program eligibility
- Multi-Agency Trips and Transfers
- Complex approval process: recommendations, public engagement, council approvals
- Change management: numerous internal & external stakeholders

SMART
FARE

Smart Fare – Customer Choices

Cashless Payment

BYOM

(Bring Your Own Media!)

cEMV Credit/
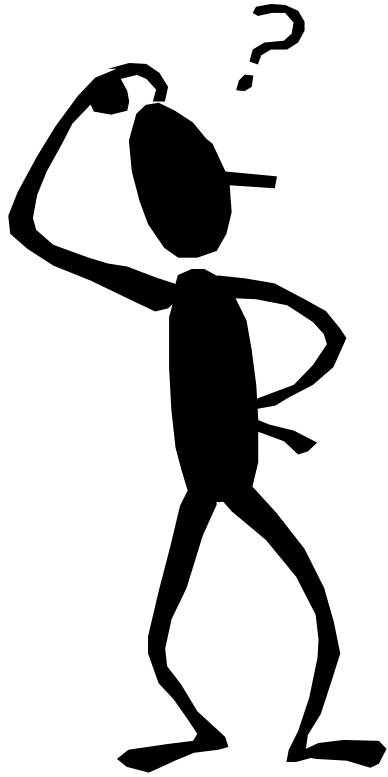Debit Cards

Agency Issued Media

Third Party Issued Media

Third Party Issued Media

$ 2.75
Present card

Smart Fare Questions