



Comprehensive Payments System Update

**DART's Fare Collection Initiative
Presented by Finance**



Agenda

- CPS Project Update
 - *Account-Based System*
 - *Mobile Ticketing (GoPass 2.0)*
 - *Farebox Decision*
 - *Overall Project Schedule*
- Station Kiosks
- Enhanced Bus Shelters



CPS Project Update

Project Status Update

- **Design Reviews Completed:**
 - Conceptual Design Review (CDR)
 - Preliminary Design Review (PDR)
 - Supplemental Design Review (SDR)
 - Final Design Review (FDR)
- **Device Evaluation, Selection, and Installation Documentation:**
 - Evaluated validator devices from Vix, Genfare, and Arcontia
 - Selected Vix devices
 - Reviewed DART bus fleet and rail platforms to create placement plan and approve installation documentation



DART

Bus Fleet

- **Vix On-board Validators:**
 - Installed on all NABI buses;
 - Installed on all New Flyer buses;
 - Installed on most ARBOC buses; and
 - Will be installed on all Proterra buses as buses are received.
- **Bus Modems:**
 - Replacing existing Rocket modems with Sierra wireless modems before Pilot II scheduled for February 2018.



DART Rail Platforms

- All DART rail platforms have civil works completed to include:
 - New POE (Power over Ethernet) modems located in each TVM;
 - New communications equipment added to support additional number of platform devices;
 - Vix validator pole and base cover fully installed;
 - Poles secured and covered until installation begins;
 - Platform validator installation has been completed at all 64 stations.



Third-Party Integration

- **Trapeze** – Integration required on-board the bus from the IVLU (Integrated Vehicle Logic Unit) to the validator.
- **Seattle Web Group (SWG)** – Development and integration of web portals for customer and corporate account management.
- **PayNearMe** – Integration required for retail distribution and card network solution.
- **Plum Voice/Trachmar** – Integration required for IVR and customer service personnel in call center.



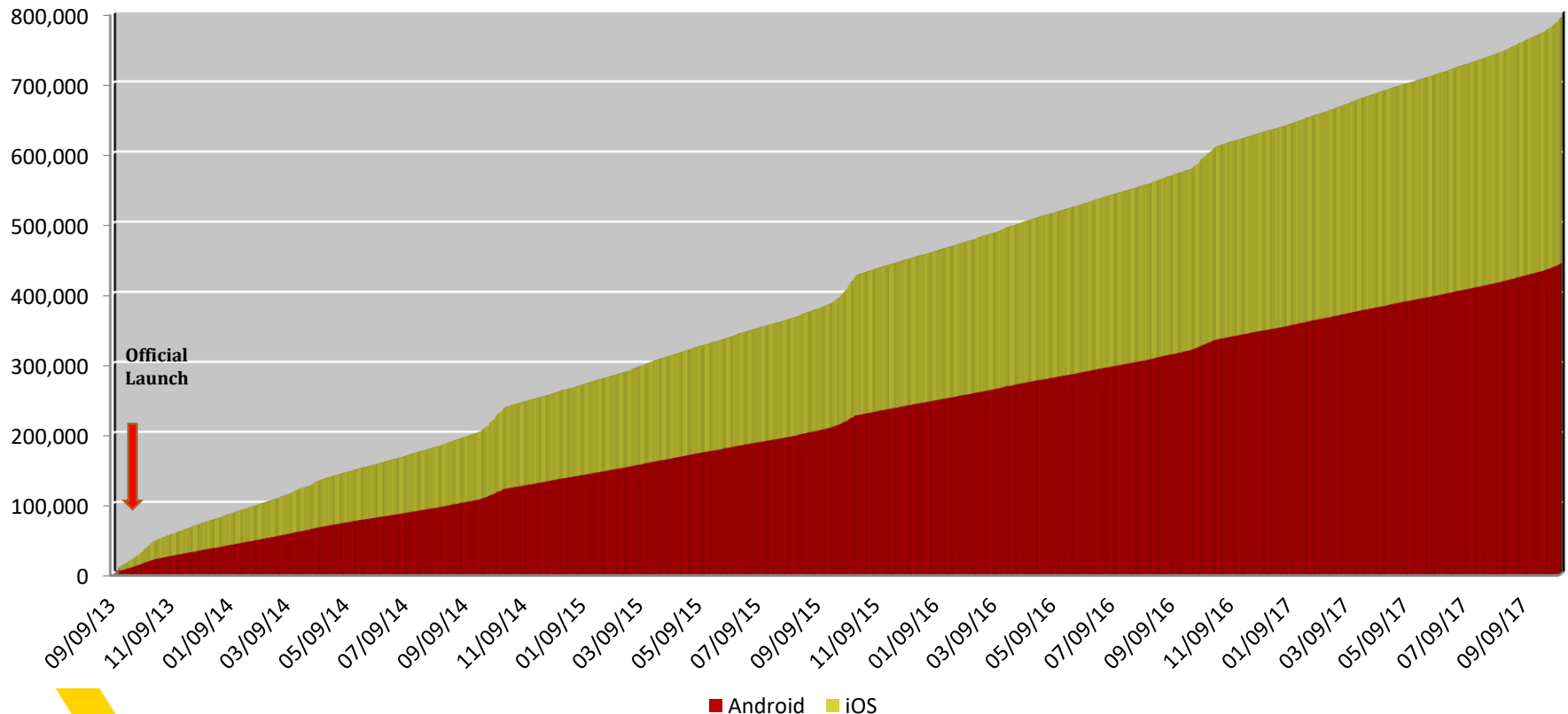
Upgrading Mobile Ticketing Platform



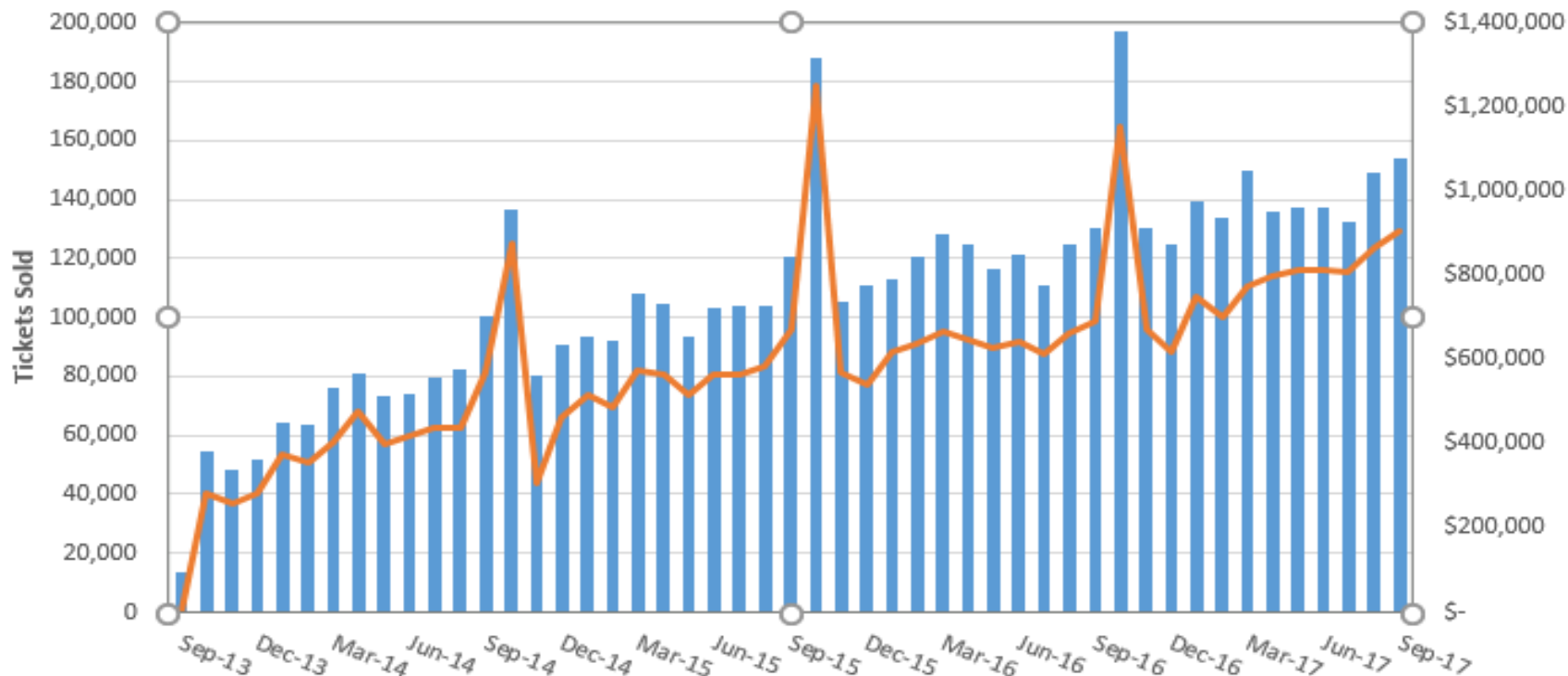
GoPass Downloads

GoPass is now up to 793,832 downloads (as of October 15, 2017)

- Since the launch we are averaging over 528 downloads daily
- 55.81% of the downloads are being generated by Android; 44.19% iOS



GoPass Ticket Sales



Total Number Tickets Sold = 5,428,980

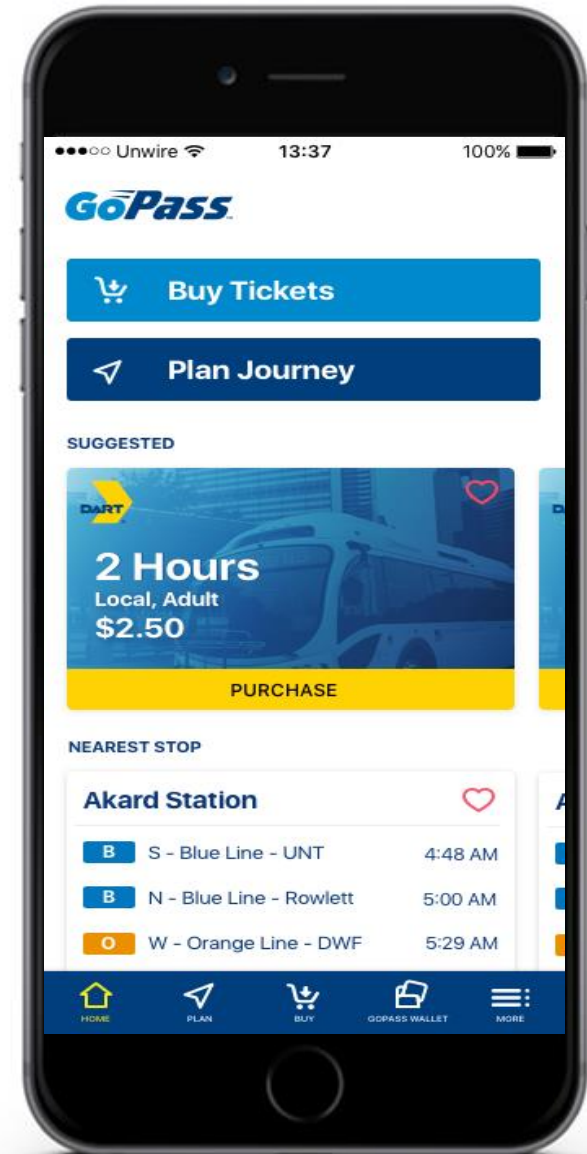
DART = 4,984,807 (91.8%)

Average \$ per DART ticket = \$5.80

(All numbers valid through 10/15/2017)

Next Generation of GoPass

- Vendor: Unwire (Copenhagen);
- Provides base mobile ticketing functionality with the addition of a fresh, customer-centric, feature rich application;
- Will support the Sandbox Mobility on Demand initiative.



GoPass 2.0



New Functionality Requirements

- Update screens and menus;
- Purchase ticket on website and push to phone;
- Reduced price student ticket registration;
- Address verification system (zip code) to enhance security;
- Cash to mobile capability.

- Add system map
- Real-time trip planning;
- Multi-agency upgrade format;
- Tighten integration with Uber, Lyft, taxi and other rideshare programs such as intelligent carpooling and micro-transit.

Additional Mobile Functionality

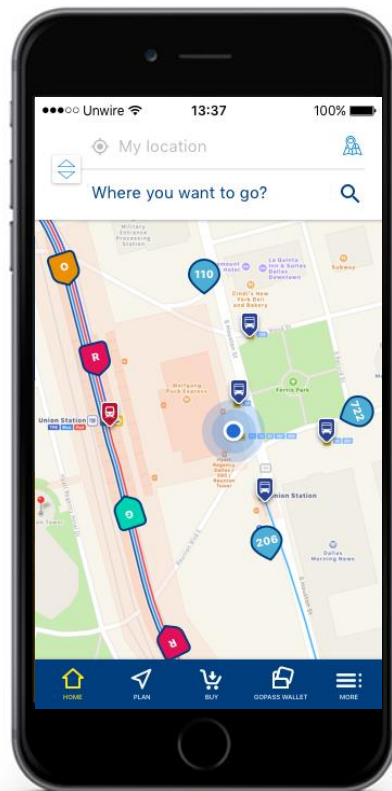
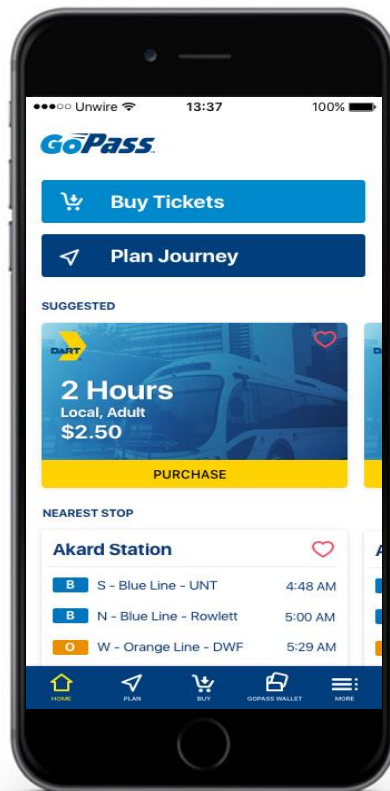
- DART conducted side-by-side mobile functionality research among app providers;
- Researched app functions that were customer-centric and provided a more robust and feature rich app.

	GoPass	GoPass 2.0
FEATURES:	Current	New
Manage account anywhere (web and/or in-app)	☑ (in-app MSISDN)	☑
Purchase via web and send to phone/device	☒	☒
Buy bundled product tickets	☑	☑
Buy special event tickets	☑	☑
Receive transit service notifications / rider alerts	☑	☑
Plan a transit trip	☑	☑
Receive access to local events & offers	☑	☑
Ability to change password	☒	☑
Direct Customer Feedback in App	☒	☑
"Guided Tour" - Instructions for "How to Buy/Use"	☒	☑
Ability to use transit benefit cards/split payments	☒	☒
Use of easily movable route/system mapping	☒	☑
Use of billing information including AVS (zip code)	☒	☑
Fully functional off-line ticketing	☑	☑
Offers Windows Phones/Device Platform	☒	☒
Load Value	☒	☑
Load Passes	☑	☑
Set up autoload	☒	☑
See transit value balance	☒	☑
See pass list	☑	☑
See transit history / Ability to access receipt	☒ (web only)	☑
Buy mobile tickets	☑	☑
Pay in advance	☑	☑
Scan credit card using device camera (iOS)	☒	☒
Receive account notifications	☑	☑
Receive real time transit arrival/departure info	☑	☑
Store tickets for future use on phone	☑	☑
Sign-in with Facebook	☒	☒
Sign-in with Google	☒	☒
Sign-in with E-mail	☒	☑
Provides Route/System Maps	☒	☑
Manage a store value account	☒	☑
App loads easily with no interim loading	☒	☑
NFC payment capability	☒	☑
NFC validation capability	☒	☑
Use of PIN in personal profile (ability to reset)	☒	☑
Provide an open API platform for integration needs	☒	☑
Use of Reduced Fare ID in account setup**	☒	☒
Ability to purchase and display multiple rider fares	☒	☑
Use of PayPal for fare payment	☒	☒
Ability to provide fare capping	☒	☑

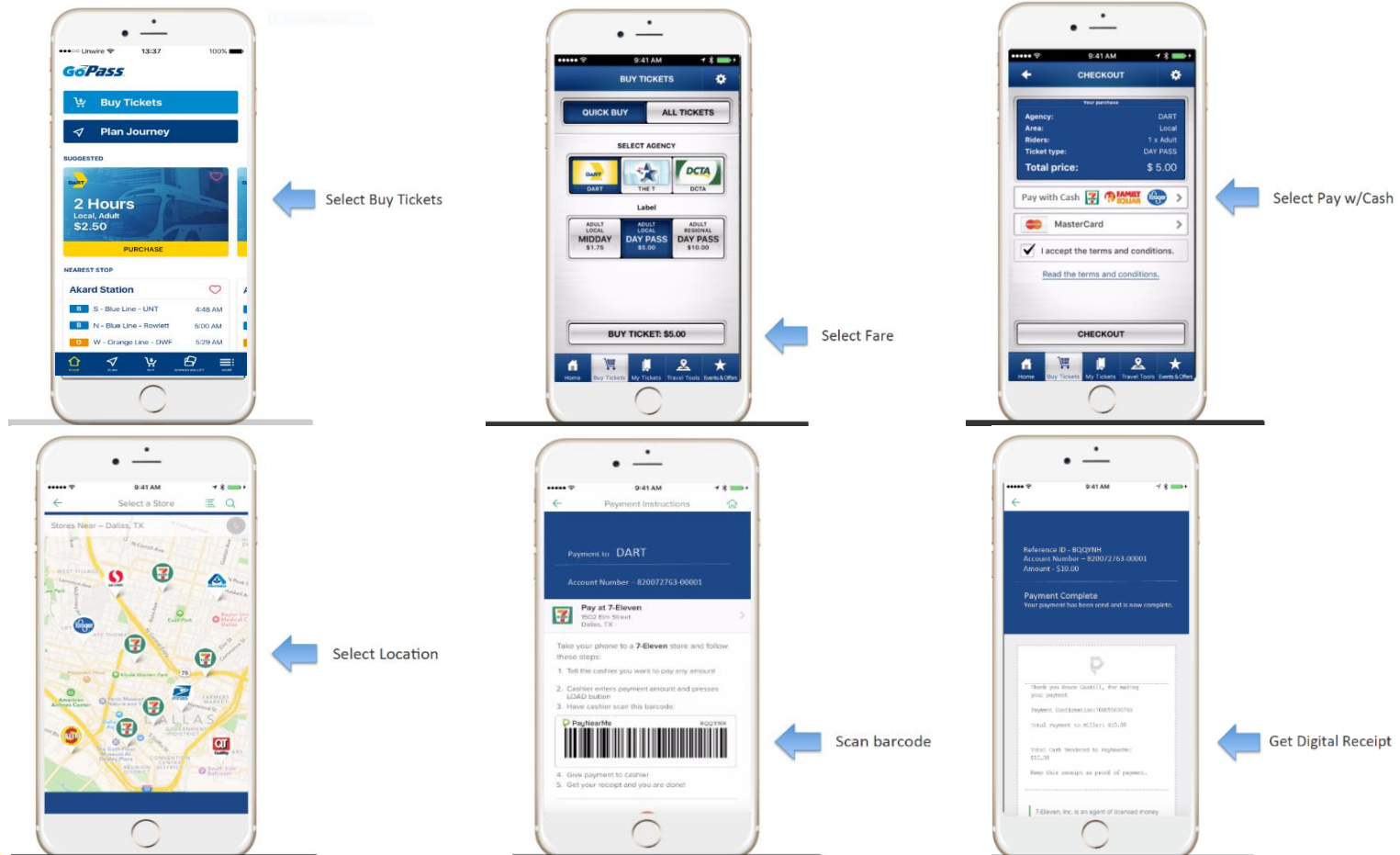
**Dependent on integration with Vix

GoPass 2.0

“New Look”



PayNearMe Mobile Integration with Retail Network



Fareboxes

Farebox Decision

- Smaller footprint
- Roll feed, thermal printing;
- Electronic bill and coin validation;
- Tamper resistant locks;
- Moveable/adjustable operator keypad;
- Cashbox tracking without battery.

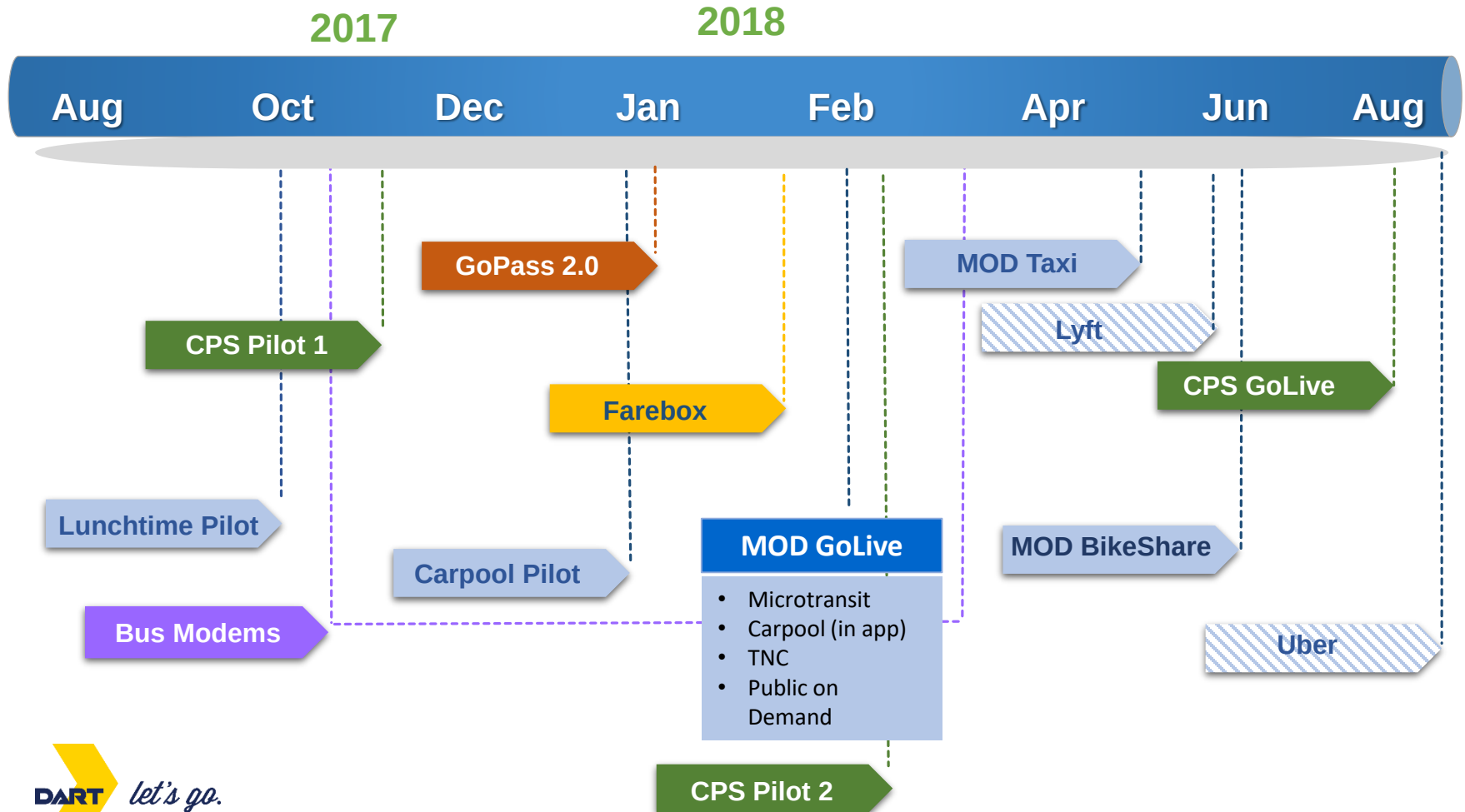
Odyssey Genfare

- Proven Technology
- Cost per unit \$7,510 includes installation



Project Schedule

Payment Systems/MOD Project Dates



Station Kiosks



Background

- Unsolicited proposal received in Spring 2017 offering to provide, operate, and maintain 350 +/- kiosks for 10 years at no cost to DART and also to provide funding for acquisition of mobile routers for bus fleet and rail cars to permit Wi-Fi
- Kiosks would be located at rail platforms and transit centers and other high-traffic passenger sites. Kiosks would also incorporate cameras, sound monitors, and other safety and security elements

Background (cont'd)

- Units would include digital displays offering transit arrival time information, maps, and other community information as well as public Wi-Fi and digital advertising
- DART would be offered a revenue-sharing arrangement on all advertising and co-location revenue



AT&T



Verizon



Smart City Media

Proposal Evaluation Process

- Evaluation Team representing Field Operations, IT, Finance, Marketing, and DART Police organized by Procurement to evaluate merits of proposal and determine if it should be considered
- Determination made that proposal was viable and should be advanced to an active RFP to permit broad market exposure and industry interest
- RFP was issued and a number of responses were received
- Three were considered competitive and were advanced for additional evaluation

Factor Comparison for Proposers

Normative Assessment of Proposers (Lower score is better)								
Weight	4	5	2	3	6	1		
Proposers	Technical Explictness/ Sufficiency	Kiosk Product Deployment	Functionality & Features	Financial Capacity	Cost to DART	Revenue Potential	Gross Score	Unweighted Avg.
AT&T	3	1	3	1	3	3	14	2.33
Verizon	2	3	2	2	2	2	13	2.17
Smart Cities	1	2	1	3	1	1	9	1.50
Notes:								
								Weighted Avg.
AT&T	12	5	6	3	18	3	47	7.83
Verizon	8	15	4	6	12	2	47	7.83
Smart Cities	4	10	2	9	6	1	32	5.33

Current Status

- All proposers interviewed by in-house team, supported by an outside consultant
- Refined proposals submitted by three finalists
- Deal structure would be a multi-location, multi-year lease
- Detailed negotiations were completed week of September 25

- Future Ready**
- Fully Multilingual**
- Access for All**
- Community Flexible**
- Valuable Data to DART**



The Best of the Best - Pushing DART Forward

Next Steps

- Prepare master lease agreement consistent with approved deal terms summary and supporting exhibits for financial terms and companion draft exhibits covering lease provisions, information management, construction, and signage code
- Formal recommendation and draft master lease agreement and exhibits presented to Committee-of-the-Whole in November for individual consideration
- Board approval of final master lease agreement in December

Concluding Comments

- Final proposal will address several important considerations:
 - Enhanced rider experience (public Wi-Fi, digital displays, and maps)
 - Improved safety and security at rail platforms and transit centers
 - Addition of \$80 million in infrastructure at no cost to DART
 - Participation in potential advertising and co-location revenue that could be equivalent to or greater than current annual levels from advertising
 - Co-ownership of all data and content

Concluding Comments (cont'd)

- All three proposers have impressive proposals
- Smart City Media proposal is deemed superior on virtually all significant aspects
- Recommendation is to approve staff recommendation and direct staff to prepare a master lease agreement with Smart City Media for subsequent approval by the Board

A blue and yellow tram is stopped on a city street. The tram has "LED BETTER" on its front display and the number "171" on its side. The background features modern glass-fronted buildings. A large yellow rectangular box is superimposed over the tram, containing the text "Enhanced Bus Shelters".

Enhanced Bus Shelters



Questions?



DART.org