

Summary of Hop Fastpass® Activities & Proposed Implementation Schedule September 2018



Policies and Principles of the Board

- ◆ Fare capping and stored value
- ◆ Begin phase out of paper passes and tickets shortly after eFare launch
- ◆ eFare market penetration is key
- ◆ Equalize Honored Citizen & Youth fares
- ◆ Electronically manage transfers
- ◆ A massive education campaign is necessary, especially communities in transition
- ◆ Cash paying customers will continue to have access to single tickets and 1-Day passes on bus and rail
- ◆ Expand eFare accessibility to as many as possible, with emphasis for low income and minority riders

Highlights of Last Three Months

The success of the Hop Fastpass® system continues as adoption increases. As of July, 19% of all TriMet rides are now paid for with Hop. This will increase dramatically in the next few months as (non-Lift) paper fares are removed from retail locations, and TVMs are converted to Hop. There are now close to 167,000 active cards in the system, roughly 72% of which are registered. Virtual card taps now represent 2% of taps on the system and contactless bank payment acceptance (Apple Pay, Google Pay and Samsung Pay) is holding steady at 2% of taps; still the highest in the nation. Hop has now collected almost \$20 million in sales to date, over \$2.2 million of which occurred in the month of July.

- ◆ **Our Rider Support call center remains quiet**
- ◆ **Added over 250 organizations to the Institutional program with more being added every month**
- ◆ **Customers can now load cards at over 500 locations in the region. Phase out of paper products at retailers, excluding LIFT, has begun**
- ◆ **Hop system integration with LIFT paratransit has completed preliminary Lab Testing with encouraging results**
- ◆ **Field testing of Ticket Vending Machine selling Hop tickets continues**
- ◆ **Issued nearly 2,400 Hop Honored Citizen cards to eligible Low Income riders**

Upcoming Hop Initiatives

The transition away from paper has continued, and Fred Meyer and QFC locations will no longer sell (non-Lift) paper products as of mid-October. TriMet plans to begin sunsetting the mobile ticketing flash pass in 2019. We will be talking about this with riders in the coming months. While they will still be able to use the mobile ticketing flash pass app for some time, Hop is a better, more equitable alternative. Hop lets riders earn day and month passes without the upfront cost. With Hop, users never pay for rides they don't take, which is possible with a physical or mobile month pass. Hop also provides lost-card protection since the value is stored in the user's account. Today, Hop offers several mobile alternatives for riders. Among them is the virtual Hop card for Android users and the ability to pay with a mobile wallet, including ApplePay and GooglePay, simply by tapping their phone to a Hop reader. We're also working on other digital enhancements to the mobile transit experience in 2019. More to come on these exciting new features soon! The conversion of the TVMs, combined with the phase out of the flash pass, means we will need to bring a change to our fare code before the board. TriMet will no longer offer 7 and 14 day passes once all TVMs are converted and the mobile flash pass app is no longer available. We will bring a draft resolution before the F&A committee in October for initial consideration.

- ◆ Installation of Ticket Vending Machines selling Hop tickets
- ◆ Complete paper phase out in retail (non-Lift)
- ◆ LIFT/Paratransit customer beta testing
- ◆ Roll out Hop to additional institutions and employers
- ◆ Beta for unlocking bike lockers & Biketown bikes with a Hop card
- ◆ Sunsetting mobile ticketing flash pass app



Upcoming Hop Initiatives – Schedule

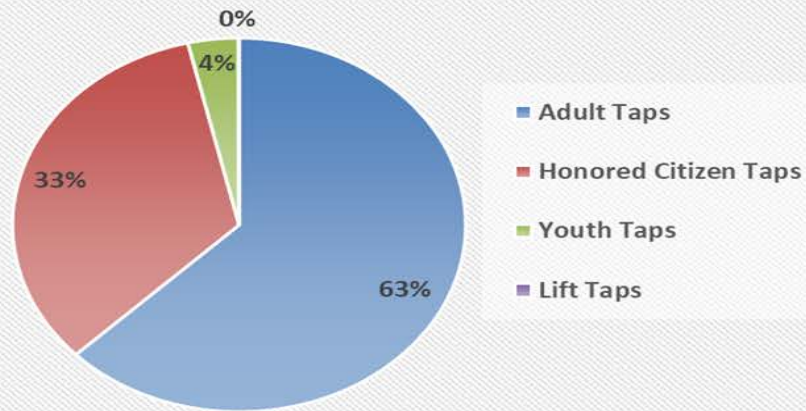
Task Name	Jul '18	Oct '18	Jan '19	Apr '19	Jul '19	Oct '19	Dec '19	Apr '20	Dec '20
Ticket Vending Machines	█								
Paper Pass Phase Out (non-LIFT)	█								
LIFT/Paratransit Integration	█								
Institutional - Monthly Program	█								
Institutional - Annual Program	█								
Institutional - Universal Program				█					
Bike Locker & Biketown Unlock	█								
Flash Pass Phase Out	█								

Hop Adoption – Key Statistics

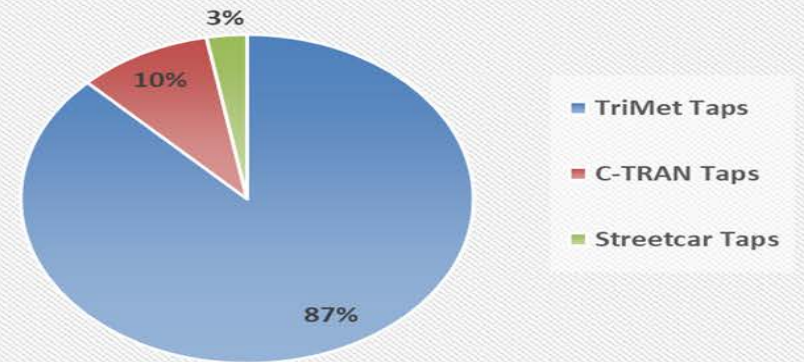
Taps by Passenger Type	May	Jun	Jul	Rolling 12m	Rolling 12m % of Taps
Adult Taps	863,373	855,439	904,127	7,228,331	67%
Honored Citizen Taps	401,584	421,092	483,390	3,112,100	29%
Youth Taps	57,481	41,702	51,564	429,231	4%
Lift Taps	28	249	711	1,000	0%
Total	1,322,466	1,318,482	1,439,792	10,770,662	100%

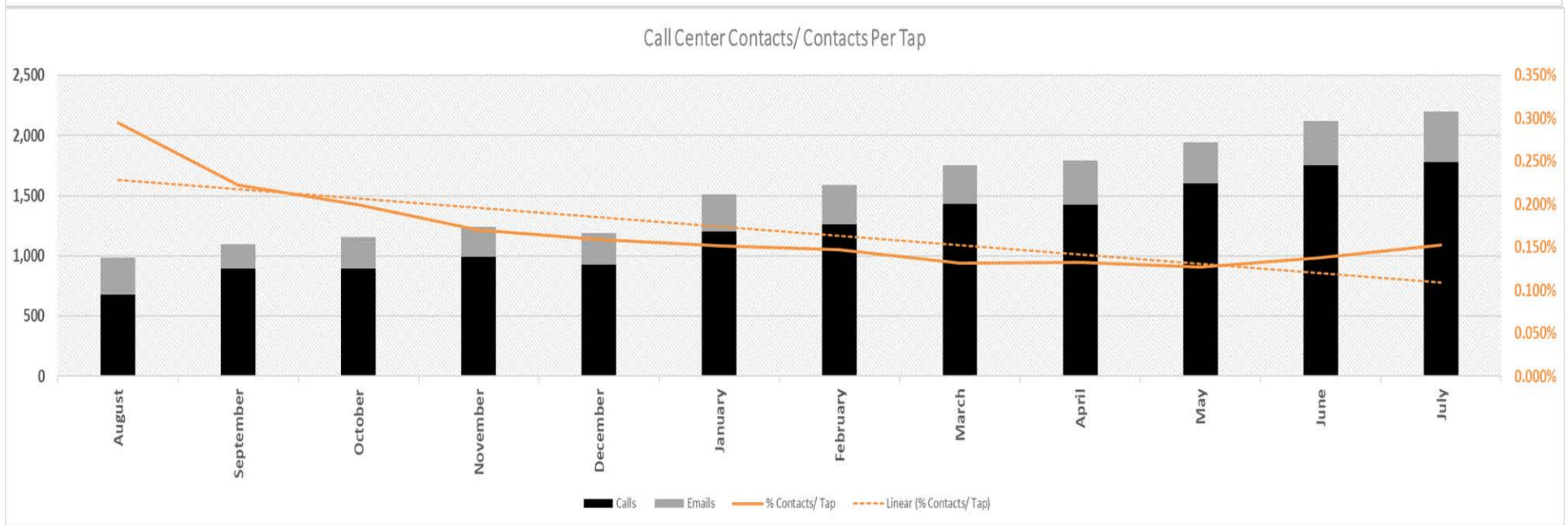
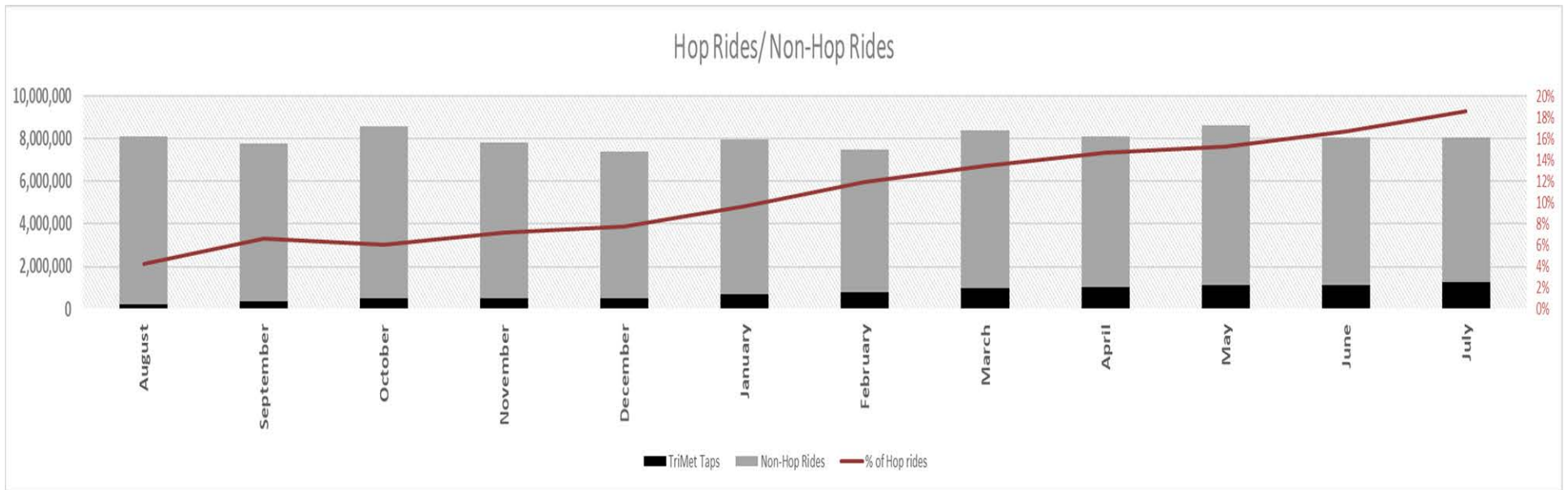
Taps by Agency	May	Jun	Jul	Rolling 12m	Rolling 12m % of Taps
TriMet Taps	1,143,612	1,149,222	1,260,381	9,200,890	85%
C-TRAN Taps	143,249	134,815	137,948	1,268,369	12%
Streetcar Taps	35,605	34,445	41,463	301,402	3%
Total	1,322,466	1,318,482	1,439,792	10,770,661	100%

July Taps by Passenger Type

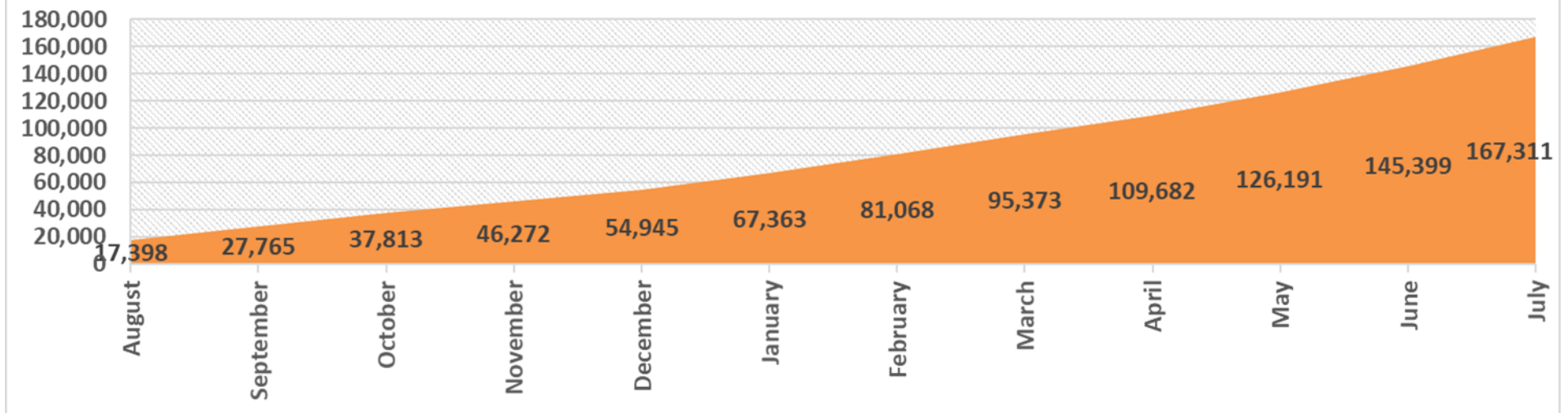


July Taps by Agency



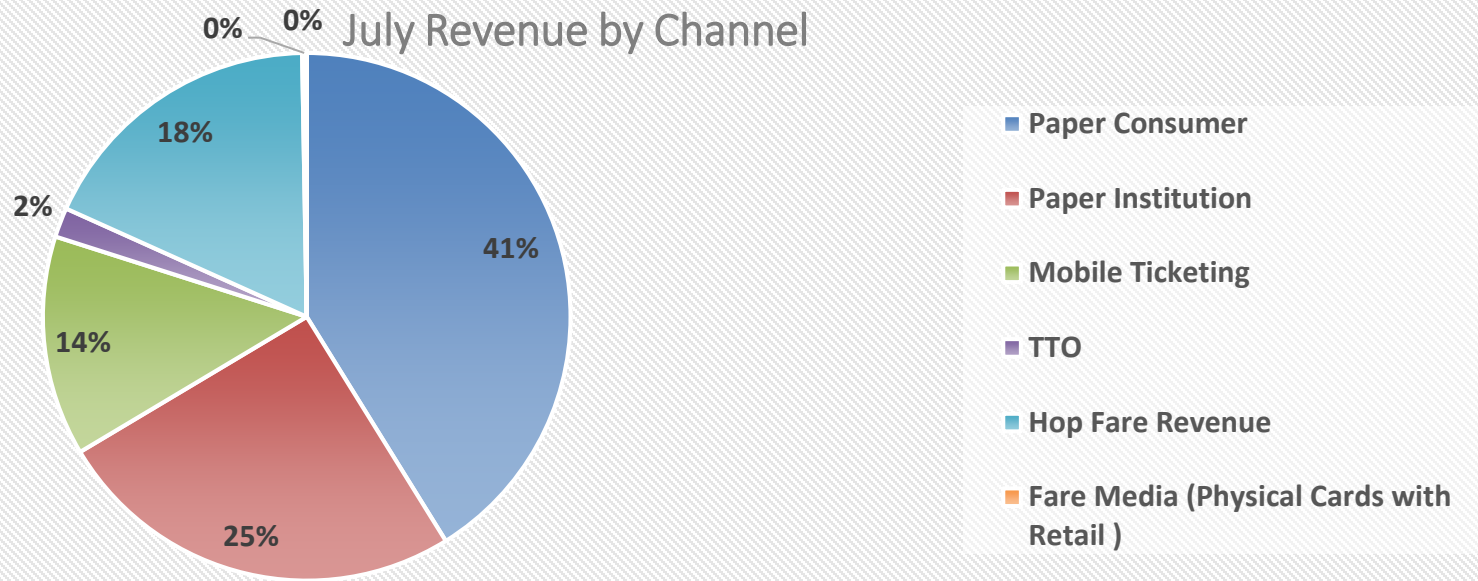


Active Hop Cards



Sales by Channel	May	Jun	Jul	Rolling 12m	Rolling 12m % of Sales
myhopcard.com	\$ 379,510	\$ 381,589	\$ 397,333	\$ 3,805,388	19%
TriMet Ticket Office	298,535	236,476	308,049	2,631,051	13%
Retailer	186,670	201,732	216,167	1,968,791	10%
Autoload	228,878	224,606	223,868	1,972,947	10%
C-Tran Ticket Office	25,382	24,650	19,300	304,059	2%
Hop Fastpass App	332,028	343,051	366,164	2,721,274	14%
Institutional Website	627,563	1,231,078	693,354	5,768,855	29%
Streetcar Ticket Office	811	1,584	(1,258)	7,532	0%
Validator (Open Payments)	54,305	58,796	63,484	462,410	2%
IVR	7,108	7,097	7,923	58,446	0%
Call Center	(1,734)	3,419	4,242	1,854	0%
Total	\$ 2,139,055	\$ 2,714,078	\$ 2,298,786	\$ 19,702,766	100%

July Revenue by Channel



July Revenue by Agency

