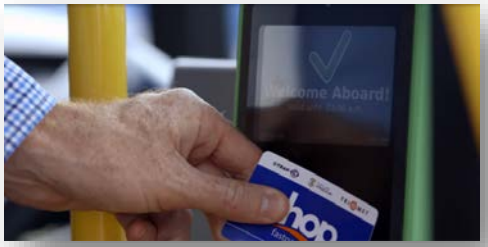
Summary of Hop Fastpass® Activities -- March 2018



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. There are now over 80,000 active cards in the system, roughly 75% of which are registered. TriMet was the first transit agency in the world to offer a virtual fare card with Google, which allows customers to tap and pay a virtual Hop card via their Android smart phone. We will make this feature publicly available in Spring 2018. As of February, Hop collected almost $9 million in sales to date, over $1.8 million of which occurred in the month of February. Contactless bank payment acceptance (Apple Pay, Android Pay and Samsung Pay) is now 2% of taps; still the highest in the nation. This figure will fluctuate as more people transition to Hop and adopt a variety of payment methods.

- **Our Rider Support call center remains quiet**
- **Added over 160 organizations to the program with more being added every month**
- **Customers can now load cards at 368 locations in the region**
- **Hop system integration with LIFT paratransit is complete and preliminary Lab Testing has begun.**
- **Over 80,000 Hop cards have been purchased and tapped through February**
- **Beta testing of Android Virtual Card is well underway. Survey results show roughly 75% of testers prefer the new app over other payment methods.**
- **Integrated Lab Testing of Ticket Vending Machine selling Hop tickets has begun**

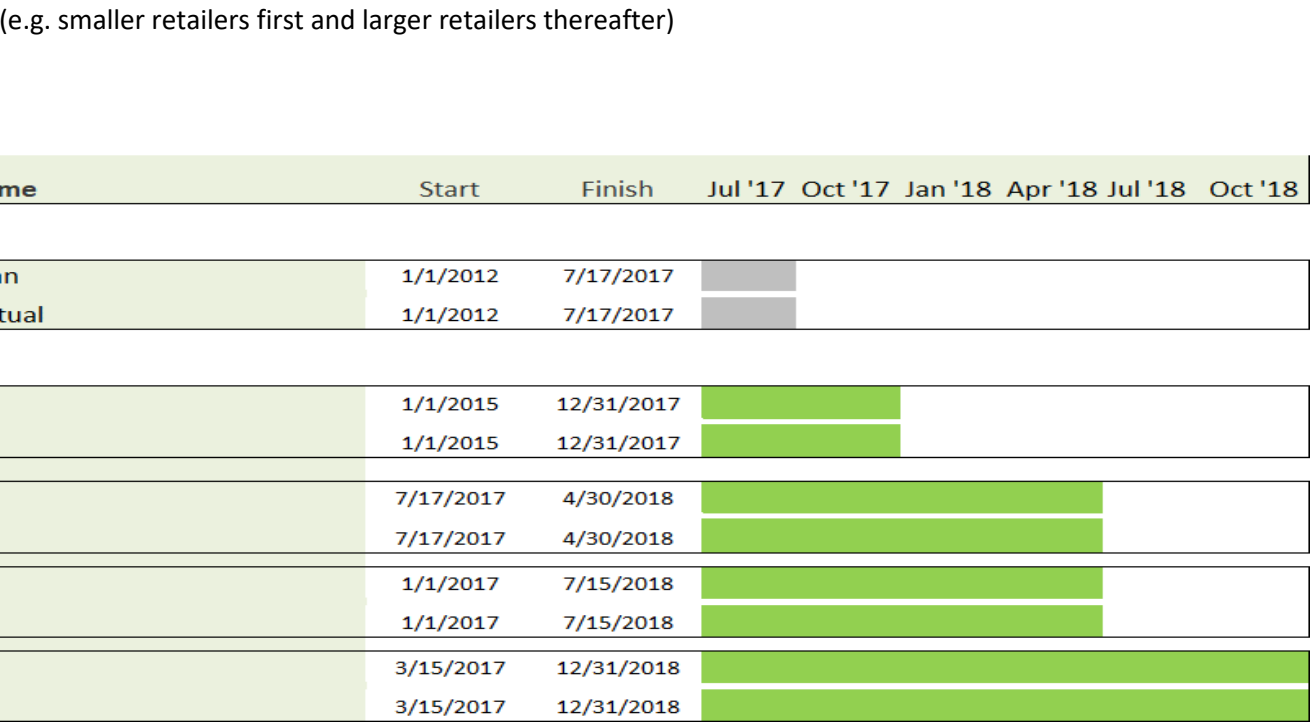
Upcoming Hop Initiatives

- Field testing of Ticket Vending Machines selling Hop tickets
- Continuous expansion of Retail Network
- LIFT/Paratransit customer Beta Testing

- Low income fare program system development
- Roll out Hop to additional institutions and employers
- Phase out paper fare sales channels (e.g. smaller retailers first and larger retailers thereafter)

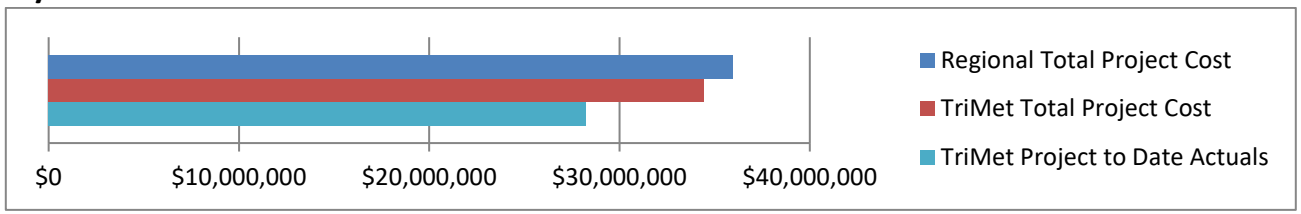
Project Schedule

Task Name	Start	Finish
Phase 1		
Overall eFare Launch Phase 1 - Plan	1/1/2012	7/17/2017
Overall eFare Launch Phase 1 - Actual	1/1/2012	7/17/2017
Phase 2		
Ticket Vending Machines - Plan	1/1/2015	12/31/2017
Ticket Vending Machines - Actual	1/1/2015	12/31/2017
Expanded Retail Network - Plan	7/17/2017	4/30/2018
Expanded Retail Network - Actual	7/17/2017	4/30/2018
LIFT/Paratransit Integration	1/1/2017	7/15/2018
LIFT/Paratransit Integration	1/1/2017	7/15/2018
Institution Rollout	3/15/2017	12/31/2018
Institution Rollout	3/15/2017	12/31/2018



Project Financial Status as of 2/28/18

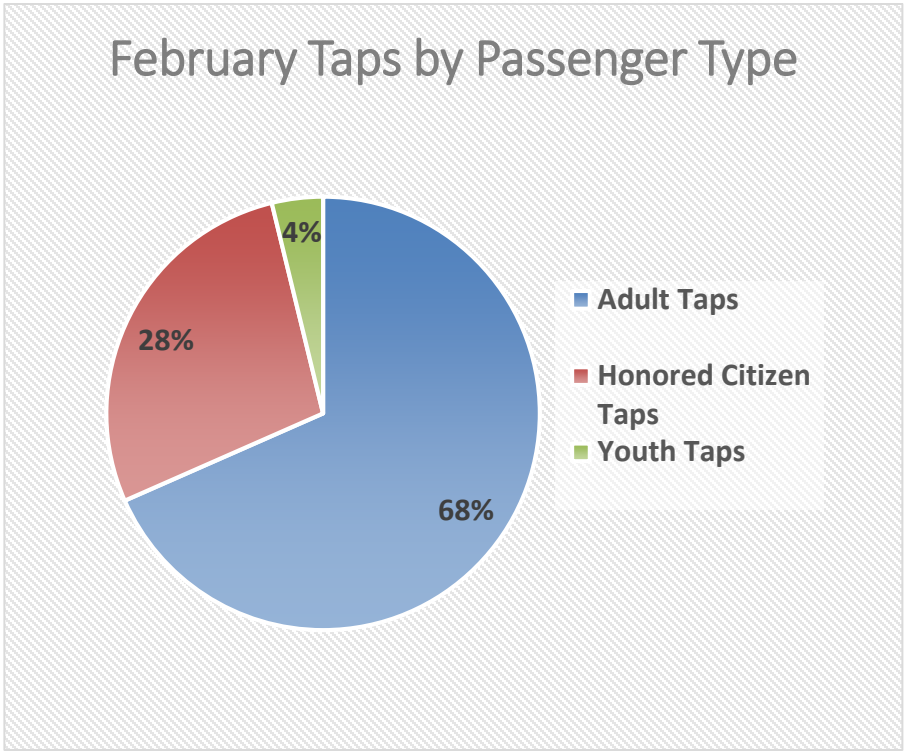
Regional Total Project Cost	$35.9 mil
TriMet Total Project Cost	$34.4 mil
Project to Date Expenses	$28.2 mil

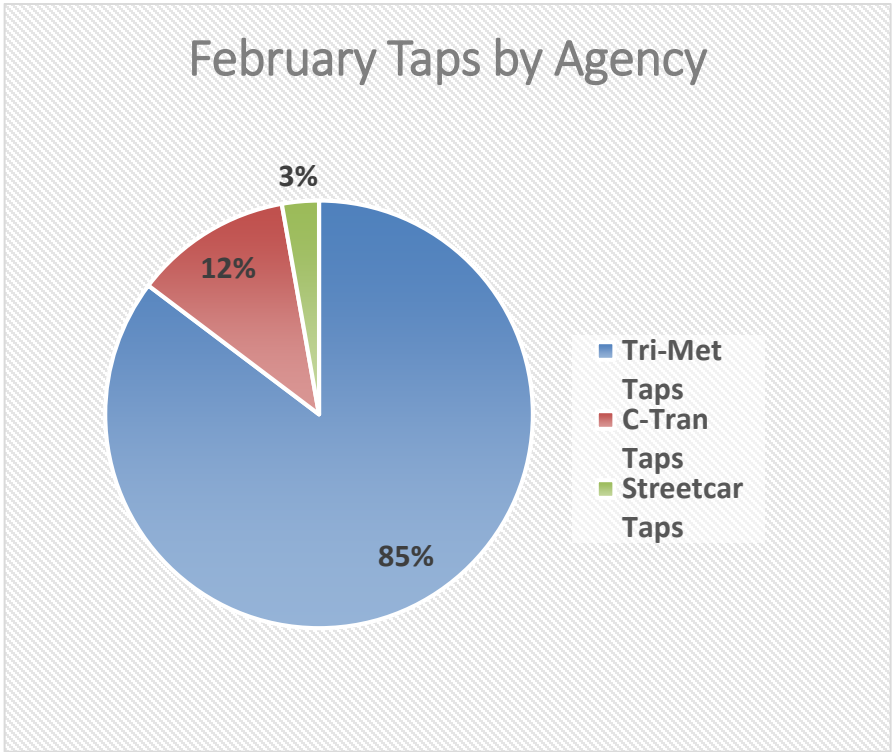


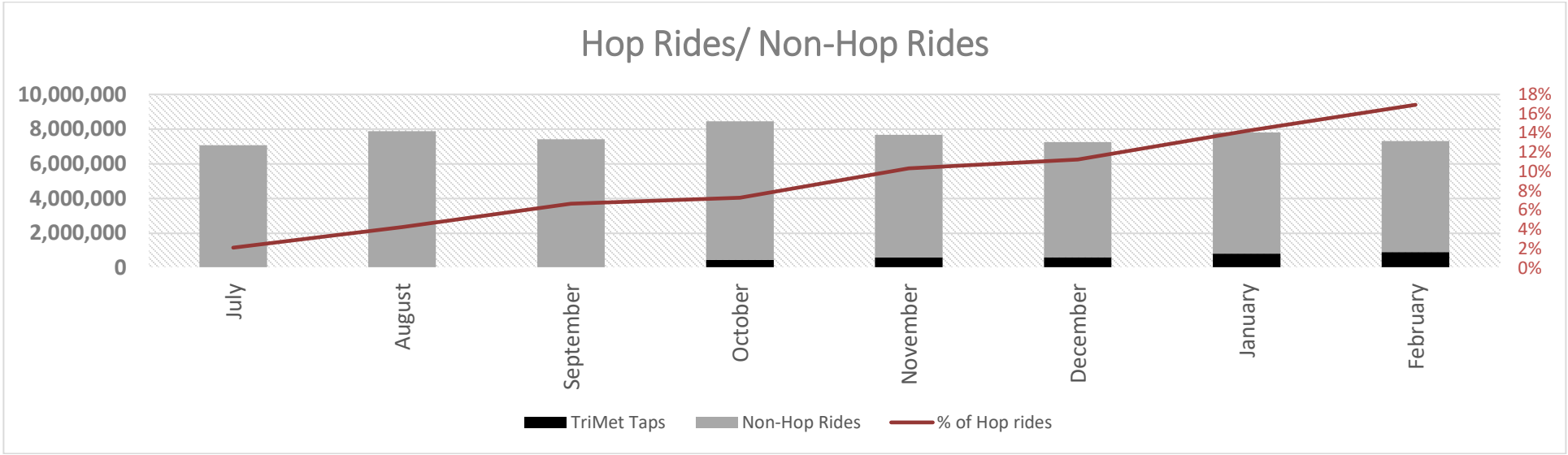
Hop Adoption – Key Statistics

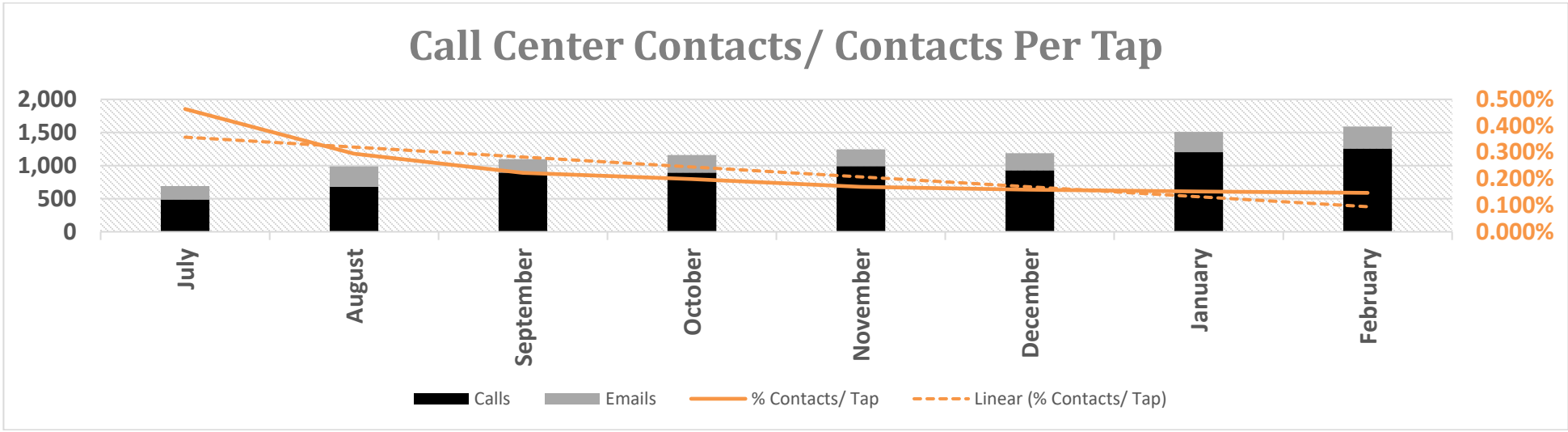
Taps by Passenger Type	Dec	Jan	Feb	FY18	FY18 % of Taps
Adult Taps	450,167	597,506	640,967	3,146,707	70%
Honored Citizen Taps	166,229	211,913	260,362	1,134,031	25%
Youth Taps	23,410	34,747	35,707	192,070	4%
Total	639,806	844,166	937,036	4,472,817	100%

Taps by Agency	Dec	Jan	Feb	FY18	FY18 % of Taps
Tri-Met Taps	533,189	704,592	799,192	3,736,879	84%
C-Tran Taps	87,248	116,214	111,706	600,930	13%
Streetcar Taps	19,369	23,360	26,138	135,007	3%
Total	639,806	844,166	937,036	4,472,816	100%

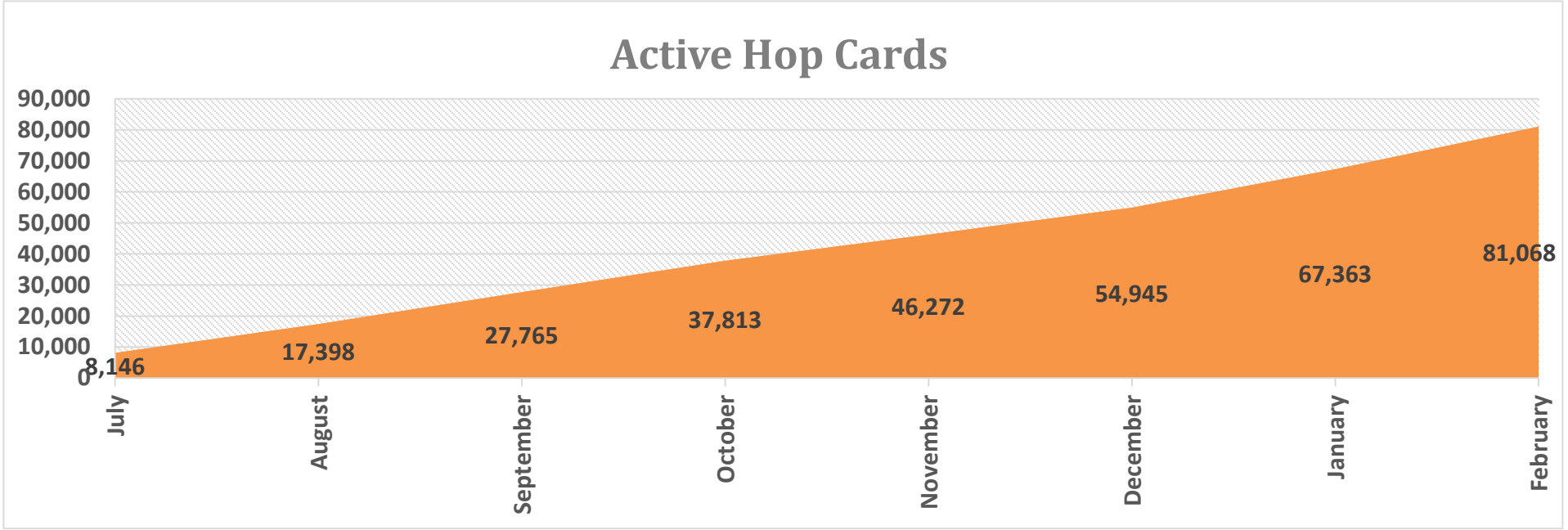


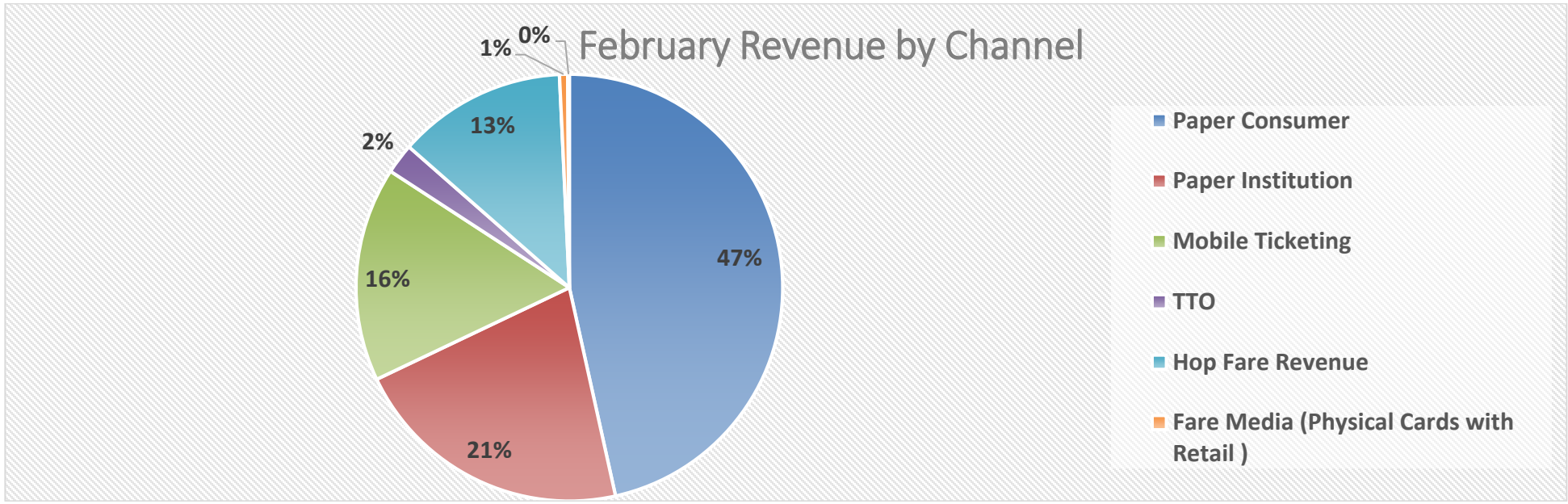


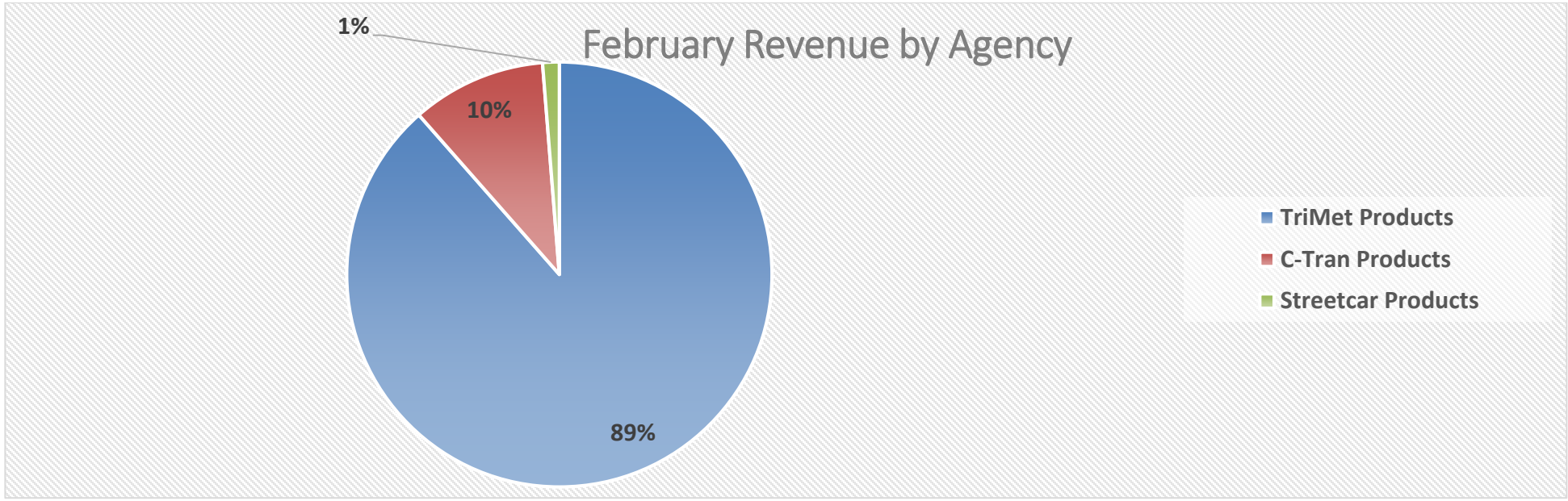

Hop Rides/ Non-Hop Rides
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
July
August
September
October
November
December
January
February
TriMet Taps
Non-Hop Rides
% of Hop rides


Call Center Contacts/ Contacts Per Tap
2,000
1,500
1,000
500
0
0.500%
0.400%
0.300%
0.200%
0.100%
0.000%
July
August
September
October
November
December
January
February
Calls
Emails
% Contacts/ Tap
Linear (% Contacts/ Tap)

Sales by Channel	Dec	Jan	Feb	FY18	FY18 % of Sales
myhopcard.com	$ 275,907	$ 343,885	$ 335,882	$ 1,983,511	22%
TriMet Ticket Office	185,744	198,671	368,498	1,415,285	16%
Retailer	134,617	190,592	180,212	1,036,655	12%
Autoload	132,604	168,413	169,259	918,418	10%
C-Tran Ticket Office	21,109	27,338	22,821	218,796	2%
Hop Fastpass App	171,429	216,259	228,567	1,140,532	13%
Institutional Website	308,607	444,001	535,533	2,070,807	23%
Streetcar Ticket Office	1,247	1,750	1,234	11,180	0%
Validator (Open Payments)	28,360	36,632	37,915	191,390	2%
IVR	3,822	4,568	5,950	24,016	0%
Call Center	1,137	(6,749)	2,200	(7,973)	0%
Total	$ 1,264,583	$ 1,625,360	$ 1,888,070	$ 9,002,617	100%




February Revenue by Channel
47%
21%
16%
2%
13%
1%
0%
Paper Consumer
Paper Institution
Mobile Ticketing
TTO
Hop Fare Revenue
Fare Media (Physical Cards with Retail)


February Revenue by Agency
89%
10%
1%
TriMet Products
C-Tran Products
Streetcar Products