TRIMET

Summary of Hop Fastpass® Activities -- June 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 close to 110,000 active cards in the system, roughly 72% 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 launched this feature to the public in April, 2018. Since then, Virtual card taps represent 2% of taps on the system and are close to surpassing open payment taps. This is significant because Virtual card is only available on Android phones, which represents only ~60% of the phones in riders' hands. As of April, Hop collected almost $13 million in sales to date, over $2 million of which occurred in the month of April. Contactless bank payment acceptance (Apple Pay, Google Pay and Samsung Pay) is holding steady at 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 250 organizations to the Institutional program with more being added every month**
- **Customers can now load cards at over 400 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**
- **Close to 110,000 Hop cards have been purchased and tapped through April**
- **Android Virtual Card launched in April. Virtual card taps already make up 2% of taps on the Hop system**
- **Integrated Lab Testing of Ticket Vending Machine selling Hop tickets continues**
- **Low income fare beta testing has begun**

Upcoming Hop Initiatives

- Field testing of Ticket Vending Machines selling Hop tickets in Summer 2018
- Continuous expansion of Retail Network to 500 locations
- LIFT/Paratransit customer beta testing
- Low income fare program system launch in Summer 2018
- Roll out Hop to additional institutions and employers
- New Hop KPIs coming in September 2018 report

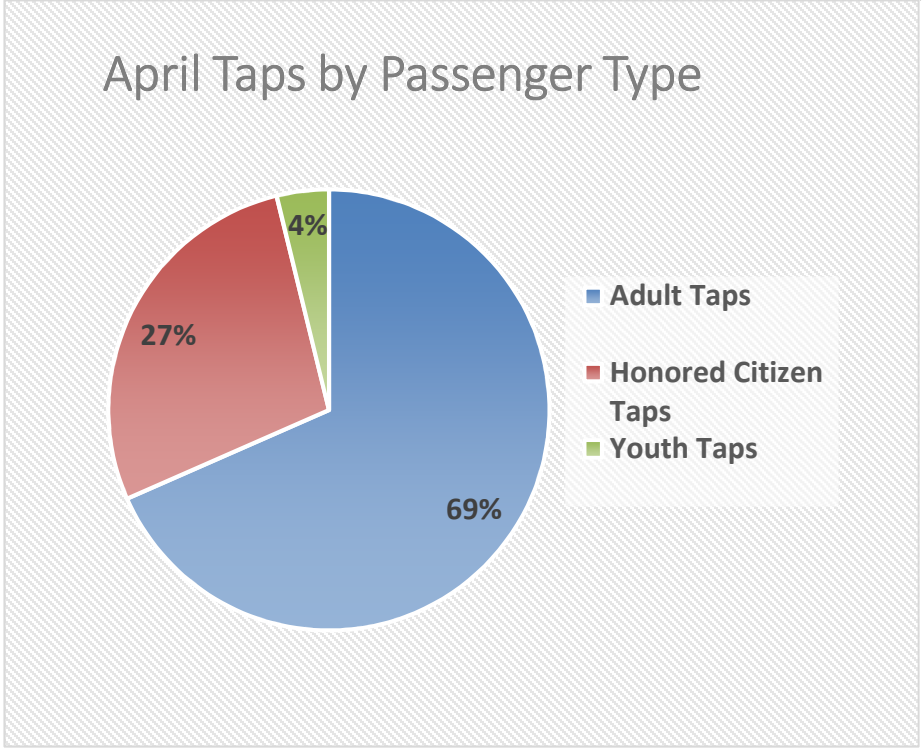
Upcoming Initiatives – Schedule

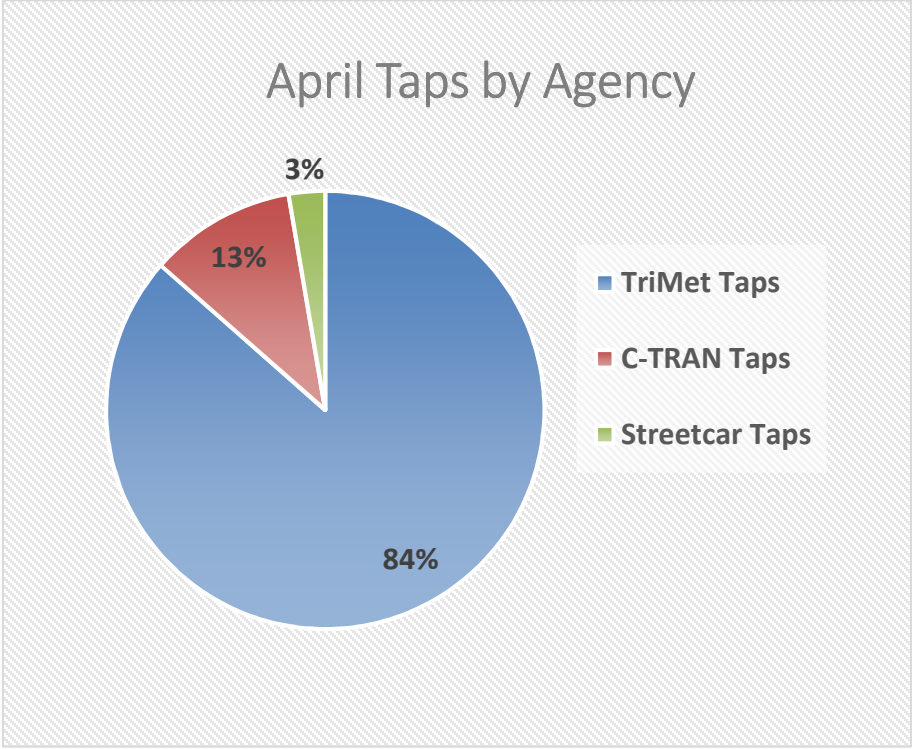
Task Name	Start	Finish	Jul '17	Oct '17	Jan '18	Apr '18	Jul '18	Oct '18	Jan '19	Dec '19	Dec '20
Ticket Vending Machines	1/1/2015	12/31/2018									
Expanded Retail Network	7/17/2017	12/31/2018									
LIFT/Paratransit Integration	1/1/2017	11/30/2018									
Institutional Rollout	3/15/2017	12/31/2019									
Low Income Fare	10/6/2017	7/1/2018									

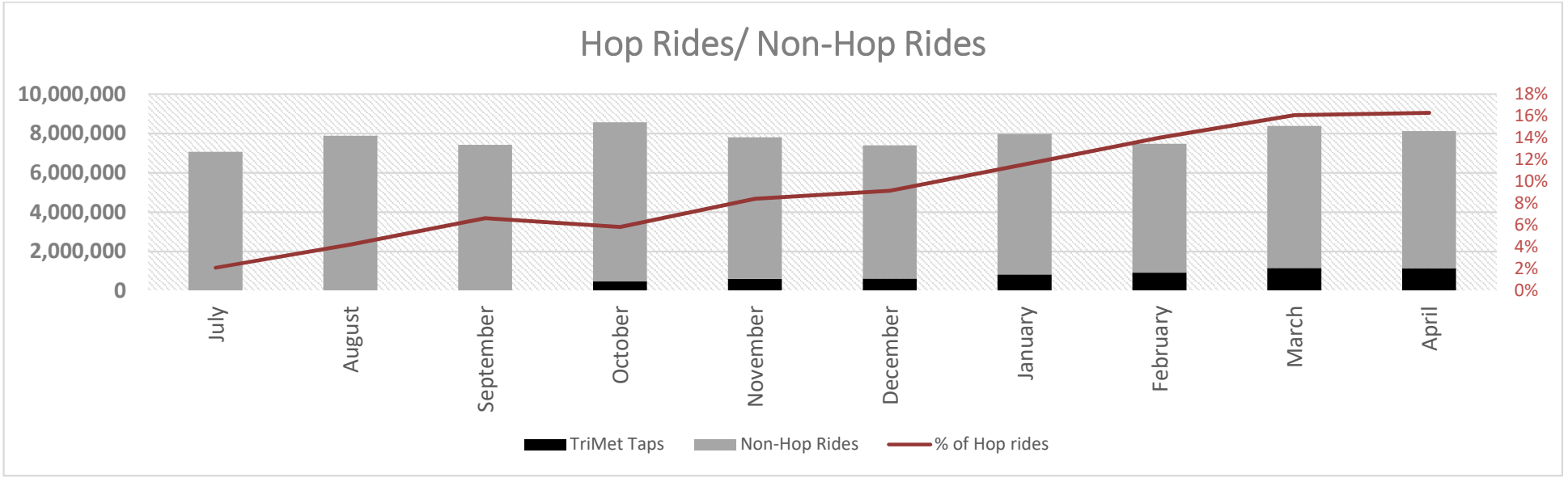
Hop Adoption – Key Statistics

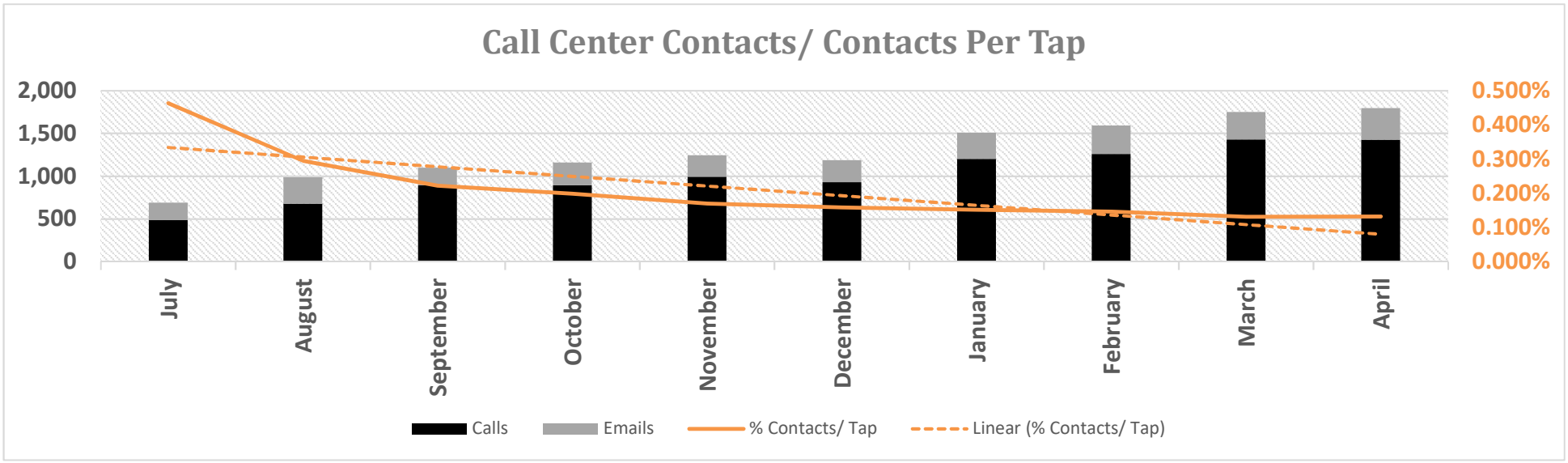
Taps by Passenger Type	Feb	Mar	Apr	FY18	FY18 % of Taps
Adult Taps	640,967	772,297	790,277	4,709,281	69%
Honored Citizen Taps	260,362	340,400	356,767	1,831,198	27%
Youth Taps	35,707	42,261	50,466	284,797	4%
Total	937,036	1,154,958	1,197,516	6,825,291	100%

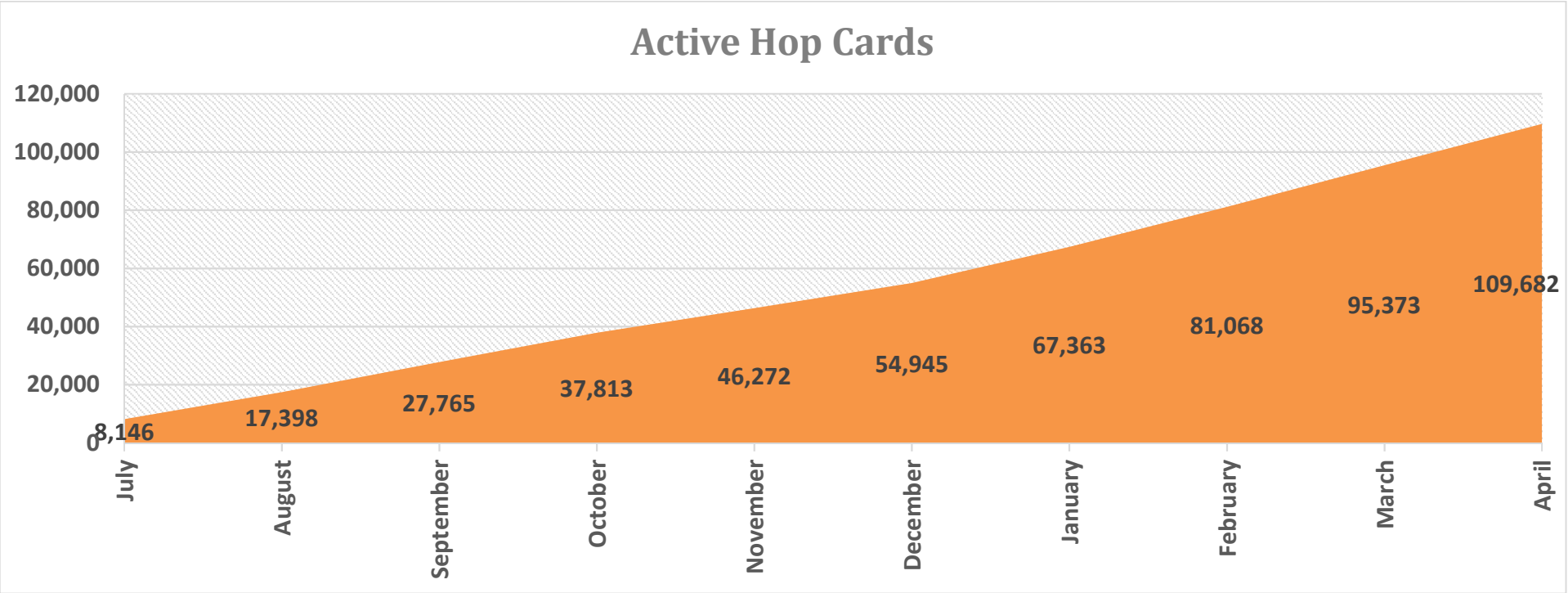
Taps by Agency	Feb	Mar	Apr	FY18	FY18 % of Taps
TriMet Taps	799,192	991,405	1,035,619	5,763,903	84%
C-TRAN Taps	111,706	132,680	129,728	863,338	13%
Streetcar Taps	26,138	30,873	32,169	198,049	3%
Total	937,036	1,154,958	1,197,516	6,825,290	100%



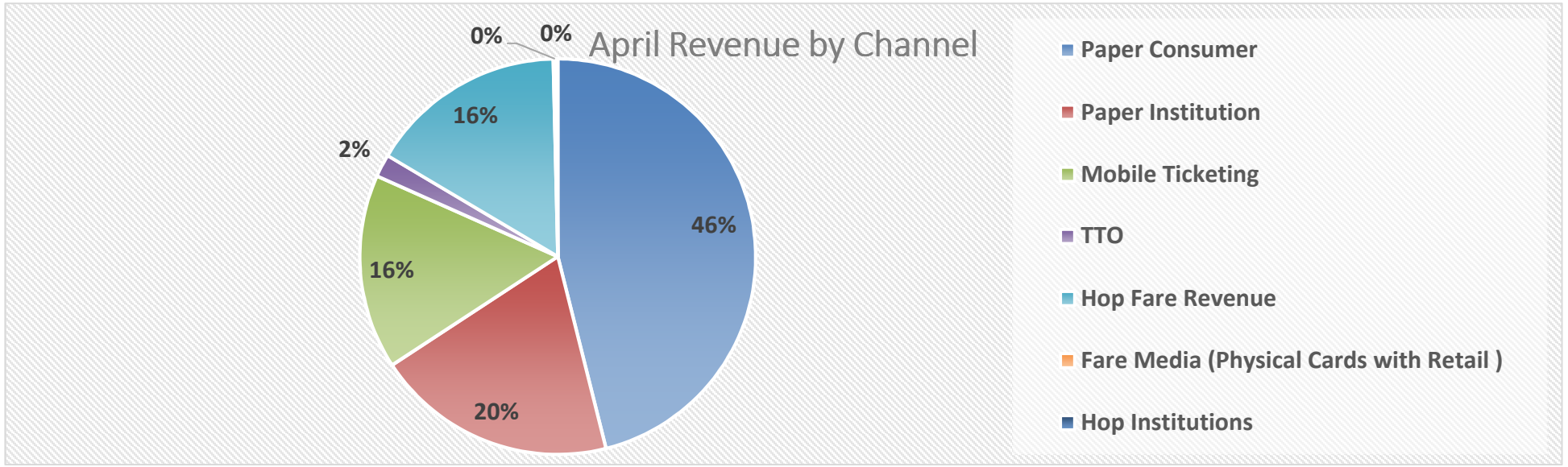


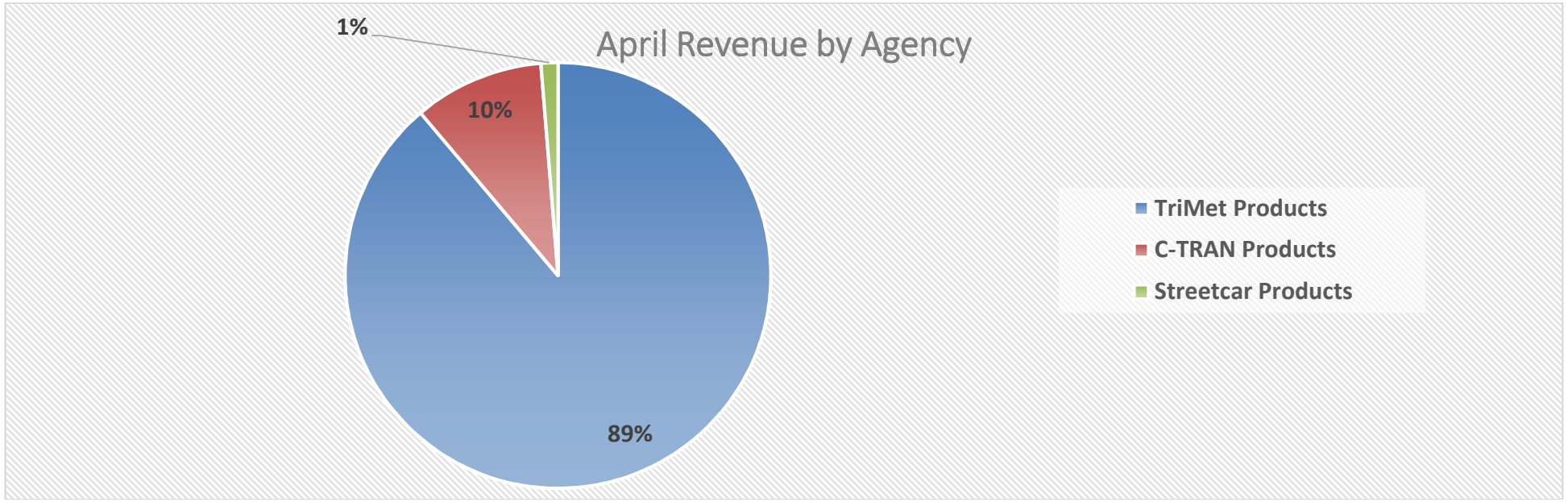

Hop Rides/ Non-Hop Rides
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
July
August
September
October
November
December
January
February
March
April
TriMet Taps
Non-Hop Rides
% of Hop rides


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
March
April
Calls
Emails
% Contacts/ Tap
Linear (% Contacts/ Tap)



Sales by Channel	Feb	Mar	Apr	FY18	FY18 % of Sales
myhopcard.com	$ 335,882	$ 370,983	$ 394,734	$ 2,749,228	21%
TriMet Ticket Office	368,498	195,294	269,129	1,879,707	15%
Retailer	180,212	191,482	194,136	1,422,273	11%
Autoload	169,259	202,248	213,923	1,334,589	10%
C-Tran Ticket Office	22,821	23,691	22,145	264,632	2%
Hop Fastpass App	228,567	259,508	307,991	1,708,032	13%
Institutional Website	535,533	590,341	557,890	3,219,037	25%
Streetcar Ticket Office	1,234	(4,241)	1,208	8,148	0%
Validator (Open Payments)	37,915	46,185	49,040	286,615	2%
IVR	5,950	6,323	6,640	36,979	0%
Call Center	2,200	1,529	2,875	(3,568)	0%
Total	$ 1,888,070	$ 1,883,343	$ 2,019,710	$ 12,905,670	100%


April Revenue by Channel
0%
0%
16%
2%
46%
16%
20%
Paper Consumer
Paper Institution
Mobile Ticketing
TTO
Hop Fare Revenue
Fare Media (Physical Cards with Retail)
Hop Institutions


April Revenue by Agency
1%
10%
89%
TriMet Products
C-TRAN Products
Streetcar Products