Transit Mobile Ticketing and Fare Card Interoperability - Bid V1380512P1
Introductions

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Joining via teleconference:

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Agenda

- Mission Statement
- History
- Corporate Overview
- Proposed Solution
- Leverage existing Genfare system investment
- Mobile Ticketing
- Program Management
- Q&A
Mission Statement

Our Commitment to Public Transportation

We strive to be the fare collection market leader by designing, developing and delivering secure, innovative and future proof fare systems to transit agencies throughout North America.

Our commitment is to exceed customer expectations before, during and after each system installation with a goal of maintaining clients for life.
**History**

**1880**
Johnson Farebox founded by Tom Loftin Johnson.

**1881+**
Cleveland and Keene rise up as Johnson’s competition.

**1930s**
Johnson grows and purchases Cleveland but continues product of Cleveland Farebox.

**1960s**
Keene aggregates Cleveland and Johnson Farebox and uses their technology.

**1980s**
Chicago Transit Authority requests Duncan Industries to add their cashbox into CTA fareboxes.

**1990s**
GFI becomes GFI Genfare. Expands into fare collection systems and ticket vending machines.

**1998**
SPX integrates General Signal and GFI Genfare as part of the merger.

**2000**
GFI Genfare develops and releases Odyssey, a company flagship product with support for newer digital media.

**2005**
GFI Genfare expands to multiple cities.

**2006**
GFI Genfare continues innovating and releases the Vendstar-2 and Vendstar-3 products.

**2012**
GFI Genfare becomes SPX Genfare and releases Fast Fare and e-Fare products.

**2014-PRESENT**
SPX Genfare moves into a new facility and continues expansion of their intelligent fare solutions and systems.

GFI is created under General Signal and develops its first product, the CENTSaBILL.
Corporate Overview

Our Commitment to Public Transportation

Genfare Headquarters
- Technology center
- State-of-the-art production facilities
- Highly collaborative work environment

Our system solutions interact with over 75 Million Riders
- Processes over 2 billion transactions annually
- Collects upwards of $3 billion in revenue annually
Corporate Overview

Our Commitment to Public Transportation

- Genfare serves over 300 Transit Agencies in North America
- Single Largest Smart Card Installation Base in the United States Market
Corporate Overview

Fare Solutions for All Domains

- BUS
- BUS RAPID TRANSIT
- LIGHT RAIL
- PARATRANSIT

Our solutions integrate across a wide range of platforms
Proposed Solution

Fast Fare-e Validator: New Fare Collection Innovation

- Ideally suited for Fixed and Paratransit route Operations
- Intuitive Passenger Operation
  - Easy to follow prompts and screen
  - Bright 5.7” full color VGA screen (640x480 pixels)
  - Clear indication of results
- Fare Media Options
  - Bar code reader for mobile payments
  - Improved smart card reader
- Data Collection/Communications
  - WiFi and Ethernet to mobile access router
  - J1708 interface with AVL system
Proposed Solution

Mobile Ticketing & EASY Card

- Barcode tickets are scanned with Fast Fare-e validator
- EASY cards are read with Fast Fare-e validator
Leverage existing Genfare system investment

Integrate with existing Genfare fare collection system

- Leverage existing Odyssey farebox investment with expanded capability through Fast Fare-e
- Validator control through existing Operator Control Unit
- Data Collection can be done through existing 802.11 wifi infrastructure
**Proposed Solution**

*Mobile Ticketing Application* – for iOS and Android can be easily downloaded by your riders directly from the App store

- The Broward County branded mobile app includes ticket purchase with visual validation display, secure dynamically generated 2D barcode, customer information, alerts

**Full Backend Reporting System**

- Sales, usage, geolocation, ridership trends, origin & destination

**Fare Configuration and Management Console**

- Configure and manage fare structure, promotional or partner products
- Complete implementation plan and implementation support
- Training and training materials, manual, etc.
- Rollout marketing plan and marketing assistance
- Technical support
Mobile Ticketing

Rider Benefits of Mobile Payment

Increase Rider Satisfaction
Purchase Ticket in Advance, Anywhere, Anytime
• 24/7 convenience

Reduces the Need to Carry Cash or Exact Change
• Diminish the risk of lost tickets

Simple, Fast Boarding Using Your Own Smartphone
• Reduce dwell times

Interact with your mode of transit in a secure, fast and familiar way
Mobile Ticketing

Agency Benefits of Mobile Payment

Reduce Cash Transactions

Advanced Reporting
  • In depth backend reporting gives you critical statistics surrounding your ridership

Reduce Ticket Sales Costs
  • Purchasing tickets via smartphones will instantly reduce overhead expenses associated with ticket sales

Low Cost Entry into Cutting Edge Fare Solutions
  • Realize the benefits for your agency and riders with a low cost implementation that will integrate with future, full scale fare collection upgrades
Mobile Ticketing

*Plan*

Intuitive trip planning and vehicle location takes the guesswork out of riding

- Easily Plan your trip
- Receive Real time bus location
- Communicate with your riders through real time alerts
Mobile Ticketing

Pay

Choose Pass       Review Cart       Payment Info       Ticket Wallet
Mobile Ticketing

Board

Activate

Electronic Validation

Visual Inspection
Mobile Ticketing

Validation

- Barcode tickets are scanned with Fast Fare-e
- Offline activation and validation - no internet connectivity required
Program Management

Overview

- Management Plan
- Organization chart
- Methodology to control schedule management
- Master Schedule
- Communication Plan
- Design Review Documents
- Monthly Progress Reviews
- Regular meetings – discuss current status and issues
- Updated Schedules
Schedule

Timeliness and Installation

- Importance of meeting timelines
  - SPX Genfare is in the unique position of designing and manufacturing equipment at our Elk Grove Facility near Chicago
  - Maintain a full-time manufacturing staff year round to meet transit agency deadlines
Thank You!

Any Questions?