

Summary of Hop Fastpass Activities -- October 2017



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

Highlights of Last Three Months

We successfully launched Hop Fastpass on Monday, July 17, 2017, on time and under budget, and it is now a world class system! Riders regionally can buy a card at retailers for \$3, such as Fred Meyer, Safeway, New Seasons and Plaid Pantry, load money, and begin tapping regionally. Riders are heavily using the retail network, website, mobile app and transit stores. Contactless bank payment acceptance (Apple Pay, Android Pay and Samsung Pay) already represents 3% of taps; this is the highest adoption of open payments in the nation!

- ◆ Publically launched on schedule and on budget!
- ◆ Our Rider Support call center remains quiet
- ◆ Added over 30 employers to the program with dozens more being added every month
- ◆ Plaid Pantry integration complete and customer Beta Testing has begun at 30 stores
- ◆ Blackhawk integration at Safeway is complete and customer Beta Testing has begun at all stores at the Customer Service counter
- ◆ All New Season stores successfully launched
- ◆ Hop system integration with LIFT paratransit is nearly complete and Lab Testing will begin soon.
- ◆ 25,000+ Hop cards have been purchased and tapped through mid-September
- ◆ Successfully launched contactless bank payment acceptance and already at a 3% adoption rate, the highest in the nation.

Upcoming Hop Initiatives

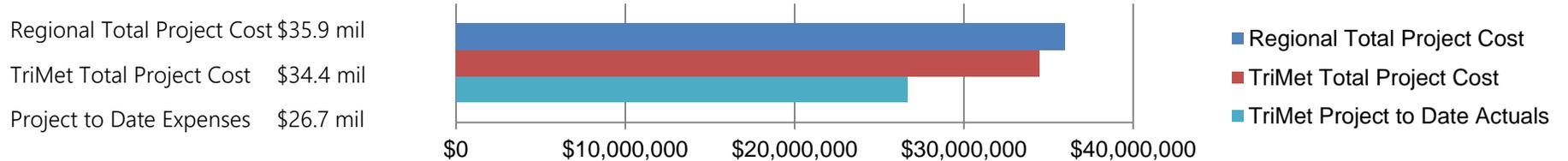
- ◆ Ticket Vending Machine Integration to sell Hop tickets
- ◆ Continuous expansion of Retail Network

- ◆ Lift/Paratransit customer Beta Testing
- ◆ Roll out Hop to additional institutions and employers
- ◆ Begin phasing out paper fare sales channels (e.g. New Seasons no longer sells paper fares)

Project Schedule

| Task Name | Start | Finish | Jul '17 | Oct '17 | Jan '18 | Apr '18 | Jul '18 | Oct '18 |
|---------------------------------------|-----------|------------|---------|---------|---------|---------|---------|---------|
| 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 | █ | █ | █ | █ | █ | |

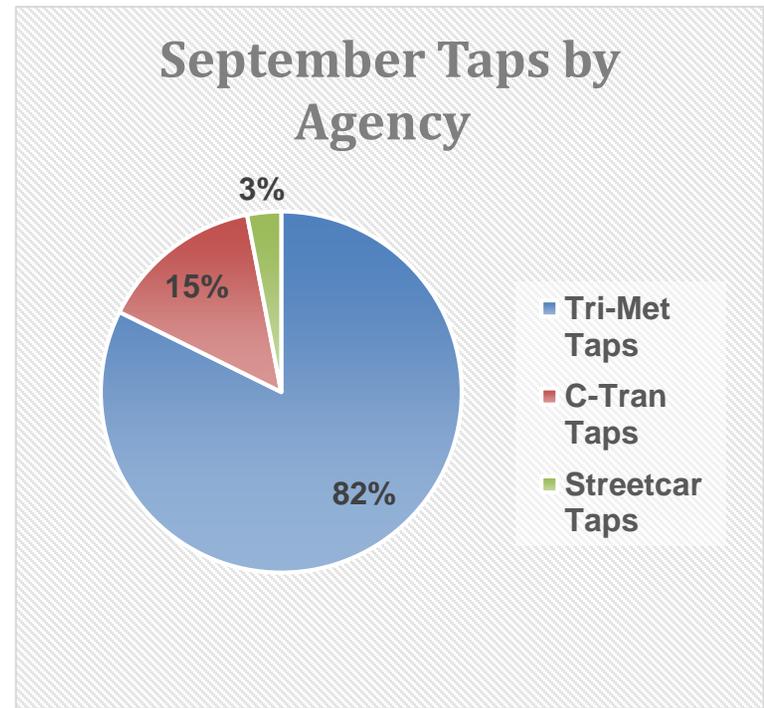
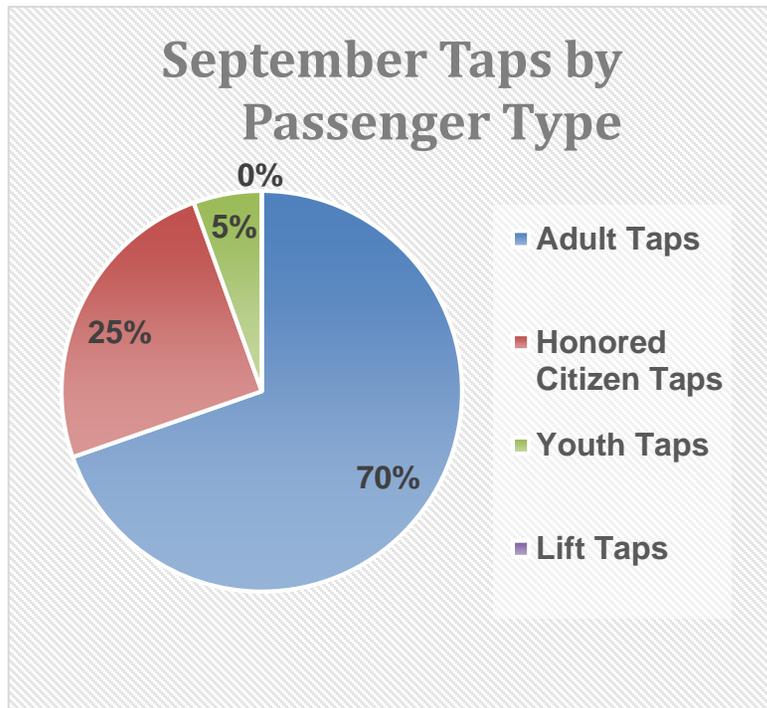
Project Financial Status as of 8/31/17



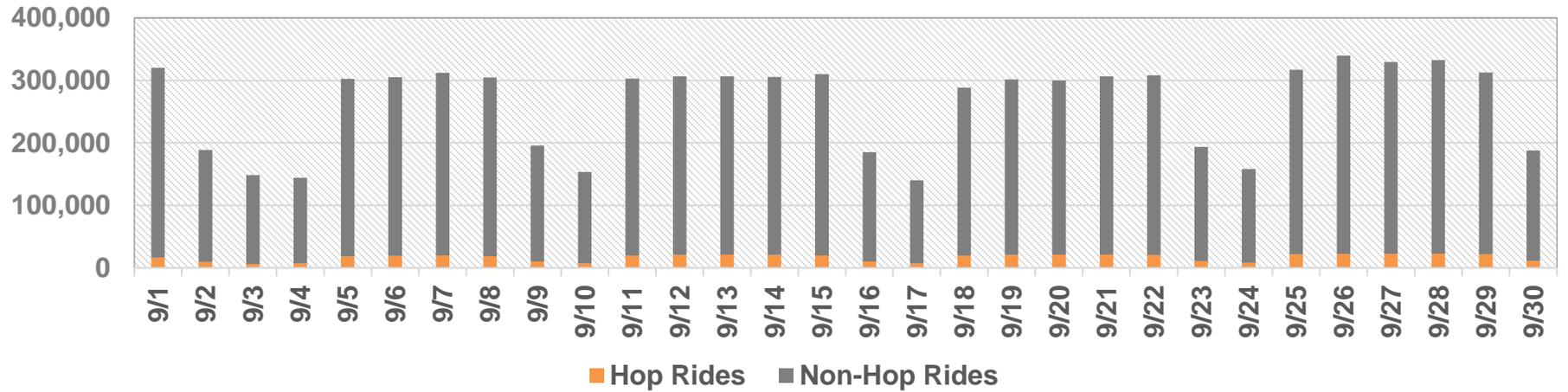
Hop Adoption – Key Statistics

| Taps by Passenger Type | Jul | Aug | Sep | FY18 |
|------------------------|----------------|----------------|----------------|----------------|
| Adult Taps | 103,889 | 201,423 | 293,102 | 598,414 |
| Honored Citizen Taps | 25,164 | 71,186 | 104,393 | 200,743 |
| Youth Taps | 6,313 | 9,272 | 23,223 | 38,808 |
| Lift Taps | 3 | 6 | - | 9 |
| Total | 135,369 | 281,887 | 420,718 | 837,974 |

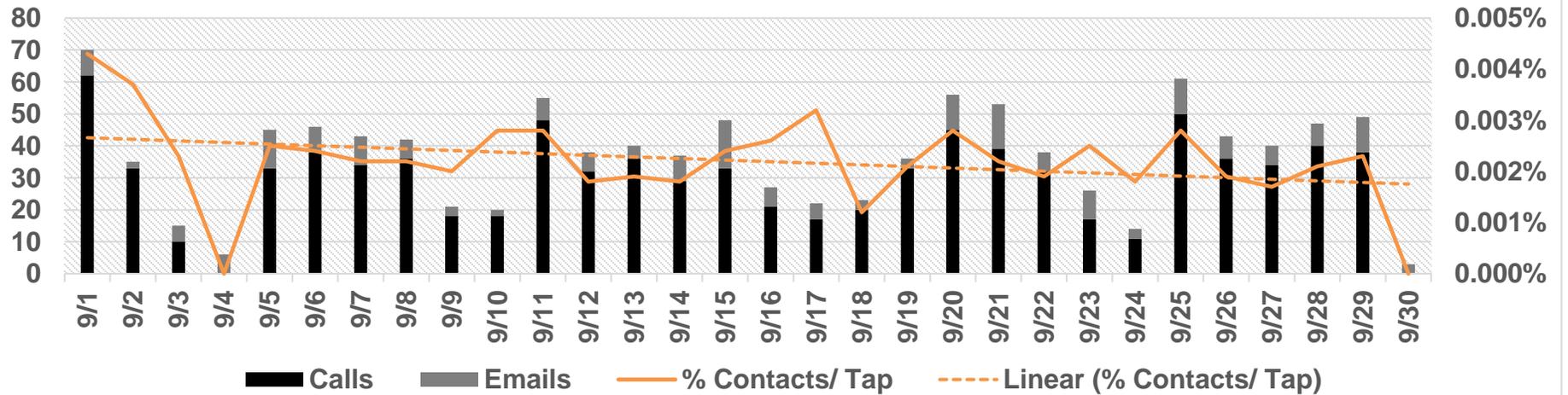
| Taps by Agency | Jul | Aug | Sep | FY18 | FY18 % of Taps |
|----------------|----------------|----------------|----------------|----------------|----------------|
| Tri-Met Taps | 116,228 | 225,437 | 346,269 | 687,934 | 82% |
| C-Tran Taps | 10,981 | 45,258 | 61,675 | 117,914 | 14% |
| Streetcar Taps | 8,160 | 11,192 | 12,785 | 32,137 | 4% |
| Total | 135,369 | 281,887 | 420,729 | 837,985 | 100% |



Hop Rides/ Non-Hop Rides



Call Center Contacts/ Contacts Per Tap



| Sales by Channel | Jul | Aug | Sep | FY18 | FY18 % of Sales |
|---------------------------|------------------|------------------|------------------|--------------------|-----------------|
| myhopcard.com | \$102,272 | \$168,774 | \$222,088 | \$ 493,134 | 24% |
| TriMet Ticket Office | 91,717 | 114,439 | 112,636 | 318,791 | 16% |
| Retailer | 58,050 | 84,695 | 124,144 | 266,889 | 13% |
| Autoload | 38,993 | 64,741 | 90,840 | 194,574 | 10% |
| C-Tran Ticket Office | 29,905 | 35,438 | 27,347 | 92,690 | 5% |
| Hop Fastpass App | 28,001 | 68,635 | 110,601 | 207,236 | 10% |
| Institutional Website | 2,178 | 265,381 | 150,650 | 418,208 | 21% |
| Streetcar Ticket Office | 1,754 | 1,558 | 1,197 | 4,509 | 0% |
| Validator (Open Payments) | 789 | 6,601 | 22,522 | 29,913 | 1% |
| IVR | 661 | 943 | 1,632 | 3,236 | 0% |
| Call Center | 504 | 2,108 | 2,566 | 5,178 | 0% |
| Total | \$354,823 | \$813,313 | \$866,223 | \$2,034,358 | 100% |

