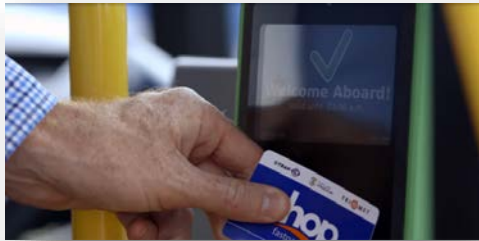




Summary of Hop Fastpass Activities -- December 2017



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
- ◆ 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 45,000 active cards in the system, over 75% of which are registered. As of October, the system collected almost \$3 million in sales to date, over \$1 million of which occurred in the month of October. Contactless bank payment acceptance (Apple Pay, Android Pay and Samsung Pay) continues to hold steady at 3% of taps; still the highest adoption of open payments in the nation! All of this, and still only 0.0025% of taps result in a customer contacting TriMet's Rider Support team.

- ◆ **Our Rider Support call center remains quiet**
- ◆ **Added over 100 employers to the program with dozens more being added every month**
- ◆ **Customers can now load cards at over 200 Plaid Pantries and 7-Eleven's in the region**
- ◆ **Blackhawk integration at Safeway is complete**
- ◆ **Over 350 retail stores now support Hop Fastpass™ reloads.**
- ◆ **Hop system integration with LIFT paratransit is complete and Lab Testing begins soon.**
- ◆ **45,000+ Hop cards have been purchased and tapped through November**
- ◆ **Contactless bank payment acceptance remains at a 3% adoption rate, the highest in the nation.**

Upcoming Hop Initiatives

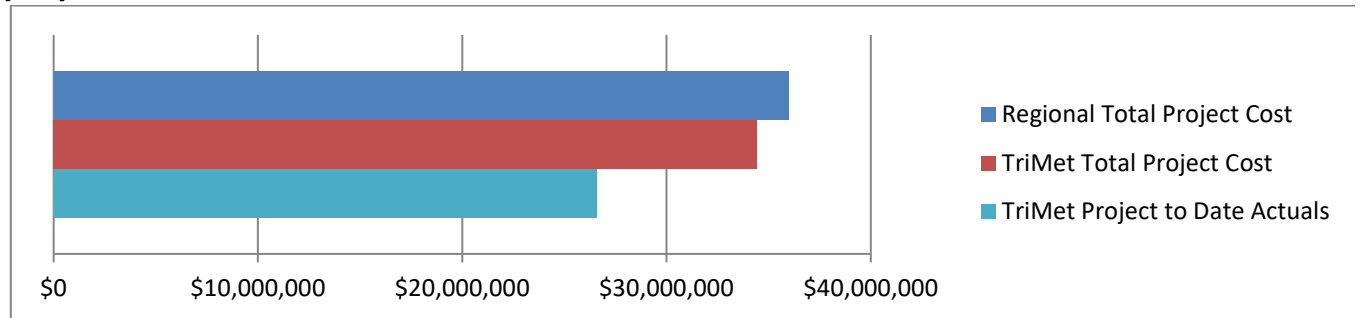
- ◆ Ticket Vending Machine Integration to sell Hop tickets
- ◆ Continuous expansion of Retail Network
- ◆ LIF/Paratransit customer Beta Testing
- ◆ Roll out Hop to additional institutions and employers
- ◆ Phase out paper fare sales channels (e.g. smaller retailers in February and large retailers in March and April)

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 | █ | █ | █ | █ | █ | █ |

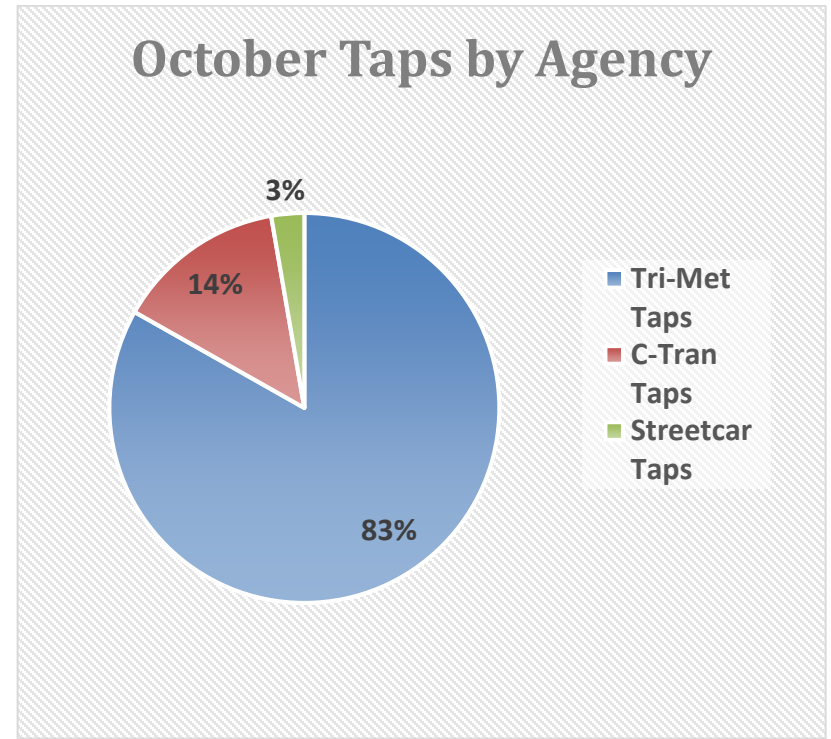
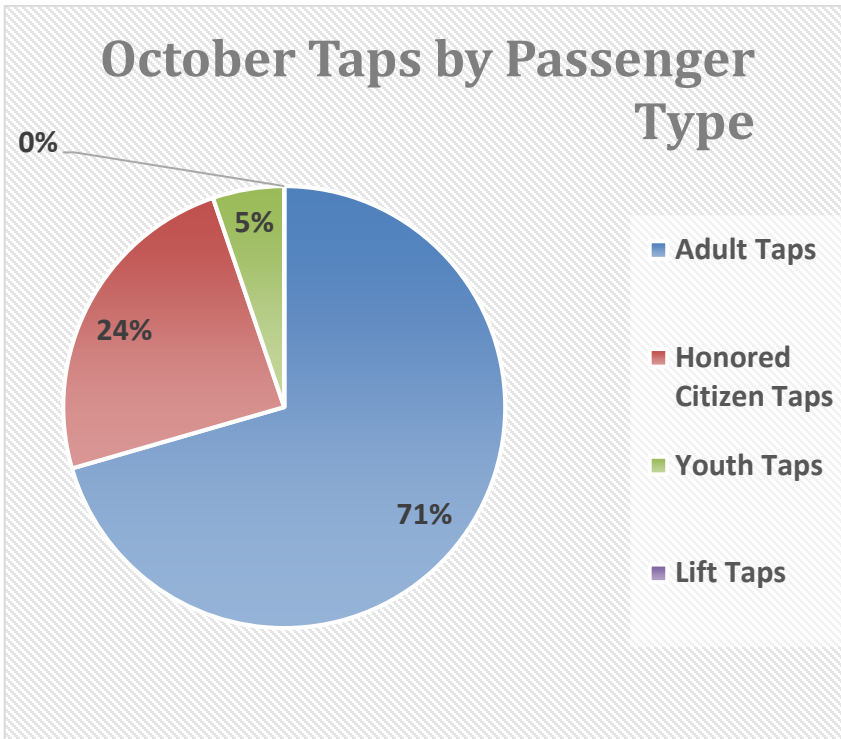
Project Financial Status as of 10/31/17

Regional Total Project Cost \$35.9 mil
 TriMet Total Project Cost \$34.4 mil
 Project to Date Expenses \$26.6 mil

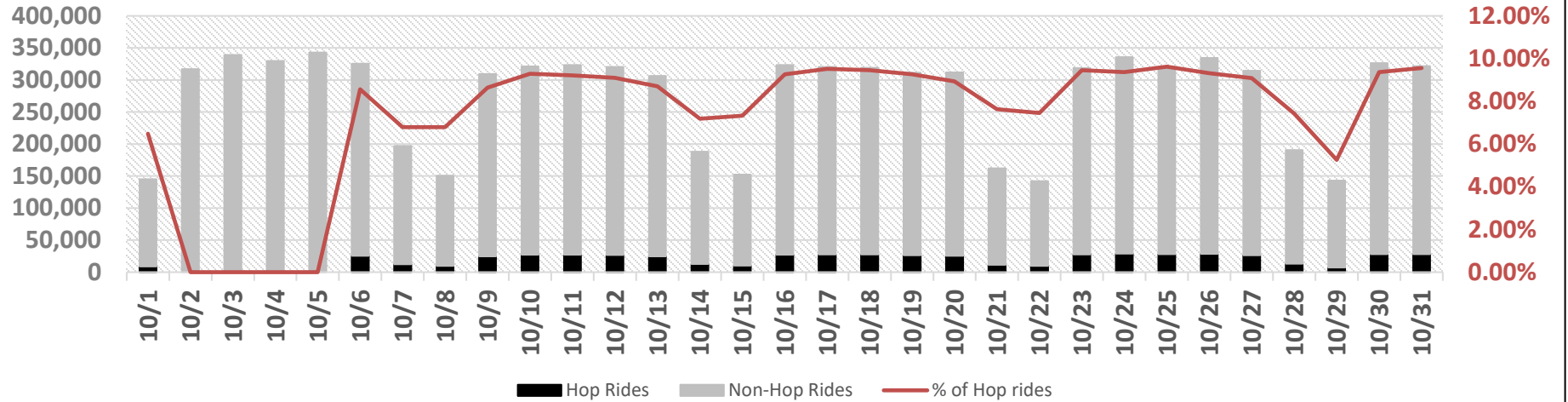


Hop Adoption – Key Statistics

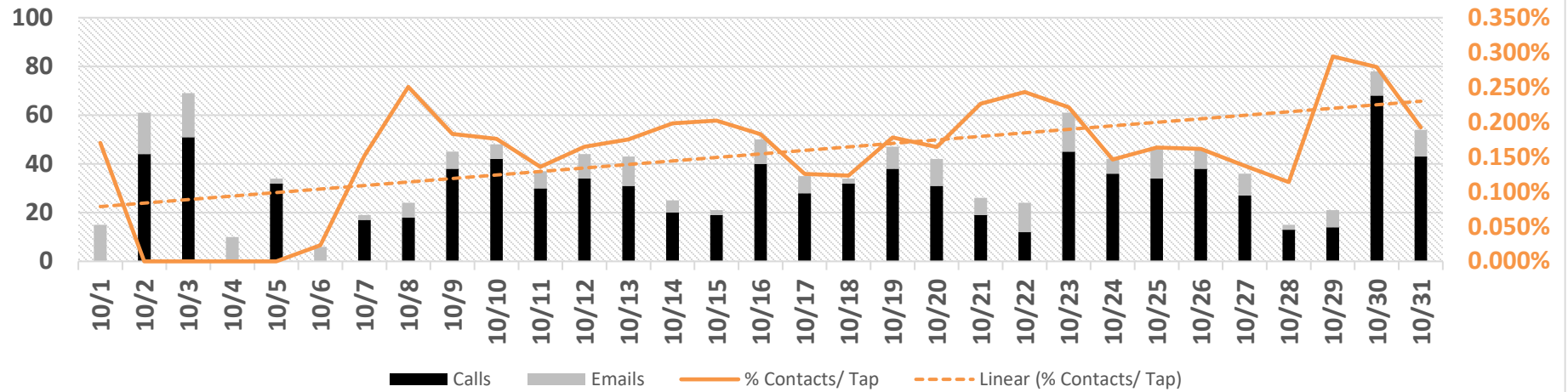
| Taps by Passenger Type | Aug | Sep | Oct | FY18 | FY18 % of Taps | Taps by Agency | Aug | Sep | Oct | FY18 | FY18 % of Taps |
|------------------------|---------|---------|---------|-----------|----------------|----------------|----------------|----------------|----------------|------------------|----------------|
| Adult Taps | 201,423 | 293,102 | 415,801 | 1,014,215 | 71% | Tri-Met Taps | 225,437 | 346,269 | 490,476 | 1,178,410 | 83% |
| Honored Citizen Taps | 71,186 | 104,393 | 142,966 | 343,709 | 24% | C-Tran Taps | 45,258 | 61,675 | 83,043 | 200,957 | 14% |
| Youth Taps | 9,272 | 23,223 | 30,835 | 69,643 | 5% | Streetcar Taps | 11,192 | 12,785 | 16,083 | 48,220 | 3% |
| Lift Taps | 6 | - | - | 9 | 0% | Total | 281,887 | 420,729 | 589,602 | 1,427,587 | 100% |



Hop Rides/ Non-Hop Rides

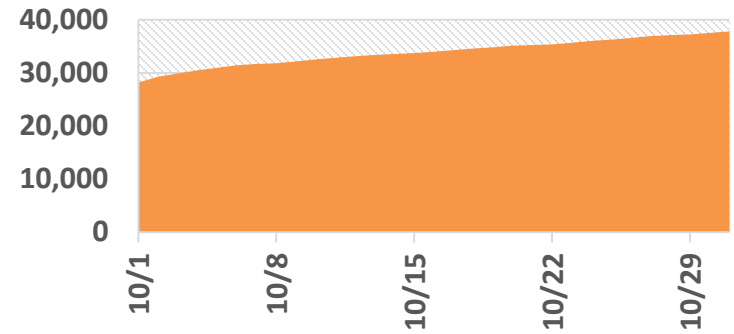


Call Center Contacts/ Contacts Per Tap

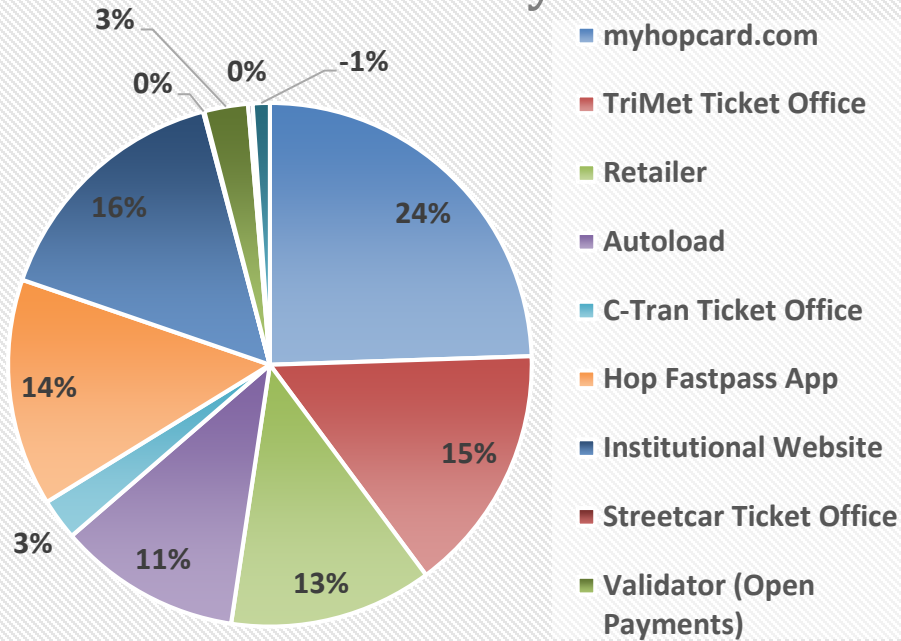


| Sales by Channel | Aug | Sep | Oct | FY18 | FY18 % of Sales |
|---------------------------|------------------|------------------|--------------------|--------------------|-----------------|
| myhopcard.com | \$ 168,774 | \$ 222,088 | \$ 263,175 | \$ 756,310 | 25% |
| TriMet Ticket Office | 114,439 | 112,636 | 165,090 | 483,881 | 16% |
| Retailer | 84,695 | 124,144 | 134,790 | 401,679 | 13% |
| Autoload | 64,741 | 90,840 | 121,409 | 315,983 | 10% |
| C-Tran Ticket Office | 35,438 | 27,347 | 27,506 | 120,196 | 4% |
| Hop Fastpass App | 68,635 | 110,601 | 150,919 | 358,155 | 12% |
| Institutional Website | 265,381 | 150,650 | 168,032 | 586,240 | 19% |
| Streetcar Ticket Office | 1,558 | 1,197 | 848 | 5,357 | 0% |
| Validator (Open Payments) | 6,601 | 22,522 | 29,009 | 58,922 | 2% |
| IVR | 943 | 1,632 | 2,985 | 6,221 | 0% |
| Call Center | 2,108 | 2,566 | (11,356) | (6,178) | 0% |
| Total | \$813,313 | \$866,223 | \$1,052,406 | \$3,086,765 | 100% |

Active Hop Cards



October Sales by Channel



October Revenue by Agency

