Project Update
Board Briefing

September 28, 2016

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Agenda

- Project Status
- Integrated Lab Testing Summary
- Early Employee Testing Update
- 3-Month Look Ahead
- Beta Testing
- Internal and External Communications
- Hop Fastpass Marketing
Project Status

- **Video #1**: What is Hop Fastpass
- **Video #2**: Why Are We Doing This?

- Card Readers installed on all buses and rail stations
  - Streetcar reader installation complete in October

- Integration of core systems nearly complete
  - Development continues on call center systems, reports, websites and mobile apps

- Employee Field Testing with 200+ employees nearly complete
  - Excellent feedback about seamlessness of cards and readers
  - Identified desirable updates on card reader language and website flow

- Development of websites and mobile apps will continue into early 2017
Integrated Lab Testing

Integrated Lab Testing successful
• ~95% of tests passed
• Successful Hop card loads:
  ✓ Retail network
  ✓ Mobile app
  ✓ Consumer website
  ✓ Call center system
  ✓ Automated 800#
  ✓ TriMet store point of sale
Early Employee Testing

• 30 employees used the system in August
• 200+ employees used the system in September
  • Employee testers from all three agencies including Operators, Customer Service, Field Operations, Administration, etc, participated
• Excellent feedback about website and card reader display
3-Month Look Ahead

- Scripted Field Testing Oct – Dec 2016
- Additional development and iterations of websites and mobile apps
- Testing Hop card reloads at a few retail stores in the region (e.g. 7/11)
- Begin Development of Plaid Pantry integration
- Agency staff training begins
- Internal and external communication continues
Beta Testing

• Customer and Institution Beta testing to begin first half of 2017
  • Several hundred friendly users providing feedback
  • A small group of institutions providing feedback

• Rollout will be in “short bursts” focusing on quality and readiness
Marketing Timeline

Now thru December 2016: “Build awareness”

Phase I: January thru Mid-May 2017
Build off awareness already underway. Begin EDUCATING all audiences on benefits, how to use Hop. Address concerns about transition.

Phase II: Mid-May to July
“Hop is Coming” Teaser that the system is coming with continued education & awareness. Prep riders for the launch by engaging with community groups and volunteers to assist with registration.

Phase III: July Launch & forward
“Hop is Here!” Continue all efforts with a huge emphasis on promoting the benefits.
Key Messaging: BENEFITS

Hassle-free
  • No need for cash, exact change, keeping track of paper tickets

Contactless
  • Nothing to swipe or insert

Stored value
  • Load value by phone, via web, at retail outlets or automatic reload

Loss protection
  • Value stored in account

No bank account needed
  • Expansive retail network
  • 133 outlets now → more than 500 by launch
  • Pay how you want
Key Messaging: BENEFITS

Pay As You Go

Daily

- After two fare payments, rider reaches day pass cost
- Remainder of day = free

Monthly

- Reach monthly pass cost, remainder of month = free
- Ride everyday, after day 20 = free
Phase I: Educate & Increase Awareness

- **Phase I:** Educate & Increase Awareness
  
  - **PAY WITH YOUR PASS. PAY WITH YOUR PHONE. PAY HOW YOU WANT.**
    
  - **FILL UP YOUR CARD, WHEREVER YOU ARE.**
    
  - **TAP. GO. SAVE. HOWEVER YOU RIDE.**
    
  - **EVEN IF YOUR CARD’S LOST, YOUR MONEY ISN’T.**
    
  - **ONE TAP AND OFF YOU GO. REALLY, IT’S THAT EASY.**
Phase II: Teaser

Meet the Hopsters
Phase III : Launch

Interactive Marketing Tactics

• **SCAVENGER HUNT** – “Hop Spokesblobs in the city” – first person to find one of the Spokesblob (cut-out character or costumed character) and take a photo and post to Facebook or #findthehopblob gets free pass or other prizes.

• **“SHOW US HOW YOU HOP”** – give out small Spokesblob figurines at events or at large transit stations. Riders & non-riders photograph themselves with the Spokesblobs in different places they have travelled to riding TriMet/C-TRAN (like Travelocity gnome) and post to social. Or just take a pic of the figurine in a fun venue – post on Facebook and tag it. Prizes for best photos.

• **DISPLAY SPOKESBLOB DECALS** around town – poking out of sides of buildings, on the ground, etc.
Target Audiences

- All of our customers
- C-TRAN/TriMet/Portland Streetcar Employees
- Underserved populations: low-income individuals, transit-dependent riders, LEP riders or members of minority communities, Access Transit grant participants
- Transportation Options & Pass Programs participants
- Seniors, people with disabilities, youth
  - LIFT transitions to Hop later in 2018
  - Working with Kathy Miller on transition planning and outreach
- Diverse community, cultural groups, social services and faith-based leaders
- Business and community leaders; influencers
Pilot Pass Program Transition

- PSU Transportation Office
- GoLloyd TMA
- Elemental Technologies
- WebTrends
- Ride Connection
- Access Transit
- Benson High School
Outreach Events

- Culturally sensitive outreach
- Food Basket distribution at Bienestar de la Familia
- Over 200 events in Portland and Vancouver metro area
- Pop up events (ie farmers markets, film festivals)
- Ride Connection events
- Ticket Exchanges
Retail Experience

- Retail Space
- Packaging
- Door Clings
- Customer Service Signage
- Talking Points
- TVMS
- TTO
Communicating with our Employees

- Use all channels
- Develop FAQs
- Develop How-To videos
- Potential “Family Day”
- Dual Chip Cards
- Employee Kit
SIMPLE. FAST. SECURE.

Questions?