Project Update
Board Briefing
January 25, 2017

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Agenda

- Project Status
- Risks
- Mitigations
- Beta Recruitment
- Beta Testing
- Summary
Project Status

• Scripted field testing nearly complete
• Back office systems ready
• Website and app improvements continue
• Training and procedures nearly complete
Risks

1. Fundamental regional change
2. Learning curve will be high
3. Feedback will identify other issues
4. Customer and staff training must be ongoing
5. Hardware and software failures will occur
Mitigations

1. Extensive training and outreach
2. Robust feedback channels
3. Careful and measured rollout
4. Robust call center and field staffing
5. Responsive team of engineers to address issues quickly
Beta Tester Recruiting

• 5,000+ customers on waiting list
  • Starting with 250 customers, gradual increase
  • Recruiting cross-section of riders

• CBOs to help recruit unbanked/cash paying customers, limited/no technology & LEP riders

• Employers, schools & agencies being recruited for testing
Beta Testing

• January 29, 2017 – Employee IDs will work as building access and at Hop Fastpass card readers
• Late February – Controlled rollout to 250 customers for testing increasing up to 500 per month
• March/April – A few schools, employers and agencies will begin testing
• April/May – Test Apple Pay & Android Pay
• May – Assess system readiness
• July – Sell/reload cards at 500+ retailers
Summary

- Scripted field testing nearly complete
- Expect some turbulence during take-off
- Mitigate with training, outreach and system fixes
- Late January – Employees start using
- Late February – 250 customers begin testing

Hop Fastpass™ is coming in 2017.