



# hop

fastpass™

**SIMPLE. FAST. SECURE.**

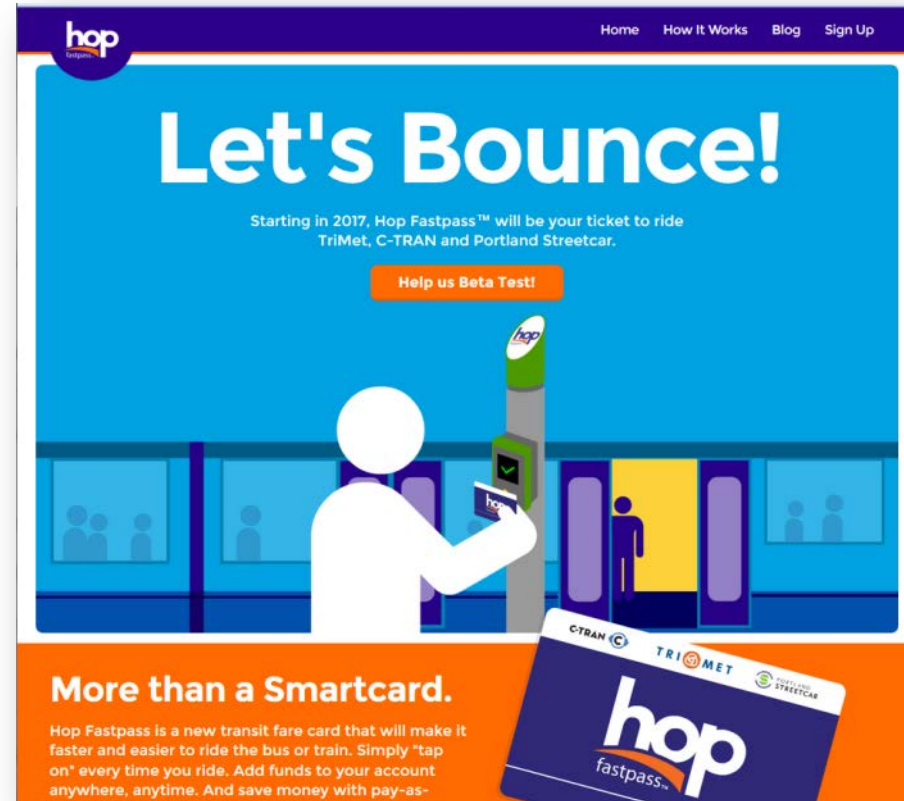
## Project Update Board Briefing

September 28, 2016

Chris Tucker, Director of Revenue Operations  
JC Vannatta, Director of Communications & Marketing

# 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

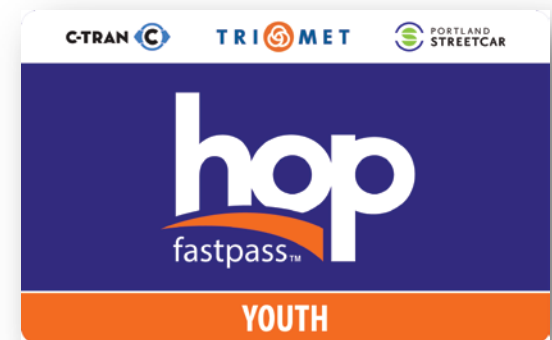
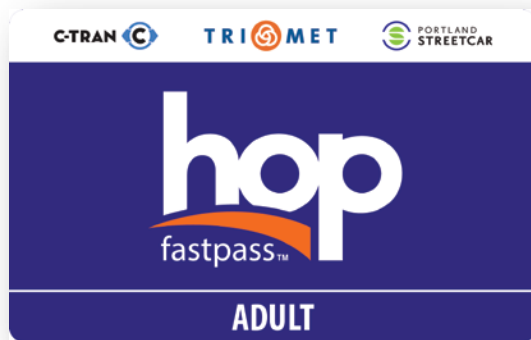
## Pay As You Go

### 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

**PAY WITH YOUR PASS.  
PAY WITH YOUR PHONE.  
PAY HOW YOU WANT.**

Hop Fastpass™ card lets you choose how to pay your fare. Fund your Hop Fastpass™ card to get all the benefits of a pay-as-you-go monthly pass. Tap your phone with Apple Pay, Android Pay or Samsung Pay. Or pay with cash. The choice is always yours. Learn all the benefits of the website below, then start riding.

myhopcard.com C-TRAN STREETCAR TRI-MET

**FILL UP YOUR CARD,  
WHEREVER YOU ARE.**

Hop Fastpass™ card makes it easy to pay. By phone, app, web, auto-load or at the corner store. With so many convenient ways to load funds on your card - including more than 800 brick-and-mortar - stopping isn't a problem of order. And starting in 2017, you get these benefits and so much more. Just visit the website below and learn them all.

myhopcard.com C-TRAN STREETCAR TRI-MET

**TAP. GO. SAVE.  
HOWEVER YOU RIDE.**

Pay as you go with Hop Fastpass™ card. Starting in 2017, you won't have to pay one fare at a time. So you can get the savings of a pass, without the up-front cost. And paying only for the rides you take can mean big savings over a year. Get the whole story at the website below and start riding.

myhopcard.com C-TRAN STREETCAR TRI-MET

**EVEN IF YOUR  
CARD'S LOST,  
YOUR MONEY ISN'T.**

With Hop Fastpass™ card, your money is safe. When you register your card, you're covered. Unlike a paper pass, your balance is protected - your money never if your card is lost or stolen. Discover all the benefits of Hop Fastpass™ card in 2017 at the website below and start riding.

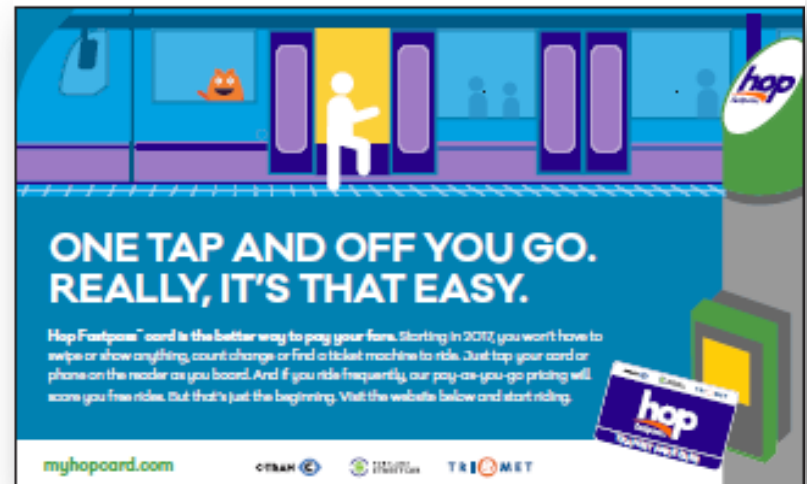
myhopcard.com C-TRAN STREETCAR TRI-MET

**ONE TAP AND OFF YOU GO.  
REALLY, IT'S THAT EASY.**

Hop Fastpass™ card is the better way to pay your fare. Starting in 2017, you won't have to swipe or show anything, count change or find a ticket machine to ride. Just tap your card or phone on the reader as you board. And if you ride frequently, our pay-as-you-go pricing will score you free rides. But that's just the beginning. Visit the website below and start riding.

myhopcard.com C-TRAN STREETCAR TRI-MET

# 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





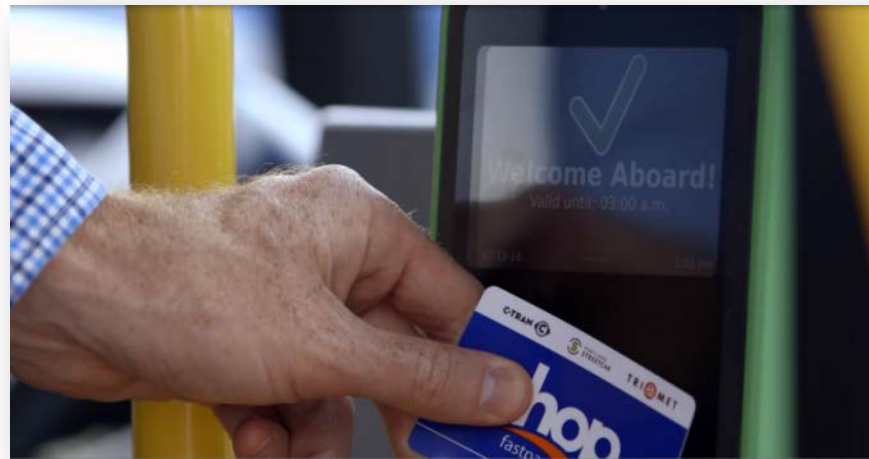
# Retail Experience

- 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





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**Questions?**