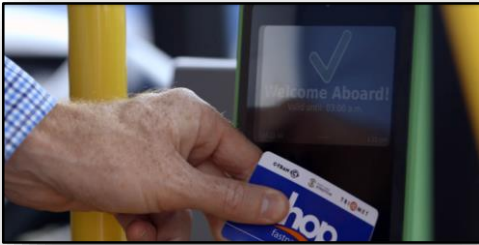


# Summary of Hop Fastpass® Activities & Proposed Implementation Schedule March 2019



## Highlights of Last Three Months

The success of the Hop Fastpass® system continues as adoption increases. **As of January, almost 35% of all TriMet rides are now paid for with Hop.** This will continue to increase as we enter into spring. The adoption is driven by a decrease in the sales of paper fares (non-LIFT) at retailers and the conversion of Ticket Vending Machines (TVM) from paper tickets to Hop tickets. In January, we saw nearly 80,000 unique cards used on the system. 82% of those Hop cards are registered which give riders lost and stolen security features. In addition, more than 35,000 Hop Tickets were used on the system.

Virtual card taps now represent 2.3% of taps on the system and contactless bank payment acceptance (Apple Pay, Google Pay and Samsung Pay) has increased to approx. 3.2% of taps; still the highest in the nation.

Hop collected \$3.6 million in sales in January which is a significant improvement year-over year. Looking at a rolling 12-month view, Hop has collected nearly \$31 million in sales.

- **Our Rider Support call center remains quiet**
- **Added over 250 organizations to the Institutional program with more being added every month**
- **Customers can now load cards at over 500 locations in the region. Phase out of paper products at retailers (excluding LIFT) is complete.**
- **Hop system integration with LIFT paratransit completed Beta testing in February**
- **Hop conversion of Ticket Vending Machines selling Hop Tickets over 90% complete.**
- **Issued nearly 9,500 Hop Honored Citizen cards to eligible Low Income riders**

### 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



## Hop Fastpass® - Upcoming Hop Initiatives

We are happy to report that the conversion of Ticket Vending Machines to sell Hop Limited Use tickets is over 90% complete after several months of diligent conversion work. Additionally, the LIFT Hop beta test phase is complete. While there were lessons learned from the testing that will be incorporated before all LIFT customers are converted, the team believes the system will be ready for a limited launch to all high-frequency cab users, and monthly pass holders by end of March 2019. These riders will further “test” the system while enjoying the benefits of Hop. This audience should include less than 500 riders in total. TriMet plans to begin sunsetting the mobile ticketing flash pass in 2019. We will be talking about this with riders in the coming months. While they will still be able to use the mobile ticketing flash pass app for some time, Hop is a better, more equitable alternative. Hop lets riders earn day and month passes without the upfront cost. With Hop, users never pay for rides they don’t take, which is possible with a physical or mobile month pass. Hop also provides lost-card protection since the value is stored in the user’s account. Today, Hop offers several mobile alternatives for riders. Among them is the virtual Hop card for Android users and the ability to pay with a mobile wallet, including ApplePay and GooglePay, simply by tapping their phone to a Hop reader. We’re also working on other digital enhancements to the mobile transit experience in 2019. More to come on these exciting new features soon. The conversion of the TVMs, combined with the phase out of the flash pass, means we will need to bring a change to our fare code before the Board, as well. TriMet will no longer offer 7 and 14 day passes once all TVMs are converted and the Trimet Tickets App is no longer available. We will bring a draft resolution before the Board in April for a first reading.

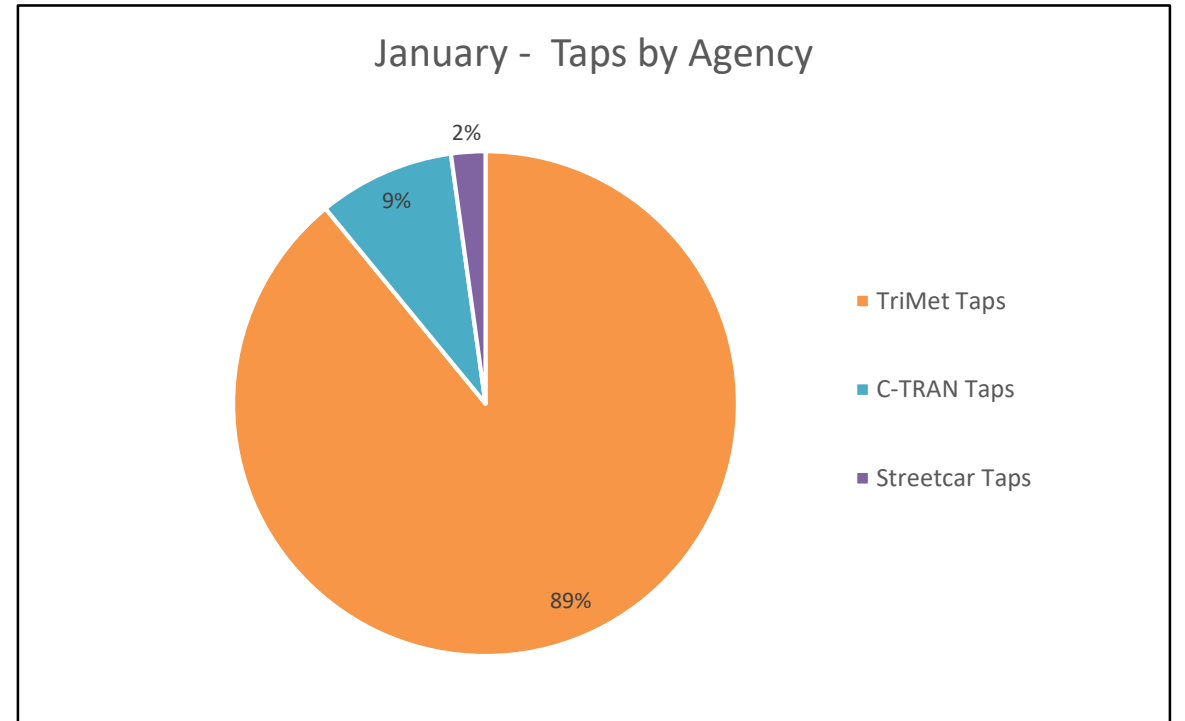
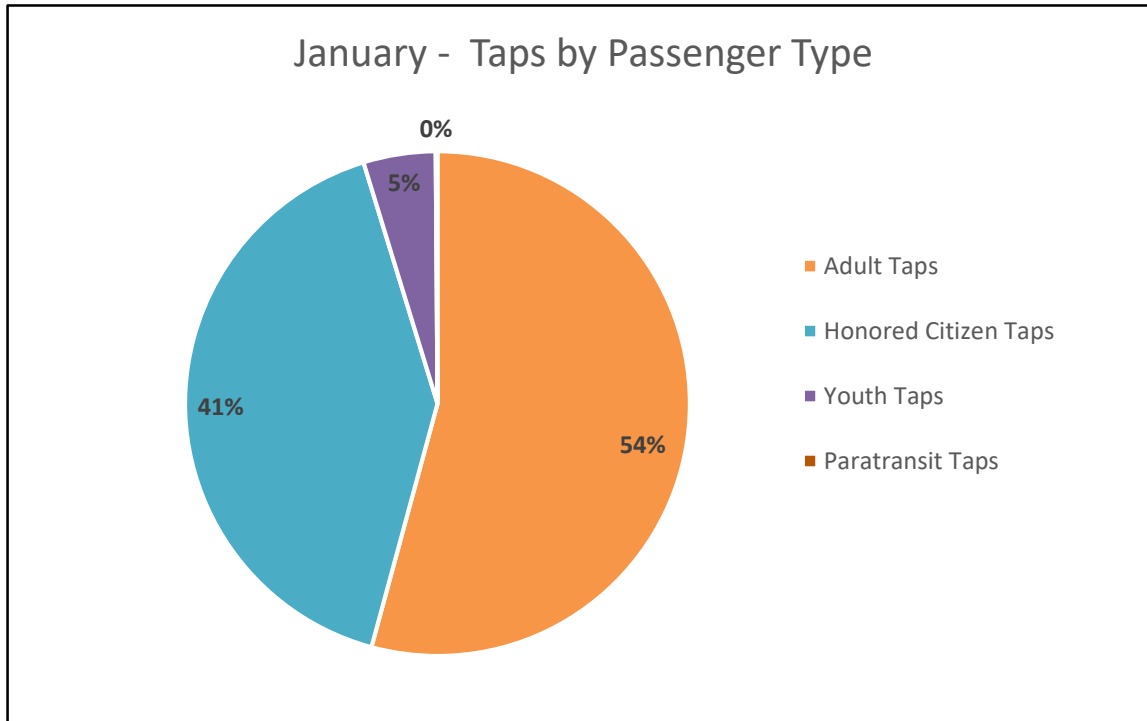
## Hop Fastpass® - Upcoming Hop Initiatives – Schedule

Task Name	Jul '18	Oct '18	Jan '19	Apr '19	Jul '19	Oct '19	Dec '19
Ticket Vending Machines	█						
Retail Paper Phase Out (non-LIFT)	█						
LIFT/Paratransit Integration	█						
LIFT/Paratransit Transition				█			
Institutional - Monthly Program	█						
Institutional - Annual Program	█						
Institutional - Universal Program*				█			
Bike Locker & Biketown Unlock	█						
TriMet Tickets App - Sales	█						
Paper Fare Instrument Phase Out (non-LIFT)			█				

# Hop Fastpass® Adoption – Key Statistics

Type	Nov-18	Dec-18	Jan-19	Rolling 12M	Rolling 12M % of Taps
Adult Taps	1,071,173	989,908	1,227,883	11,123,090	60%
Honored Citizen Taps	831,736	791,761	929,637	6,755,984	36%
Youth Taps	96,491	82,274	104,702	796,976	4%
Paratransit Taps	2,022	1,971	2,588	12,012	0%
<b>Total</b>	<b>2,001,422</b>	<b>1,865,914</b>	<b>2,264,810</b>	<b>18,688,062</b>	<b>100%</b>

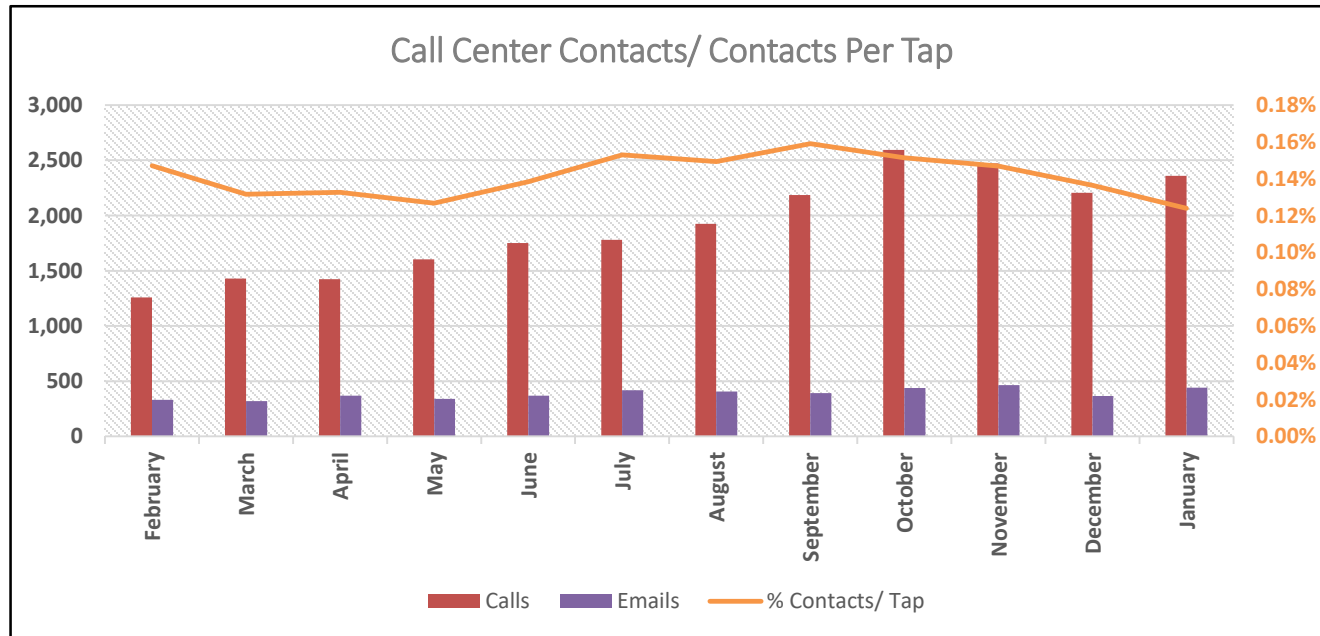
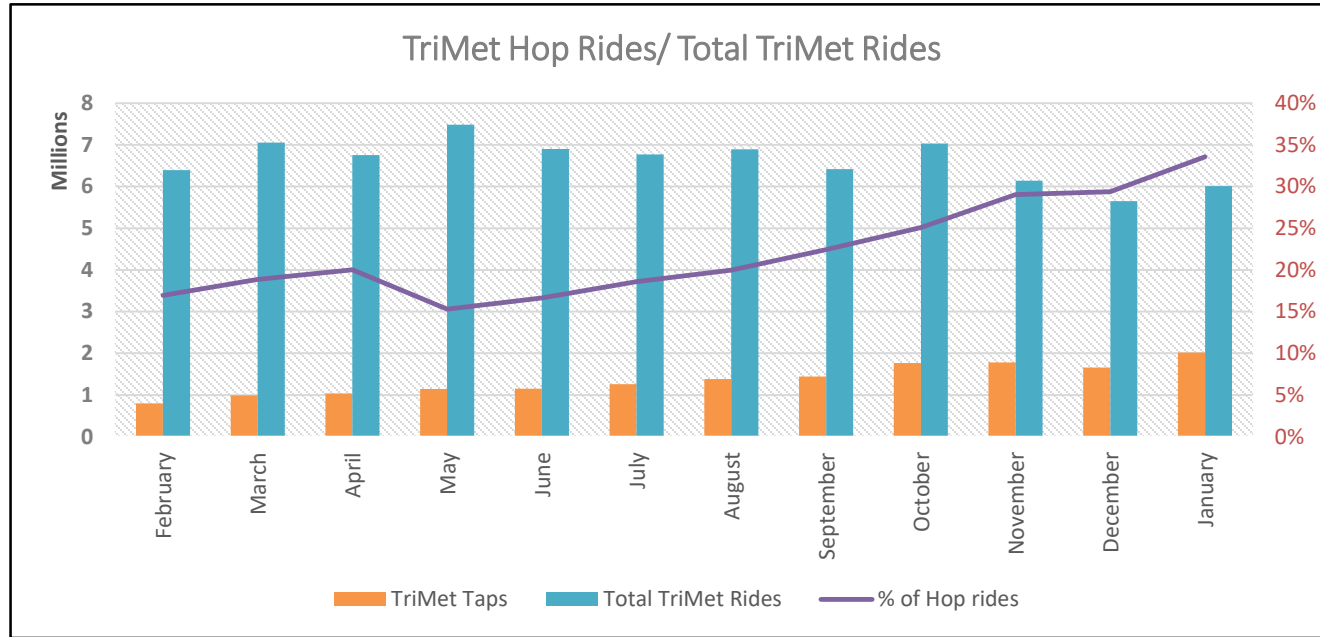
Taps by Agency	Nov-18	Dec-18	Jan-19	Rolling 12M	Rolling 12M % of Taps
TriMet Taps	1,782,420	1,659,660	2,017,121	16,421,295	88%
C-TRAN Taps	172,627	161,970	198,004	1,794,990	10%
Streetcar Taps	46,375	44,284	49,685	471,777	3%
<b>Total</b>	<b>2,001,422</b>	<b>1,865,914</b>	<b>2,264,810</b>	<b>18,688,062</b>	<b>100%</b>



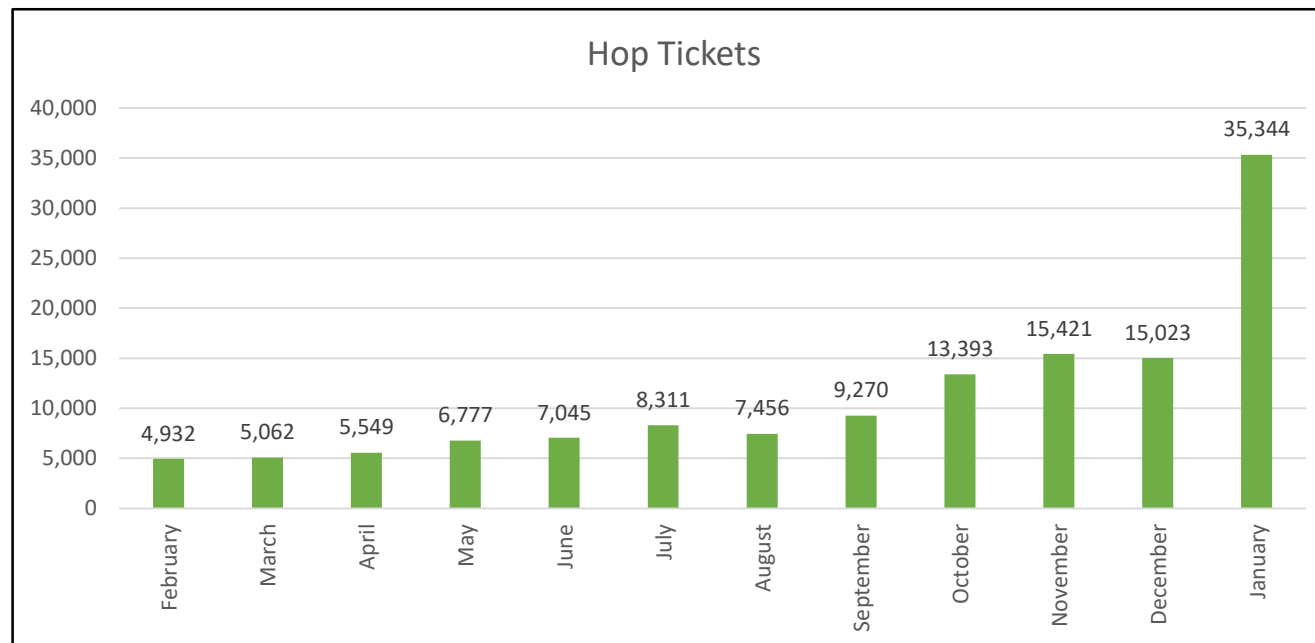
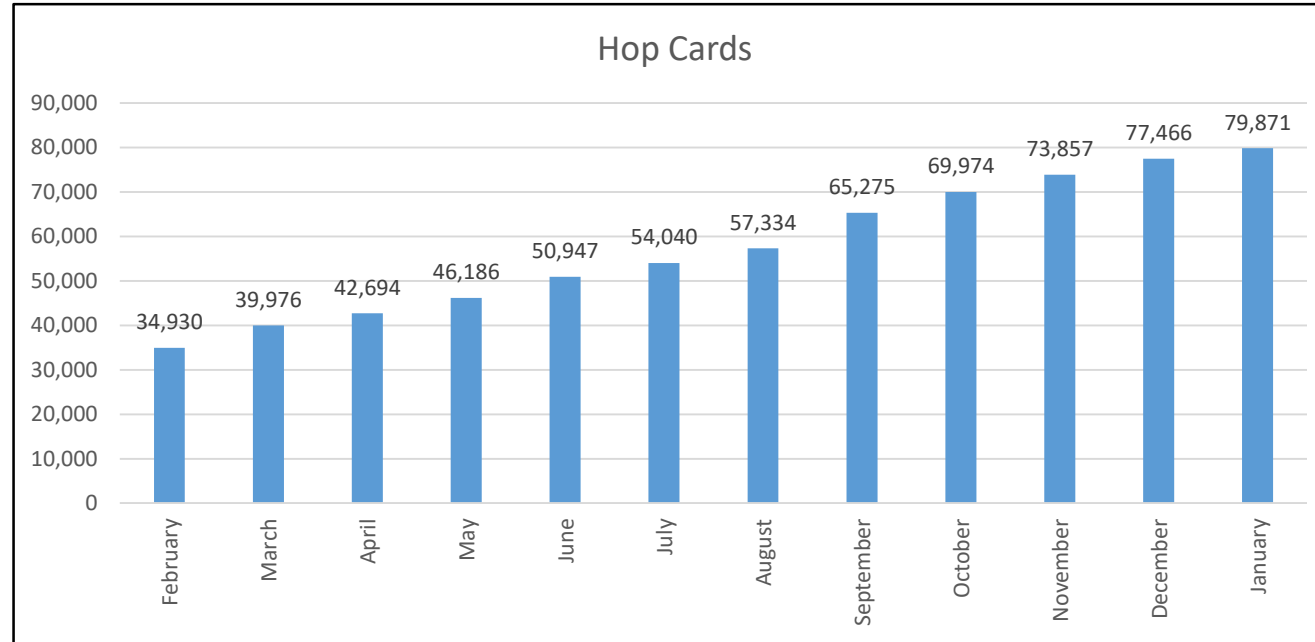
- Adult fares continue to be the most common fare type with 54% of Taps from Adults; followed by Honored Citizen tap at 41%
- Record month with nearly 2.3M taps in January

- Continue to see month over month growth from partner agencies
- 88% of taps are on TriMet

# Hop Fastpass® Adoption – Key Statistics

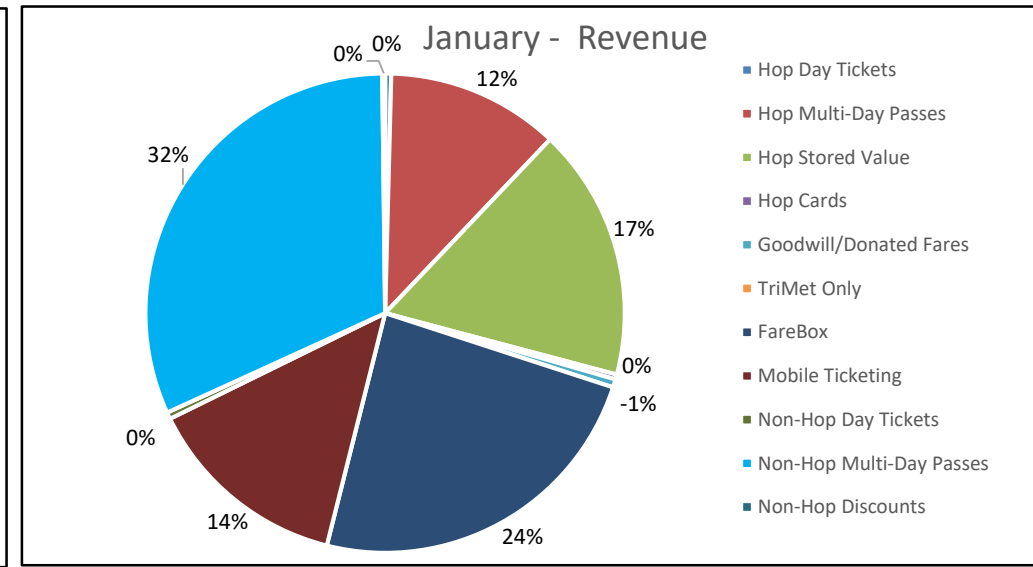
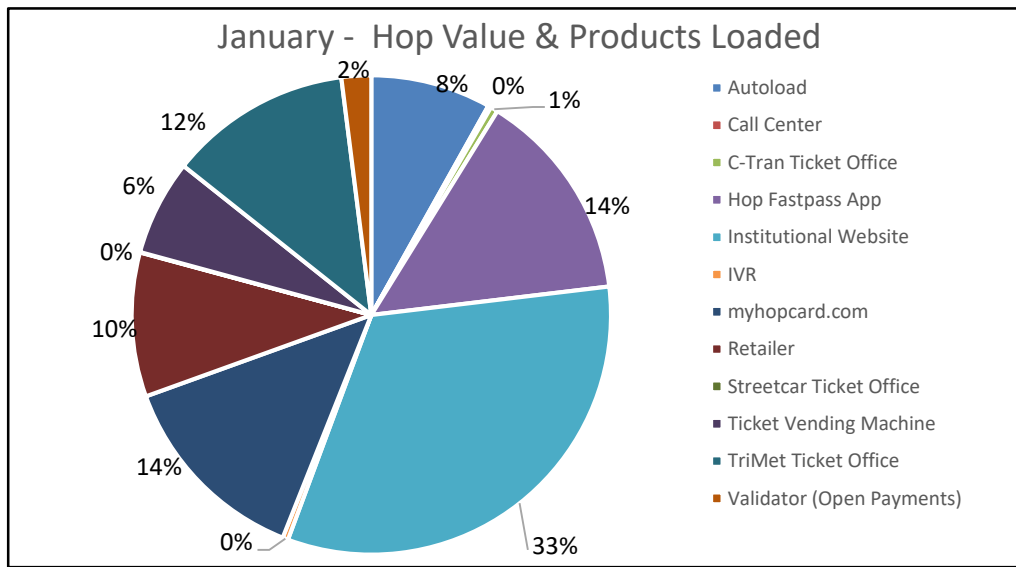


# Hop Fastpass® Adoption – Key Statistics



# Hop Fastpass® Adoption – Key Statistics

By Channel	Nov-18	Dec-18	Jan-19	Rolling 12M	Rolling 12M % of Sales
Autoload	\$ 268,630	\$ 240,450	\$ 294,522	\$ 2,836,727	9%
Call Center	4,126	6,587	7,385	59,282	0%
C-Tran Ticket Office	13,140	16,345	18,055	221,838	1%
Hop Fastpass App	452,409	418,933	518,184	4,496,183	15%
Institutional Website	852,051	1,019,654	1,181,148	10,408,832	34%
IVR	12,418	11,832	13,508	109,245	0%
myhopcard.com	438,072	406,840	488,224	4,913,981	16%
Retailer	334,381	329,640	352,513	3,024,821	10%
Streetcar Ticket Office	57	364	(946)	(14,215)	0%
Ticket Vending Machine	57,993	67,075	234,075	398,484	1%
TriMet Ticket Office	244,999	218,841	446,896	3,544,385	12%
Validator (Open Payment)	66,529	58,482	72,630	704,444	2%
<b>Total</b>	<b>\$ 2,744,804</b>	<b>\$ 2,795,042</b>	<b>\$ 3,626,194</b>	<b>\$ 30,704,005</b>	<b>100%</b>



- Institutional / Consumer website and Mobile App continue to be the preferred methods for Hop Value and Product Loads.

- Hop Revenue: 29%; Non-Hop Revenue: 71%