

Date: February 19, 2016

To: Board of Directors

From: Neil McFarlane *Neil McFarlane*

Subject: PUBLIC COMMENT RELATED TO ORDINANCE NO. 342 PROPOSING EFARE PROVISIONS, AND SUMMARY OF COMMUNITY OUTREACH AND COMMUNICATION ACTIVITIES

Public Comment

This memorandum summarizes public comment received through February 16, 2016 related to Ordinance No. 342 proposing eFare provisions.

Verbal testimony related to Ordinance No. 342 was provided to the Board during their meeting and Public Hearing on January 27, 2016.

Public comment may also be submitted by phone, email, and standard mail. As of February 16, 2016, TriMet has received a total of eighty-eight (88) additional comments via these venues related to Ordinance No. 342.

Total comments on Ordinance No. 342 (through 2/16/2016):

<u>Total comments:</u>	<u>88</u>
Supports eFare/looking forward to the system:	41
Likes current system/paper tickets/cash option/mobile ticketing:	8
Comments about card fee:	6
Comments/questions about fare enforcement:	6
Suggestions/ideas for the eFare system:	5
Question/concern about electronic system/technology:	4
Not in favor:	3
General questions:	9
Other:	6

Please refer to Attachment A for the full text of public comment.

Community Outreach and Communication Activities

In addition to the seven discussion groups conducted to solicit feedback through the Title VI outreach process (documented in the Title VI Report provided to the Board prior to its meeting January 13, 2016), TriMet has undertaken numerous activities to engage and inform the broader public and TriMet employees about eFare. Strategies have focused on creating project awareness as well as providing more detailed information about how the system will work.

Please refer to Attachment B for a list of community outreach and communication activities conducted since September 2012.

Attachment A
Public Comment 1/1/2016 to 2/16/2016
Ordinance No. 342, eFare Provisions

SIP #	Date	Comment
526698	2/15/16	<p>Dear folks at Trimet,</p> <p>Thank you for giving us the opportunity to provide feedback. FYI I moved to Portland about two years ago, and ride the MAX regularly, about 4 days a week on average. One of the things I find attractive about Portland is that it has such extensive public transportation coverage. Thank you for providing that.</p> <p>In general, I like the concept of the Hop system. I like that it will be easier and faster to pay with – the current app is OK but a bit cumbersome. (It also has issues, for example being unavailable for international visitors with Android phones.) I especially like the ability to pay as I go. This will take some stress away in deciding whether to buy a 2.5 hour ticket or a day pass. Thank you for that.</p> <p>My concern is not so much about Hop itself, but about its placement at the entrance of a MAX platform. You expect people to tap (pay) as they enter the platform. (I realize this is similar to your concept of the “paid fare zone” – I have seen this on a few stations around town, but not the ones I frequently get on or off at.) Anyway, here is my issue with Hop AND the paid fare zone: This is totally fine if I have a day pass, and minutes do not matter. But they do matter with a 2.5 h ticket. Because, when the train is late – which, as you will admit, does happen – I may not be able to complete my business and get back home with a roundtrip on my 2.5 h ticket, even though I had timed it perfectly.</p> <p>The other case is: On any given day, I may intend to get a day pass to go to work and then get back home in the evening. However, if the train is more than 10 minutes late in the morning, I may go back home and get the car and drive to work, in order to not be late. So I end up not buying the ticket, because I won't use it that day.</p>
526668	2/15/16	<p>To Whom it May Concern-</p> <p>Though I like the features that are being touted with Fast Pass, I did have one major concern, and that is the lack of a receipt system. I do not like the idea of Tri-Met having the only vitrification that a ticket was purchased. I would not currently by a ticket, then had it to the bus driver to hold on to, yet that is what is basically what is required under the current system. Does the user just have to take it on faith that they have a ticket? And what happens when the computer glitches, and leave a paying passenger without a valid fair?</p>
526446	2/11/16	Now will TriMet officers know we tapped to get on the train? I love the idea!!
526226	2/10/16	<p>I think this sounds great! I always wish I could get the savings of a monthly pass, but my transit use just isn't that reliable and so sometimes the pass expense is wasted.</p> <p>I especially love the 'buy two 2-1/2 hr tickets & get upgraded to all day' idea. I can't tell you how many times I've decided not to take that extra trip because I've already paid for two fares and I just can't bear doing a 3rd in one day! Brilliant idea.</p>

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526010	2/8/16	<p>Dear Hop Fastpass Staff;</p> <p>I am excited to see TriMet (in conjunction with C-Tran and Portland Streetcar) move towards a single card fare system. I've had very positive experiences using single card systems in Seattle, the Bay Area, Washington DC and London.</p> <p>I am also excited to learn that the system can monitor single purchases of fares over an entire month and kick into a month pass when a certain point is reached.</p> <p>There are two aspects of the single card fare system I hope the Hop Fastpass will be able to address which I do not believe other single card fare systems do well. First, I hope the Hop Fastpass will be able to allow a person to pay the transit fare for more than one person. This would be a significant convenience instead of needing the carrying around more than one card for children or riding with aging parents who are visiting. Second, I hope a very strong effort is made to get the Hop Fastpass into the hands of as many transit riders as possible, especially those riders who speak limited English, but rely heavily on the system.</p> <p>Otherwise, I greatly look forward to the implementation of Hop Fastpass and look forward to see it arrive.</p>
525931	2/8/16	This is a great idea I love it. would like to be part of the beta test group
525623	2/3/16	<p>Feedback about Hop (via myhopcard.com)</p> <p>I think it is a great idea! I'm a member of AORTAA (Assn of Oregon Rail and Transit Advocates and would like to Beta test the system. I ride the rail and bus whenever possible and really like your transit system in spite of the few issues that happen.</p>
525577	2/3/16	<p>Hi,</p> <p>Write simply to suggest (respectfully) that Tri-Met consider digitizing HOP cards in alignment with the current (and future) trend globally of enabling digital wallets in furtherance of the broader goal of reducing the number of cards (credit, transit, and otherwise) that consumers carry in wallets/purses in favor of storing such information on smartphones.</p> <p>Fyi, King County Metro and other transit agencies in Seattle and suburbs completely missed the boat on this opportunity with adoption of its "ORCA"- card system years ago and am sure that Tri-Met would want to be "smarter" than its contemporaries in this regard!</p> <p>Thank you!</p>
525446	2/2/16	<p>Dear Trimet:</p> <p>I came from a city that had reloadable transit passes. First, make sure that the social services are able to give these passes. Second, there is trail period where people can get these passes for free or people will not switch. Third, have a mechanism if the card readers do not work. Also, have the transit security have portable readers. Fourth, have beta testers (three months) Fifth, go to other cities like San Diego and Seattle and learn from their mistakes. Sixth, have Fred Meyer and Safeway be on the list of retailers. Lastly, there will be lots of people who won't switch. Maybe a 18 month phase out period.</p> <p>Thx xx</p> <p>P.S. I can be a beta tester too.</p>
525293	2/1/16	<p>Feedback about Hop (via myhopcard.com)</p> <p>Is it possible to join with Smart, Cat, Cherriotts and other regional transit agencies to make commuting easier.</p>

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525291	2/1/16	As somebody mentioned already on Facebook why not do fares by distance. I was in Dublin, Ireland recently and there fare system charges per distance and if you only go a few blocks you get charged less than if you travel a few miles. They have a daily limit and if you reach that limit you get the rest of your travel for free. This would be better than keeping the \$5 per day. Or you could still have the \$5 per day but if people travel only so far they get a credit on there card.
525223	1/29/16	This is just the option I've been looking for. It's similar to options in other cities I've lived in, worked in and visited. (E.g. the Metro in D.C.) I use Trimet often but not on a regular schedule. I know I will use it more when I have a loaded card and don't have to think about each time I have to buy a fare.
524974	1/28/16	Thank you for sending an e-mail regarding Hop Fastpass. As Rider Panel member, I have two suggestions to pass along. First, it would be cheaper and easier for riders not to be charged for the first card, but instead charged for replacements when lost or stolen. The TriMet savings from not printing monthly passes would pay for the Fastpass card. And the 20% careless riders could carry their own replacement cost. Second, it would be easier for the riders and cheaper for TriMet to promote automatic monthly fill-up when the rider signs up for the first card. It would be more convenient for the rider to call in or click the website only to decrease the amount for a sick or vacation period. And it would be cheaper for TriMet to not overburden their phone operators with monthly fare fill-ups and not share fare revenue with store retailers for monthly fill-ups. The 80% careful riders would thank TriMet for saving them renewal time every month. If the riders can get automatic monthly balance rollover, they could get monthly automatic fill-up. Thank you.
524720	1/26/16	I don't want to have to use new technology because I cant afford it . I am disabled with a brain injury and need to keep it simple. Please keep all the old methods available... like purchase at trimet window from a human. At pioneer square and using a credit card at the max stations. That will be big help to us seniors on limited incomes.and I purchase day passes from the Bus driver. Please keep those options going for those of us that like them. Sent from Mail for Windows 10
524634	1/26/16	This sounds like a great system, but what about those folks who don't have access to smart phones, computers and debit cards? How will they pay for their bus rides? This is yet another example of seperating those who have and those who have not, leading to more social stigma and isolation.
524632	1/26/16	I use the LIFT and I cannot wait for this to happen. I use the punch card system but this will be easier for me and the driver. Thank you
524577	1/26/16	Dear Sir or Ma'am, I like the new Fair policy updates. As a young person, I think the option to use Apple Pay, Android Pay, and other phone based payment options is a must.
524575	1/26/16	As long as I can still buy a monthly, honoured citizen pass, I'm cool. If I can't, then that sucks. Sent on my Boost Mobile Phone.
524573	1/26/16	Can the initial card be any cheaper? Do you have to check out as well, or only check in , when entering the bus/train? How about families- is there a family card option? Do you need a separate one for a pet?
524479	1/25/16	I love this its a great idea and no doubt about it, it will be useful as ive lost a monthly pass before and couldnt afford to buy a new one. Im onboard and cant wait for it to start .thank you trimet for the forward thinking on your riders behalf i love it . Sincerely, a dailly rider becky cox

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524427	1/22/16	I think going paperless is a great way to achieving more people in the community to take public transportation. I'm on board!!
524426	1/22/16	The whole thing sounds wonderful. I can't think of a single part of it I would amend. Well thought out. Bravo.
524413	1/22/16	<p>I'm lucky to have access to a computer. I sure as hell do not have a smart phone. You will find this is more common among Seniors than you thought.</p> <p>(Why in Hell does every company and bureaucracy assume that everyone is connected?) (You cannot trust phone and online surveys if you miss all those without phones and computers!)</p> <p>I'm sure your goal is to do away with the sale of individual tickets, especially where we climb on the Max or bus. Words cannot express my feelings. At least, not ones I can print.</p> <p>To me, this is just more unnecessary crap to deal with.</p>
524402	1/22/16	<p>This sounds like a great idea Thank you</p>
524401	1/22/16	<p>1. The main thing you NEEDED to change was the fare structure. \$2.50 is too much for a short one way trip. Fares need to be based on distance traveled, not one size fits all.</p> <p>2. Instead of adding more technology, you need to spend more time on preventive maintenance. Just the mechanical ticket validators are constantly out of service. I doubt that this will be any improvement for riders. [When all of the ticket vending machines/validators are out of service at a stop, it's TriMet's responsibility to cover the ride, not the rider.]</p>
524399	1/22/16	Sounds like a great idea. Thanks
524393	1/22/16	<p>Trillium Family Services is very excited to learn about Hop Fastpass! Trillium is a non-profit, mental health provider, working very hard to reduce our environmental footprint. We are hoping to earn certification as a "green" agency by doing everything we can to engage in sustainable practices. Many of our employees regularly use Tri-Met to get to work, including myself, and we encourage staff to use public transportation. We know Tri-Met as a reliable resource and convenient for our employees to use because our main office is on Powell Blvd., right next to a bus stop. You mentioned in an email that you would be giving out free cards to riders, social service agencies and schools. We fit into all of those categories and we would very much appreciate a donation! Please let me know what we can do, or how we can qualify for a donation of Tri-Met passes. Thank you in advance.</p>
524382	1/22/16	<p>Perfect thanks very much</p> <p>always Greta</p>
524379	1/22/16	As long as paying cash is still an option, it sounds okay to me. And I still think Trimet is awesome!

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524377	1/22/16	<p>I like the idea of prepaying for riding the MAX.</p> <p>I do not like using the tri-max ticket machines because sometimes they are problems with:</p> <ul style="list-style-type: none"> •the ticket print tray is full of water after big rains at Wilsonville WES station. I guess the drain holes are plugged); •will not take paper dollar bills (I now carry enough dollar coins if my VISA card does not work) ; •does not allow you to pay with any kind of cash money at the WES stations, •the charge-card magnet readers is hard to work on cold days below 32F. (when there was ice on the parking lot at Wilsonville WES), •cannot read the display screen when sunlight shines on them and other times, •display screen have very poor contrast, they very hard to see and read. •or they are out of order and do not work at all.
524370	1/22/16	Sounds good, let's get this up and running!
524360	1/22/16	This sounds great and I would definitely use this as long as there isn't a minimum amount that would need to be used each month.
524358	1/22/16	<p>Hi there,</p> <p>I'm delighted by the upcoming change to fare cards. I'd like to suggest that Tri-Met add a pay-as-you-go day pass just like the pay-as-you-go monthly pass. Whether I ride or walk depends on weather, and I often need to make a mid-day trip as well as commuting to and from work. It's frustrating to sometimes end up using three 2.5 hour tickets if it's a rain off-and-on kind of day. Other than that, I'm really pleased about the upcoming changes. I've liked phone ticketing quite a bit, but I've definitely had some nervous moments when I've been riding with a low battery on my phone.</p> <p>Thanks for continuing to move TriMet forward with new technology!</p>
524354	1/22/16	I think it sounds great! Looking forward to using this system, it seems pretty fair for everyone.
524346	1/22/16	<p>I think it is a good idea now I buy a handicap pass every month sometimes I don't use all the month.hop would be a great thing.</p> <p>How can get on one the free pass to start with thank you I ride the blue line and no 8 to the VA hospital and back</p> <p>Thank you</p>
524344	1/22/16	<p>I really like the idea of HOP. It avoids the problem of buying the pass when you are not sure you are going to need it the entire month. I presume that the app will allow you to do the same thing.</p> <p>I do have one suggestion and extension of the plan. Can the HOP be used to buy a single ticket and then another single ticket on the same day and it be treated as a day ticket? Once you have paid the \$5.00 for two tickets, the money paid for ticket could be used for the entire day.</p> <p>Recently, a friend used a paper ticket for a ride one way and another ticket for the return trip, thus paying \$5.00. Having stopped on the way home, when she was on max her ticket expired by 15 minutes. Unfortunately, she was stopped by a fare inspector, who gave her a ticket, even though she had both the single ride tickets to give him. She went to court (took two trips, as the inspector's report had not been provided to the court system the first time) and was found guilty and given a large fine. This seems completely unfair – she thought that having paid \$5 would count for a daily ticket. Although she did make an error in her assumption, I think that this was way too unfair for such a large fine. She probably should have been given a warning. She did use tickets to pay her fare – she was not trying to cheat – but she was heavily penalized.</p> <p>With an extension of this plan, this would not have happened.</p>
524342	1/22/16	You did not explain the \$3 card fee very well.

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524340	1/22/16	<p>I love and enjoy all the new technology. I admire and support all your efforts in keeping up with it all. I am a retired American, I have an iPhone that I have been using and enjoying very well, that it allows me to purchase, store and use tickets as I please. What is to become of that method, am I still be able to use my iPhone the same way in the future. Thank you for always being there for us....I wish you the best, and I think the system is going to be great.....</p>
524335	1/22/16	<p>Sounds like an innovative convenience. I'll be interested to try it out. I don't use any kind of i-gadget so an app won't help me. I really appreciate that you are continuing to service the rest of us by making tickets/adding value to a card available at area merchants.</p> <p>I currently purchase ticket booklets for Trimet through my employer via WageWorks. Will I be able to add value to a Hop Fastpass through Wageworks? It is a "pre-tax" purchase currently and I would like to be able to keep it that way.</p>
524334	1/22/16	<p>There doesn't seem to be much detail at all being provided about how this thing will work with employer provided or discounted fares. We currently buy discounted stickers for our photo ID badges through my employer now. Will we have to carry yet another card to use Hop? The website makes a very brief mention of "hop compatible stickers" - are those essentially the same thing we use today? If they use RFID technology, will they be able to be placed on an a photo ID that also uses RFID without causing a reader conflict?</p> <p>The bottom line is that it would be really great if more information was being provided about this aspect of the new system.</p>
524325	1/22/16	<p>Good Morning,</p> <p>I LOVE this idea! It is so hard for someone like myself that constantly takes tri-met to work and to get around, to save enough to buy a monthly pass, as well as when purchasing a 7 or 14 day pass if we don't work those days consecutively we lose money.</p> <p>I love the reward that the hop pass will give us the roll over, the amount towards a monthly pass, the not paying unless you ride.</p> <p>Now that I've mentioned the benefit for myself and people like me, allow me to say I am happy to hear that you will still be taking cash as there are many elderly I'm sure that would have problems with a new system and for that, thank you for keeping some of the old structure for them.</p> <p>Lastly, the benefit for all concerned, thank you for keeping the cost the same, and for having tri-met and thinking of your riders.</p> <p>Sincerely,</p>
524324	1/22/16	<p>It's a great idea but I was wondering what took you so long. I have been using Clipper Card in the San Francisco area, Orca Card in Seattle, Charlie Card in Boston and Metro Card in NY for years. I hope it works as well as the other systems.</p>
524323	1/22/16	<p>Dear Trimet,</p> <p>From the info you present, I like the rough outline of the Hop roll-out plan. The ability to earn a monthly pass is especially generous. To me, the important aspects are:</p> <ol style="list-style-type: none"> 1) ability to roll-over stored value from month-to-month. 2) ability to catch and fine MAX free-loaders. How will fare inspectors determine a fastpass holder has paid for the current trip? Please explain on the Hop FastPass web site.

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524320	1/22/16	I would still like to be able to use the ticket app on my smartphone. That has been the best!
524319	1/22/16	I have a question with yearly passes, do they too have to tap them on the new posts before boarding. It seems to me where there are large volumes of riders say at Sunset transfer, this process is going to slow down boarding even with the number of posts at the center. Is someone going to be monitoring potential bottlenecks?
524315	1/22/16	<p>Will the hop poles be staying as is or will an extra piece be added nearer the launch date. I'm asking this because I was in Dublin, Ireland recently and rode the Luas which is an equivalent of the max. They have a fare system called leap card. Before you get on the Luas you tap the card on a the front of the display which turns from red to green when the fare is accepted and also beeps. Above where you tap the card it shows you how much is taken from your card. When you step off the Luas you tap off but depending on your distance you could get a credit on your card.</p> <p>Pictures of these poles are on Google images.</p> <p>I hope there is some kind of display to tap on and tap off.</p> <p>And also on there buses you just tap on. No need to tap off. The driver has a display near him for the leap card. They have a separate tap device on the pole near the entrance in the Bus for pass holders.</p> <p>There system is very efficient. They've been doing it for over 10 years.</p> <p>Have Trimet officials been to other cities in the States or in other countries and brought any feedback back with them.</p>
524314	1/22/16	<p>Your proposal sounds fine to me. The Washington DC Metro system had a similar program, SmartTrip, and it made commuting via mass transit so much easier. They had an added incentive to induce people to use the cards: you had to pay to park at Metro transit centers, and you needed the SmartTrip card to get out of the parking lot.</p> <p>But anyway you can get people to use this method of paying for mass transit will make life easier for most of us.</p>
524312	1/22/16	<p>I heard about this new way that Tri-met wants to use for passengers to pay their fare. I am a disabled person, in their fifties. I am on a very limited, tight budget. I quit buying passes because of their terrible expense. I use both Tri-met lift, Max and buses intermittently as my health conditions change daily, weekly. I quit using tickets because the validator machines were often out of service at Interstate stops were I got off to use the Kaiser Medical offices. Often both were out of order for several months. The validators at 122nd, and 148th stops would also be out of order for several months. The validator on 197th heading East would also be out of order! Naturally I would make it a point to call in and report these situations, and I would keep a record in my planner every time this would happen. Having been mugged on the Max Train during the Rose Festival on the way to work one night back in the 1980's, I never carry more than change for the phone and my fa re. Running into so many broken machines finally got to me! I finally changed to using cash!!!! Now I find the cash machines half the time don't work either. Finally having both of those machines fail at once on Civic Drive. Using my sister's cell phone to call it in--I was accused of lying about this and trying to steal bus fare! My name apparently was in the system. I did receive an apology letter.</p> <p>I guess my point is: The new pass deal will be the same problem---when the technology breaks down, and I am alone, no cell phone, I will be left with no ride, stranded, disabled and alone. I do not always travel with my sister. My health issues require a hard wired land line! So I do not qualify for a free cell phone! There are many, many seniors and people living in the two apartment complex's in my neighborhood who</p>

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524307	1/22/16	<p>I think it's a good idea to finally get rid of the old "cash" system, but what are bus operators going to do, when an irate passenger gets on a bus & doesn't understand that there's no way he/she can pay for bus fare using cash?</p> <p>What about tourists who come to Portland, OR, or are traveling within the tri-county area, and they don't understand this "new fare system?" Are those people going to be turned away because it's 9:30PM at night on a weekend, the person doesn't have an iPhone/Android or other cell phone, and there's no where for the tourist to "buy a hopfast pass?"</p> <p>How is that gonna work? Are these people going to be turned away, and told, "Gee, I'm sorry, but you CANNOT get on my bus without a hopfast pass?"</p> <p>Is there going to be more security on the MAX TRAINS and BUSES? Who is going to pay for the added security needed?</p> <p>Why do honored citizens have to pay full price on TRIMET LIFT? Doesn't ANYBODY AT TRIMET realize that, myself, included, as an honored disabled citizen, CAN'T afford FULL FARE PRICE to use the LIFT? I'm forced to cancel my doctor appts (2-4 a month), because I rely on my sister for bus fare. I have an honored citizen bus pass that the State of Oregon is now providing for me as of January 2016, but TRIMET LIFT won't accept it for the LIFT bus.</p> <p>My sister says that the 'hopfast pass' "isn't gonna happen."</p> <p>I don't know. I see a couple of pros, but I see a lot more negatives, too.</p>
524305	1/22/16	<p>How will this Hop system work with employers that subsidize monthly passes? I work for Fred Meyer and I when buy my monthly pass at the store, I receive 50% off (I pay \$50 for the \$100 pass).</p>
524304	1/22/16	<p>Hi</p> <p>I read through your information on HOP and it sounds like it is designed to know that I'm eligible for Honored Citizen fares and will charge me the correct amount.</p> <p>However I live downtown and my neighbors and I have the Downtown Honored Citizen card that lets us ride on transit in essentially what used to be the old Fareless Square. So my question is, will that information also be in HOP if we choose to use it? So if I get on a bus downtown now to just go a few blocks, I show my card to the driver. If I were using HOP, would it let me on but not deduct any money? Hard to see how that would work.</p>
524302	1/22/16	<p>The Portland Public Transportation system is superb. The system is complex and learning to use it with a computer to plan trips is a challenge. It takes time and work to use the online information to maximum value but the effort is worth it. It's especially daunting to one new to and not familiar with Portland. Trying to figure out which bus goes West and which bus goes East if one is not familiar with the bus lines destinations requires frequent reference to a Portland city map.</p> <p>Now with that said, I do sense there are a lot of riders who are riding without paying their fare. Particularly on MAX and street cars. I've never been questioned by a TriMet inspector, but I 'play the game' by always having a validated ticket in my pocket, except for a very few occasions where the validation machine was malfunctioning at my boarding point or on the street car.</p> <p>I've been buying the Senior Citizen books of ten tickets at Safeway and Fred Meyer and I'm well stocked up for about thirty rides so it will be a while before I explore the new Hop.</p> <p>Your efforts in expanding the utilization of an excellent public transportation system is appreciated.</p>

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524301	1/22/16	<p>The Hop Pass sounds like a good idea and I'd like to see it implemented. However, how can TriMet be certain to collect a fare from each and every rider and what sort of enforcement will be in place to assure the correct fare is paid? As things stand right now we are very aware that many streetcar and MAX riders are not paying for transportation. How will HopPass insure that riders pay their fair share?</p> <p>I happen to be one of the riders who has prepurchased tickets via my iPhone. As I ride the TriMet system I activate the tickets on the date and time I use them. I find this super convenient and easy to use. Will this method of ticket purchase be continued when the HopPass system is introduced? Thanks for asking for feedback</p>
524299	1/22/16	I really like this idea and encourage you to bring it to fruition. I hate having to fiddle with the machines or try to buy tickets in advance (or find the right cash) and would love to carry a loaded card.
524297	1/22/16	HOP sounds great! Sign me up!
524294	1/22/16	Spending so much money to develop the "Hop" system makes absolutely no sense whatsoever without increased fare enforcement.
524292	1/22/16	<p>I don't have any concerns or feedback regarding Hop Fastpass.</p> <p>I am looking forward to the implementation of Hop Fastpass and would be willing to be an early adopter.</p>
524291	1/22/16	So after buying a \$3 card and adding \$5 to it, I'll be able to ride the MAX and the streetcar whenever I want, since stations are open and you can't tell from looking at the card whether or not it was used to pay a fare. How nice of Tri-Met to subsidize scofflaws and fare evaders.
524288	1/22/16	<p>I am fairly certain I will utilize public transportation more often knowing I don't have to commit to paying up front for a monthly pass when I might not use it as much as I thought And knowing there is a "reward" for continued fare purchases is incentive too...</p> <p>Good idea, thank you!</p>
524269	1/21/16	<p>It wasn't spelled out how those of us who buy a senior's yearly pass will be affected. ???</p> <p>Please make that clear.</p>
524268	1/21/16	I think Hop is a great idea (although I don't like the name). I use the ORCA card in Seattle quite a bit and it is very convenient. One question, I currently use a sticker on my work ID badge as my bus pass (I think it is called Passport). How will that work in the future in relation to the Hop card?
524267	1/21/16	<p>I would like to attend your 9am meeting, and although, I do have a bus #51 which will get me started on my way, I do not have a return #51 bus until after 2:30 pm. I assume your meeting will not last quite so long, and I will be stranded.</p> <p>Here is my comment: I want to continue to buy paper tickets (oh the horror) for when I can ride my #51 bus on its very limited schedule.</p> <p>Is that too much to ask? The paper tickets (so far) seem to work more regularly than the current electronic devices TriMet has produced. I am assuming the same lack of efficiency will prevail with Hop.</p>
524265	1/21/16	How will a fare inspector on MAX (if there ever is one) know I've paid my fare? Do you have a website to answer FAQs like this?
524263	1/21/16	<p>I would like to have multiple cards, small for keychain and large for wallet. If they can share the loaded fare, even better.</p> <p>Can my phone be my pass? If so, what features must it have (Bluetooth, NFC)? Would a lost phone lose my tickets? Thanks.</p>
524262	1/21/16	And why, oh why, should you think that I will be glad to pay a service charge for a service I do not want but might be forced to use?

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Public Comment 1/1/2016 to 2/16/2016
Ordinance No. 342, eFare Provisions

SIP #	Date	Comment
524261	1/21/16	<p>This sounds like a good idea I have one question at the moment. How would the new Hops pass be different than the on line Tri Met app that I use all of the time to buy tickets? In other words, why do we need the new pass if there is already an on line app where we don't have to pay for a card and only buy the type and amount of tickets we want? Thanks.</p>
524260	1/21/16	<p>To whom it may concern</p> <p>The \$3 card fee is not explained in your information about the Fastpass. Could you please explain this?</p> <p>If it is a fee to purchase the card at the grocery store or a load fee, I object. Many of us seniors are on fixed incomes. We don't need one more fee. Is it a one-time fee or a load fee, everytime one adds funds?</p> <p>It is not explained, but will I still be able to use single tickets, day tickets or a monthly paper bus pass, including paper LIFT pass? Or will only Fastpass be accepted?</p> <p>I don't understand the limitations on the LIFT pass. I assist a senior and she has no ability to do anything by computer or over a phone. Will she still be able to buy a paper lift ticket?</p> <p>"To kick things off, we'll give out thousands of free cards to riders, social service agencies and schools. And don't worry ˆ fares aren't going up." How does one get a free card?</p> <p>I need more detail on the following; an example would help: "Stored value and pay-as-you-go passes. You'll be able to pay your way toward a 1-Month Pass, one day at a time. You don't have to pay for a pass in advance, and you'll never pay for a ride you don't take. And at the end of the month, any balance in your account will roll over to the next month. All fares will be the same price as today."</p> <p>Thank you for your kindness in answering these questions,</p>
524256	1/21/16	<p>To whom it may concern,</p> <p>I want to start by saying that this fare system is awesome and I hope it will be easier for those who have physical disabilities. Since I am confined to a wheelchair, it is difficult for me to handle cash and especially coins. NFC-based transactions will change the payment landscape and I am proud of TriMet for moving to this system. I would like to make one suggestion and would like one major question answered, as I will not be attending the Public Hearing.</p> <p>Hop, in the form TriMet is proposing, will be a physical card. For me, and others who have disabilities, it is a security issue to use a wallet and find the Specific TriMet card for Hop. I would like to see TriMet work with eWallet providers, such as Apple Pay, Android Pay and Samsung Pay. This would allow me to simply tap my phone and get the added benefits of the Hop card.</p> <p>I am also concerned about how fare will be checked. There must be very specific details released to both fare inspectors and the public as to how to prove fare has been paid for. Processes need to be implemented to prove fare was paid when using a Hop card vs. NFC-enabled card or cell phone. As the new technology is rolled out, fare instructors should allow passengers to pay for fare prior to going straight to a warning or citation, providing the passenger can prove they are in possession of the HOP card or other NFC-equipped card or phone. HOP readers should have an audible tone when fare has been purchased.</p>

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Public Comment 1/1/2016 to 2/16/2016
Ordinance No. 342, eFare Provisions

SIP #	Date	Comment
524255	1/21/16	<p>There is no information here about employer paid passes. I get a monthly pass handed to me at the office, and I don't have to do any of this folderol. Now people will have to queue to tap a pass before boarding? I'm not sure this is streamlining for most people with employer-paid passes.</p> <p>Sounds like you'll still have to employ those power-hungry fare inspectors as well.</p> <p>That's my feedback as a daily user for more than 10 years (when the trains are running, that is...)!</p>
524254	1/21/16	<p>Greetings!</p> <p>Hop sounds fine. I have seen similar mechanisms in San Francisco and Chicago. However, I am writing to ask TriMet to please retain the current ticket app, which works beautifully.</p> <p>Thank you!</p>
524253	1/21/16	<p>Hello,</p> <p>I like what I'm reading, sounds good to me! I look forward to using Hop Fastpass!</p> <p>Thanks for all you do,</p>
524252	1/21/16	<p>Based on what I can tell from the web site, it appears to me that Hop is actually a huge step backward. TriMet already has the ability to use your phone as your fare, which was a frequently requested feature - so why would we go back to requiring everyone to carry yet another card?</p> <p>Even if the existing app remains as an option, it does not currently have the ability for fares to accumulate toward a monthly pass. So that means you will have one electronic system with the disadvantage of costing extra, and one electronic system with the disadvantage of having to carry and keep track of a card.</p> <p>If you are unable to develop a way to use a phone/watch app as your fare with Hop, then all Hop really does is use a lot of money to remove the inconvenience of a paper pass - and replace it with the inconvenience of a plastic pass.</p> <p>The web site's explanation is not very detailed, so perhaps I am misunderstanding, but this doesn't seem like a very good idea to me.</p>
524251	1/21/16	<p>To whom it may concern:</p> <p>\$3.00 card fee is ridiculous. There should be no charge with the number of riders you should anticipate using this service. Thats outrageous and exploitive and as such I will not participate.</p> <p>Regards,</p>

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SIP #	Date	Comment
524243	1/21/16	A \$3 card fare is excessive unless it's a one-time fee. Don't gouge your customers.

Attachment B
Hop Fastpass Outreach and Communications Summary
September 2012 through February 2016

Date	Activity / Organization / Event	Purpose / Notes
2016 February	TriMet Employee Communications News Release Stakeholder calls around RQTC Ongoing efare awareness promotions	Information in ExpressLine - weekly internal publication eFare construction update + RQTC platform closures Information about construction noise and platform closures eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, and feature on trimet.org homepage
	Twitter and Facebook RiderInsider	Answering rider questions about eFare on Twitter and Facebook Email newsletter feature on Hop and how it works, with video about Hop poles at stations
	Juntos Aprendemos @Harvey Scott School Juntos Aprendemos @Ventura School Juntos Aprendemos @ Lents School Rider/neighbor/employer email blasts	Community meeting, eFare information and feedback Community meeting, eFare information and feedback Community meeting, eFare information and feedback eFare construction update + RQTC platform closures
January	Portland Streetcar and CTRAN NE Community Health and Dental Clinic Urban League Multicultural Center North Portland Library Kenton Library Community Youth Peace Collaborative Board Meeting & Public Hearing Oregonian News Board Meeting Notice published Sunset HS Latino Parent Support Group Website Information email to rider groups Board briefing and eFare presentation TriMet Customer Service	Marketing outreach draft plan overview and feedback Distributed eFare information Distributed eFare information Distributed eFare information Distributed eFare information Community meeting, eFare information and feedback eFare Ordinance - 1st Reading, and eFare presentation eFare information Advertise Public Hearing for eFare ordinance Community meeting, eFare information and feedback Information and notice of public hearing - how to comment Information and notice of public hearing - how to comment eFare Update - System overview and preview of ordinance Update and information
	TriMet Employee Communications TriMet Employee Communications	Project information in ExpressLine - weekly internal publication Part of Townhall presentation

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Date	Activity / Organization / Event	Purpose / Notes
	Emails and Facebook post	Repeat promotion of how Hop works, benefits, addressing common concerns, key need-to-know items like card fee and minimum load, promoted fare policy changes and public hearing
	myhopcard.com	Updated FAQs based on feedback and questions from customers
	Ongoing efare awareness promotions	eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, feature on trimet.org homepage
	Twitter and Facebook	Answering rider questions about efare on Twitter and Facebook
	RiderInsider	Email newsletter feature on Hop and how it works, part of recap of 2015 year in review
	Blog post	Year in review blog post with feature on Hop
	Video	Hop Fastpass poles video talking to people on the street about eFare
2015		
December		
	TEAC meeting	Review of outreach and analysis, form recommendations
	JOIN Housing Support Services	Meeting with staff, eFare information and feedback
	Center for Intercultural Organizing (2 mtgs)	Community meeting, eFare information and feedback
	Ongoing efare awareness promotions	eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, feature on trimet.org homepage
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	Baltazar Ortiz Community Center	Community meeting, eFare information and feedback
November		
	TEAC meeting	Updates and Q&A with project manager
	TEAC Title VI Subcommittee	Feedback on analysis and proposed policies
	Portland Streetcar and CTRAN	Marketing outreach draft plan overview and feedback
	CAT Committee	Presentation & information, feedback
	Latino Network	Community meeting, eFare information and feedback
	Native American Youth & Family Center	Community meeting, eFare information and feedback
	Black Parent Initiative	Community meeting, eFare information and feedback
	APANO	Community meeting, eFare information and feedback
	Gladstone High School	Community meeting, eFare information and feedback
	News Release	APTA Gold Level award for sustainability, eFare one of criteria

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	Ride Connection meeting	Outreach and marketing planning meeting with Mike Mullens
	Elders in Action meeting	Outreach and marketing planning meeting with Barbara Bernstein and JoAnn Herrigel
	Blog post	Blog post summary of hop system, how it works, what to expect, benefits & addressing some common questions/feedback themes, encouraged riders to visit myhopcard.com sign up for email updates and beta test
	Emails and Facebook post	Introducing Hop once again and promoting blog post, rider questions answered in facebook thread
	myhopcard.com	Updated FAQs based on feedback and questions from customers
	Ongoing eFare awareness promotions	eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, feature on trimet.org homepage
	Twitter and Facebook	Answering rider questions about efare on Twitter and Facebook
	Rider/neighbor/employer email blasts	Information every other week in November for station construction
October	TEAC meeting	Discussed Title VI analysis and outreach plan
	eFare briefing for Community Based Orgs	Meeting with OPAL, APANO, NAYA, CIO, BPI, Latino Network
	Elders in Action meeting	Information and feedback
	Bus Operator Outreach - Center Garage	Information and feedback
	Board Meeting	Resolution approving TVM contract for eFare retrofit
	TriMet Employee Communications	Project update in ExpressLine - weekly internal publication
	Employee Communications	Information in quarterly Employee Townhall
	Ongoing eFare awareness promotions	eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, feature on trimet.org homepage
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	RiderInsider	Email newsletter feature on Hop and how it works
	Rider/neighbor/employer email blasts	Information every other week in October for station construction
September - October	Reader mast/pole installation begins on rail	Poles display HOP branding with "Coming 2017" notice
	TriMet Employee Communications	Project update in ExpressLine - weekly internal publication
	News Release	Announcing the Hop Fastpass name of eFare
	Video	Announcing the Hop Fastpass name of eFare

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	Launched new e-fare website at myhopcard.com	How it works, detailed FAQs addressing common rider questions and community concerns, overview how-it-works video
	Emails and Facebook posts	Announcing the Hop Fastpass name, updated web content and FAQs at myhopcard.com, encouraged riders to sign up for email updates, rider questions answered in facebook thread
	Ongoing eFare awareness promotions	eFare/Hop featured in flatscreen crawl/flatscreen graphical ad around the system, feature on trimet.org homepage
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	RiderInsider	Email newsletter feature on Hop and how it works
	Rider/neighbor/employer email blasts	Information each week in September for station construction
August	TriMet Customer Service	Update and information
	Blog post	Mention of eFare equipment installs as part of Blue Line Station Rehabilitation Project
	News Release	Moody's upgrades TM bond rating, bonds sold to support eFare implementation
	News Release	eFare construction update + closure of Lloyd Center Station
	News Release	eFare construction update + closure of Library/SW 9th Station
	Postcard mailing to Blue Line station areas	Notice of eFare construction as part of station rehab - Hollywood to Cleveland
	Rider/neighbor/employer email blasts	Information each week in August for closed stations
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	Canvassing around potential closed station	Lloyd Center/NE 11th Ave and Library/SW 9th station closures
July	Bus Operator Training	Meeting with Training staff
	Employee Communications	Information in quarterly Employee Townhall
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	Rider/neighbor/employer email blasts	Information each week in July for station construction
June	TEAC meeting	Update and discussion
	eFare Rider Focus Groups	Information and feedback
	TriMet Customer Service	Update and information

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Date	Activity / Organization / Event	Purpose / Notes
May	Rockwood Neighborhood Association	Community meeting, eFare information and feedback
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	Rider/neighbor/employer email blasts	Information each week in June for station construction
	Portland Public Schools	Meeting with PPS staff, information and feedback
	Bus Operator and Field Operations	Update and discussion
	TriMet Employee Communications	Information in ExpressLine - weekly internal publication
	Rider & employer email blasts	Orenco/NW 231st entrance closure for eFare
	Stakeholder mailing	Orenco neighbors regarding eFare construction
	News Release	FY16 budget with mention of eFare
	News Release	Update on eFare construction + closure of Convention Center Station
Rider/neighbor/employer email blasts	Information each week in May for closed stations	
Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook	
Canvassing around potential closed station	Mall/SW 5th & Convention Center stations	
April	eFare outreach planning with Community Based Orgs	Meeting with staff from OPAL, APANO, NAYA, CIO, Latino Network
	TEAC meeting	Discussion of policy options and potential mitigations
	OHSU Staff	Meeting with OHSU staff, information and feedback
	eFare Institutional Website Focus Groups	Early user feedback on website design - PSU, Go Lloyd
	eFare Institutional Website Focus Groups	Early user feedback on website design - City of Portland, PSC
	ODOT regional meeting	Presentation to ODOT and regional partners, eFare update
	Go Lloyd TMA	Meeting with Go Lloyd staff, information and feedback
	Pioneer Community Center - Oregon City	Open House, update and feedback re: HC fares and eFare
	Urban League Senior Center - NE Portland	Open House, update and feedback re: HC fares and eFare
	Center Street Garage Managers Meeting	Information and feedback
TriMet Employee Communications	Information in ExpressLine - weekly internal publication	
Rider/neighbor/employer email blasts	Information each week in April for closed stations	
News Release	Pioneer Square platforms close for eFare construction	
Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook	
News Release	7th Ave MAX Station reopens with eFare foundation equipment installed	
Canvassing around potential closed station	Pioneer Square platforms close for eFare construction	

March

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Date	Activity / Organization / Event	Purpose / Notes
	TEAC meeting	Discussed outreach plan
	Rider/neighbor/employer email blasts	Information each week in May for closed stations
	Canvassing around potential closed station	SW Oak/1st Ave station
	Centro Cultural - Washington County	Open House, update and feedback re: HC fares and eFare
	East County Health Center - Gresham	Open House, update and feedback re: HC fares and eFare
	Newspaper Ads	The Scanner, Gresham Outlook, El Hispanic News, Portland Tribune, and Asian Reporter
	Employee Townhall	eFare Update
	ToWork Employer Newsletter	eFare article to subscribers
	TriMet Employee Communications	Information in ExpressLine - weekly internal publication
	Employee Communications	Project update for quarterly Employee Townhall
	Banner and poster at ticket office	Notice of eFare work coming and website for more information
	trimet.org/efare	Construction web page goes live
	News Release	Most MAX stations remain open during eFare construction
	Twitter and Facebook	Answering rider questions about eFare on Twitter and Facebook
	News Release	Mention of eFare launch in 2017 in FY16 budget proposal release
February	TSCC/Tax Supervising & Conservation Com	Program update
	PMMI meeting	Project discussion and confirmation of use of PMMI email list for outreach
	Information sent to neighborhood associations	Newsletter articles
	Stakeholder calls	Jurisdictional partners, neighborhood associations, and impacted groups
January	Employee Communications	Project update for quarterly Employee Townhall
<u>2014</u>		
December	Bus tour for CAT	Information and feedback
	News Release	Information on eFare equipment installs as part of Blue Line Station Rehabilitation Project
November	TEAC meeting	Overview of policy options and Title VI analysis process
	Bus Operator Continuous Improvement Team	Project review with Safety Committee, information and feedback

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Date	Activity / Organization / Event	Purpose / Notes
October	Emails and Facebook post	Asking riders to weigh in on proposed eFare system and how it works, name options
	News Release	Soliciting public input on name and design of eFare system
	Bus Operator Outreach - Powell Garage	Information and feedback
	Emails and Facebook post	Recruiting for eFare focus groups
	Portland Public Schools	Meeting with PPS staff, information and feedback
September	Management Monday - Center Garage	Information and feedback
	TriMet Employee Communications	Information in ExpressLine - weekly internal publication
	TriMet Employee Communications	Information in Employee Townhall
	News Release	Mention of eFare equipment installed during Sunset Transit Center Platform
	News Release	TriMet Tickets mobile app one-year anniversary, mention of eFare project
August	Board meeting	Resolutions approving eFare contracts with GlobeSherpa (mobile apps) and ReadyCredit (retail network)
	Bus Operator Outreach - Merlo Garage	Information and feedback
July	Emails and Facebook post	Promoting trimet.org/eFare, encouraging riders to get updates by email
	Bus Operator Sign-ups	Information and feedback
June	CAT Ad Hoc Subcommittee - eFare	Information and feedback
May	Employee Communications	Quarterly Employee townhall
	News Release	FY15 budget release mentioning investing in technology, including eFare system
April	Portland State University	Meeting with PSU staff, update and feedback
	OHSU / Tram	Meeting with OHSU staff, update and feedback
	News Release	Mobile ticket 1 million milestone, mention of electronic fares in future
March	News Release	INIT contract awarded for eFare system development

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Date	Activity / Organization / Event	Purpose / Notes
February	trimet.org/efare landing page launched	Overview of future system, how it works, common questions addressed
	Emails and Facebook post	Promoting trimet.org/efare, encouraging riders to get updates by email
	Transit on Tap - North Portland	eFare presentation, information and feedback
	CAT Ad Hoc Subcommittee - eFare	Information and feedback
	TSCC/Tax Supervising & Conservation Com	Program update
News Release	Legislation to protect private information of eFare users	Web, email, facebook announcements promoting upcoming eFare Transit on Tap event
Transit on Tap eFare topic promo		
2013 December	eFare Rider Focus Groups	Information and feedback
	Meeting with social service providers	Ride Connection, Mult Co, Clack Co, State of Oregon
September	News Release	Announcement that Mobile ticket app launch a day away, first step toward future eFare system
	News Release	Mobile ticket app launch, first step toward future eFare system
	News Release	Mobile ticket sales week one, mention of future eFare system
August	News Release	Announcement that Mobile ticket app launch a week away, first step toward future eFare system
	ToWork Newsletter	Preview of future eFare system being planned
July	Board Briefing	eFare presentation
	TriMet Employee Communications	Information in ExpressLine - weekly internal publication
	News Release	Mobile ticketing app beta test update 1, mention that app is first step toward future eFare system
	News Release	Mobile ticketing app beta test update 2, mention that app is first step toward future eFare system
June	News Release	eFare to be future of fare payments, TVM activity

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Date	Activity / Organization / Event	Purpose / Notes
May	TEAC meeting	Information and feedback
	Community Workshop + Q&A with Neil McFarlane	Invited community to ask questions about mobile ticketing and future electronic fare collection
	Emails and Facebook post	Promoting Community Workshop and inviting riders to attend and talk to TriMet staff
	Blog post	eFare information
April	Board Meeting	Budget presentation incorporating eFare plans
	CAT Committee	Information and feedback
	News Release	Mobile ticketing and eFare
	Portland State University	Meeting with PSU staff, information and feedback
	OHSU / Tram	Meeting with OHSU staff, information and feedback
	City of Portland	Meeting with City staff, information and feedback
March	News Release	Mobile ticketing and eFare
	Budget Task Force	Report with recommendation for eFare
	Streetcar CAC	eFare update
February to April	Meetings with diverse community leaders	Variety of topics, including efare project
	Annual Report	Update on eFare and mobile ticketing
	Budget Task Force	Recommends eFare
2012	CAT Committee	Introduction of eFare plans
December	Tram Staff	Tram tour, eFare information and feedback
October	Rider Insider newsletter	Promo mobile ticketing and eFare
	Transit Investment Plan - web posting	Introduction of eFare plans
	Blog post	Introduction of eFare plans
	Blog post	Information, mobile ticketing and eFare

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Date	Activity / Organization / Event	Purpose / Notes
September	Email and facebook post	Introduction of eFare plans
	Board Meeting	Resolution approving technical services contract with CH2M Hill