SUMMARY STATEMENT

ITEM NO.    SUBJECT: PATCO Automatic Fare Collection (AFC) Public Awareness Initiative

COMMITTEE: Operations and Maintenance

COMMITTEE MEETING DATE: June 13, 2007

BOARD ACTION DATE: July 18, 2007

PROPOSAL: That the Board authorizes staff to negotiate an Agreement with Deardorff Associates to assist PATCO with public outreach and consumer awareness initiatives associated with the roll-out of the PATCO Automatic Fare Collection (AFC).

Amount: not to exceed $150,000

Firm: Deardorff Associates

Other Proposers: Illium
               Osiris Group
               Red Tettemer
               Two Twelve
               Winning Strategies

PURPOSE: The purpose of this contract is to provide public awareness support for the full roll-out of the Automatic Fare Collection (AFC) system. PATCO has entered the ultra modern world of transit technology with its new AFC system. In addition to new fare gates and ticket vending machines, PATCO will be introducing its own brand of smart card to be used with the new AFC system.

PATCO riders will be introduced to the most updated technology which will allow them to traverse the system more easily and efficiently. The time riders save and the ease with which they will be able to access PATCO will earn their loyalty and attract new peak and off-peak riders.

The success of the pilot program and subsequent roll-out are vital to building the desired conversion rate from magnetic cards users to smart card users.

BACKGROUND: In December of 2004, the Board had approved the AFC project with Cubic Transportation Systems, Inc. that included the design, engineering, software development and hardware installation for Smart technology for PATCO fare collection. PATCO’s current fare
technology is over 30 years old, no longer logistically supported by the industry, and represents the number one source of all customer complaints.

In the fall of 2005 PATCO engaged the services of Deardorff to design a brand for its new smart card and a new PATCO logo to reflect a more modern and current image. This engagement was accomplished through a competitive process (see list of other proposers, above). This effort was critical to keeping the AFC project on schedule. The production of smart cards could not occur unless we had provided the vendor the card design and specification which included the brand and logo. This design is also integrated into the equipment software. Without this effort the project could not move forward. The smart card brand is “FREEDOM”.

In August 2006, PATCO implemented a pilot project, which is still underway, to test the software and hardware features of the system prior to full system roll-out. The pilot project involves 1500 riders who volunteered to test the smart cards. In addition, the new paper magnetic tickets are being used by the riding public. Each station has a minimum of one new Automated Vending Machine and one new faregate. A full scale roll-out and implementation is projected for the fall of 2007 that will allow riders to use smart card technology to pay for fares and parking and will allow PATCO to offer discounts to encourage off peak ridership and to collect detailed operational data for improved planning, more efficient scheduling, and more productive service.

During roll-out different approaches will be needed to make the public aware of the smart card program and its features. The riding public will have to be educated on how to travel on PATCO using the new fare collection system. Educating the public will require a considerable amount of public outreach and public awareness initiatives. This funding will allow PATCO to implement the appropriate public awareness activities to ensure the AFC gains successful market penetration.

SUMMARY:

- Amount: $150,000
- Source of Funds: NJ SWAP Fund
- Capital Project #: N/A
- Operating Budget: N/A
- Master Plan Status: N/A
- Other Fund Sources: N/A
- Duration of Contract: N/A
- Other Parties Involved: N/A
PATCO Automatic Fare Collection (AFC) Public Awareness Initiative

RESOLUTION

RESOLVED: That the Board authorizes staff to negotiate a contract with Deardorff Associates to assist with a public awareness initiative associated with the roll out of the PATCO Automatic Fare Collection (AFC) in an amount not to exceed $150,000; and be it further

RESOLVED: That the Chair, Vice Chair and the President must approve and are hereby authorized to approve and execute all necessary agreements, contracts, or other documents on behalf of PATCO. If such agreements, contracts, or other documents have been approved by the Chair, Vice Chair and President, and if thereafter, either the Chair or Vice Chair is absent or unavailable, the remaining Officer may execute the said document(s) on behalf of PATCO, along with the President. If both the Chair and Vice Chair are absent or unavailable, and if it is necessary to execute the said document(s), while they are absent or unavailable, then the President shall execute such document(s) on behalf of PATCO.

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