SUMMARY STATEMENT

ITEM NO.    SUBJECT:  

COMMITTEE:    Executive  

COMMITTEE MEETING DATE:    September 16, 2009  

BOARD ACTION DATE:    October 21, 2009  

PROPOSAL:  Staff seeks Board approval and authorization to replace the current vacant Project Manager, Planning position with the position of Director, Fare Collection Operations at a Grade E-2 to be filled by a qualified candidate as soon as possible.

PURPOSE:  To direct the daily activities associated with the PATCO automated fare collection operation providing technical, procedural, administrative, and operational direction related to a highly complex computerized fare collection system. Support PATCO goals to provide an electronic payment system in the transit environment that is customer friendly, highly dependable and regionally interoperable. Reporting to the position will be the functions of station supervision, revenue collection, fare equipment maintenance/repair, and the smart card customer service center. In addition, this position will have the primary responsibility to manage and oversee the on-going support service contract provided by Cubic and other potential third party vendors.

BACKGROUND:  PATCO has completed the full roll-out of its new automated fare collection system. The new smart card system is highly sophisticated and has a different level of complexity than the old more mechanical driven system. The backbone of the system is the Nextfare Central System which includes automated customer service features including credit-debit payment, internet based load value, autoload and electronic transit benefits delivery. The new automated fare collection system has resulted in a new business model for PATCO including new operating and customer service business rules.

With the introduction of the new state-of-the-art fare collection system, PATCO must re-align and integrate the elements of fare collection, which were segregated under the old fare collection system, to create a customer responsive and service oriented focus. From an operational perspective, the new fare collection system requires: oversight of the FREEDOM Card Service Center, quick response to
fare equipment failures, data analysis, consistent application of business rules, providing direction and coordination with Information Systems Department on the Nextfare Application, development and management of web module providing customers on-line access for registering and loading FREEDOM cards, revenue collection and station supervision.

PATCO is the first transit system in the region to use the smart card technology and will be working with SEPTA and NJ Transit to create regional interoperability of fare products as they move towards smart card technology. This position will have the primary responsibility to interface and collaborate with our regional partners on fare collection.

SUMMARY:

<table>
<thead>
<tr>
<th>Amount:</th>
<th>Not to Exceed E-2 range ($84,725 - $127,087)</th>
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<tbody>
<tr>
<td>Source of Funds:</td>
<td>Operating Budget</td>
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<tr>
<td>Operating Budget:</td>
<td>1000</td>
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<tr>
<td>Capital Project #:</td>
<td>N/A</td>
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<tr>
<td>Master Plan Status:</td>
<td>N/A</td>
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<tr>
<td>Other Fund Sources:</td>
<td>N/A</td>
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<tr>
<td>Duration of Contract:</td>
<td>N/A</td>
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<td>Other Parties Involved:</td>
<td>N/A</td>
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RESOLUTION

RESOLVED: That the Board of Commissioners hereby creates the position of Director, Fare Collection Operations at a Hay Grade of E2; and be it further

RESOLVED: That the function of the Director, Fare Collection Operations be to direct the daily activities associated with the PATCO automated fare collection operation, providing technical, procedural, administrative, and operational direction related to a highly complex computerized fare collection system. In addition, this position will support PATCO’s goals to provide a customer friendly, highly dependable and regionally interoperable transit electronic payment system; and be it further

RESOLVED: That the position of Project Manager, Planning be and hereby is eliminated; and be it further

RESOLVED: That staff is hereby authorized to immediately take the necessary and appropriate steps to hire a qualified candidate to fill the position and to fulfill the duties of said position; and be it further

RESOLVED: The President and General Manager must approve the selection of an appropriate candidate to be hired to fill the position of Director, Fare Collection Operations.

SUMMARY:

Amount: Not to Exceed E-2 range
        ($84,725 - $127,087)
Source of Funds: Operating Budget
Operating Budget: 1000
Capital Project #: N/A
Master Plan Status: N/A
Other Fund Sources: N/A
Duration of Contract: N/A
Other Parties Involved: N/A

RAB/CYS
PATCO