

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

WORKSHOP SUMMARY

Meeting Date: January 26, 2021

Department: Palm Tran

I. EXECUTIVE BRIEF

Title: Palm Tran Fare Technology Presentation and Discussion


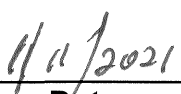
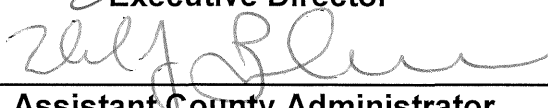
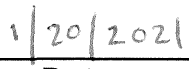
Summary: In 2017, Palm Tran began working towards replacement of its Fare Collection System to enhance the customer experience. Improvements to the system include updating fare collection software, replacement of fare boxes, implementation of contactless smart cards and mobile apps for fare payment as well as expansion of locations to purchase fares.

At this workshop, staff will provide a comprehensive update on the implementation schedule of the new Fare Collection System. Staff will present recommendations and seek direction for expansion of fare products and revisions to the current fare policies. Based on direction from the Board, staff will bring a revised Fare Policy for Board approval at the March 9, 2021 meeting.

Background and Policy Issues: On March 17, 2020 the Board approved a contract with Genfare (R2020-0329) for acquisition of the hardware and software to implement a new Fare Collection System. This contract totaled \$10,912,998 over a ten-year term and is funded through the Palm Beach County Transportation Planning Agency (TPA) and the Federal Transit Administration (FTA) Section 5307 Formula Grant. It provides Palm Tran with 165 new validating fareboxes, 22 ticket vending machines, 6 agency point of sale machines, testing/ maintenance/ training equipment and back office software that supports account-based sales, mobile applications, inventory management, revenue management and website purchases. This system was originally scheduled to be installed in the 4th Quarter of FY20 but was delayed due to COVID-19. The new Fare Collection System is currently set for implementation in early 2021.

The implementation of an upgraded Fare Collection System is vital as Palm Tran has utilized the same system since 2007. The fare boxes used on the fleet currently accept bills and coins in addition to using outdated magnetic strip media. Riders are only able to purchase passes on the bus or at a limited number of physical locations. The current hardware and back office software systems are at the end of their useful life and will not be supported by the manufacturer in the near future.

Attachment(s): 1. Presentation

Recommended By:		
	Executive Director	Date
Approved By:		
	Assistant County Administrator	Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	2021	2022	2023	2024	2025
Capital Expenditures					
Operating Costs					
External Revenues	-	-	-	-	-
Program Income(County)					
In-Kind Match(County)					
NET FISCAL IMPACT	-	-	-	-	-
#ADDITIONAL FTE					
POSITIONS (CUMULATIVE					

Is Item Included in Current Budget? Yes No **X**
 Does this item include the use of federal funds? Yes No **X**

Budget Account No:

Fund Agency Organization Object

B. Recommended Sources of Funds/Summary of Fiscal Impact:

There is no fiscal impact at this time.

C. Departmental Fiscal Review: _____
Jeremy Baker, Director Administrative Services

III. REVIEW COMMENTS:

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

Suzanne 1/13/21

 OFMB (RD) 1/12/21

Ann S. Joubert 1/14/21

 Contract Dev. & Control
 1-13-21

B. Legal Sufficiency

Jean-Adel Williams

 Assistant County Attorney

C. Other Department Review

 Department Director

(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)

Palm Tran's Enhanced Fare Collection System

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Palm Beach County Board of County Commissioners Workshop



January 26, 2021

Clinton B. Forbes
Executive Director



AGENDA

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1. Benefits of New Fare Collection System
2. Timeline
3. Current System
4. New System
5. Proposed Fares
6. Regional Interoperability
7. Next Steps

Benefits of New Fare Collection System

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- ❖ Enhances customer convenience and makes Palm Tran services more user-friendly
- ❖ Allows for faster boarding
 - ❖ Minimizes dwell time
 - ❖ Improves on-time performance
- ❖ Contactless Boarding with Smart Cards and Phone App minimizes physical touch/helps with COVID-19 mitigation

Benefits of New Fare Collection System

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- ❖ Significantly expands customer opportunities to purchase passes efficiently and reduce cash handling
- ❖ Ability to replace lost, damaged or stolen tickets for riders with registered accounts
- ❖ Enhances Security from potential fraud
- ❖ Facilitates Regional Interoperability

Timeline

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2007	Installed current Fare Collection System
2014	Collaborated with Broward County Transit (BCT) on a Fare Collection Interoperability Agreement
2016	Palm Tran and BCT mutually agree to not move forward on a Joint Agreement/Solicitation
2017	Engaged Consultant to conduct assessment and develop recommendations
2018	Engaged Consultant to assist in the Development, Procurement and Implementation of a New Fare System
2019	May 15, 2019; Issued RFP solicitation for Fare Collection System September 13, 2019; selected Genfare
2020	March 17, 2020; Board Approved Contract with Genfare 4 th Qtr.; Planned Installation delayed due to COVID-19
2021	March/April System Implementation delayed due to COVID-19 May/June System Implementation

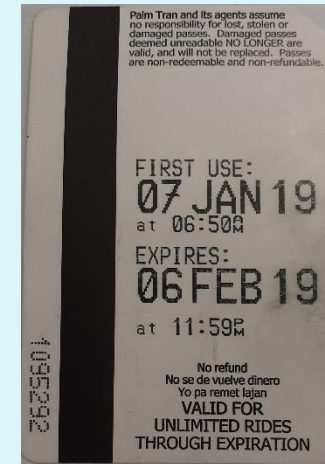
Current Fare Media

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Current Farebox

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- Fareboxes are obsolete
- Magnetic Strip - Old Technology
- Hard to get parts
- Multiple Failures

New Fare Payment Options

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Smart Card



Cash



Mobile App



Contactless Bank Cards



Smart Watch



Google/Apple Pay

New Fare Collection System

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Smart Card



Farebox



TVM



Phone App



Retail



Web-Based



Point of Sale

Proposed Fares

(To be presented at a future Board of County Commissioners Meeting)

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Fare Product	Current Fares	Proposed Fares
Cash Fare One Way	\$2.00	No Change
1 Day Pass	\$5.00	No Change
31 Day Pass	\$70.00	No Change
New Fare Product/Policy		Proposed Fares
3 Day Pass	N/A	\$ 12.00
7 Day Pass	N/A	\$ 20.00
Reloadable Smart Card*	N/A	\$ 2.00
Fare Capping	N/A	(Gives Customer Best Value)
Eliminate Accepting Pennies	N/A	N/A

* Several thousand complimentary Smart Cards will be distributed during initial Rollout.

Regional Interoperability Status

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- **Palm Tran-Rolling Out New Technology**
 - 2nd Qtr. 2021
- **Broward County Transit-(Phone App, No Smart Card)**
 - May 2018 - New Fareboxes Installed
 - August 2019 - Phone App Implemented
- **South Florida Regional Transit Authority-(Smart Card, Phone App, TVM)**
 - October 2011 - Smart Cards and TVM
 - January 2020 - Phone App Implemented
- **Miami-Dade Transit – (Smart Card, Phone App, TVM)**
 - October 2009 - New Fareboxes Smart Card
 - August 2019 - Phone App Implemented
 - December 2019 - Contactless Credit Cards Implimented

Next Steps

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Current Activities

- Fare Collection System Testing
- Internal Training

Planned Activities

- Public Outreach and Training
 - Social Media
 - Website
 - In-Person (COVID-19 Compliant)
- Installation Schedule
 - March Pilot test
 - June System Roll-Out (GO LIVE!)
- Fare Change Recommendation
 - March 9, 2021-Seek County Commission Board Approval