

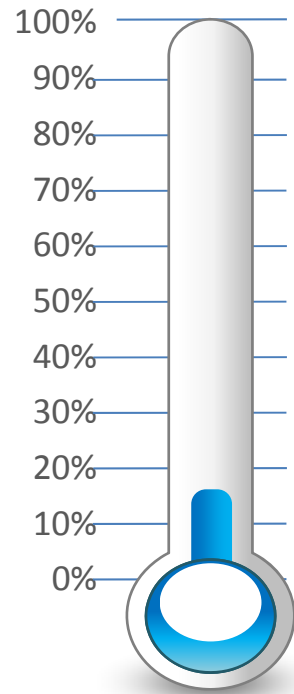


Hillsborough Area Regional Transit Authority

## Regional Inter-Jurisdictional Mobility Project Update

Regular Board meeting  
July 18, 2016

# Project Status



## Scope Change

Citrus and Polk Counties dropped out of the Project; they can rejoin after implementation by purchasing equipment and tying into the regional back office

## Cost

No additional unexpected costs or change orders with the project

## Schedule

Project is on schedule; the Regional Working Group completed Preliminary Design Review and Vendor is holding a series of workshops to finalize design and move into production

**TIGER Grant Award Announced Summer 2016**

# First Deliverable

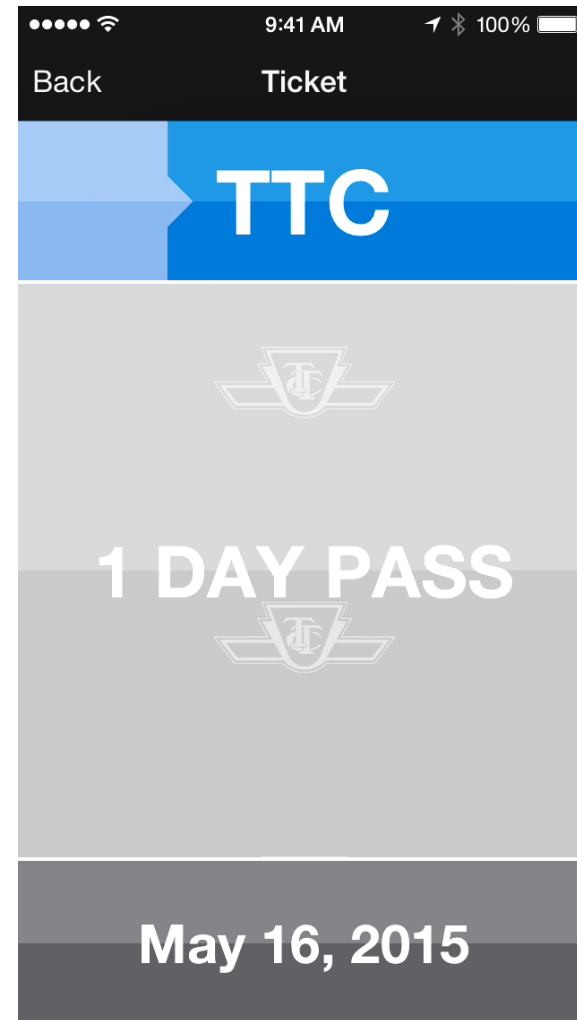
Purpose is to introduce the public to the new Fare Media and to collect data on how it is used



- Limited Mobile Application for **HART and PSTA**
- 3 Day pass for \$11 **Pilot Program** that will run from **5 September 2016 – 4 March 2017**
- For **3 consecutive days** only
- Free Application download available on Google Play and Apple App Store
- For the early adopters, great for tourists...

# First Deliverable

- Can be used on all HART and PSTA fixed route, express, Flex and Streetcar services
- Data on use of this product will be collected on the GFI farebox and reported monthly
- Revenue will be collected and shared monthly with PSTA
- Visual-only. The Rider will show their phone to the Operator (Valid date/time/security features enabled).



# Communication Internal and External

- Synchronizing **external communication plan** with PSTA
- **Testing, Testing, Testing, Testing.....**
- **Training** for Customer Service, Operators, and Outreach teams; vendor provided with trainers on site 2 days at HART and 2 at PSTA





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Regional Inter-Jurisdictional  
Mobility Project  
**Project Update**