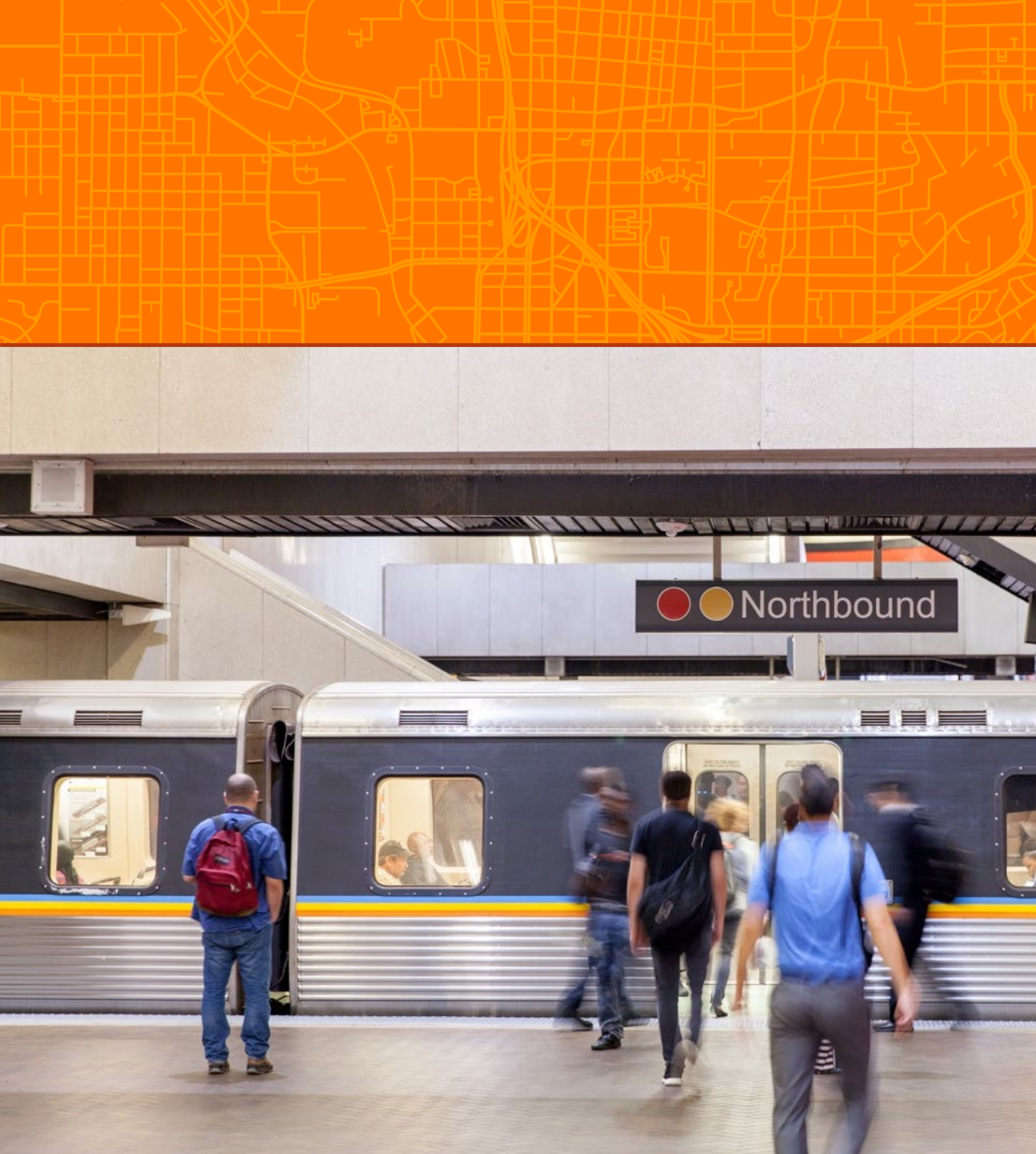




MARTA Automated Fare Collection (AFC) 2.0

Transit Operator's Group Briefing

September 23, 2022



Introduction

Rhonda Allen
Chief, Customer Experience



**Pay as
you ride!**



AFC 2.0 Project Overview

Anthony Thomas,
Customer Experience

John Lorenc,
AFC 2.0 Project Manager

What is AFC 2.0?

AFC 2.0 is the replacement for MARTA's existing Breeze Card and will be a modern, state of the art fare collection system designed to enhance customer experience, optimize agency operations, and reduce costs.

AFC 2.0 will support all MARTA fare sales, collection, inspection, reporting, and auditing functions, and those of MARTA's regional partners

AFC 2.0 will support MARTA's 8 guiding principles and will be designed around open payments, account-based management, and mobile device acceptance while continuing to serve underserved and marginalized communities

AFC 2.0 8 Guiding Principles

1. Maintain or improve the farebox recovery ratio
2. Create an equitable fare policy through system design
3. Enhance the customer experience through system design
4. Fare system that supports rail and bus operational efficiencies
5. Reduce the capital, operations, and maintenance costs of the fare collection system
6. Support and encourage regional trips through system design
7. Interoperable with regional partners and transportation network companies
8. Consider and prepare for MARTA's future (e.g., new modes of service)

AFC 2.0 Elements

Anthony Thomas,
Customer Experience

John Lorenc,
AFC 2.0 Project Manager



Acceptance of Open Payments

AFC 2.0 will encourage the use by customers of their personal credit and debit cards as fare media

Customers presenting open payments will be afforded all the same ride benefits, including fare capping, and ability to track/manage their accounts without having to register their cards with MARTA

These same benefits apply to customers using their open payment cards via their mobile device mobile wallets

Mobile Ticketing Applications



A robust, customer-friendly mobile ticketing application that provides all fare payment/account management functionalities and can be incorporated into an Agency-designed “Super Application”

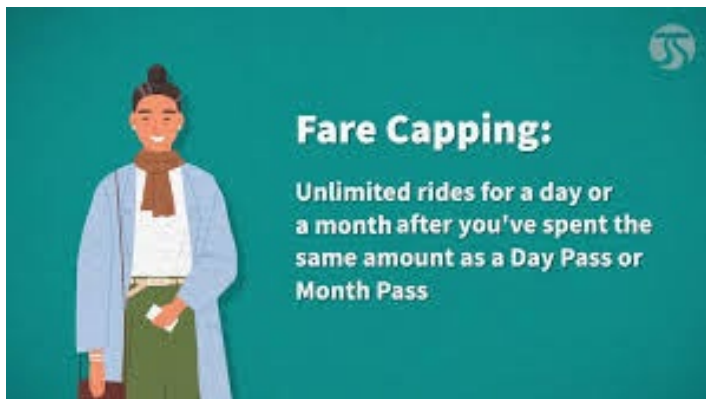


A mobile wallet that will allow for the use of any credit/debit card, and for the inclusion of an Agency provided closed loop card using EMV

Account Management and Fare Capping

Allow customers the ability to add value to their account, track rides, manage autoloads, and set account preferences through a variety of modes including website, mobile application, and select field devices

All riders using any form of account identification will be afforded the “best fares” benefit of fare capping



Closed Loop Payment Methods

MARTA will retain the ability to issue account-based closed loop cards to passengers who either do not possess a credit/debit card, or who prefer not to use their open payment method

Closed Loop cards will be available for sale through the website, ticket vending machines, at MARTA ticket offices, and via the retail network

The system will support either MiFare standard or EMV technology

Bus Fareboxes and Tap Validators

Get to know Metro's farebox

1. Drop coins here
2. Insert U.S. bills in this slot
3. Take/insert transfers here and first use 30-day rolling passes
4. Swipe magnetic passes here
5. Tap "go*SMART" cards on target
6. Customer information here
7. Rejected coins here



Full replacement of the current fareboxes on MARTA's transit fleet

Reduced profile units for installation on MARTA's paratransit fleet

Replacement of the Operator's Control Unit (OCU) on all vehicles

Replacement of the existing garage vaulting stations, and installation of new vaulting stations at paratransit facilities

Preference for an integrated unit including the tap validator for smart card/open loop/mobile app payments

Rail Station Faregate Arrays



Full replacement of the current faregate arrays at all 38 MARTA rail stations

Emphasis on increased reliability and revenue security features

Ticket Vending Machines



Replacement of existing TVMs at rail and streetcar stations

New TVMs to support the Summerhill BRT POP implementation

Sell closed loop cards and single-use barcoded tickets

Allow cash value adds to existing accounts

Provide account management functionalities with improved customer facing design

Ticket Office Terminals



Provide all the functionality of TVMs plus support for special programs

Available for deployment at third party agents under contract to MARTA



Retail Network

Robust retail network featuring greatly expanded coverage, including currently underserved areas

Allow the unbanked to add value to accounts through cash payments at retailers point of sale equipment, without special installation by MARTA

BLOG POST

Four Reasons Why Consumers Use Cash

1. Convenience
2. Security
3. Cash-Only Merchants
4. Anonymity



Support for the Introduction of Proof of Payment (POP)



Hand-held inspection devices for fare inspectors

Easily verifiable fare media/verification of open payments

Platform validators at BRT and Streetcar boarding locations

Improved Customer Facing Elements

A primary goal of the AFC 2.0 project is to “Enhance the customer experience through system design”

We expect AFC 2.0 to:

- Simplify and streamline the fare payment process for our patrons
- Create a more equitable and accessible system (e.g., improved language access, more accessible fare gates, easier to use TVMs, more access for cash customers)
- Introduce more options to pay, lowering the barrier for infrequent riders



○ **Project Cost and Duration**

John Lorenc,
AFC 2.0 Project Manager

Current Status

- As of today; finalizing the details for the Technical Specifications
- Technical Specifications Complete by November 10, 2022
- Independent Cost Estimate Complete By November 10, 2022
- Seek MARTA Board Approval in November 2022
- RFP complete and ready for advertisement in December 2022

Procurement Schedule Tentative Dates

- RFP Document Release Date – December 2022/January 2023
- Pre-Bid Conference – January 2023
- Inquiry Period – February 2023
- Bid Deadline – March/April 2023
- Bid Opening – April 2023 – May 2023
- Contract Award – July/August 2023

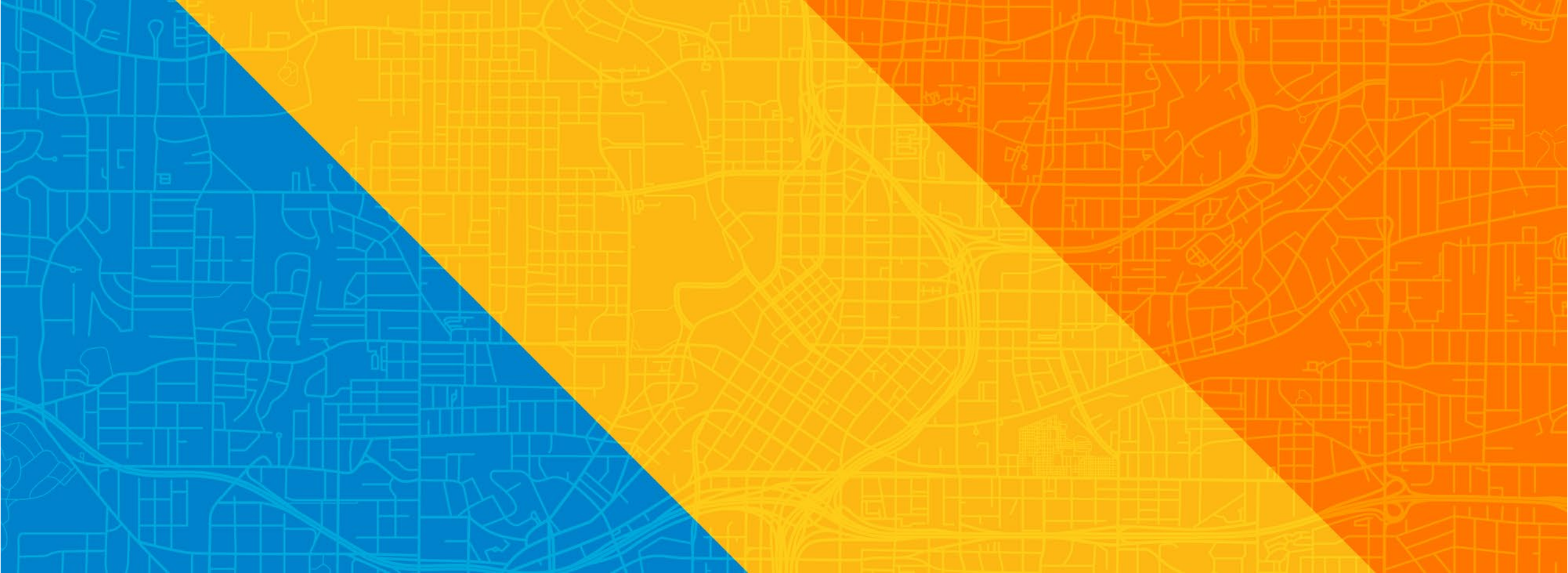
Estimated Cost

- ROM completed in 2021 estimated range between \$80 and \$150 million depending on final decisions regarding system elements
- Independent Cost Estimate due in November will better define this number
- AECOM provided, as part of contract, an Alternative Financing Study to review financing methods; final decision TBD
- Partner Agencies will be encouraged to participate by selecting their preferred elements from the standard MARTA contract, using the contract rates, which will integrate into the AFC 2.0 management system

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Questions and Answers





Thank You

