

Palm Tran's Enhanced Fare Collection System



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Palm Tran Fare Collection System

1. Previous System
2. Benefits of New System
 - Over 22,000 Accounts
 - Paradise Pass Cards Issued 5,600
 - Paradise Pass Phone Apps 24,500
3. New Fares
4. New Fare Collection Equipment



Previous Fare Media



Previous Firebox



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

Timeline

2007	Installed previous 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 4th Qtr.
2021	November 14 System Implementation with Rider outreach events
2022	Outreach to riders, installation of TVMs at Tri-Rail stations, Belle Glade Tax Collector Office, City of Delray Library and Intermodal Center; Palm Beach County Libraries are now retail point of sales for passes.
2023	First Quarter Rolling Out Open Payment and Retail Locations

Benefits of New Fare Collection System

- ❖ 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

- ❖ 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
- ❖ Allow for Fare Capping

New Fare Payment Options



Smart Card



Cash



Mobile App



Accepting Bank Cards



Smart Watch



Google/Apple Pay

New Fare Collection System



Smart Card



Fare box



TVM



Phone App



Retail



Web-Based



Point of Sale

Palm Tran Fares

Fare Product	Full/Reduced Fares	Current Fares
Cash Fare One Way	\$2.00/\$1.00	No Change
1 Day Pass	\$5.00/\$3.50	No Change
31 Day Pass	\$70.00/\$55.00	No Change
New Fare Product/Policy		Added 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

* Approximately 5,000 complimentary Smart Cards were distributed during initial Rollout.

Infinity and Beyond

Future Opportunities

- Fare Collection System Allows for Interoperability
- Offer Employer Discount Programs
- Retail Outlets over 600 in Palm Beach County
- More opportunities for Promotions
 - Pay \$5 Get \$20 when Reloading Account
 - Rewards Programs
 - Target Individual Promotion by Location and Route
- Installation of Ticket Vending Machines at PBLA

Thank you

A stylized, dark grey bus icon with a white rectangular area in the center. The text 'Q&A' is written in a bold, blue, sans-serif font within this white area. The bus has a rounded top, a small window at the top, and two circular headlights at the bottom.

Q&A