ITEMS #34 & 45

ADDITIONAL MATERIAL
10:00 A.M. REGULAR MEETING
NOVEMBER 14, 2017
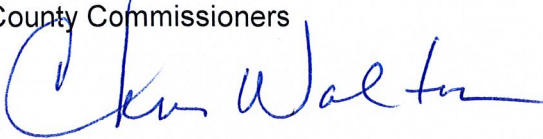
SUBMITTED AT THE REQUEST OF

TRANSPORTATION

M E M O R A N D U M

DATE: November 13, 2017

TO: Broward County Board of County Commissioners

FROM: Chris Walton, Director
Transportation Department

RE: Paratransit Service Issues Update

This memo is to provide an update to steps being taken to address Paratransit service issues and implementation of the Paratransit Riders Choice Pilot Program.

Call Center Operations

Staff held a sunshine meeting on 11/09/2017 to negotiate an amendment to the existing contract to increase the rate. The increase in rate will allow Inktel to hire more call takers to address the call volumes that they are experiencing. Inktel and BCT agreed on $277 per hour, an increase of 40% from $198, consistent with the increase in call volume since the contract's inception. This increase will take effect from the execution date and carry through the extension period ending on 12/31/2018. Inktel has committed to increase staff levels through overtime as soon as the rate increase is approved. Inktel will also start recruiting new employees and already have a new training class scheduled to begin on 12/4/2017. The total number of additional call-takers will vary by day and time (primarily focused on peak hours), since call volumes fluctuate widely. There is a Supplemental Item for the Board's action on the 11/14/2017 agenda.

Paratransit Riders Choice Pilot Program

Staff has identified an alternative payment card system that provides the functionality BCT required in the bank card solicitation. The company, Cabconnect, Inc. provided a product demonstration of their CardONE™ system to members of the Transit Division and County Auditor staff on November 8, 2017.

Cabconnect is a technology company that has provided transportation commerce services to the taxi and paratransit industries for the last 15 years. Two of the largest transportation centers in the U.S., San Francisco and Chicago have successfully implemented and been utilizing the CardONE™ system to automate the management of their subsidized transportation programs with a programmable swipe card. CardONE™ is a closed loop solution, meaning the transactions do not go through a banking system, but directly through the Cabconnect system. The system uses a proprietary protocol that allows additional data elements such as driver, vehicle, and GPS data to be processed in real time. The system will allow BCT to set multiple program rules to be enforced for the program.

- Limit transactions allowed per day & per month; (i.e. limit total transactions equal to current/historic paratransit usage).
- Set an individual purchasing transaction maximum of $15 (with the ability to change the maximum amount as needed).
- Limits the card to only allow transactions specific to the taxi & TNC industry.
- Set geo-boundary limits to ensure the cards are only used in Broward County.

Cabconnect has stated that all the major taxi point-of-sale (POS) and dispatch systems are certified to use the CardONE™ protocols. In addition, many of the mobile taxi apps can also use the system. At this time Cabconnect does not have relationships with TNC's, they have stated nothing would prevent those companies from accepting the CardONE™ system if they choose to integrate their system. (Presentation by Cabconnect to Broward County is provided as an attachment to this memorandum).

BCT staff has scheduled an informational meeting on November 16, 2017 at 9:30 am in room 430 of Government Center open to any interested taxi and TNC industry representatives to inform them about the rollout of the Pilot program. As Broward County requires taxi companies to accept credit cards, it will be verified that all providers are using compatible in-vehicle POS systems. Cabconnect has pledged to assist, using their relationships with the POS system vendors, all the providers in Broward with their POS vendors to activate CardONE™ processing.

Subsequent to the industry meeting on the 16th, staff intends to begin Sunshined contract negotiations with Cabconnect, with the expectation to bring an agreement to the Board in January. Transit staff will simultaneously be conducting outreach to Pilot participants to ensure that the initial group of TOPs choice riders understand how to successfully navigate the system.

[Attachment]

C: Bertha Henry, County Administrator
      Monica Cepero, Deputy County Administrator
      Gretchen Cassini, Assistant County Administrator

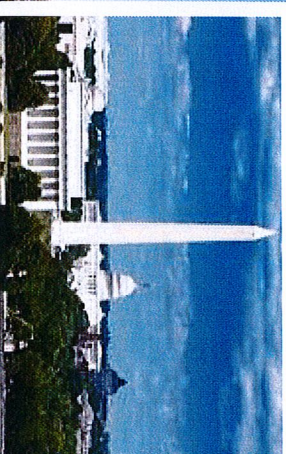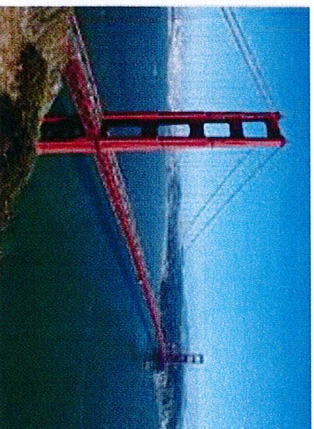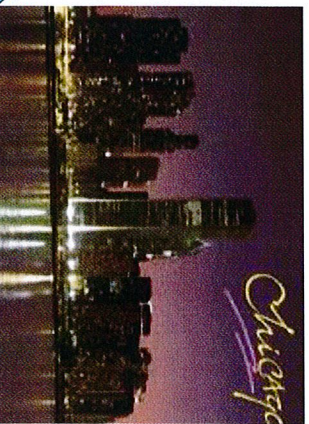# PRESENTATION TO BROWARD COUNTY

NOVEMBER 8, 2017

BY

CABCONNECT

Cabconnect, Inc.

- 15 Years in Business with extensive product design and implementation experience

- Connecting over 100 fleets, 25,000 taxicabs and 70,000 drivers in over 50 cities

- Experienced in managing large city contracts in the U.S. marketplace.

What is CardONE?

CardONE™ is a full feature Private Label Card program (PLC). Basically it's a **better** way to pay for a taxi trip.

For the city, CardONE™ will:

- Streamline the trip payment process
- Streamline the back office process
- Enhance the passenger experience
- Reduce or eliminate fraud
- Provide data analytics on the program
- Automate reporting including email alerts

Cabconnect
Always ahead of the curve

Electronic Payment System

CardONE™ converts these paper vouchers to an electronic payment which has many benefits:

- Simplifies fare payment
- Captures GPS origin/destination data
- Captures Driver/patron info
- Captures meter amount (optional)
- Reduce the potential for misuse and fraud by eliminating the paper-based system
- Automate the billing and reconciliation functions
- Improves User and Driver experience
- Improves monitoring for quicker issue resolution

How it Works

CardONE™ processes the cards in a *closed loop* system

- The transaction does not go through the banking system (interchange)

- The transaction goes from the point of sale system and then redirected to the CardONE™ processing center.

- CardONE™ uses a proprietary protocol that allows additional data elements such as driver, vehicle, and GPS data to be processed in real time.

- All the major taxi point of sale and dispatch systems are certified using our CardONE™ protocol

- CardONE™ process transactions in milliseconds

BUT IT WORKS JUST LIKE A CREDIT CARD!

Key Features

- Manages subsidized funding programs
- Captures start and end trip information
- Real-time geo-fencing rules
- Balance checks in cab, app, IVR, and online
- Partial payment feature allowing passenger to pay any overages
- Alerts for proactive monitoring
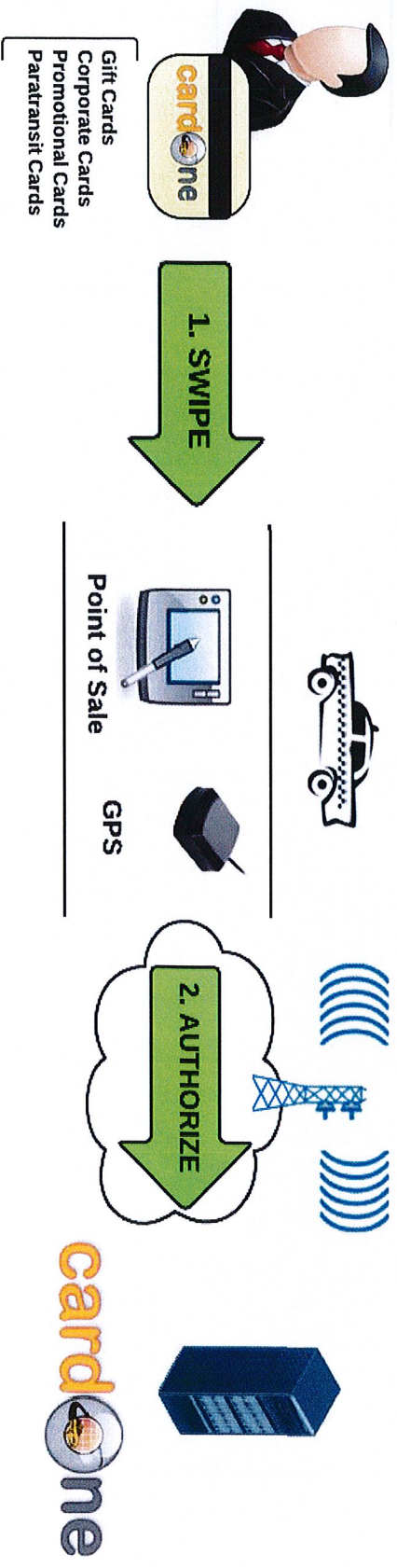- RoadPoints – Rewards system for passengers and drivers

Cabconnect
Always ahead of the curve

cardOne

Closed Loop

Advantages

- No Bank Interchange fees

- Real-time process captures **all** important trip data

- Specialized approval rules can be applied in real-time.

- Card belongs to the Issuer so you have full control over its usage

- Supports for partial payment, maximum fares, fare box payments, etc.

- Supports balance checks in the taxi

Disadvantages

- Point of sale device must be integrated with Private Card Processor

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Taxi Point of Sale

Mobile Knowledge

MTData

wireless edge

curb

VeriFone
THE WAY TO PAY

DDS
DIGITAL DISPATCH

Gilbarco
TAXIMETERS

CREATIVE
MOBILE TECHNOLOGIES
CMT

Mobile Taxi Apps

Cabconnect
Always ahead of the curve

Mobile Applications

Cabconnect
Always ahead of the curve

Integration Hub

Dispatch and Payment Systems

TAXI DISPATCH SYSTEMS

VeriFone · Mobile Knowledge · DDS DIGITAL DISPATCH · iCabbi · CREATIVE CMT · Curb · MTData · iCURVES · wireless edge

Payment Processors

Google wallet · PayPal · US bank · Elavon · CHASE Paymentech · global payments · WELLS FARGO · Bank of America

Mobile Applications

myTaxi · HAIL O · ARRO · Curb Taxi Get · HAIL A CAB · KARHOO · Flywheel

Other In Taxi Equipment

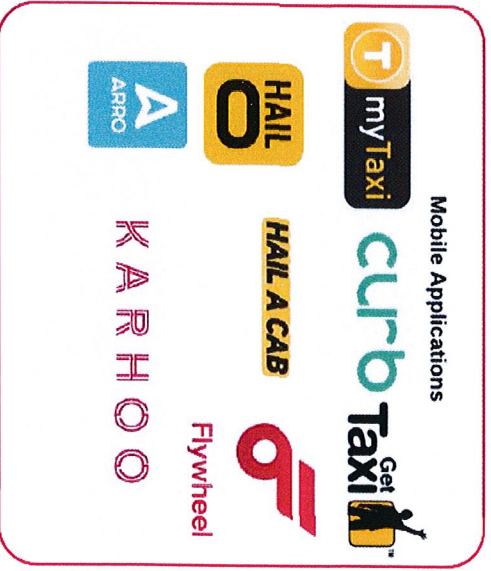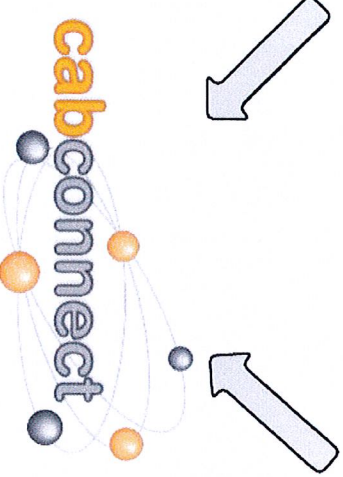TomTom · E-ZPass · JANUS CAM · Centrodyne · pulsar technology systems, inc. · Gazik · FasTrak

Program: Ride Credit

Ride Credit Programs

- Copay/Fare box management
- A Copay is the value of a Ride ($2 => 1 Ride)
- Rides are purchased and loaded onto the card instead of value
- A Ride can have a maximum trip value of $15.
  - Any amount over maximum is paid by the passenger
  - Any amount less than the maximum value is the cost of the
- Rides can have an expiration date
- Tipping management
  - No tipping allowed
  - Flat tip amount auto applied
  - Allow passenger to optionally tip
  - Maximum tip value rule

pace TAP card

TCTP Senior Taxi

TORRANCE TRANSIT

Rider Name
Card Number