



# Ventura County Transportation Commission

## **VCbuspass**

**– Ventura County's Regional Pass Program**  
**October 1, 2021**



# VCbuspass – Project Background / Timeline

## Two Goals

1 – Contactless regional fare payment system for Ventura County's operators.

2 – Ability to integrate with future technology, e.g., open payments.

## Timeline

- July 2020 – Commission releases Request for Proposals
- December 2020 – Contract award & project kickoff
- April - June 2021 – Fleet Installation and Training
- July 1, 2021 – “Phase one” – Online & in-person sales of reloadable card
- September 20, 2021 – “Phase two” Mobile App launch





# Contract Overview

## ***Agreement with Cubic-Delerrok***

- *Five-years following final system acceptance + Extension options*
- *Contract not to exceed value \$1.86M includes room for certain options, fleet expansion, or in the event of growth (100% rider adoption, i.e., 3M trips ann.)*
- *Charge to VCTC is per “tag” – b/w \$0.04-\$0.09 based on usage.*
- *Contactless media includes mobile tickets (apps) and reloadable smartcards*







## System Scope



- *Onboard 6 fleets, including 2 general purpose Dial-a-rides (150+ vehicles)*
- *Sales at 7 ticket-counter locations, online fulfillment for card orders, online reloads of cards, and mobile app (i.e. self-service option)*
- *Equipment configurations based on individual fleet needs, e.g., handheld devices for Dial-a-ride mini-vans, or mounted pass readers in transit buses.*
- *Fare products include – “Stored Value” (pay as you go), or unlimited ride passes for prescribed period (31-days).*
- *Full fare and reduced fare passes available, based on rider eligibility.*



## Behind the curtain

*Each transit operator uses same backend system with ability to set fares specific to its agency.*

*System provides source of centralized data of sales and usage. Can be used for more regional planning. All agencies have similar visibility and access to the database.*

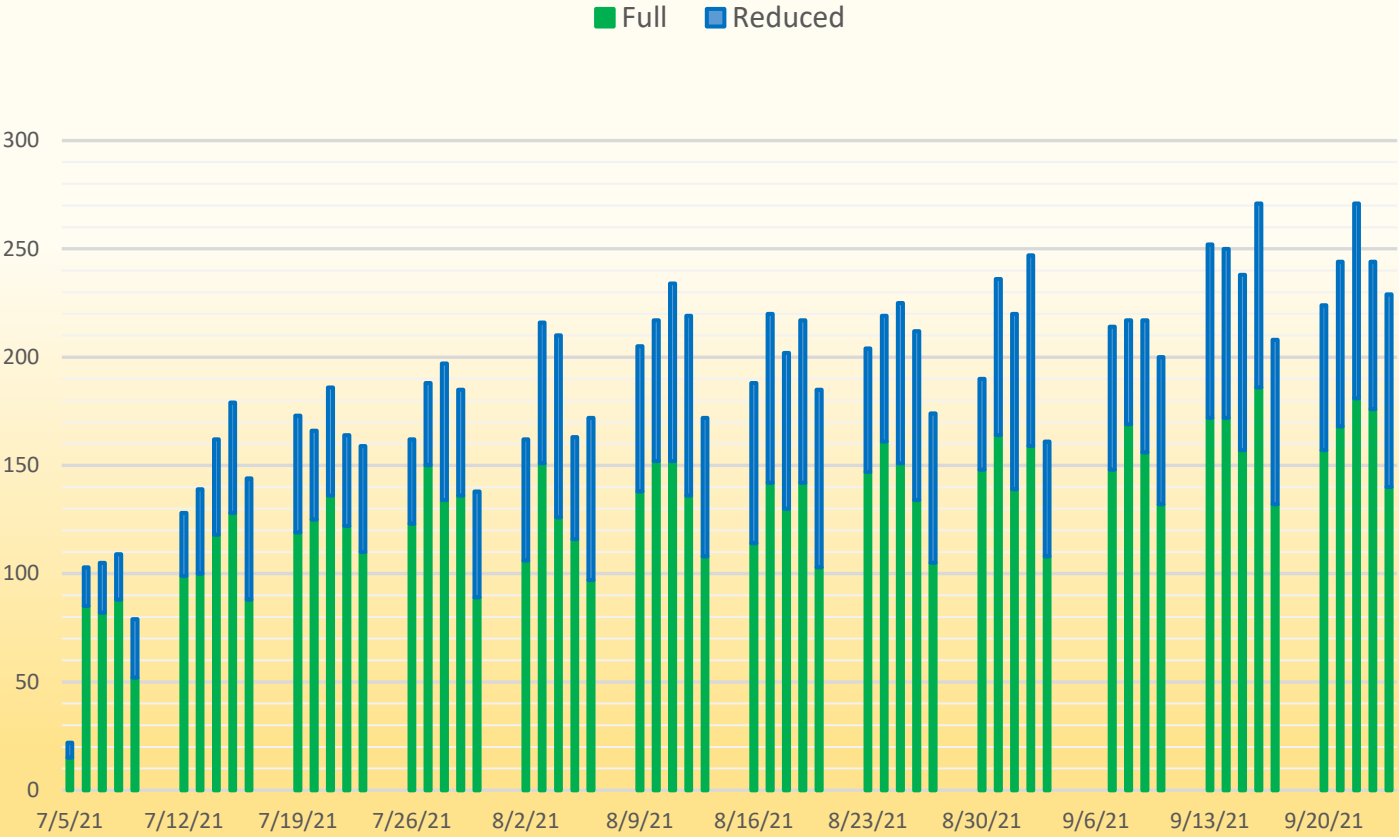
*Goal is to streamline reporting and revenues disbursement – moving away from paper records for sales and varying system reports between operators.*





# Performance to-date

VCbuspass Weekday Ridership



↑ 290%  
Since Launch

Week to week gains  
+12%

Sept 2021  
95% Card  
5% Mobile

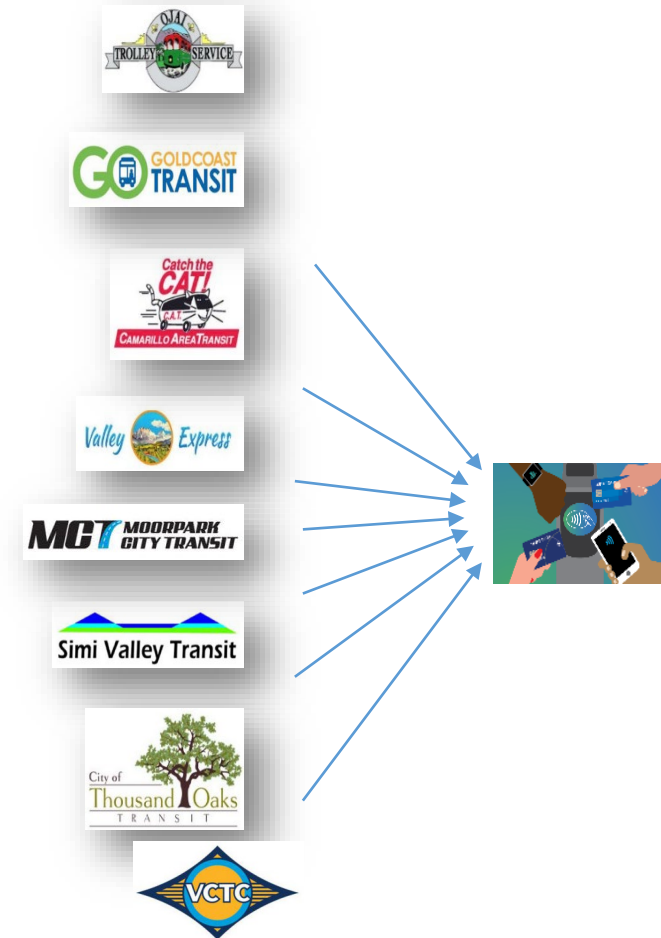




# Challenges

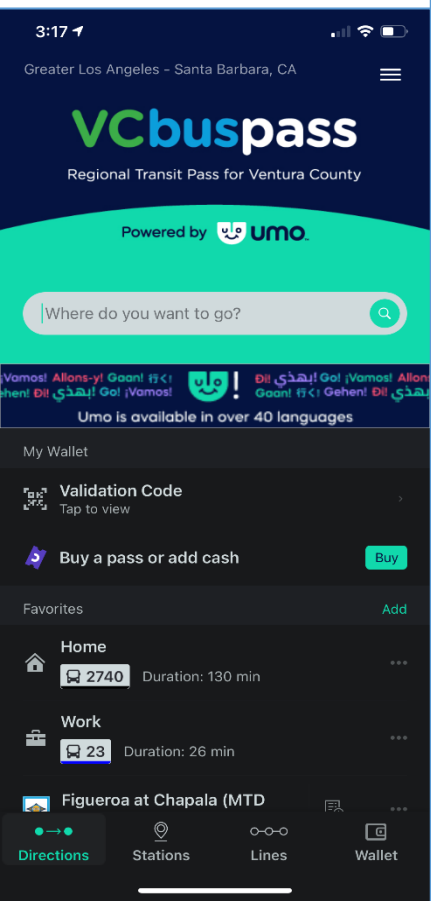
## Challenges:

- *Eight operators each with unique fare policies, fleets and resources*
- *Cellular communications and uptime considerations*
- *Rapidly changing ridership and policy responses*
- *Controlling for buy-in, quality service and consistent messaging across multiple agencies and 3<sup>rd</sup> parties*
- *Hardware landscape considerations. Most flexible ('visual validation') not necessarily the most robust.*
- *Time shifts from "cash (and pass) handling" to data handling.*



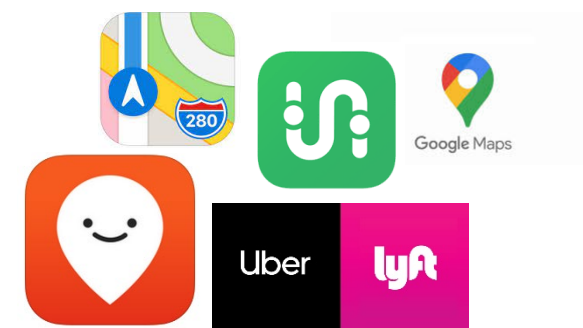


# Next Steps



## Next Steps / Upcoming Objectives:

- Launch of InComm 'brick and mortar' retail network
- Build out a backup reporting process for communications gaps
- Benefit programs: Colleges/Universities, social service agencies, large employers (e.g., VCAAA, Cottage Hosp.)
- Incorporate new modes and additional fleets
- Open payments with contactless EMV (credit cards)
- Fleet Expansion - incorporating paratransit fleets / other on-demand services
- 3<sup>rd</sup>-Party Integrations, e.g. - traveler apps, Apple, Google, Lyft, Uber, etc.







# QUESTIONS?

Ventura County Transportation Commission

[www.goventura.org/vcbuspass](http://www.goventura.org/vcbuspass)

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