



# Tom Strader

## Technical Consultant

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### Summary

Mr. Strader's professional background includes 17 years at TriMet where he managed Fare Policy and Programs for TriMet's Public Affairs Division, and three (3) years at South Clackamas Transportation District as the District Manager, where he led all activities related to the successful management and administration of a transit system.

Mr. Strader has helped design and manage a wide variety of projects in the transportation industry, including leading the implementation of the nation's first multi-modal transit ticketing application for smartphones. He also served on the steering committee for the region's new smart card-based electronic fare collection system, Hop Fastpass. He has obtained extensive knowledge and expertise in Fare Policy and Analysis through a work history of analyzing data from different sources, facilitating the integration of analyses into the operating environment, and identifying critical decision points to achieve business goals.

### Project Experience

#### **Hop Fastpass® Fare Payment System, TriMet, Portland, OR**

Launched in the summer of 2017, this \$35M regional, bi-state fare collection system was delivered on schedule and under budget and pushes both technical and policy boundaries within the industry. This innovative, truly open architecture system uses a common set of agency-controlled APIs that integrate equipment and systems from over 10 different vendors. Customers have a variety of ways to pay (bankcards, smartcards, NFC mobile wallets) with a fully integrated retail reload network and system-wide fare capping, and the first in the world to launch an NFC-based closed-loop virtual card in the Google Pay wallet, followed by Apple's announcement as the first agency in North America to support an NFC-based closed-loop virtual card in Apple Pay. Paratransit riders also use Hop, via an innovative integration with the account-based system, whereby no tapping is required to ride; the operator performs the ride automatically charging the customer's Hop account. At the core of the system, is a state-of-the-art COTS financial management system that provides sophisticated revenue accounting and enterprise-level financial controls. With a customer-first approach to design, the system had a highly successful launch, adding over 10,000 users in the first month with only few Customer Service calls each day. After less than two years, the system nearly reached 50% of all rides taken with Hop.

#### **TriMet Mobile Ticketing, TriMet, Portland, OR**

TriMet aspired to modernize fare collection in 2010 by leveraging smartphone technology. As the Senior Fare Policy Coordinator, Mr. Strader played a significant role on the internal team that was recruited to lead an exploration and feasibility analysis of mobile ticketing in transit. The team planned and executed the concept, design, and implementation of the first U.S. mobile ticketing apps for fixed-route bus, light rail and commuter rail, focusing on User Experience and Interface (UX/UI).



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The system launched on time in September 2013, and included secure, animated and QR code-based mobile ticketing apps for both Android and iOS, and separate Android and iOS fare inspection apps.

### Work History

#### **Technical Consultant, Clevor Consulting Group Inc, June 2022-present**

In 2022, Mr. Strader joined Clevor Consulting Group as the Lead Technical Consultant in Fare Policy and Planning. His industry expertise and domain knowledge in Fare Policy Planning are instrumental in our evolution as we expand our capabilities in services offered to CCG clients and future project partners.

#### **District Manager, South Clackamas Transportation District, September 2018-January 2022**

Mr. Strader accepted the position of District Manager at SCTD in December 2018. He was responsible for all aspects of the transit system's leadership and operations to ensure a safe, accessible, reliable, and efficient transit service is provided to the community. Mr. Strader led all essential functions related to administration, policy, marketing, customer service, operations, capital programs, and finance/budget to achieve the agency's business objectives.

#### **Senior Fare Policy Coordinator, Fare Policy and Programs, TriMet, January 2001-September 2018**

Mr. Strader was deeply involved in several large initiatives at TriMet, inclusive of the Hop Fare Collection System and the implementation of TriMet's Mobile Ticketing Application. He participated in the Project Steering Team to develop and execute a work plan for the implementation of a groundbreaking electronic fare collection program. His experience with the Hop Fare Collection System included Program and Systems Design where he completed the program design to implement business policies and user functions for system components, inclusive of retail network, website(s), mobile apps, IVP phone systems, and other customer-facing components. He managed the Beta Test Program for the public users and initiated the Board approval of the policies necessary for the implementation of the program, including Title VI review of policies and community outreach necessary for Board approval/FTA compliance, program agreements, and contracts for special fare programs and target market segments.

Mr. Strader was also responsible for managing the development and launch of TriMet's mobile ticketing app to revenue service **which was the first multi-modal transit mobile ticketing app in the US**. He coordinated the development and implementation of the project plan, was responsible for the development of contract terms and documents, developed functional requirements, implemented the project pilot and test phase, and developed the initial customer support process.

Additionally, Mr. Strader managed the development and implementation of TriMet's Fare Programs and Fare Policy. He coordinated multi-disciplinary teams to complete fare policy and marketing projects while convening with stakeholders to establish project goals, developed, and managed implementation plans, and conducted follow-up evaluations. He strongly emphasized the development of policy alternatives, supporting creative and innovative approaches to partnerships and unique opportunities while remaining compliant with Federal requirements, including FTA half-fare and Title VI obligations.



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Mr. Strader coordinated and monitored the implementation process for fare program changes, including the development of Board memos, TriMet Code revisions, administrative requirements, updates to customer information (printed, electronic), and fare media distribution channels (TVM's, mobile app, online, retail, bus ticket printers). He managed the design of fare programs for employer, student, and recreational markets to achieve revenue objectives.

### **Policy Analyst, Children First for Oregon, Portland, OR May 2000-March 2001**

Mr. Strader conducted research and policy analyses on a variety of issues related to children's healthcare in Oregon. He worked with public agencies to acquire the most recent statistical data for dissemination and analysis and prepared reports for legislators, public agencies, and the public.

### **Research Analyst, Tashman Johnson LLC, Portland, OR, March 2000-November 2000**

Mr. Strader conducted projects in data analysis for a consulting firm in policy, planning, and project management. Projects included market and assessed value land analysis, current/planned development analysis, land use zoning analysis, and basic economic analysis.

### **Strategic Planning Project Assistant, City of Tigard, Tigard, OR January 2000-July 2000**

Mr. Strader participated in activities to update the City's strategic plan and community vision. He conducted an analysis of the results of a community survey and prepared a report summarizing findings and produced 'white papers' that addressed the state of goal achievement in six public service areas. Additionally, he conducted interviews with City and community stakeholders to identify issues for discussion and problem-solving.

### **Policy Analyst, Bonneville Power Administration, Portland, OR June 1999-September 1999**

Mr. Strader developed a policy for executive, management, employee training, and development programs for one of the five Federal power marketing agencies. He conducted data analysis to establish a case for succession planning policy in relation to an aging workforce and benchmarked/researched best practices in employee development, comparing current standards in the public and private sectors.

## Education

### **Master of Public Administration, MPA, Portland State University, 1999**

Mr. Strader graduated with his Master of Public Administration in 1999

### **Bachelor of Arts, Psychology, Whitman College, 1991**

Whitman College, Walla Walla, WA