



EMAIL – tom.strader@clevorgroup.com
PHONE – (503) 515-7357

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

2022 – Present

Key 2.0, Southeastern Pennsylvania Transportation Authority (SEPTA), Philadelphia, PA

SEPTA is in the process of replacing the Key 1.0 electronic fare collection system. The purpose of this project is to improve the system functionality delivered to both customers and agency stakeholders and includes the latest in fare collection system innovation, features, and functions. CCG’s role in the project is to develop a comprehensive Concept of Operations, a full set of technical specifications, as well as RFP procurement planning and support. Tom is leading key tasks related to fare policy to evaluate the existing fare structure and identify policy alternatives that meet the agency’s goals and objectives for a simpler, easier-to-use fare system for the public.

2022 – Present

CharmCard, Maryland Transportation Authority (MTA), Baltimore, MD

The MTA is in the process of a full system replacement of their existing card-based fare collection system. The new system will be a modern, account-based fare collection system with open architecture and an expansive retail network. Tom is supporting the project in the areas of fare policy and marketing.

2010 – 2018

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 network and systemwide fare capping. Hop was 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. Heavily involved in the design of many of the

2010 – 2018

system’s customer-facing features, Tom also coordinated sweeping fare changes that helped to further transform and simplify the customer’s fare payment experience.

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 led 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 app for fixed-route bus, light rail and commuter rail. 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

2022 – Present

Technical Consultant, Clevor Consulting Group Inc
 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 are instrumental in our evolution as we expand our capabilities in services offered to CCG clients and future project partners.

2018 – 2022

District Manager, South Clackamas Transportation District (SCTD)
 As the District Manager at SCTD, Tom was responsible for all aspects of the transit system’s leadership and operations to ensure a safe, accessible, reliable, and efficient transit service for 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.

2001 – 2018

Senior Fare Policy Coordinator, Fare Policy and Programs, TriMet
 Mr. Strader was deeply involved in several large initiatives at TriMet, including the Hop FastPass® Fare Collection System and the implementation of TriMet’s groundbreaking multi-modal mobile ticketing application. His experience with the Hop Fare System included program design to implement business policies supporting system features such as an expanded retail network, system website(s), mobile apps, IVR phone system, and other customer-facing elements.
 He managed the public Beta Test Program, and initiated the Board approval of the policies necessary for the implementation of the system, such as fare capping, and including Title VI requirements for FTA compliance. In his role as Fare Policy Coordinator, Tom was able to help ensure that a user-centered system design was supported with a vastly simplified fare structure for the optimal customer experience. Mr. Strader was also responsible for coordinating a project team that propelled 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, managed the project pilot and test phases, developed functional requirements, and developed the initial customer support process.

EDUCATION

1999

Master of Public Administration, MPA, Portland State University
 Mr. Strader graduated with his Master of Public Administration in 1999

1991

Bachelor of Arts, Psychology, Whitman College
 Whitman College, Walla Walla, WA