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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 3 years at South Clackamas Transportation District as the District Manager, leading 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 while at TriMet. He also served on the steering committee for the region’s groundbreaking new account-based electronic fare collection system, Hop Fastpass. Using/drawing upon extensive knowledge and experience in Fare Policy and analysis, he helps agencies identify the critical decision points to achieve their business goals and optimize the customer experience and integrate those strategies into the operating environment.

## PROJECT EXPERIENCE

2022 – Present

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

SEPTA is in the process of replacing their current electronic fare collection system, which first launched in 2016. The purpose of the Key 2.0 upgrade project is to improve the system functionality delivered to both customers and agency stakeholders while implementing the latest in fare collection system innovation, features, and functions. CCG was tasked with developing a Concept of Operations, followed by a full Needs Assessment, Financial Analysis, Technical Specifications, a Procurement Plan, and supporting all aspects of RFP issuance. CCG is also leading the agency through a top-to-bottom fare policy review, and Tom is leading the key tasks related to evaluating the existing fare structure and identifying policy alternatives that meet the agency’s goals and objectives for a simpler, easier-to-use fare system. The fare policy planning process has included a Current State Analysis, identifying SEPTA’s fare policy Goals and Objectives, developing Fare Strategy Options and Evaluation Criteria, and culminating with an Alternatives Analysis and Strategy Recommendations. Tom is also supporting the Key 2.0 Customer Call Center RFP process with development of program requirements.

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 CharmPass+ 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, identifying fare media requirements, developing strategies for structuring fare capping, and aligning system business rules to accommodate the participation of several smaller statewide transit providers. Tom is also leading the effort to help develop a regionally seamless fare policy solution specifically for the MTA’s Purple Line, a new light rail service connecting the MTA to WMATA’s Metrobus and Metrorail, linking several Maryland suburbs near Washington, D.C.

2022 – Present

### **Fare System Assessment, Design, and Deployment Support of Next Generation Go-To Card, Metro Transit, Minneapolis-St. Paul, MN**

CCG has been working with Metro Transit since 2021 to assess their current system, provide recommendations on a future fare collection solution and evaluate system procurement options. Working with a broad range of agency stakeholders, CCG assessed the current fare collection system

and identified gaps in meeting the agency’s needs. Based on this assessment and results of a peer agency and industry review, CCG developed and evaluated technology options for a future fare collection system that would achieve the business objectives and streamline the customer experience. Mr. Strader is supporting the planning and deployment of the new system by helping to coordinate the technical transition plan with Metro’s marketing, communication, and customer adoption strategies. Tom is also assisting Metro in the areas of branding strategy, customer research and fare policy development.

2011 – 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, pushing both technical and policy boundaries within the industry. This innovative, open-architecture system uses a common set of agency-controlled APIs that integrate equipment and systems from over 10 different vendors. Hop introduced transit customers to a variety of new and convenient ways to pay, including open payments with contactless bankcards, smartcards, and NFC mobile wallets, providing a fully integrated and expansive retail network, while being one of the first systems in the U.S. to introduce fare capping systemwide. Heavily involved in the planning and design of many of the system’s customer-facing features, including the Hop websites, mobile app, institutional group pass programs, and retail experience, Tom also coordinated extensive fare changes that helped to further transform and simplify the customer’s fare payment experience.

2010 – 2018

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

TriMet aspired to modernize fare collection in 2010 by leveraging smartphone technology. As TriMet’s 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 TriMet Tickets mobile app launched on time in September 2013, providing customers with secure, QR code-based mobile ticketing technology for both Android and iOS devices. As part of the project, separate Android and iOS fare inspection apps were developed for personnel to verify fare payments. Tom 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.

2010-2012

**Fare Simplification Initiative, TriMet, Portland, OR**

As part of TriMet’s strategy to prepare for implementing emerging fare payment technologies, the agency undertook a thorough review of every aspect of its fare structure with the goal of simplifying the fare system for riders while balancing the need to generate additional revenues. Mr. Strader facilitated the development of fare policy alternatives that ultimately led to a complete transformation of the agency’s fare system, including remaking the region’s iconic Fareless Square, transitioning to a flat fare structure from a complicated zone-based scheme, and eliminating a myriad of underutilized, paper-based fare products to support the introduction of fare capping.

**WORK HISTORY**

2022 – Present

**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, helping leverage fare policy solutions as part of the overall strategy for improving the customer’s fare payment experience.

2018 – 2022	<p><b>District Manager, South Clackamas Transportation District (SCTD)</b></p> <p>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 South Clackamas community. Mr. Strader led all essential functions related to administration, policy, marketing, customer service, operations, technology, capital programs, and finance to achieve the agency’s business objectives.</p>
2001 – 2018	<p><b>Senior Fare Policy Coordinator, Fare Policy and Programs, TriMet</b></p> <p>As TriMet’s Senior Fare Policy Coordinator, Mr. Strader played a key role in several large policy and fare collection initiatives, including the Hop FastPass® fare collection system and the implementation of TriMet’s groundbreaking multi-modal mobile ticketing application, <i>TriMet Tickets</i>. His experience with the Hop fare system included program design to develop business policies supporting key system features such as an expanded retail network, system website(s), mobile app, IVR phone system, and other customer-facing elements. Most notably, Tom was able to help ensure that a user-centered Hop 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 as the first multi-modal transit mobile ticketing app in the U.S.</p>

## PROFESSIONAL ACCOMPLISHMENTS

- **2018 – 1st place APTA AdWheel Team Award for the Hop Fastpass® electronic fare system**
- **2013 – 1st place APTA AdWheel Team Award for the first mobile ticketing app in U.S. on bus, rail, and commuter rail**
- **2012 – Transportation Research Board / Transit Cooperative Research Program Project Panel, Project J-7, Synthesis 101: Implementation and Outcomes of Fare-Free Transit Systems**
- **2010 – Transportation Research Board / Transit Cooperative Research Program Project Panel, Project J-7, Synthesis 82: Transit Fare Arrangements for Public Employees**
- **2009 – TriMet General Manager’s Award for Partnership Development: *Fareless Square* Redevelopment Opportunities**

## EDUCATION

1999	<p><b>Master of Public Administration, MPA, Portland State University</b></p> <p>Mr. Strader graduated with his Master of Public Administration in 1999</p>
1991	<p><b>Bachelor of Arts, Psychology, Whitman College</b></p> <p>Whitman College, Walla Walla, WA</p>