Tony Swanson, PMP
Project Manager

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SUMMARY

Mr. Swanson has 21 years of combined experience in public transit and telecommunications with an emphasis on project management, operations, reporting/data analysis and customer experience. Before joining Clevor Consulting Group, he worked as the Manager of Fare Revenue Systems at TriMet supporting Hop Fastpass®, an electronic fare collection system servicing the greater Portland/Vancouver area. His responsibilities at TriMet included overall program management, operations, and management of the transit support center. Mr. Swanson applied his broad experience and focused on several critical milestones for the agency which included the transition of institution and employer programs to Hop Fastpass® and fare simplification during his time at the agency.

Mr. Swanson continues to build on his experience in public transit and now supports clients implementing electronic fare collection and other transit related projects.

PROJECT EXPERIENCE

2021 – Present

Key 2.0, Southeastern Pennsylvania Transportation Authority (SEPTA), Philadelphia, PA
SEPTA is currently undertaking the replacement of its electronic fare collection system, Key 1.0. The objective of this project is to enhance the system's functionality for both customers and agency stakeholders by incorporating the latest innovations, features, and functions in fare collection systems. CCG played a crucial role in the project by creating a comprehensive Concept of Operations, developing a complete set of technical specifications to replace the Key 1.0 system, planning the RFP procurement, issuing, and supporting the RFP, and negotiating the contract till the Notice-to-Proceed is issued. Tony has contributed to the development of the technical requirements and is providing procurement support.

2021 – Present

TriMet Consulting Support, Portland, OR
As a consultant assigned to the project, Tony is providing project management and procurement support for active program initiatives, including:
- Development of a fare media specification to identify and select a new electronic card manufacturer
- Development of a program roadmap and technical specification to update the existing mobile applications and Hop Fastpass® websites
- Supporting a farebox replacement project to replace existing fareboxes with a new validating farebox

2021 – Present

PRESTO, Metrolinx, Toronto, CA
Metrolinx manages PRESTO, one of the largest and most complex fare systems in North America that serves 11 transit agencies, including the TTC, the third largest transit agency in North America. Metrolinx tasked CCG with leading the development of their account-based Automated Fare Collection Solution (AFCS) specifications to replace the first-generation PRESTO system. Tony participated in the development of these technical requirements and provides project management support as needed.

2021 – Present	**CharmCard System, MTA, Baltimore, MD** The Maryland Transit Authority's (MTA) fare collection systems are at or near end-of-life. CCG is assisting the MTA with planning, designing, and supporting the procurement of a new account-based fare collection system. CCG developed a comprehensive concept of operations that identified the existing conditions of the agency and described the next generation fare collection system's technical, business, and functional objectives. Our team led the procurement strategy and sourcing plan that resulted in a phased plan that carefully aligned funding and staffing resources with system and operational needs. Following requirements gathering workshops, CCG developed technical requirements and procurement documents for the core electronic fare collection system, TVMs, mobile applications, fareboxes and a retail network in addition to assisting the MTA with vendor selection. Tony is participating in technical design of the project.
2020 – Present	**QUICKTICKET, Nashville Transit Authority (MTA), Nashville, TN** The MTA is in the process of implementing a new account-based electronic fare payment system to support bus, rail, and paratransit services. To ensure a seamless project launch, the MTA asked CCG to develop a comprehensive list of Standard Operating Procedures (SOPs) to ensure training and public launch are a success. Tony developed a system integration test plan and continues to provide project support as needed.
2021 – 2023	**NCDOT Statewide Demand Response Scheduling Software RFP, North Carolina Department of Transportation (NCDOT), Raleigh, NC** North Carolina Department of Transportation (NCDOT) is looking to streamline transit reporting and provide demand response solution opportunities for all operators by procuring a statewide demand response scheduling software. As part of the WSP team, CCG is responsible for developing the statewide scheduling RFP, including the technical and functional requirements and proposal evaluation and pricing criteria. With over 97 independent Operators throughout the state, the solution must be flexible in features, functions, and pricing. The scheduling software procurement is a software as a service (SaaS) model focused on providing a baseline functionality with a cafeteria-style menu for larger agencies to add advanced features and functionality as modules. CCG facilitated requirement gathering workshops to understand the core needs required by all interested and participating operators within the state. Tony participated in a marketplace scan and facilitated a needs assessment and requirement gathering workshop with the state and operators, in addition to the development of scheduling requirements.
2018 – 2021	**Hop Fastpass® Fare Payment System, TriMet, Portland, OR** The Hop system launched in the summer of 2017, providing a bi-state fare collection system that provides riders with cutting edge technology and features. This project included several different vendors and partners working together to deliver different components of the system. Hop is an open architecture system using a common set of agency-controlled APIs to integrate equipment and systems from nine different vendors. The solution integrated fare inspection across mobile ticketing, closed-loop, contactless bankcard and mobile wallet payments into a single mobile app. Tony was a Program Manager at TriMet responsible for supporting Hop Fastpass®. His primary role was day-to-day operations with a focus on continued implementation of the project. Tony acted as the primary stakeholder for all change management activities for the project during his tenure.

PROFESSIONAL ACCOMPLISHMENTS

2021	**PMP certification earned (PMP certification ID #3138278)**
2010, 2012 & 2013	**Summit Achiever for leadership and project excellence at AT&T**

| 2003, 2004 | **Circle of Excellence Award for leadership and project excellence at AT&T** |

WORK HISTORY

2021 – Present	**Project Manager, Clevor Consulting Group**
	In the summer of 2021, Mr. Swanson joined Clevor Consulting as a Project Manager. He is currently supporting clients implementing electronic fare collection and other transit-related projects through various project stages by providing requirements development, procurement, and implementation support.
2018 – 2021	**Manager, Fare Revenue Systems, TriMet**
	In 2018, Mr. Swanson joined TriMet as the Manager of Fare Revenue Systems primarily focused on program management and day-to-day operations of the electronic fare collection system. In this role, he focused on adopting a structured change management process and improving software release testing. Mr. Swanson frequently participated in cross-agency activities related to fare revenue to increase the adoption of electronic fares. His role also included management of the transit store where fares are sold to the public.
2011 – 2017	**Senior Sales Program Manager, AT&T**
	In 2011, Mr. Swanson transitioned to another leadership role focused on retail operations in the Pacific Northwest. He led a team of six analysts which supported all operational activities which included retail technology, financial audit, margin initiatives, employee training and overall program management. This role included support of point-of-sale system through technology pilots and end-user testing. Additionally, Mr. Swanson represented the market on retail capital projects. He prepared a semi-annual productivity analysis used to benchmark performance and profitability. During his tenure, he successfully project managed a total of 21 store openings and closures.
2008 – 2010	**Senior Sales Operations Manager, AT&T**
	Mr. Swanson was promoted in 2008 to lead a team of reporting and compensation analysts. This team was charged with sales reporting and commission administration for 1,200 internal and external employees. Tony supported an extensive portfolio of reporting and analysis in this role. This position also had responsibility for providing senior leadership reporting for executive operating reviews.
2007 – 2008	**Sales Operations Analyst, AT&T Wireless**
	In 2007, Mr. Swanson transitioned to a different channel where he developed reporting and analysis for retail and business sales. Mr. Swanson supported sales quota analysis and participated in the development of financial forecasts.
2002 – 2007	**Operations Manager, AT&T Wireless**
	In 2002, Mr. Swanson led an Operations Group consisting of System Analysts, Reporting Analysts and Workforce Schedulers who were tasked with supporting a 600-person contact center. His responsibility in this role included support of CRM systems, reporting, compliance management and continuity planning.

EDUCATION

2010	**B.A., Business Administration, Portland State University, Portland, OR**
	Mr. Swanson studied Business Administration with a major in Finance.