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## SUMMARY

Brian has 15 years of industry and consulting experience in tolling, transit operations, and fare collection systems, playing a key role in the successful implementation of the largest automated fare collection systems across the Western United States. He thrives on addressing the intricate challenges agencies face in designing and executing these systems, always focusing on end-users and creating solutions that serve both transit riders and the staff maintaining equipment and back-office systems.

Brian's expertise spans solutions architecture, technical requirement development, procurement support, product management, system design and testing, transit marketing and communications, and system transitions, making him highly qualified to manage the full lifecycle of fare collection projects. His strong background in community engagement ensures that the systems he develops align with local needs and expectations.

## PROJECT EXPERIENCE

2023 – Present

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

Supporting SEPTA with various Key 2.0 tasks. Key 2.0 is a full system replacement for the current electronic fare collection system, Key 1.0.

- *Parking Access and Revenue Control System (PARCS)*: Drafted requirements and supporting RFP documentation for a new fully integrated, state-of-the-art PARCS for SEPTA parking facilities. The PARCS, implemented within months of NTP, includes multi-space meters, a mobile app for parking payment, a license plate recognition system, handheld citation issuance devices along with a citation management back office, and future functionality to support an integration with Key 2.0 for acceptance of value purchased and stored within Key 2.0 for the payment of parking, as well as for the verification of eligibility to purchase a monthly parking permit.
- *Key Contact Center Replacement*: Supporting SEPTA with the transition of its Key contact center, which receives upwards of 20K calls per month, to a new service provider. Scope includes gathering needs, identifying risks, drafting requirements, supporting RFP documentation, procurement, and transition. The new service provider will be required to take over operations of the Key 1.0 contact center and lead the transition to Key 2.0 contact center operations.
- *Building Access and Control*: SEPTA engaged CCG to draft requirements to transition away from their incumbent building access vendor, utilizing functionality that will be offered in Key 2.0.

2023 – Present

### **Purple Line Fare System, Maryland Transportation Authority (MTA), Baltimore, MD, State of Maryland**

The Purple Line is a 16.2-mile light rail line being built to link several Maryland suburbs of Washington, D.C. CCG is providing technical guidance to the Purple Line, MTA, and P3 operator on fare system strategy, policy, procurement, and implementation.

2025 – Present	<b>New Fare Payment System Strategy – Calgary Transit, Calgary, AB</b> Conducting a thorough review of Calgary Transit’s existing fare payment infrastructure, creating an implementation roadmap, and defining system requirements for a next-generation system with a focus on a Software-as-a-Service model.
2023 – Present	<b>Design and Deployment Support of Next Generation Go-To Card, Metro Transit, Minneapolis-St. Paul, MN</b> <ul style="list-style-type: none"> <li>• Drafted Back Office Operations and Performance Measurement requirements for Metro Transit, which is in the process of upgrading its legacy Go-To Card to an account-based system.</li> <li>• Supporting the agency through test planning, reviewing test scripts, identifying gaps, and advising the agency on testing best practices.</li> </ul>
2023 – Present	<b>Automated Fare Collection (AFC) 2.0 Implementation, Massachusetts Bay Transportation Authority (MBTA), Boston, MA</b> <ul style="list-style-type: none"> <li>• Supporting system testing of a modern account-based system that will enable customers to pay fares using contactless bankcards, agency-branded smartcards, and Near Field Communication (NFC) devices using both mobile wallets and closed-loop virtual media.</li> <li>• Focus is on Interactive Voice Response (IVR) system design and testing.</li> </ul>
2016 – Present	<b>Hop Fastpass, TriMet, Portland, OR</b> <ul style="list-style-type: none"> <li>• Supported TriMet with vendor management and system improvement efforts for Hop Fastpass. Work included operational design, quality control, and schedule adherence.</li> <li>• Managed the rollout of institutional programs to Hop by guiding program/system development, employer-onboarding, and card distribution.</li> <li>• Facilitated the design, development, and implementation of myhopcard.com and the Hop retail network.</li> <li>• Other tasks included budget tracking/forecasting, card inventory and management, development of standard operating procedures, and testing of all system components.</li> </ul>
2017 – 2023	<b>PRONTO, Metropolitan Transit System, San Diego, CA</b> <ul style="list-style-type: none"> <li>• Served as a core team member of the new fare payment system, PRONTO, which launched in September 2021, and supported design and led testing of the new system.</li> <li>• Developed and implemented plans for a customer transition from the legacy Compass system to PRONTO, which transitioned its entire ridership in 2 months.</li> </ul>
2017 – 2023	<b>Next Generation ORCA, Sound Transit, Seattle, WA</b> <ul style="list-style-type: none"> <li>• Supported the next-gen ORCA system integrator and retail network procurements and design.</li> <li>• Coordinated pilot testing and launch, which transitioned its ridership in 3 days.</li> <li>• Led the successful launch of the retail sales network.</li> </ul>
2018 – 2023	<b>New Fare Collection System, Valley Metro and City of Phoenix, Phoenix, AZ</b> <ul style="list-style-type: none"> <li>• Drafted the technical specification and supported procurement of the region’s new fare payment system and a separate specification for a retail network and call center.</li> <li>• Led the testing and implementation of Phase 1, which included mobile ticketing.</li> <li>• Oversaw the launch of the Valley Metro call center.</li> </ul>

2018 – 2023	<b>HOLO, Honolulu Authority for Rapid Transportation, Honolulu, HI</b> Supported the testing and implementation phases of the new HOLO card, launched in December 2018, which replaced paper-based fare payment with a next-generation fare system.
2018 – 2023	<b>Ticket Vending Machines/Rider Validation System, Orange County Transportation Authority, Orange, CA</b> Drafted the scope of work and oversaw the procurement of the OC Streetcar TVMs. Drafted the scope of work for OCTA's Rider Validation System, which is a back office procurement that will integrate with already deployed hardware.
2020 – 2023	<b>Ticket Vending Machine Replacement, TriMet, Portland, OR</b> Supported TriMet with requirements capture, scope of work development, and procurement of new ticket vending machines, which will replace the existing machines that are approaching end-of-life.

## PROFESSIONAL ACCOMPLISHMENTS

2007	<b>United States Department of Transportation Dwight D. Eisenhower Transportation Fellowship Recipient</b>
2007	<b>September 11th Memorial Program for Regional Transportation Planning Fellowship Recipient</b>

## WORK HISTORY

2023 – Present	<b>Technical Consultant, Clevor Consulting Group</b> In early spring 2023, Brian joined Clevor Consulting Group, leveraging his experience in design, testing, and system transitioning automated fare collection systems to support CCG clients.
2016 – 2023	<b>Fare Payment Systems Consultant, Jacobs Engineering Group</b> Lead next-generation, open-architecture fare collection projects, from concept through implementation, for transit agency clients. Scope includes business process review and technology planning, defining goals to build technical and functional requirements and procurement materials, program and contract management, and guiding clients through design, testing, and launch.
2015 – 2016	<b>MTA Metro-North Railroad, New Fare Payment Planning, Manager, New York, NY</b> Developed a long-term fare payment and collection strategy that tied into the New York region's new fare collection system, OMNY, which examined ticket vending machines, ticket office terminals, and fare inspection devices. Brian also wrote the scope of work for a time and motion study to explore how new technologies would impact ticket inspection and train crew assignments.
2014 – 2015	<b>MTA Metro-North Railroad, Intermodal Operations, Senior Planner, New York, NY</b> Oversaw the operating contracts and customer service elements for the Hudson Rail Link bus service and the Haverstraw-Ossining and Newburgh-Beacon Ferries, which connect 550,000 riders to Metro-North annually.
2011 – 2014	<b>MTA Bridges and Tunnels, Budget and Performance, Operations Analyst, New York, NY</b> Led projects to build new data automation systems and performance dashboards, developing new indicators and data collection procedures to assess operational performance for the country's most trafficked bridge and tunnel toll collection authority, which collected \$2.0 billion in tolls in 2019.
2008 – 2011	<b>New York Restoration Project, Manager, PlaNYC – MillionTreesNYC, New York, NY</b> Operationalized a tree planting initiative to plant trees across the New York City public school system and built stewardship and educational programs for students and staff to maintain them.

Administered and expanded the then-largest tree-giveaway grant program in the US, granting thousands of trees to NYC homeowners and renters annually.

## EDUCATION

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| 2008 | <b>M.U.P., New York University, Robert F. Wagner Graduate School of Public Service</b><br>Master of Urban Planning with a concentration in Environment, Infrastructure, and Transportation |
| 2006 | <b>B.A., Binghamton University, State University of New York</b><br>Bachelor of Arts, Cum Laude with High Honors in Geography with a concentration in Urban and Regional Planning          |