Brian Ross
Implementation Lead

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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, contact center design and operations, 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 was impressively implemented within months of the NTP. It includes multi-space meters, a mobile app for parking payment, a license plate recognition system, handheld citation issuance devices, and a citation management back office. It also includes future functionality to integrate with Key 2.0, allowing value stored in Key 2.0 to be used for parking payment and to verify eligibility for monthly parking permits.
- *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
Providing technical guidance on fare system strategy, policy, procurement, and implementation for the Purple Line, a 16.2-mile light rail line being built as a Public-Private Partnership to link several Maryland suburbs of Washington, D.C. As part of this effort, Mr. Ross prepared technical

requirements for ticket vending machines, SmartTrip-compatible validators, handheld inspection devices and a corresponding app for verifying SmartTrip cards in the field.

2023 – Present	**Design and Deployment Support of Next Generation Go-To Card, Metro Transit, Minneapolis-St. Paul, MN**

Metro Transit is in the process of upgrading its legacy Go-To Card system to a modern account-based fare collection system. As part of this project, Mr. Ross developed requirements for Back Office Operations and Performance Measurement and supported the agency through various phases of testing—contributing to test planning, reviewing test scripts, identifying gaps, and providing guidance on industry best practices for system testing.

2023 – Present	**Automated Fare Collection (AFC) 2.0 Implementation, Massachusetts Bay Transportation Authority (MBTA), Boston, MA**

The Massachusetts Bay Transportation Authority (MBTA) is currently replacing its aging CharlieCard fare collection system with a modern, account-based solution that will give customers greater flexibility in how they pay fares. The new system will support contactless payments through open-loop bank cards, agency-branded smartcards, and Near Field Communication (NFC) devices, including both mobile wallets and closed-loop virtual media. As part of this effort, Mr. Ross is serving as a subject matter expert in Interactive Voice Response (IVR), reviewing test plans, witnessing vendor tests, performing ad-hoc testing, managing defect identification, and collaborating with the vendor on design and defect resolution.

2025 – Present	**New Fare Payment System Strategy – Calgary Transit, Calgary, AB**

Calgary Transit retained CCG to develop a comprehensive fare strategy that included evaluating the existing fare collection system, assessing emerging technologies, and developing a detailed implementation plan to guide future upgrades and investments. Mr. Ross serves as the lead technical expert on the project, facilitating stakeholder workshops and leading the development of key deliverables, including the Current State Assessment, Concept of Operations, Implementation Roadmap, and system requirements for a next-generation fare collection system.

2020 – 2023	**Ticket Vending Machine Replacement, TriMet, Portland, OR**

TriMet's existing ticket vending machines (TVMs), which had been retrofitted to support the Hop system by dispensing limited-use chipped media, were nearing the end of their useful life. To plan for their replacement, Mr. Ross was engaged by TriMet to develop a new TVM strategy. He led a comprehensive requirements-gathering process with agency subject matter experts, developed a detailed scope of work, and led the procurement of next-generation ticket vending machines.

2018 – 2023	**New Fare Collection System, Valley Metro and City of Phoenix, Phoenix, AZ**

Valley Metro and the City of Phoenix previously relied on paper passes and magnetic stripe cards for fare collection, which limited flexibility and modernization. Their new system, introduced in August 2024, utilizes the Copper Card, a reloadable contactless smartcard, and the Valley Metro mobile app, both operating on an account-based platform. As a core member of the project team, Mr. Ross drafted the technical specifications and supported the procurement of the region's new fare payment system, as well as a separate specification for the retail network and call center. He led the testing and implementation of Phase 1, which included mobile ticketing, and oversaw the successful launch of the new Valley Metro call center.

2018 – 2023	**HOLO, Honolulu Authority for Rapid Transportation, Honolulu, HI**

The City and County of Honolulu, Honolulu Authority for Rapid Transportation, and Oahu Transit Services successfully delivered a modern account-based electronic payment solution supporting fare

payments for bus, rail, and paratransit services island-wide across Oahu. As Implementation Lead, Mr. Ross supported the testing and rollout of the new HOLO card system, overseeing launch activities, leading validation testing, training call center staff, and managing post-launch vendor upgrades.

2018 – 2023	**Ticket Vending Machines/Rider Validation System, Orange County Transportation Authority, Orange. CA** Mr. Ross drafted the scope of work and oversaw the procurement of the ticket vending machines (TVMs) for the OC Streetcar. He also developed the scope of work for the Orange County Transportation Authority's (OCTA) Rider Validation System, a back-office solution designed to integrate seamlessly with existing deployed hardware.
2017 – 2023	**PRONTO, Metropolitan Transit System, San Diego, CA** PRONTO is San Diego's regional account-based fare payment system, launched in September 2021 to replace the legacy card-based Compass Card. Mr. Ross served as a core team member for the development and launch of PRONTO, the new fare payment system that went live in September 2021. He supported the system design and led comprehensive testing efforts. Additionally, he developed and implemented customer transition plans to move riders from the legacy Compass system to PRONTO, successfully completing the full transition within two months.
2017 – 2023	**Next Generation ORCA, Sound Transit, Seattle, WA** Like the Bay Area's Clipper system, ORCA is a true regional fare collection system, enabling fare payment across nine transportation agencies serving the greater Seattle region. Although the original system was successful, it was launched in 2009 and had begun to show its age. Mr. Ross served as a strategic and technical advisor on the system replacement project. He led the design and implementation of the retail network procurement and developed a comprehensive pilot testing program, including customer outreach and recruitment across all seven participating agencies.
2016 – Present	**Hop Fastpass, TriMet, Portland, OR** The Hop Fastpass system was the first truly open architecture fare collection system of its kind, using a common set of agency-controlled APIs to integrate equipment and back-office solutions from more than ten different vendors. Mr. Ross joined the project during the implementation phase as a core member of the team, supporting TriMet with vendor management and system improvement initiatives. His work included operational design, quality control, and schedule management. He also led the rollout of institutional programs to the Hop system by guiding program and system development, coordinating employer onboarding, and overseeing card distribution. In addition, he facilitated the design, development, and launch of both myhopcard.com and the Hop retail network. Other responsibilities included budget tracking and forecasting, card inventory and management, developing standard operating procedures, and testing all major system components.
2015 – 2016	**OMNY, New York Metropolitan Transportation Authority (MTA), New York, NY** OMNY (One Metro New York) is the MTA's modern fare payment system, developed to replace the aging MetroCard across New York City's subways and buses. Launched in 2019, it introduced contactless fare payment via bank cards, mobile wallets, and MTA-issued smartcards, addressing key limitations of the MetroCard such as demagnetization, limited account management, and lack of contactless support. OMNY also laid the foundation for regional fare integration, including future use on the Long Island Rail Road (LIRR) and Metro-North, enabling a unified payment system across the network. During the planning phase, Mr. Ross developed a long-term fare payment strategy for Metro-North, covering ticket vending machines, ticket office terminals, and inspection devices, and wrote the scope of work for a time and motion study to assess impacts on fare inspection and train crew operations.

PROFESSIONAL ACCOMPLISHMENTS

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

WORK HISTORY

2023 – Present	**Technical Consultant, Clevor Consulting Group** 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	**Fare Payment Systems Consultant, Jacobs Engineering Group** Led 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	**MTA Metro-North Railroad, New Fare Payment Planning, Manager, New York, NY** Served as a lead in the New Fare Payment Planning group in Operations Planning, where he evaluated emerging fare technologies for the Railroad, and guided long-term strategic planning efforts. In this role, he oversaw the assessment of fare collection solutions, such as contactless payment systems, mobile ticketing platforms, and inspection tools, and worked closely with cross-functional teams to align technology choices with operational, financial, and customer experience goals.
2014 – 2015	**MTA Metro-North Railroad, Intermodal Operations, Senior Planner, New York, NY** 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	**MTA Bridges and Tunnels, Budget and Performance, Operations Analyst, New York, NY** 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	**New York Restoration Project, Manager, PlaNYC – MillionTreesNYC, New York, NY** 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

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