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SUMMARY

Ms. Schaich started working in the automated fare collection (AFC) industry in 2010 as a public servant, and in 2016, she transitioned into AFC consulting. She specializes in supporting transit operators through fare collection system design, development, and implementation, with a strong emphasis on operations. She is highly experienced in creating standard operating procedures (SOPs) that blend agency policies and processes with their new AFC technology. Ms. Schaich understands the operating challenges that transit agencies face when introducing and transitioning to new AFC systems, and her expertise allows her to navigate complex front-end customer solutions with a focus on the end user.

PROJECT EXPERIENCE

2025

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

SEPTA is implementing a replacement for its Key fare payment system and has transitioned its call center operations to a new vendor operating on the legacy platform.

Ms. Schaich supported the call center transition by evaluating existing processes, available documentation, and overall system functionality to identify risks and gaps. She developed comprehensive Standard Operating Procedures (SOPs) to enable the new vendor to manage day-to-day operations effectively and ensure service continuity from day one. She also delivered train-the-trainer sessions to prepare call center leadership to onboard and support frontline staff.

2024 – Present

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

The Massachusetts Bay Transportation Authority is replacing its legacy CharlieCard fare collection system with a modern, account-based solution that enables customers to pay fares using contactless bank cards, agency-branded smartcards, and mobile wallets, including open-loop and virtual transit cards.

Ms. Schaich supports the program by partnering closely with the project's Technical Director to develop comprehensive Standard Operating Procedures for the Customer Relationship Management and Point of Sale systems that support call center and transit retail operations. These SOPs combine detailed, step-by-step procedures with system training and incorporate MBTA policies, operational workflows, and supporting systems. She also supports system testing efforts by validating end-to-end workflows, identifying issues and opportunities for improvement, and assisting with issue resolution. In addition, Ms. Schaich delivers targeted training for frontline leads to ensure operational readiness and a smooth transition to the new fare collection environment.

2023

TriMet On-Call, Point of Sales Research Project, Portland, OR

TriMet engaged Clevor Consulting Group to research and evaluate point-of-sale (POS) system options for its Hop Fastpass Customer Support Center, which currently operates on an aging, in-house-developed system built on Hop Fastpass APIs. CCG analyzed a range of POS solutions, assessing integration capabilities, operational fit, and cost considerations, and delivered a detailed report with

recommendations for a modernized system. Ms. Schaich supported the research effort by conducting in-depth analysis of POS options, evaluating integration and cost factors, and developing the final recommendations report.

2022

Connect Card Fare Payment System, STA Project, Spokane, WA

The STA launched the Connect Card and mobile app in 2022 across the Spokane region. Ms. Schaich collaborated closely with the vendor (INIT) and agency staff to develop comprehensive SOPs for both the Connect Card Call Center and Customer Service Center. She also delivered targeted customer service training and provided ongoing strategic support to agency leadership throughout the project.

2021

PRONTO Fare Payment System, California MTS Project, San Diego, CA

The MTS implemented the PRONTO account-based AFC system and mobile app in 2021, replacing the previous card-based Compass Card system. PRONTO is fully integrated across the two operators' bus and rail systems. The customer website includes an online application to convert an adult PRONTO card to a reduced fare card, and students at UC San Diego, San Diego State, and other universities receive their transit benefits directly through the mobile app.

Ms. Schaich provided consulting and developed procedures for the PRONTO Fare Program in San Diego, working closely with the vendor (INIT) and agency staff to create SOPs for the PRONTO Call Center, Ticket Office, and Institutional Fulfillment. Her work supported the point-of-sale system by ensuring seamless integration of operational processes and enhancing collaboration with marketing and customer service teams to develop institutional partner handbooks and quick guides.

2020

QuickTicket Fare Payment System, WeGo Project, Nashville, TN

The MTA implemented a new account-based electronic fare collection system to support bus, rail, and paratransit services. To ensure a smooth transition, the agency engaged CCG to provide testing oversight and staff training. As a subcontractor to CCG, Ms. Schaich took the lead in developing detailed SOPs for the QuickTicket Call Center and Customer Service teams. She also collaborated closely with CCG and agency staff to support comprehensive training and ensure effective adoption of the new system.

2016 – 2020

Hop Fastpass™ Fare Payment System, TriMet Project, Portland, OR

Launched in the summer of 2017, the Hop fare collection system was delivered on schedule and under budget and pushes both technical and policy boundaries within the industry. The first truly open architecture system of its type, a common set of agency-controlled APIs are used to integrate equipment and systems from nine different vendors. Customers have a variety of ways to pay (bankcards, smartcards, NFC mobile wallets) with a fully integrated retail reload network and system-wide fare capping. 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.

As a technical consultant for the Hop Fastpass Program for TriMet, Ms. Schaich worked with the vendor (INIT) and agency staff to develop SOPs. She created SOPs for the Hop Fastpass® Call Center, TriMet Customer Support Center's front counter, institutional fulfillment back-office, and related programs (e.g., Low Income Fare), as well as Ticket Offices for Partner Agencies, TriMet's Paratransit Services (LIFT), and associated IT and Fare Revenue departments. She also developed Transition Plans & Procedures for the transition of TriMet programs from using paper products to the new Hop Fastpass. Ms. Schaich also provided Customer Service Training and developed materials for training staff on the system, policies, and procedures.

2018 – 2019	<p>Flamingo Fares Electronic Fare Payment System, HART Project, Tampa, FL</p> <p>The Flamingo Fares Tampa Bay system introduced a new electronic fare payment option allowing riders to pay using a reloadable smart card or smartphone app across multiple participating counties, including Hernando, Hillsborough (HART), Pasco, Pinellas, and Sarasota.</p> <p>In her role as technical consultant for the Flamingo Fares Card, Ms. Schaich collaborated with the vendor (INIT) and agency staff to provide technical, operational, and policy guidance. She developed comprehensive SOPs for Customer Service, the Call Center, and Maintenance/Operations to support effective system operations and customer experience.</p>
2018	<p>HOLO Electronic Fare Payment System, O’ahu Transit Services & Honolulu Authority for Rapid Transit, Honolulu, HI</p> <p>In 2023, the Honolulu Authority for Rapid Transportation, City and County of Honolulu, and Oahu Transit Services implemented a new electronic fare payment system supporting bus, rail, and paratransit services across Oahu. The project includes installation of advanced fare collection equipment on the new operator-free light rail system and over 730 bus and paratransit vehicles.</p> <p>Serving as a technical consultant for the HOLO Card, Ms. Schaich collaborated with the vendor (INIT) and agency staff to conduct system testing and develop comprehensive SOPs for Customer Service at OTS and Satellite City Halls, the Call Center, Retail Network, and Maintenance/Operations, ensuring smooth operations and consistent customer support.</p>
2010 – 2016	<p>Connect Card Electronic Fare Payment System, Sacramento Area Council of Governments (SACOG), Sacramento, CA</p> <p>The Sacramento region implemented its first card-based electronic fare collection system across both bus and light rail, integrating services from nine transit operators: Sacramento Regional Transit, El Dorado Transit, e-Tran, Folsom Stage Line, Roseville Transit, Placer County Transit, Sacramento County Transit LINK, Yolobus, and Yuba Sutter Transit.</p> <p>Over a five-year period, Ms. Schaich served as Project Manager and Project Coordinator, leading a multi-agency Consortium to design, develop, and implement the region’s new INIT-developed fare collection system. She managed vendor procurement and contracts, facilitated the development of shared business rules, and worked closely with stakeholders, consultants, and elected officials on fare policy, operational planning, and system design. Ms. Schaich also oversaw the launch of key system components, including customer service software, hardware installation across all agencies, the consumer website, and IVR system. Her leadership extended to partner coordination, staff training, on-board surveys, marketing, and public outreach, ensuring a successful regional rollout.</p>

PROFESSIONAL ACCOMPLISHMENTS

2015 | **PMP certification (PMP certification ID #1813096)**

WORK HISTORY

2023 – Present | **Consultant, Clevor Consulting Group, CCG**

Ms. Schaich joined CCG at the beginning of 2023 as a seasoned Technical Consultant. Her experience and familiarity with the CCG team and current projects is borne from her tenured performance as a certified DBE and WBE subcontractor for Clevor Consulting Group. She specializes in project management, project coordination and SOPs and offers technical, operational, and policy support as needed.

- 2016 – 2022

Principal & Owner, Schaich Consulting
 In 2016, Ms. Schaich founded Schaich Consulting, a sole proprietorship certified as a Disadvantaged Business Enterprise (DBE) and Women Business Enterprise (WBE) in states across the country. After moving to Portland, Oregon from Sacramento, California, Ms. Schaich opened her own firm focused solely on supporting transit agencies through AFC system development and implementation. Ms. Schaich developed a niche creating comprehensive and easy to use SOPs for transit agency staff working at the front counter, call center, back-office, paratransit, and business office. Ms. Schaich supported transit operators and developed SOPs for agencies from Hawaii to Florida.
- 2010 – 2015

Project Coordinator & Project Manager, Connect Transit Card, SACOG
 Ms. Schaich coordinated and/or managed all aspects of the Sacramento region’s first AFC system, including regional fare payment policies, technical development, contracts, vendors, policies, communication, outreach, maintenance, processing, and controls with a small project team. Ms. Schaich led a coalition of nine transit operators and a regional planning agency through development, testing, and into implementation. She was specifically focused on the customer-facing components: customer website, IVR, card design/branding, hardware, and operations. Ms. Schaich performed training and outreach to agency staff, executives, members of the public, and elected officials.
- 2006 – 2015

Active Transportation Team Leader/Transportation Planner, SACOG
 Ms. Schaich served as Active Transportation Manager at the Regional Transportation Planning Agency, managing bicycle/pedestrian projects, policies, and plans for the Sacramento region, several multi-disciplinary regional advisory committees, and biennial regional funding programs of \$5-17 million. She began her career as a regional transportation planner, developing and providing outreach on the long-range Metropolitan Transportation Plan.

EDUCATION

- 2014

M.A., Organizational Leadership, Gonzaga University
 Ms. Schaich studied Organizational Leadership while working full-time on the Connect Card project at SACOG.
- 2006

Bachelor of Arts Political Science, University of California, Davis
 Ms. Schaich studied Political Science as well as Community & Regional Development and Environmental Policy Analysis.