



APTA 2017 AdWheel Awards

Category 1: Best Marketing and Communications to Increase Ridership and Sales

Hop Fastpass

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Effectiveness Statement

APTA 2017 AdWheel Awards

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1. Target

The primary audience is all TriMet, Portland Streetcar, and C-TRAN riders. The secondary audience includes the general public of the Portland-Vancouver metro area, transit employees, occasional transit riders, visitors, stakeholders and services that provide fare for their clients.

2. Situation/Challenge

Hop Fastpass is the new regional e-fare system that works on TriMet, Portland Streetcar and C-TRAN. The biggest challenge was introducing a new fare technology across three different transit agencies in a customer-friendly and engaging way. This resulted in a lot of outreach, education and marketing efforts to both transportation employees and the general public.

3. Strategy/Objective

The strategy was to create fun and digestible messages that clearly communicated the ease of use and benefits of Hop Fastpass. In addition to in-person outreach, we used print, digital and video mediums. The three main marketing objectives were:

- **to promote Hop Fastpass** through various channels to increase brand awareness, encourage riders' early adoption and steady market saturation as TriMet transitions its current paper passes and TriMet tickets app to one fare system,
- **to encourage riders to register their Hop cards** to earn benefits like the pay-as-you-go pass and balance protection, and
- **to educate riders** around new behaviors and actions that come with the new fare system, such as tapping to validate fare, loading value on cards and where to purchase Hop cards.

Effectiveness Statement

4. Results/Impact

Hop Fastpass came to market in July 2017. The results over the past five months include:

- Over 10% of TriMet riders tap onto the Hop Fastpass system
- Of the 40,000 active Hop cards on the market, 77% are registered
- Transitioned 71 monthly and 30 annual employer pass programs
- Educated all transit employees to support the outreach efforts to the public
- Over 75 events attended over FY2018 Q1 to promote and increase brand awareness
- Enrolled 51 community-based organizations to distribute free Hop cards to their members/clients

Brand awareness was increased through frequency and reach of media buys:

- Pandora (4-week flight): 842,220 impressions; 356 clicks
- KOIN Takeover (3-week flight): 261,249 impressions; 635 clicks
- KPTV Takeover (3 days): 1,876,355 impressions; 2,527 clicks
- Comcast Takeover: 662,602 impressions

5. Why should this entry win an APTA AdWheel award?

As more transit agencies look for ways to innovate their fare systems, TriMet is at the forefront with new NFC technology fare instruments. To match that innovation, we had to change how we did marketing and outreach. We went outside of our normal scope by using traditional media and various social media channels, contests and Hop card giveaways; created opportunities for riders to get free cards at “Hop-Ups” and community events; partnered with community-based organizations for card distribution; and introduced mascots to help spread the message. By adding elements of fun and surprise, TriMet built goodwill throughout the community and helped engage old and new riders in the adoption of Hop Fastpass.



hop

fastpass™

ADULT

Outreach Brochure

In stores mid-2017

Your new ticket to ride.

Hop Fastpass™ is a fare card for TriMet, C-TRAN and Portland Streetcar riders. Finally, there's a better way to pay!

How hop works:

- 1 Get a Hop card on the gift card rack at the store. You're good to go!
- 2 Load money on your card while you're in the checkout lane, or use the Hop website, app or phone hotline.
- 3 Just remember to "tap on" every time you ride.

myhopcard.com

1-844-MYHOPCARD (694-6722)



Tap and Go

It's super easy to use Hop: Just tap your card on the Hop reader every time you board a bus or train. Android Pay, Apple Pay and Samsung Pay accepted.



Earn Passes as You Ride

Use your card to take two trips in one day and you earn a day pass (ride free the rest of the day). And, once you reach the cost of a month pass, you ride free the rest of the month!



Reload Pretty Much Anywhere

Put money on your card using the Hop website, app or phone hotline. Or just reload in the checkout lane at the store. (You can still pay in cash, too.)



Your new ticket to ride.



✓ Tap and go

✓ Save as you ride

✓ Reload almost anywhere

pay Apple Pay SAMSUNG pay

myhopcard.com


Print Ad

Transit Ads



Ads on and around the transit system





Your new ticket to ride.

Learn more at myhopcard.com




A Better Way to Pay

- ✓ Just “tap on” with your Hop card or phone*
- ✓ Save \$ by earning passes as you ride
- ✓ Get a card and reload at 500+ retailers
- ✓ No credit card or bank account required, and we still take cash!


* You can pay an Adult fare using Android Pay™, Apple Pay® or Samsung Pay®.



myhopcard.com



Tap and Go



Tap with your Hop card
Get a card for \$3 at the store. Reload in the checkout lane, online or by phone.

Tap with your phone
You can buy an Adult fare using Android Pay™, Apple Pay® or Samsung Pay®.

myhopcard.com

Channel Card Series



Where to Get a Card and Reload

Fred Meyer. **SAFEWAY**   **plaid pantry** + many more!

Or reload via:  myhopcard.com  Hop app  1-844-MYHOPCARD

All product and company names are trademarks or registered trademarks of their respective holders.



Save as You Ride

✓
Day Pass
Earned

Pay for two trips in one day, ride free the rest of the day.

✓
Month Pass
Earned

Once you reach the cost of a month pass, you ride free the rest of that month.*

* You'll need a Hop card, though. Not available when you tap with your bank card.

myhopcard.com



More Peace of Mind

Two great reasons to register your Hop card at myhopcard.com:

Auto-Load

Hop can reload for you automatically when your balance gets low.

Balance Protection

Keep your money safe in case your card is lost or stolen.

myhopcard.com

Channel Card Series

Collateral



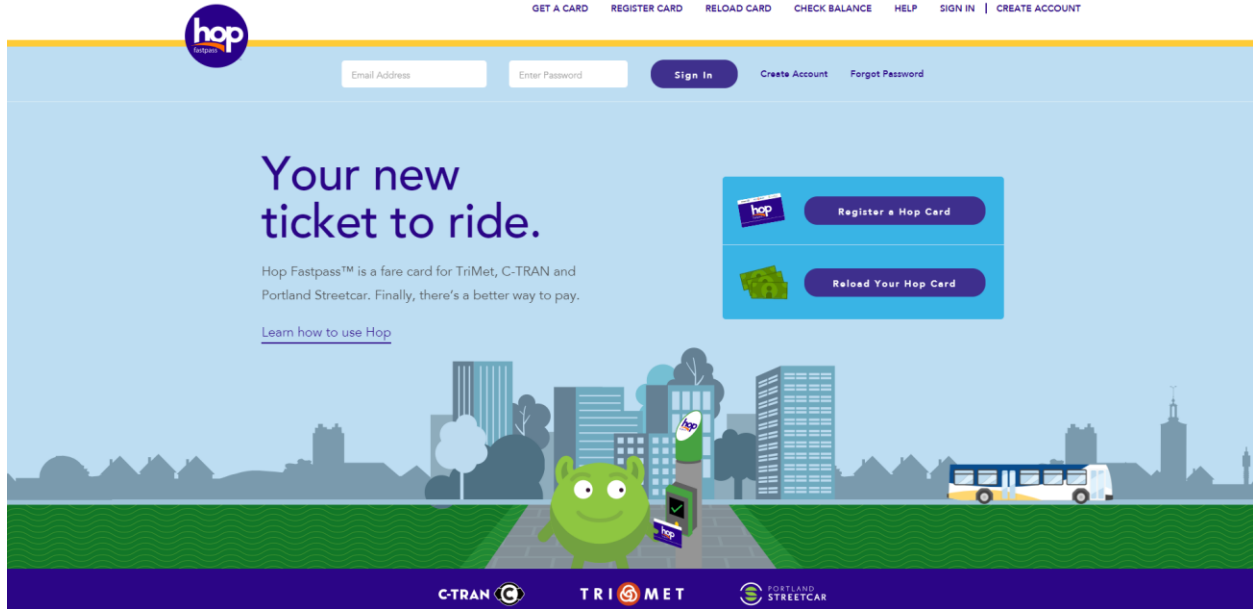
Retail Network Display Kit

Collateral



Hop Card Retail Display Rack | [GIF](#)

Electronic Media



Hop 101

- 1 Get a Hop card on the gift card rack at the store.
- 2 Load money on your card in the checkout lane, or use the Hop website, app or phone hotline.
- 3 You're good to go! Just remember to "tap on" every time you ride.

Say Hello to Hop!

Tap and Go

- Tap your card on the Hop reader every time you board.
- Tap with your phone using a mobile wallet, or with a contactless debit/credit card.
- Transfers are free.

[Using Your Card](#)

Save as You Ride

- Use your card for two trips in one day and you earn a day pass.
- Reach the cost of a monthly pass, and you ride free for the month.
- Get the savings of a pass, without the upfront cost!

[How You Save](#)

Reload Just About Anywhere

- Put money on your Hop card anywhere, anytime, using the Hop website, app or phone hotline.
- Reload in the checkout lane at more than 500 stores.

[Adding Money](#)

SAFEWAY Fred Meyer + many more

myhopcard.com



Today's the day — [Hop Fastpass](#) has arrived!

To celebrate, we're giving one lucky winner a Hop card pre-loaded with \$100, and two runners-up will get cards with \$50. Enter by midnight on Wednesday! [Official Rules](#)

[Enter to Win a \\$100 Hop Card](#)

Hop is a quick and convenient way to pay your TriMet, C-TRAN and Portland Streetcar fare.

- ✓ Tap and go. Just tap your card on the Hop reader when you board — no apps, cash or paper passes necessary. (And if you set up Auto-Load, you'll never be stuck without fare!)
- ✓ Save as you ride. You'll automatically earn day and month passes as you go!
- ✓ Reload almost anywhere. Put money on your card using the website, app or phone hotline, or using cash at the store.

Ready to go? Find where to get a card and learn more at myhopcard.com. Happy tapping!

Outreach Email on Launch Day
Delivered to 87,439 recipients
Open Rate: 22% | Click-Through Rate: 10%

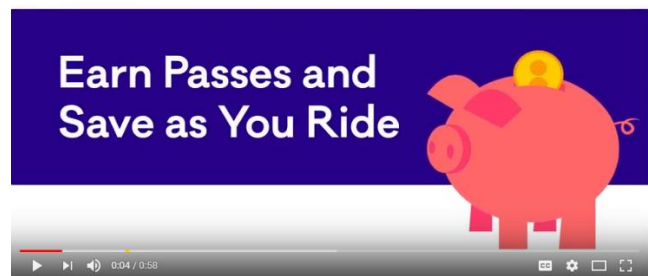
Electronic Media



Hop Fastpass | [LINK](#)



Hop How-To: Tap & Go | [LINK](#)



Hop How-To: Save As You Ride | [LINK](#)



Hop How-To: Where to Get a Card | [LINK](#)

Special Event



Photos from a "Hop-Up" Event

Special Event



The HopMobile

Special Event



Hop Fastpass Opening Ceremony | [LINK](#)



Hop Promotional Items | [GIF](#)



Hopster Mascot at Starlight Parade | [GIF](#)

Social Media

facebook.com/trimet

48k Likes

TriMet
Published by Jessica Ridgway [?] · July 17 · 🌐
👤👤👤 myhopcard.com



TriMet
Published by Brian Lum [?] · July 11 · 🌐

Have you picked one up?



Hop Cards Are Rolling Into Stores — Here's Where You Can Find Them

Cards are at Fred Meyer and Safeway, with many more stores to come!
MYHOPCARD.COM

TriMet
Published by Brian Lum [?] · July 5 · 🌐

We're loading up the Hopmobile with hundreds of *free* Hop cards and heading to the Portland Timbers match tonight! We'll pop up outside Providence Park starting at 5 p.m. — stop by and grab a card before they're gone!



TriMet
Published by Brian Lum [?] · July 17 · 🌐

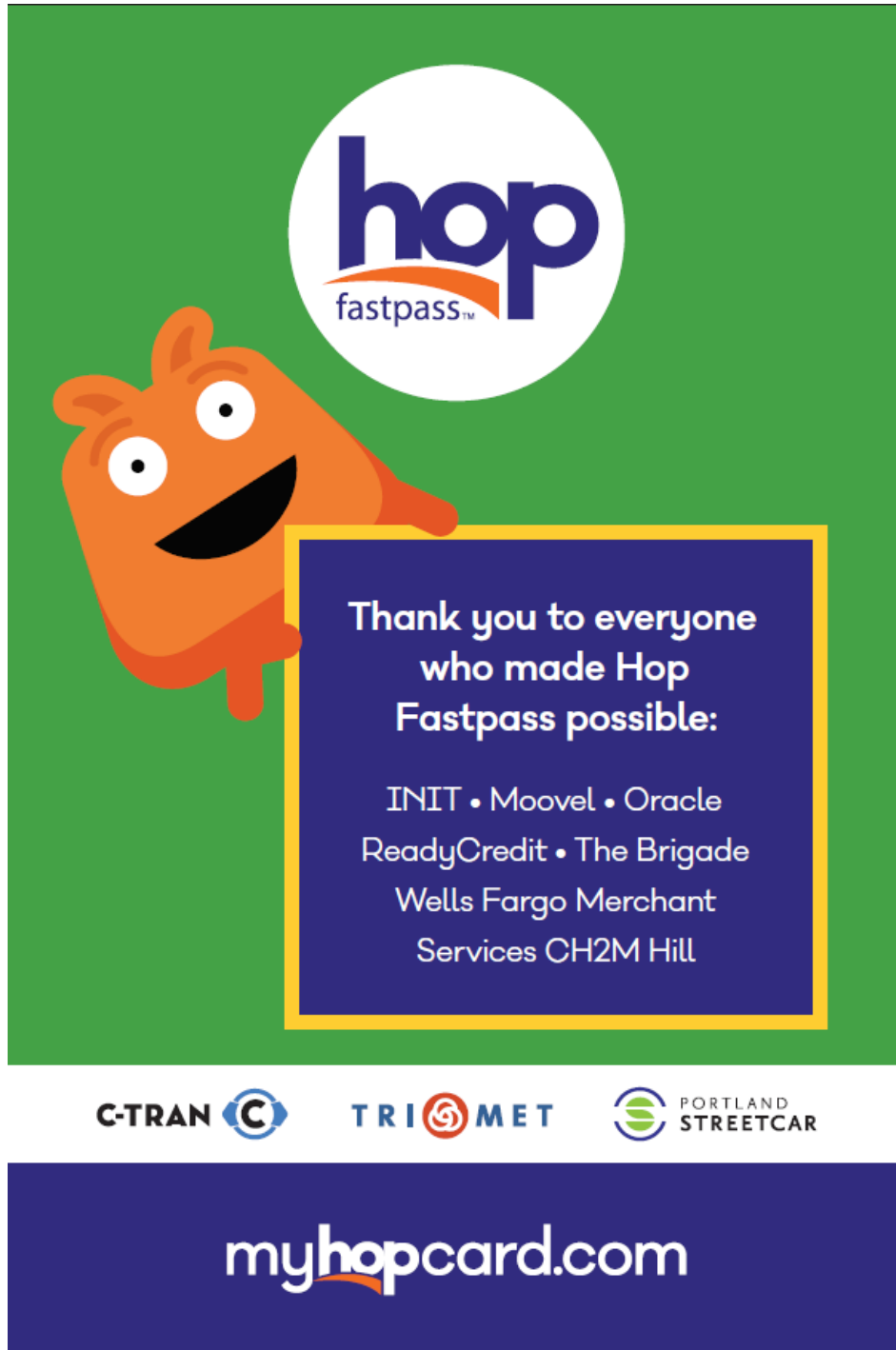
Enter by midnight on Wednesday! ✓



We're Giving Away a \$100 Hop Card

One lucky winner will get a card loaded with \$100, and two runners-up will get cards with \$50.

TRIMET.ORG



Hop Press Event Sponsor Poster