



TECHNOLOGY
ASSOCIATION
OF OREGON

February 5, 2016

The Honorable Lee Beyer
Chair, Senate Committee on Business & Transportation
Oregon State Capitol
900 Court Street NE
Salem, OR 97301

SUBJECT: SUPPORT FOR 1527

Dear Senator Beyer:

The Technology Association of Oregon (TAO) is a leader in the technology industry and broader business community. With an expanding network that extends beyond Oregon and SW Washington and includes over 400 tech and tech-enabled companies, TAO advocates for economic development programs that accelerate business growth and advocacy efforts that seek to improve the region's competitiveness.

SB 1527 is the type of economic development bill that we believe will have a positive impact on Oregon's growing technology industry. GlobalSherpa, a Portland-based technology start up company built TriMet's new "eFare" application, which allowed passengers to purchase TriMet tickets through their smartphones. This technology was groundbreaking, and has been met with rave result. GlobalSherpa has handled the sale of nearly 2 million tickets through the app. This technology has changed the experience of riding mass transit in Portland, making it more convenient and more predictable. The work that GlobalSherpa has done on behalf of TriMet as a result of eFare has opened doors to them, allowing them to grow and thrive. This is the type of game-changing technology (created here in Oregon) that TAO advocates for.

Additionally, there are many other opportunities to use and expand this type of technology in other transit districts in Oregon. Lane Transit District, Salem, Keizer, and COIC in Bend have all expressed interest in some version of eFare. Moving to an eFare system would improve transit in all of those jurisdictions.

We are concerned that the current law would be a significant disincentive for agencies to make the change to an eFare system. That is why we strongly support SB 1527 which strikes the right balance of ensuring customer refunds for unused eFares while creating a predictable regulatory



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framework governing eFare systems without creating an overly burdensome regulatory framework.

We strongly urge your support for SB 1527. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Skip Newberry". The signature is written in a cursive style and includes the name "Skip" in quotes.

Skip Newberry

President, Technology Association of Oregon