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## Orlando Regional Alliance for Next Generation Electronic Payment Systems (ORANGES)

Orlando, FL

### Services Performed

*Extensive Subject Matter Research*

*Policies & Procedures Development*

*Employee Training*



The ORANGES project is an initiative of LYNX (Central Florida Regional Transportation Authority), the Orlando-Orange County Expressway Authority (OOCEA) and the City of Orlando Parking Bureau. These three entities are currently conducting an operational test of smart card technology as a shared payment media across the three agencies. A single payment media is being used to pay for transit, toll road and parking services.

### Key Staff Reference

*Richard B. Easley*

The ORANGES Field Operational Test (FOT) will provide each of the agencies with information necessary to make informed decisions regarding a possible future smart card payment system deployment.

### Client Contact

*Mr. Tom Delaney*  
 PBS&J  
 482 South Keller Road  
 Orlando, FL 32810  
 (407) 647-7275 x121

E-Squared Engineering was a subcontractor to PBS&J for this project. Services included development of the customer service procedures and documents to be used during the FOT. In order to produce these documents E-Squared Engineering investigated lessons learned from several other EPS deployments in the U.S. These included the Chicago Card in Chicago, IL; SmarTrip in Washington, DC; the Go Ventura Card in Ventura County California; and TransLink® in the Bay Area, also in California. All procedures and documents were developed through a collaborative effort involving personnel from the three participating agencies. E-Squared Engineering was responsible for coordinating this effort, assuring that final documents reflected the wants and needs of the agencies.

### Contract Award/ Performance Period

*Jan. – July, 2003*

### Type of Contract

*Task Order*

### Total Contract Value

*\$23,400*

Deliverables included development of the ORANGES Customer Service Reference Manual, the ORANGES Customer Guide card mailer, and the ORANGES Customer Agreement. E-Squared Engineering also developed the database to be utilized to document customer issues/complaints received by the ORANGES Customer Service Representatives. In addition, E-Squared Engineering developed and presented a training module on Customer Service Process Flow to the ORANGES Customer Service Representatives as well as staff from all three agencies that would be involved in the ORANGES FOT.

