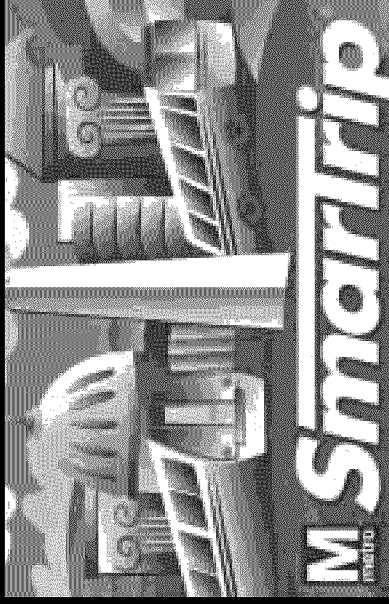


Metro's SmartTrip Card



Presentation for
Smart Card Program Managers Group
July 18, 2000

Washington Metropolitan Area Transit Authority

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System Context

- **Approximately 3 million in service area**
- **Daily users**
 - ◆ **Rail - 300,000**
 - ◆ **Bus - 235,000**
 - ◆ **Paratransit – 1,000**
- **Approximately 1.2 million holders of fare media**
- **Vehicles**
 - ◆ **Rail cars – 764; 192 on order**
 - ◆ **Buses – 1,400**
 - ◆ **Paratransit – 134 (contractor-owned)**

Types of Fare Media

(pre-SmarTrip)

- **Metrorail - Magnetically encoded, stored value farecards**
- **Metrobus - Electronic registering fareboxes; cash coupons, tokens and tickets; passes**
- **Parking lots - Cash manually collected by parking attendants; monthly and guaranteed passes**

Fare Media Challenges

- **Fare structure flexibility**
 - ◆ **Regular and discounted**
 - ◆ **Distance**
 - ◆ **Passes**
- **Bus and rail**
- **Throughput**
- **Commuter v. tourists**
- **Cost**

The Smart Fares Program

- **SmartDeals**
- **Fare Simplification and Integration**
- **June 1999**

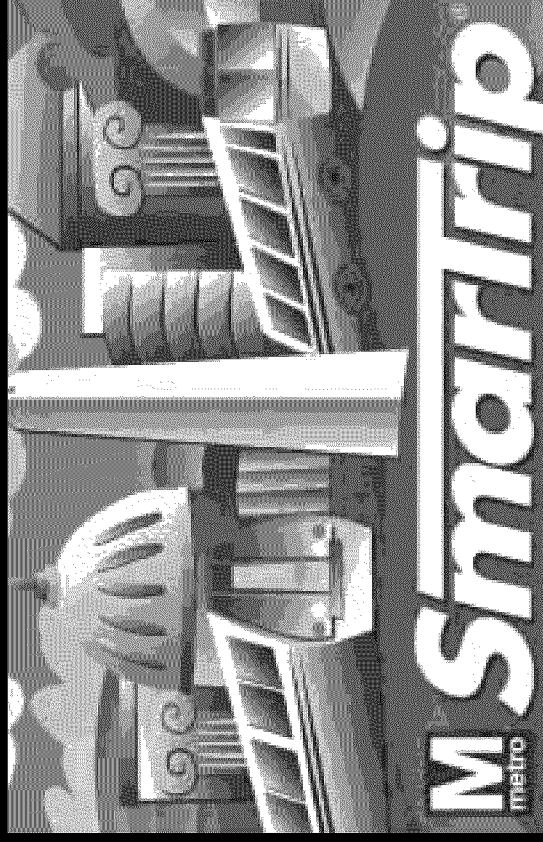
The Smart Fares Program

- SmartCharge
 - ◆ Credit Card Purchase of Fare Media in Vendors
 - ◆ April 1999

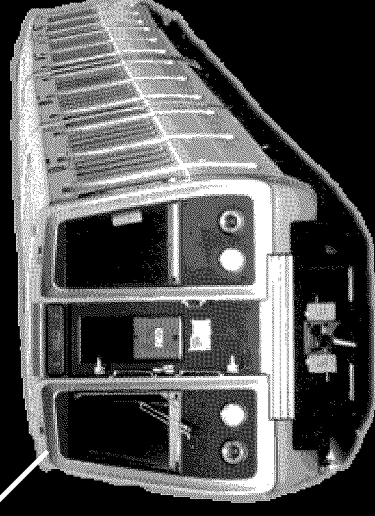
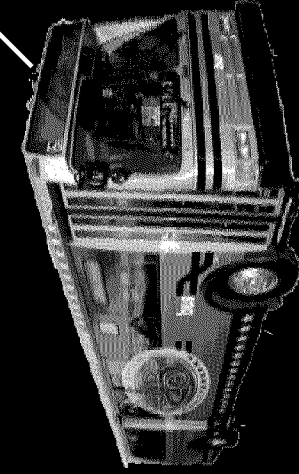
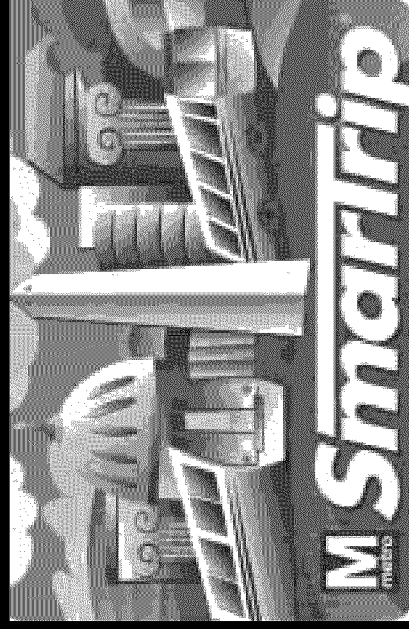


The Smart Fares Program

- SmartTrip
 - ◆ Smart Card
 - ◆ May 1999



APPLICATIONS



Key Elements of SmartTrip

- **Batteryless**
- **Read/write chip**
- **Contactless radio frequency transmission**
- **Unalterable, unique serial number**
- **Closed system**

Why Smart Card Technology?

- **Single fare medium; multiple fare types**
- **More secure than magnetic stripe**
- **Fast throughput**
- **May reduce operating and maintenance costs**

Why Smart Card Technology? Potential Benefits to Customers

- **Single fare medium across modes**
- **Replacement capability for lost or stolen cards**
- **Convenience**

Smartrip Demonstration October 1998 to May 1999

- **1500 users - customers and employees**
- **Technical capability/full system test**
- **Customer acceptance/market**
- **Rail system - all stations and mezzanines**
- **Parking lots - all exits**
- **Recordkeeping, tracking**

SmartTrip Roll-out

- **Launched May 18, 1999**
- **Rail system and parking lots**
- **\$5 per card**
- **Privacy policy**
- **Card replacement**



BILLS
\$15.10.20

PUSH TO
RETURN

PRESS -
TO DEDUCT VALUE

2

INSERT
PAYMENT

SmartTrip TARGET

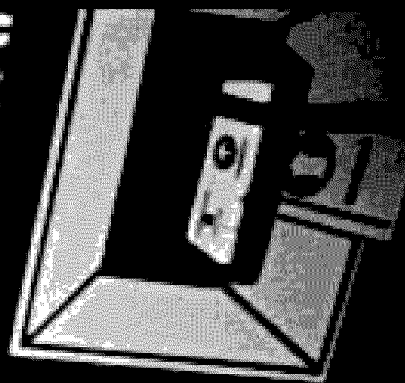


SmartTrip

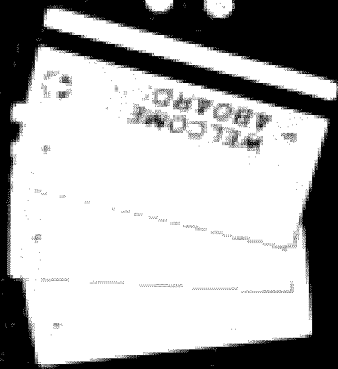
Insert Payment

NO TOUCH SCREEN

TRADE-
FARECARD



To Purchase
OF MULTIPLE



- Go To M
- Follow D

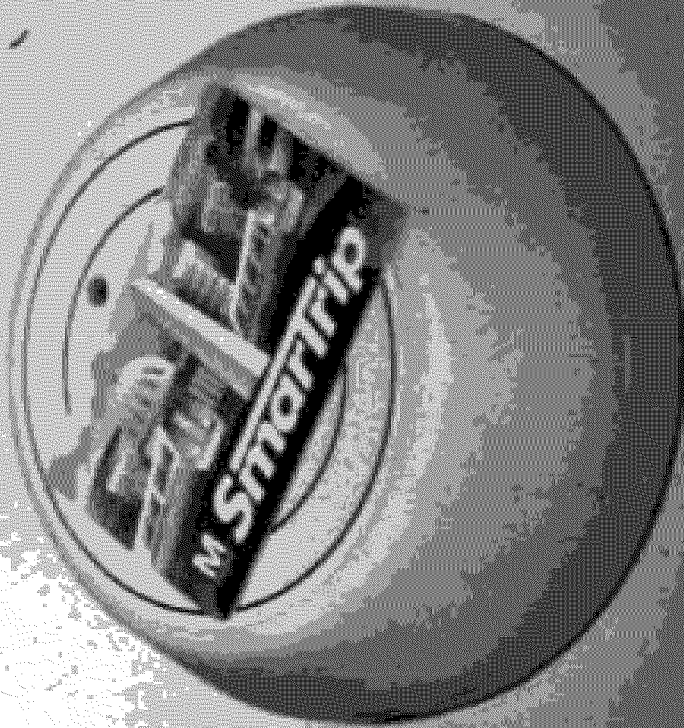
3

TAKE PASS/FARECARDS



INSERT FARECARD
TOUCH SMARTIP



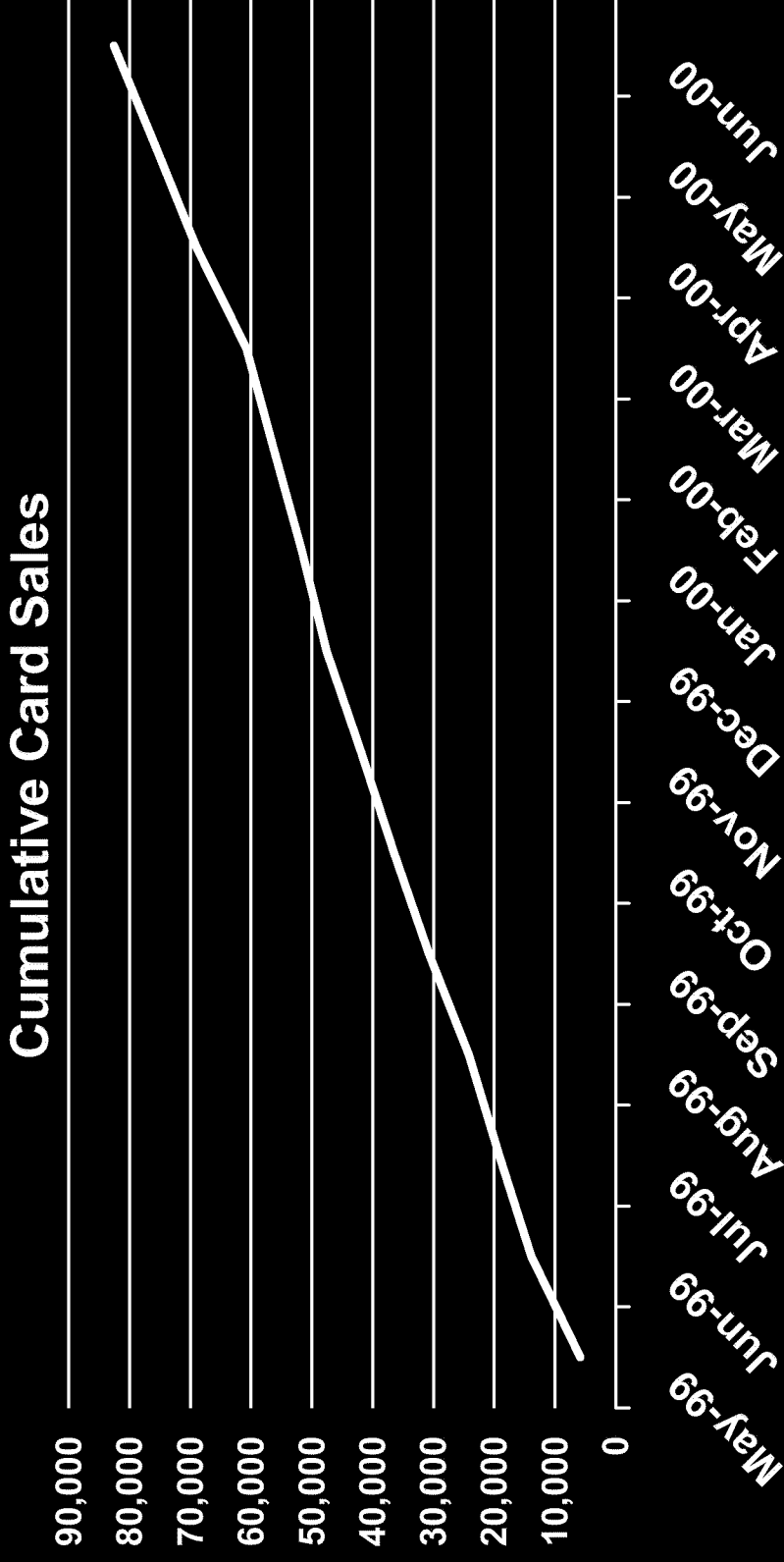








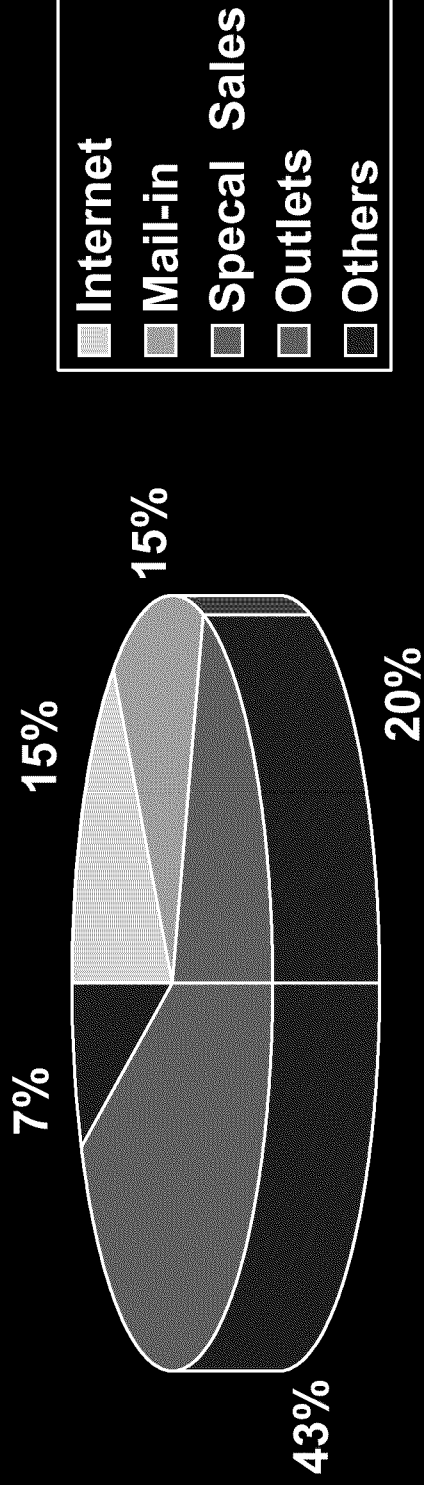
Card Sales



SmartTrip Sales Outlets

- Internet @
- WMATA-operated sales facilities
- Local government-operated sales facilities
- Special outreach promotional events
- Mail-in brochure available in the system

Card Sales by Source



Bus Fareboxes

- **Procurement underway for regional box**
 - ◆ **Baltimore and Washington local transit systems**
- **Accepts**
 - ◆ **Coin and currency, validator-based**
 - ◆ **SmarTrip cards**
 - ◆ **Evaluating magnetic stripe card acceptance**
- **Fully implemented in 2002**
- **Regional clearinghouse**

Demonstration Programs

- **First Union/SmarTrip debit and transit card**
 - Approximately 1,000 participants
- **General Services Administration - ID and transit card**
 - Approximately 100 initial participants
- **Proposal for FTA's EPS demonstration program**
 - 14 private and public partners
 - Single card for transit, tolls, parking and retail

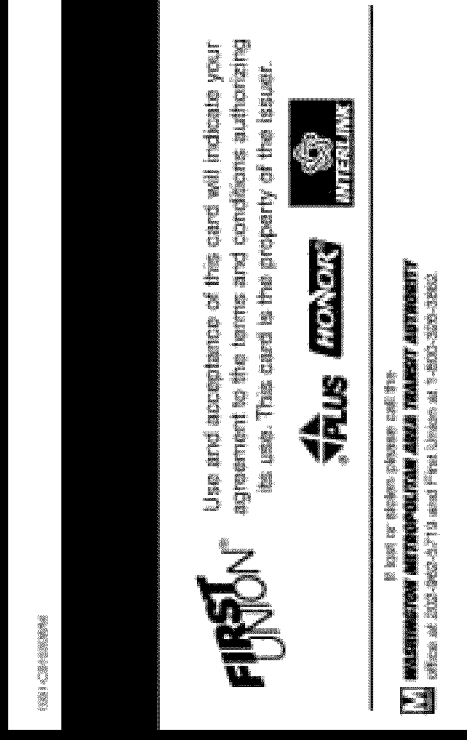
First Union Demonstration

- Debit card and transit card



Front

Back

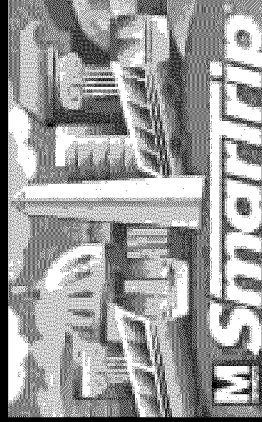


General Services Administration

- Federal ID and transit card



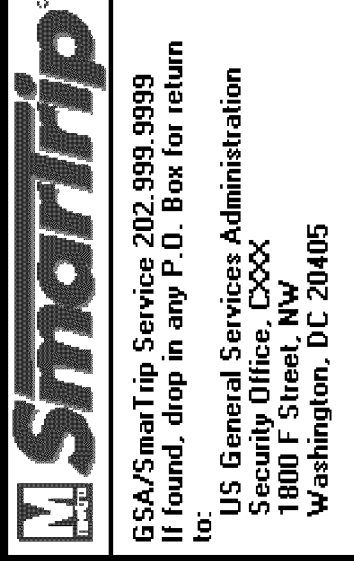
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Front



Back

Near Term Enhancements

- **Employer transit benefits**
- **Replenishments from credit account**
- **Customer loyalty program**
- **Passes**
- **Fair Fares**

Potential Joint Applications

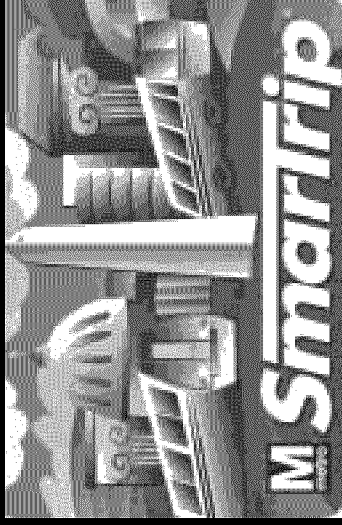
- **Federal government**
- **Universities**
- **Government benefit programs**
- **Private industry**

The Future

Metrobus

Metro Parking

**Convenience
Stores**



Fast Food

Restaurants

Movie Theatres

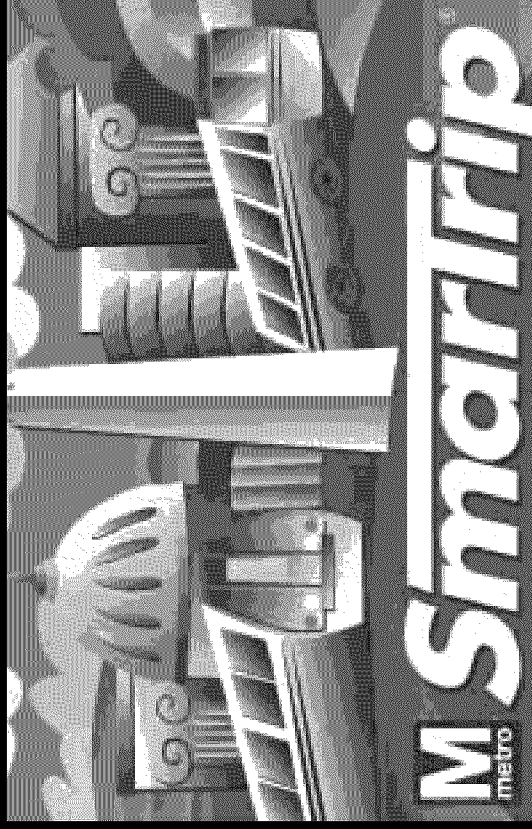
Sports Arenas

Toll Roads

**Gasoline
Stations**

Vision

- **Create single card universal payment system**
- **Accepted throughout the region**
- **Good on transit, tolls and parking**
- **Expand acceptance to non-transit environments**
 - ◆ **Retail**
 - ◆ **Public benefit programs**
 - ◆ **Personal identification**
- **Design system to encourage use of transit, improve operations and foster public/private partnerships**



Washington Metropolitan Area Transit Authority