



Agenda

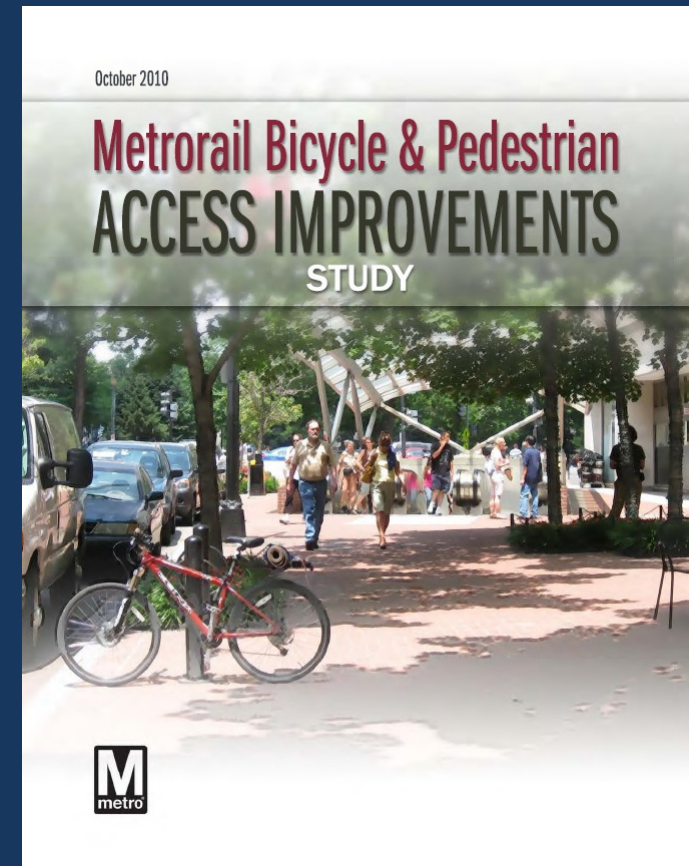
- Review peer experience
- Describe College Park pilot
- Options for Method of Access
 - Pros/Cons for Customer, WMATA
- Discussion





Why Secure Bike Parking?

- More Secure Bike Parking is:
 - Top recommendation of recent study
 - Frequent request from riders
 - Cost-effective way to improve station access
- A Bike Garage system can:
 - Maximize capacity
 - Improve security over open-air racks
 - Attract commuters
- College Park Pilot
 - Try it out, and learn





Peer Experience: Portland Tri-Met

- Outside vendor BikeLink
- Sign up with BikeLink, receive new card & account
- Separate from fares
- Tap-In, Tap-Out
 - \$20 registration fee
 - 3 cents/hour on-peak
 - 1 cent/hour off-peak





Peer Experience: Boston MBTA



- Register and receive new *Bike CharlieCard*
- Service is free
- Door mechanism reads card serial number
- No interaction with fare system





College Park Pilot Project

- Space identified
- Funded through CIP
- Construction through JOC summer 2011
- Precedent for future facilities

**Pilot = "Try It Out,
And Learn"**





Implementation

Design

- Facility will have:
 - Electronic card access
 - Two Locking doors
 - Complete enclosure
 - CCTV cameras
 - Bike racks inside AND outside – for overflow
 - Electricity from garage
 - ADA compliance

Operations

- Registration requires giving name and contact info, online or via mail
- PARK manages program and maintains hardware
- Capacity is first-come, first-served basis
- CCTV not actively monitored, like parking
- A registered card opens future facilities too

**Access Technology and Fare Policy =
This Meeting**



Options for Method of Access

- 1 Use SmarTrip Card to open door:
 - 1a Register SmarTrip card for free for a year
 - 1b Register SmarTrip card for a small fee for a year
 - 1c Register SmarTrip card for a fee, then pay-per-use
 - 1d Use SmarTrip on pay-per-use basis, no registration
- 2 New card compatible with Parking system
- 3 Outside vendor (e.g. BikeLink, BikeStation)
- ? Something else?



Evaluating Options for Method of Access

CRITERIA

- Safety
- Do customers need new/separate card
- Do customers need to pre-register
- Easily scalable to more facilities
- Operating issues with door or cards
- Revenue to WMATA
- Cost of fare collection, if any
- Charge per-use in the future
- Other pros/cons?



1a SmarTrip, free



MBTA Alewife

	Pros	Cons
For Customer	<ul style="list-style-type: none"> •Already have card •Free •No loss if facility is full 	<ul style="list-style-type: none"> •Must pre-register •Free=less secure?
For WMATA	<ul style="list-style-type: none"> •Card reader can be “simple” - no AFC interaction, no Cubic •No registration fees to manage •Free= attract more usage 	<ul style="list-style-type: none"> •Separate O&M vendor for registered cards •No revenue to WMATA



1b

SmarTrip, registration fee

	Pros	Cons
For Customer	<ul style="list-style-type: none">•Already have card•Registration fee = more secure?	<ul style="list-style-type: none">•Must pre-register•Must have funds on card•Facility could be full even though you've paid
For WMATA	<ul style="list-style-type: none">•Card reader can be "simple" - no AFC interaction, no Cubic•Revenue	<ul style="list-style-type: none">•Separate O&M vendor for registered cards•Must administer registration fees (similar to reserve parking)





1c SmarTrip, registration plus usage fee

- Usage fees likely “fee to open door”
 - Time-based charging difficult for SmarTrip

	Pros	Cons
For Customer	<ul style="list-style-type: none">•Already have card•Registration fee = more secure?•If facility is full, pay no usage fees	<ul style="list-style-type: none">•Must pre-register•Must have funds on card
For WMATA	<ul style="list-style-type: none">•Revenue	<ul style="list-style-type: none">•Must interact with AFC, Cubic•More complex installation and operations•Mixups with usage fees•Must administer registration fees (similar to reserve parking)•Holding the door for others?



1d SmarTrip, usage fees only

- Usage fees likely “fee to open door”
 - Time-based charging difficult for SmarTrip

	Pros	Cons
For Customer	<ul style="list-style-type: none">•Already have card•Registration fee = more secure?•Pay for what you use•On-demand (no registration)	<ul style="list-style-type: none">•Must have funds on card•Anyone can pay to enter = less secure?•Must check that facility isn't full before you tap-in
For WMATA	<ul style="list-style-type: none">•Revenue	<ul style="list-style-type: none">•Must interact with AFC, Cubic•More complex installation and operations•Mixups with usage fees•Holding the door for others?



2 New Parking Card

	Pros	Cons
For Customer	<ul style="list-style-type: none">• Same as SmarTrip options, except:• Could be charged by the hour (time-based)	<ul style="list-style-type: none">• Must obtain new card• Must have funds on card
For WMATA	<ul style="list-style-type: none">• Same as SmarTrip options, except:• Easier to charge fees, even by-the-hour• Could avoid Cubic?• Could outsource maintenance of hardware?	<ul style="list-style-type: none">• Must interact with parking software system



3 Outside Vendor (e.g. BikeLink, BikeStation, Capital Bikeshare)

	Pros	Cons
For Customer	<ul style="list-style-type: none"> •Deal with private vendor for registration and billing 	<ul style="list-style-type: none"> •Must obtain new card •Must have funds on card •Cannot add value at TVMs in station
For WMATA	<ul style="list-style-type: none"> •Less responsibility •Outside vendor handles targets, cards, door mechanism •No interaction with AFC, Cubic 	<ul style="list-style-type: none"> •Less revenue, or ongoing contractor cost •Holding the door for others? •Perception of “not us” •More complex installation/operation





Evaluation Matrix

Access Method and Fare Policy	Description	Evaluation Criteria								
		Safe and Secure?	Customers need new card?	Customers must Pre-Register?	Scalable to More Locations	Operating Issues With Cards/Door	Fare Collection Costs	Charging Per-Use in the Future?	Illustrative Pricing	Issues
1a SmarTrip, Free	Register your SmarTrip; unlimited free usage	Yes	No	Yes	Yes	Baseline	None (baseline)	Possible	Free	Free parking could attract more bikes
1b SmarTrip, Registration Fee only	Register your SmarTrip and pay registration fee	Yes	No	Yes	Yes	Baseline	Minimally more	Possible	\$50/year	
1c SmarTrip, Registration Fee plus Usage Fees	Register your SmarTrip, then pay by hour or day	Yes	No	Yes	Yes	Potentially more fare/door issues	More significant	N/A	\$20/year plus 15c/entry	
1d SmarTrip, Usage Fees only	No registration required, on-demand access	Less secure	No	No	Yes	Potentially more fare/door issues	More significant	N/A	25c per entry	
2 New Parking Card	Register and receive new non-SmarTrip card compatible with WMATA Parking software	Yes	Yes	Yes	Yes - with network link	Potentially less - outside contractor	?	Easy	3c/hour	
3 Outside Vendor	Register and receive non-SmarTrip card from outside vendor	Yes	Yes	Yes	Not sure	Potentially less - outside contractor	None - outside contractor	N/A	\$20/year plus 3c/hour	Perceived as "not us"; less WMATA control



What We've Heard

- This anticipates most issues
- Simpler is better
- Behavior impacts?
- Willingness to pay