

# Plan Ahead...Pay it Forward Removal of Add Value



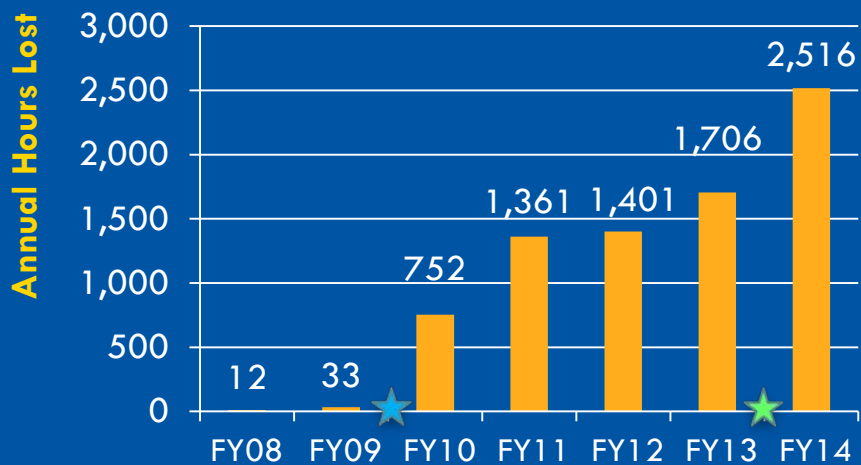
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# The Impact of the SmarTrip Add Value Function on DASH

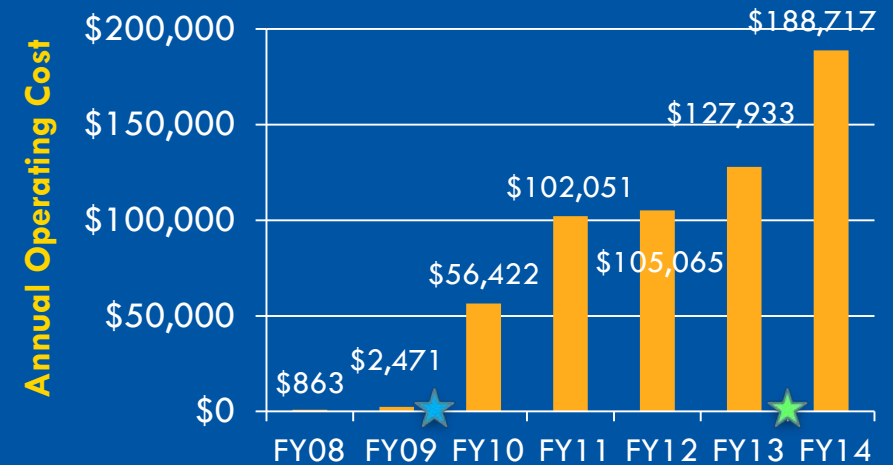
Estimated Annual Hours Lost to Add Value Transactions

Increase of over 2,500 Annual Hours from FY08 to FY14



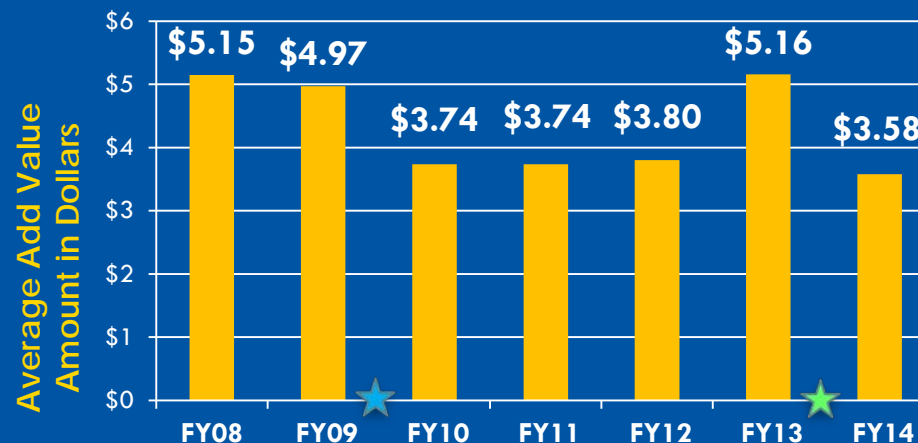
Estimated Annual Operating Cost due to Add Value Transactions

Increase of over \$187,000 from FY08 to FY14



Average Add Value Amount per Transaction

Decrease of 30% from FY08 to FY14



★ WMATA Paper Transfers Eliminated in January 2009

★ DASH Paper Transfers Eliminated in January 2013



# The DASH Solution -

Take the SmarTrip add value process off DASH buses.

Initiate a comprehensive marketing & educational campaign that highlights:

- 🚌 Marketing to riders on where and how they can add value to their SmarTrip cards.
- 🚌 Deliver a positive message on what might initially be perceived as an *inconvenience*.
- 🚌 Educate riders about the benefits of preloading their SmarTrip cards off the bus:
  - 🚌 Less hassle
  - 🚌 Ease in boarding
  - 🚌 Reliable departures & arrivals
  - 🚌 All riders and the system benefits





# Campaign Objectives

- 🚌 Transition DASH's on-board add-value function to off-site transactions as seamlessly as possible.
- 🚌 Reduce dwell time delays and improve reliability, on-time performance, and reduce service interruptions.
- 🚌 Educate and provide outreach to riders to make the transition seamless.
- 🚌 Eliminate the SmarTrip® add-fare option onboard all buses.



# Implementation

- 🚌 February 2015: ATC Board approved elimination of Add Value with “Plan Ahead, Pay It Forward” Marketing Campaign
- 🚌 February-April 2015: “Plan Ahead, Pay It Forward” Marketing Campaign
- 🚌 March 2015: Farebox parameter changed to allow passengers to “go into the negative” once. (unannounced to public)
- 🚌 April 1, 2015: Publicly announced cut-off of Add Value feature. (Add Value feature to remain on for unannounced grace period of 10 days)
- 🚌 April 10, 2015: Hard cut-off of Add Value feature onboard DASH buses.



# Results

- 🚌 On Time Performance **improved** from 91.8% to 94.0%
- 🚌 Monthly cash handling costs **decreased** by over \$2,400 (-34.6%)
- 🚌 To date, over \$90,000 in operating cost savings achieved due to reduced dwell times and improved schedule adherence
- 🚌 Average passenger fare increased from \$1.12 to \$1.17



# Questions?

