

SmartBenefits Return to Work

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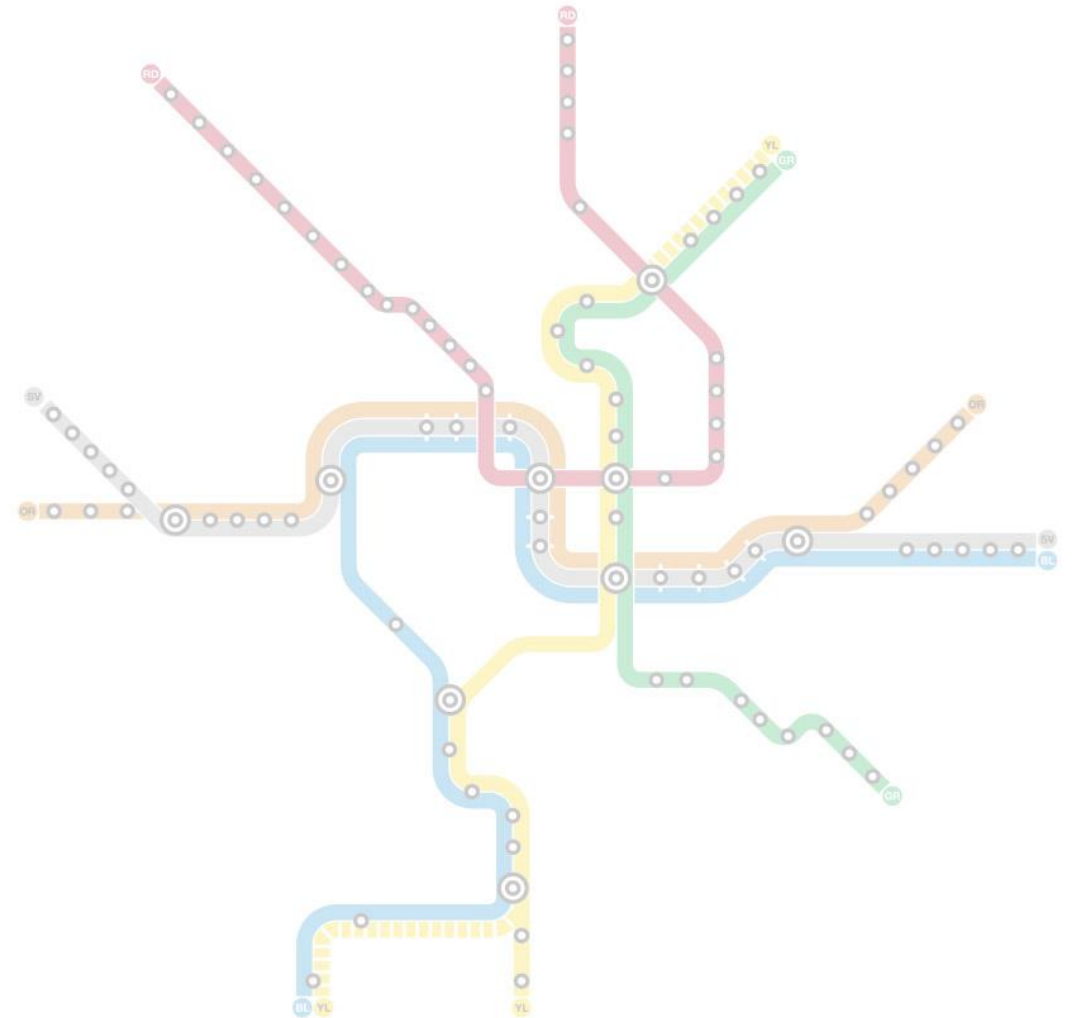


Agenda

- Background
- Metro Return to work plan
- SmartBenefits Resources
- SmartBenefits updates
- SmarTrip updates

Background

- One third of the authority revenue prior to Covid-19 was generated by SmartBenefits program.
- SmartBenefits is a simple, fee-free way for employers to allow employees to commute tax-free*.
- Employers may offer SmartBenefits as a direct employee benefit, a pre-tax payroll deduction, or a combination of both.
- 2021 IRS Monthly Commuter Benefit Maximums
 - Transit: \$270 per month
 - Parking: \$270 per month
- Due to Covid-19 Metro ridership has dipped.



Metro Plan

■ Safety

- As riders are considering their return to the system, messaging will focus on the safety measures we have put in place. As they return to the system, they'll see more messaging around the specific actions they can take to ensure safety of others.

■ Marketing

- The campaign will continue to evolve as the state of our ridership and business evolves. As more riders return to the system, we'll shift messaging accordingly by infusing new value propositions to encourage more riders to return. The value proposition ads will include SmartBenefits. Based on the most recent projects, we expect this campaign to continue into FY2022.

SmartBenefits Plan by May 30th, 2021

- Send SB marketing material to employers by email
 - Closed Accounts
 - Open account but dormmate
- Contact Private and federal agency administrators by e-mail and phone to stay abreast of agencies return to work plan and to reiterate Metro safety precautions.

Business Management Support

- Metro Sr. Business Development Account Executive
 - Provide Demo of SmartBenefits program to businesses
 - Business outreach events
 - Transit Day events
 - Regional partner events
 - Chamber of Commerce events
 - Employer webinar/seminar
 - Employee webinar/seminar
 - Community organization events
 - Employer face to face meetings
 - School events

New Combined Balance Display

- Rail faregates & vending machines now display entire transit eligible balance
- Parking gates now display entire parking eligible balance
- Bus fareboxes will display entire transit eligible balance in October
- No more “missing benefit” calls when a participant only sees their SmartBenefits grace period credit
- Example
 - Card has \$20 in stored value, \$5 SB Credit; \$200 SB Transit; \$50 SB Parking
 - Fare Vending Machine Displays \$225 (excludes SB Parking)
 - Parking Gate Displays \$64.80 (\$20 SV + \$50 SB Parking less \$5.20 Parking Fee)
- Balances and transaction details are visible in the rider’s Apple Wallet, the SmarTrip App and the SmarTrip website account

Go Card Replacement

- Metro's original SmarTrip® cards will soon become a relic of the past, as Metro invests in new faregates, fareboxes and fare payment options that will make it quicker and easier to pay but won't be compatible with the old cards. Customers are encouraged to replace their old SmarTrip cards now to avoid issues later.
- Metro is offering customers several convenient options, including mail-in, online, phone or in-person, to make the switch and transfer any balance to a new or existing SmarTrip card or virtual SmarTrip card on a mobile device.
- To access the full notice, please follow the link:
- <https://www.wmata.com/about/news/Metro-begins-phasing-out-older-SmarTrip-cards.cfm>
 - <https://www.wmata.com/fares/smartrip/gocard-replacement.cfm>



SmarTrip® Virtual SmarTrip card

- The Virtual SmarTrip Card & SmartBenefits
 - Use Apple phone to pay for your commute

<https://www.wmata.com/fares/MobilePay/SmarTrip-in-Apple-Wallet-FAQs.cfm>

- Android coming later in 2021



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