



ITEM #4

Fare Changes Effective July 1, 2012

Commuter Connections Subcommittee

May 15, 2012



Fare Implementation Goal

Successfully communicate information to Metro stakeholders about the new fares and passes effective July 1, 2012.



Rail - Fare Changes

Rail Fare

- Surcharge on paper fare card of \$1
- Max fare for paper fare card = \$5.75 + \$1 surcharge
- Adjust off-peak fares to eliminate anomalies in discount impact

Rail Passes

- Add one-day rail pass for \$14, unrestricted, available on paper fare card and SmarTrip®
- Add 28-day rail fast pass for \$230, available on SmarTrip®
- Maintain 7-day short-trip pass for \$35, available on magnetic paper fare card (in lieu of 28-day)



Bus – Fare Changes

Bus Fare

- Cash boarding fee : $\$1.60 + \$0.20 = \$1.80$

MetroAccess

- Hold max fare to current level of \$7.00



Summary of Fare Changes

Metrorail

- Eliminate peak-of-the-peak surcharge
- Increase peak-period rail fares by 5.7%, increase max fare to \$5.75
- Align off-peak fares with peak fares, base fare \$1.70, max fare \$3.50
- Base Fare set at \$1.70, max fare at \$3.50
- Non-SmarTrip® surcharge of \$1.00
- One-day pass \$14, valid all day
- 7-day rail fast pass \$57.50 and 28-day rail fast pass \$230
- 7-day short-trip pass \$35

Metrobus

- Increase Bus regular fares by 10¢
- 7-day regional bus pass \$16
- Cash boarding charge for local/limited stop \$1.80
- Cash boarding charge for Express \$4.00



Summary of Fare Changes

MetroAccess

- No change to fare methodology, fare cap of \$7.00

Other

- Increase parking fee at park-and-ride facilities by \$0.25
- Adjust reserved parking to balance supply and demand
- Decrease bike locker rental fee to \$120



Communications Plan

Tactics

- Station, Rail and Bus announcements
- In-system signage
- E-mail blasts
- Print advertising
- News release
- Brochures
- Take Ones
- Web page
- IVR
- Social media



Fare Change Travel Tip

- New fares are available on the Trip Planner.
- Must apply date of July 1 or after to see new fares
- Visit wmata.com

Thank you