



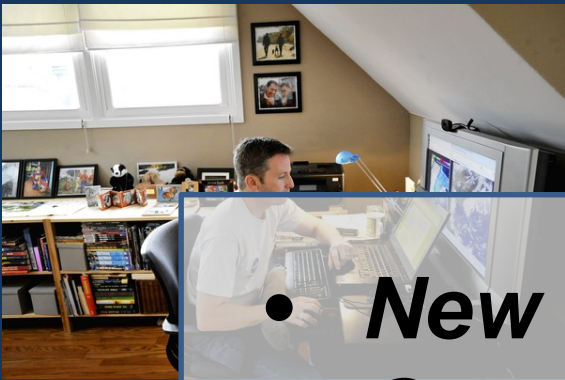
## **Metro SelectPass (MSP)** **Motivation, Research and Pilot Program**

TPB Regional Public Transportation Subcommittee

3/28/2017



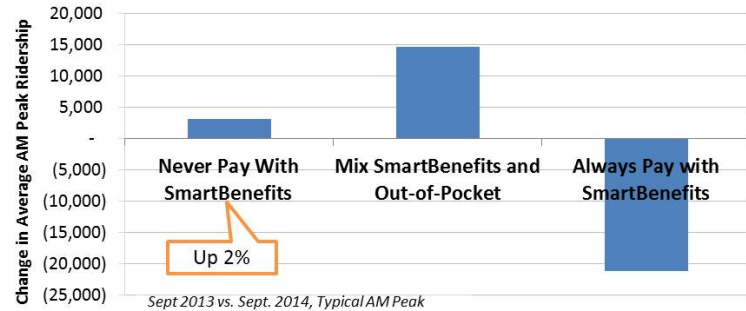
# No More Business As Usual



- *New travel options*
- *Operations challenges*
- *Reduced Federal benefits*
- *Lower costs of driving*



Change in Ridership 2013-2014 by Customer SmartBenefits Use





# What do these have in common?

- Cell minutes => monthly plan
- Blockbuster => Netflix
- Tower Records => Spotify
- Sears Catalog => Amazon Prime
- Subscription services
- Simple monthly bill
- Upcharges for “overage consumption”
- Company revenue insulated from shocks

***Can we price  
Metrorail and  
Metrobus  
transit like  
this?***



# Inspiration: Sound Transit's PugetPass

Sound Transit	WMATA Equivalent
ORCA	SmarTrip™
Regional Passport (PugetPass)	SmartBenefits (Value)
E-purse	Stored Value
Regional Pass (PugetPass)	???



PugetPass accounts for:

- 70% of transit trips
- 72% of revenue



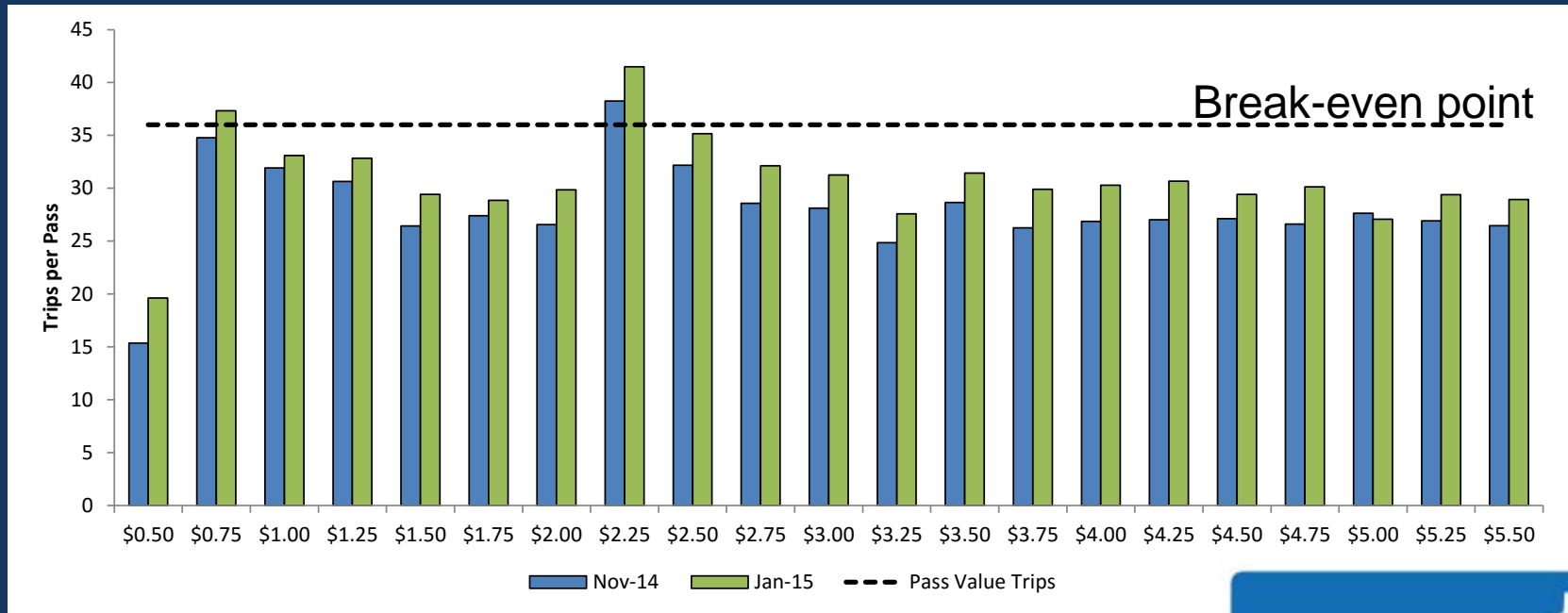
Boardings	% of Total Boardings
Regional Bus & Train Passport	44%
Regional Pass	26%
E-purse	26%
Agency Specific Product	4%
<b>Total<sup>1</sup></b>	<b>100%</b>

*Seattle-area transit agencies have a distance-based fare just like Metrorail!*



# Inspiration: Sound Transit's PugetPass

## Total Linked Trips per Month by PugetPass Value



Few PugetPass users take more than 36 trips in a month





# 2015 Customer Survey: Market Segments

Six market segments were identified in the data. The segments are mutually exclusive and collectively exhaustive

Market Segment	% of Sample	Description
Frequent Commuter	6%	Commute 4 or more days per week, never take for non-work trips
Frequent Commuter Plus	16%	Commute 4 or more days per week, use for non-work trips at least once a week
Occasional Commuter	6%	Commute 1-3 days per week, never take for non-work trips
Occasional Commuter Plus	10%	Commute 1-3 days, use for non-work trips at least once a week
Frequent Non-work Rider	12%	Never use for work, use for non-work trips 2 or more days per week
Infrequent Non-work Rider	50%	Never use for work, use for non-work trips 1 day per week or less

**Targeted Market:**

**How can we encourage these people to take Metro more often?**



# 2015 Customer Survey: “I would ride Metro more if...”

First priority is service (speed, frequency, reliability). Then comes cost...

% agree	Frequent Commuter	Frequent Commuter Plus	Occasional Commuter	Occasional Commuter Plus	Frequent Non-work Rider	Infrequent Non-work Rider
if it got me to my destination more quickly	67%	77%	72%	<b>79%</b>	67%	<b>67%</b>
if service ran more frequently	67%	<b>85%</b>	74%	77%	<b>71%</b>	58%
if it were more reliable	<b>70%</b>	82%	<b>83%</b>	73%	64%	57%
it were less expensive	66%	75%	71%	70%	57%	63%
if stations/stops were closer to my home/work	42%	59%	52%	52%	53%	64%
if it were less crowded	60%	62%	69%	57%	48%	45%
if Metro cared more about my trip	60%	58%	55%	53%	45%	34%
if the hours of operation were extended	39%	56%	43%	50%	53%	33%
if I had better information to make my trip	36%	45%	29%	44%	36%	31%
if the fares were easier to understand	33%	34%	45%	40%	36%	30%

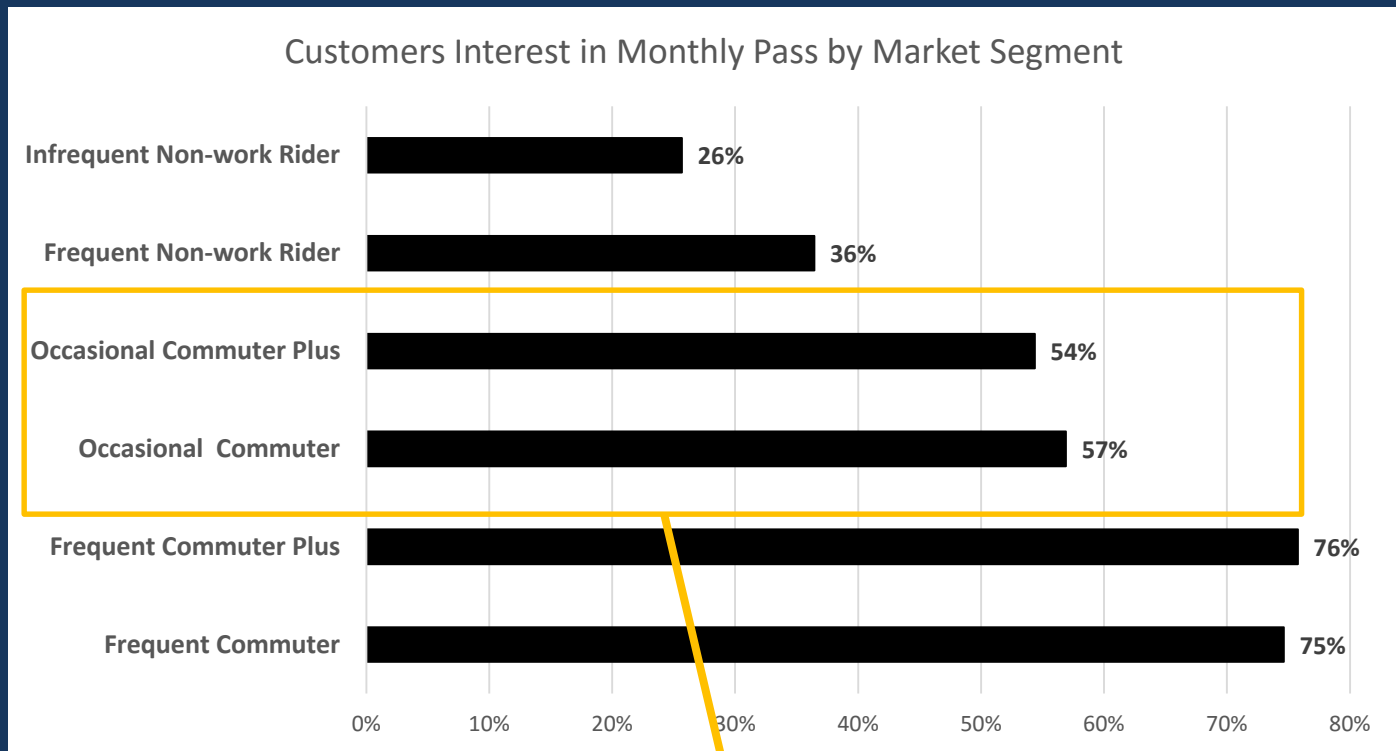
n = 1044  
 $\alpha = 0.05$

**Cost - or the perception of cost - is the thing we can change in the short term.**



# 2015 Customer Survey: Broad Interest in Monthly Pass

The chart below shows interest in the monthly rail pass.



*Over half of occasional commuters are interested in the unlimited monthly pass!*





# Metro SelectPass (MSP)

- Pass priced at 36x a rider's "usual" commute trip
- All trips at that value or less are included
- Online only, "set it and forget it"
- Optional bus add-on





# SelectPass: a Win-Win Product

- Benefits to customers
  - Opportunity to save money
  - Simple monthly bill
  - Can make stops without incurring base charges
- Benefits to Metro
  - Increased ridership
  - Reduced revenue risk due to disruptions
  - Increased rider satisfaction



# 2016 SelectPass Pilot Program

- April to Dec 2016

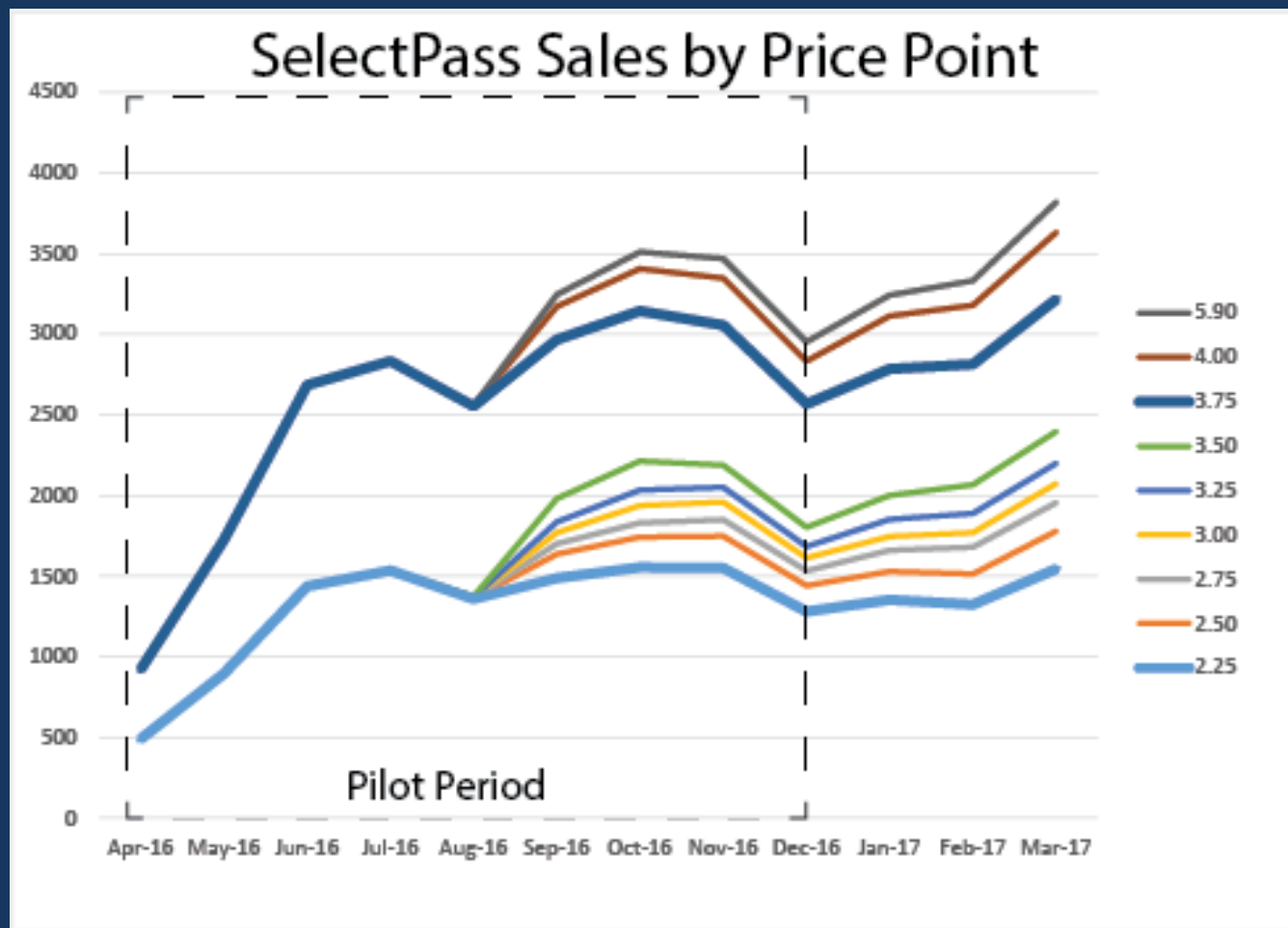




# Growing Sales and Satisfaction

Apr. – Dec.

- 24K passes
- \$3M gross





# Growing Sales and Satisfaction





# SelectPass Equity Assessment

## Equity Analysis (Title VI)

- Disparate Impact (DI): **PASS**
  - Minority riders: 38%; system average: 45%
  - Falls within the DI threshold of 8%
- Disproportionate Burden: **PASS**
  - Low-income riders: 18%; system average: 12.8%

## Comments from Low-Income Users:

- *"SelectPass makes transit financially accessible for me"*
- *"No hassle and saves me money"*
- *"I love not having to worry if I have enough money on my card"*