



Washington Metropolitan Area Transit Authority

ITEM # 8

# SmarTrip<sup>®</sup> and SmartBenefits<sup>®</sup> Program Update



Commuter Connections Subcommittee  
May 21, 2013



# Purpose

- Overview of SmarTrip<sup>®</sup> and SmartBenefits<sup>®</sup> initiatives
  - SmarTrip<sup>®</sup>
  - Marketing approach
  - SmartBenefits<sup>®</sup> enhancements





# SmarTrip<sup>®</sup> Card Status

- March 2013 Snap Shot  
Use transactions:
  - 88% Metrorail SmarTrip<sup>®</sup>
  - 89% Metrobus SmarTrip<sup>®</sup>



Most transactions are with a SmarTrip<sup>®</sup> card.



# SmarTrip® Progress

- Completed paper pass migration to SmarTrip®
  - 7-Day Regional Bus Pass
  - 7-Day Rail Fast Pass
  - One Day Rail Pass
  - 28-Day Rail Fast Pass
  - 7-Day Short Trip Pass (5-20-13)
    - Discontinue Short Trip paper pass sales 5-31-13





# More SmarTrip<sup>®</sup> Progress

Customer convenience is even better!

- Launched Auto Reload for value and pass loads
- Installed SmarTrip<sup>®</sup> dispensers in all Metro stations
- Added \$10 value SmarTrip<sup>®</sup> card for online purchase
- Introduced \$3 registration rebate





# Independence Day SmarTrip®

- New card graphic available to order online
- Ships early June to customers



**Your visit to  
D.C. just got  
a lot easier.**

Get your commemorative SmarTrip® card (Metro's reusable card) already loaded with an unlimited One Day Pass for just \$14. Buy it online at [wmata.com](http://wmata.com) at least 10 business days in advance of your trip and we'll send it to you so you can use it the minute you arrive. A One Day Pass provides unlimited rides on Metrorail. After you use it one day, you can add another pass to your card at any Metro station. Or you can add value and use it to pay your fare. That's smart, too, because using a SmarTrip® card instead of a paper farecard saves you \$1 every trip. Order yours today at [wmata.com](http://wmata.com)!



[wmata.com](http://wmata.com)  
202-637-7000



# SmarTrip® Goals

- Increase online value and pass loads using Auto Reload
- Launch new web enhancements
- SmarTrip® targets at Exit Fare vendors
- Increase card registration
- Reduce paper farecard sales





# SmarTrip<sup>®</sup> Marketing Approach

- Update brochures
- Update website
- Take ones
- E-mail blasts
- Pop-up outreach events
- Tile ads
- Social media
- News Release







# Tourism Marketing Approach

- Destination DC partnership
- Hotel Concierge Association
- Tour and Bus groups
- Update visitor mailing kit



- Update brochures
- Update website
- Social media outreach
- News release



# Outreach

- Station Manager training
- Station Signage
  - Vendors
  - A-frames
- Take Ones
- System Outreach
- BIDs
  - Ambassadors
  - Local merchant promotions





# SmartBenefits<sup>®</sup> Updates

- SmartBenefits<sup>®</sup> must be assigned in whole dollar amounts
- Passenger Allocation -- CommuterDirect.com now handles MTA Commuter Bus tickets in addition to MARC and VRE tickets
- On Hold employee category added for Rollover access without interruption

## Under Development

- Use SmartBenefits<sup>®</sup> to purchase passes



# Thank you

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