



SelectPass Update

Presentation to TPB Regional Public Transportation
Subcommittee

November 21, 2017

Washington Metropolitan Area Transit Authority

Purpose

- Reminder - what is SelectPass?
- Quick update on SelectPass progress
- Is SelectPass changing behavior?

What is SelectPass?

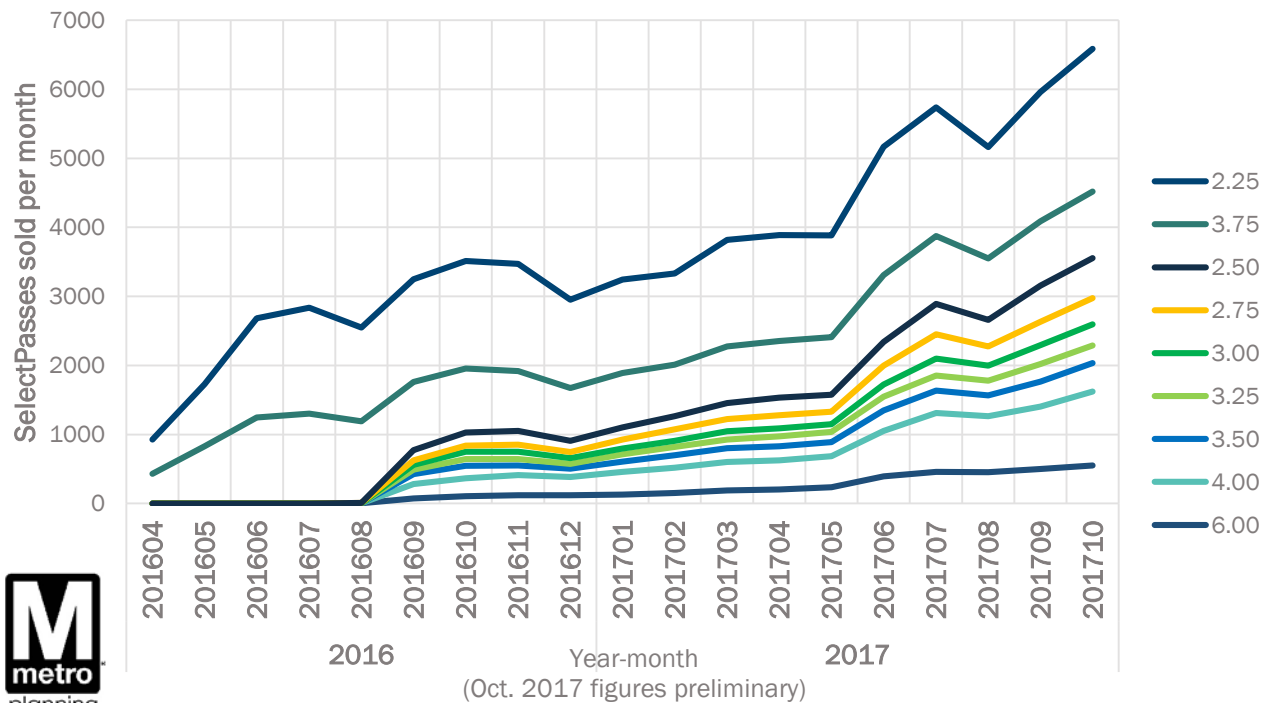
- A monthly subscription to Metro
- Choose-your-own-value
- Applying to Metro the disruptive business logic of Amazon Prime or NetFlix
- Details:
 - All trips at that value or less are included
 - Priced at 18 commuting days
 - Online only
 - Optional bus add-on



SelectPass Sales Are Up Post-SafeTrack

Particularly after SafeTrack ended, SelectPass sales are growing steadily

SelectPasses Sold, by Price Point



- 6,500+ passes and \$800,000 in gross revenue in October
- Passes now 7% of overall rail ridership, up from 3%
- 10% of passes include bus add-on



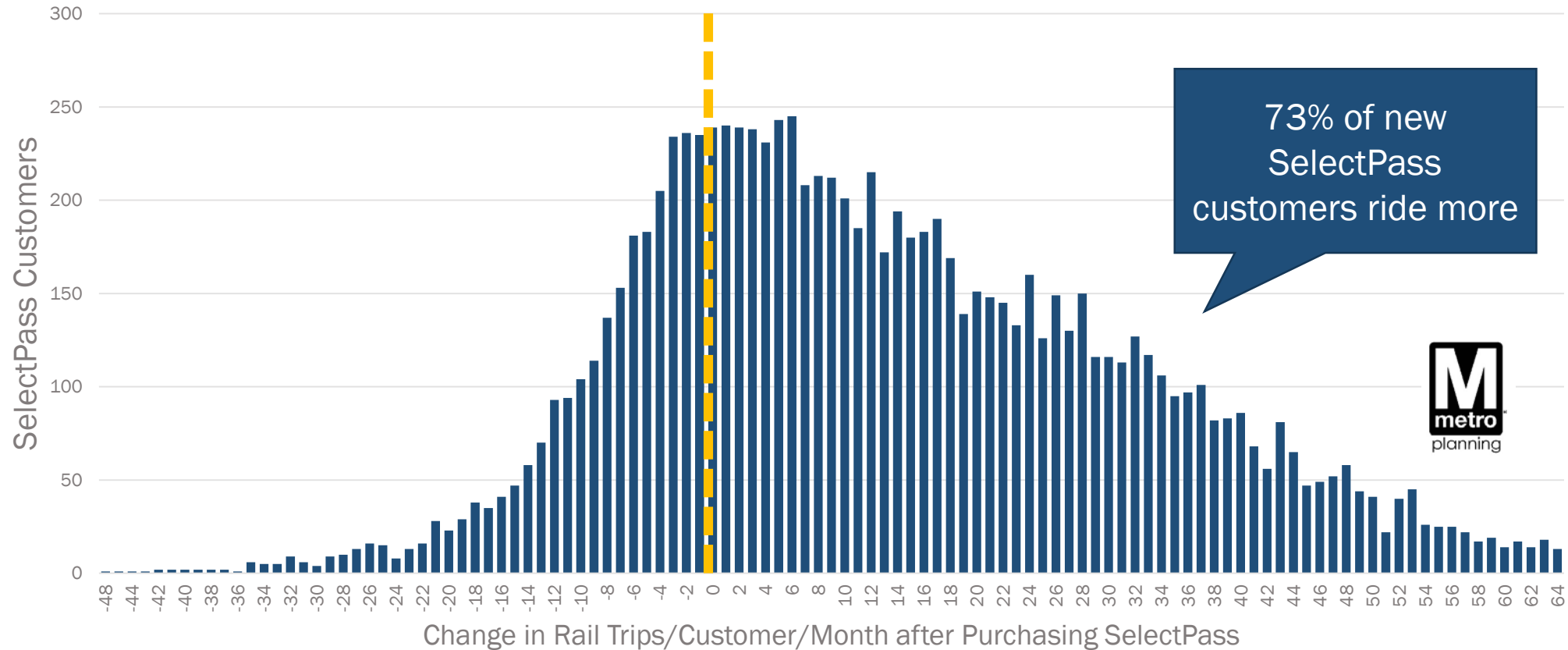
Is SelectPass Increasing Ridership?

We analyzed Customer Travel Analytics to see if removing the marginal cost of each and every trip changes customer behavior

- Customer Travel Analytics data
 - 10,000 instances where a rider switched from Stored Value to SelectPass in last 1.5 years
 - Exclude cards whose primary AM Peak Entry or Exit station changed (new job or home)

SelectPass Customers Start Riding More

Change in Rail Trips after Purchasing SelectPass

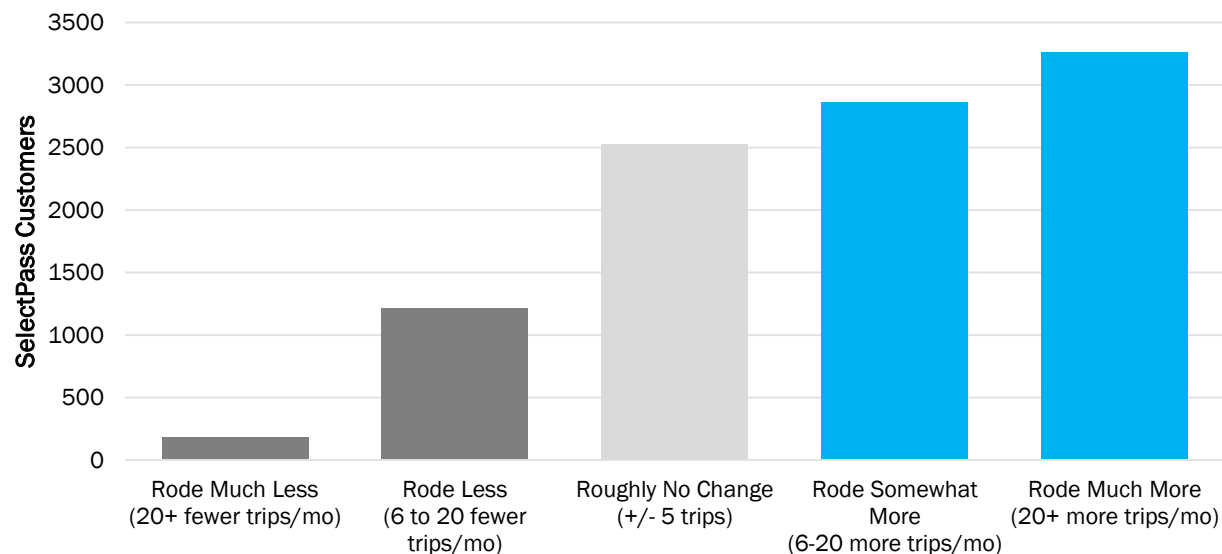


73% of new SelectPass customers ride more



SelectPass Customers Start Riding More

Change in Rail Ridership from Customers After Purchasing SelectPass



- 14 more rail trips per month
 - Over half is on peak
- \$30-50 more per month
- Is it temporary?
- Is it SafeTrack?
- Is it trip-chaining?
- Would they have done this anyways?

One-Month Change in Rail Ridership after Purchasing SelectPass

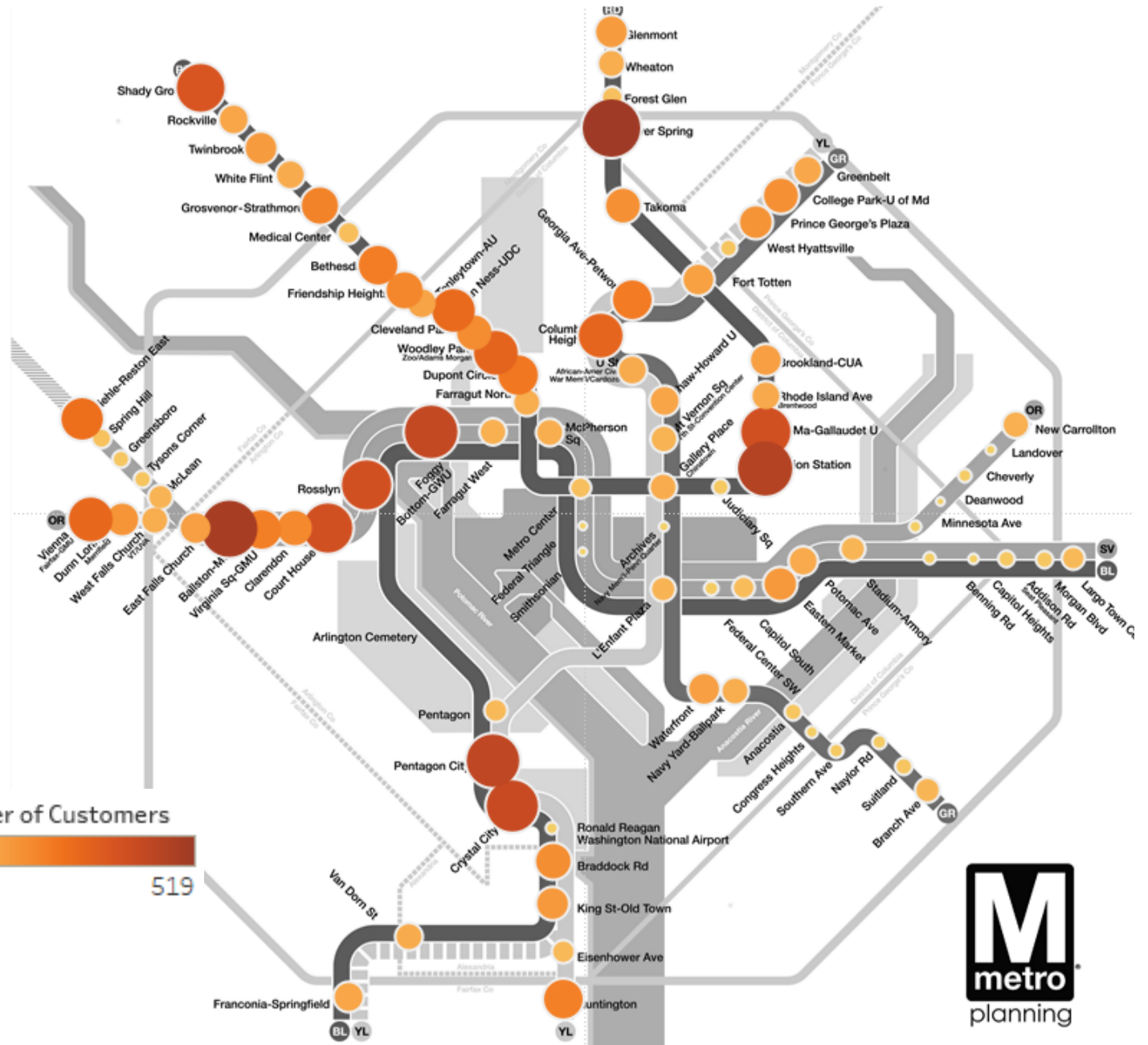
*n = 10,160 pass sales March 2016-August 2017
Limited to customers whose peak commute stations did not significantly change after pass purchase*



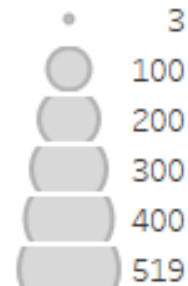
Where New SelectPass Customers Live

Showing primary AM Peak entry station for nearly 15,000 customers switching to SelectPass, April 2016 to September 2017. Roughly 2,000 users with no AM Peak usage.

Where do SelectPass Holders Live?



Count of SERIAL NBR



Number of Customers



A Win-Win?

For Customers

- Convenience
- Simplicity
- “Set it and forget it”
- Trip-chaining
- Save money

For Metro

- Insulation from revenue shocks
 - Like a Rainy Day fund
- Predictable revenue
- More ridership and revenue

Next Steps



- More research
 - Customer surveys
 - Bus
- Expand to all Price Points
 - Available now for December passes
- Marketing and SmartBenefits integration