



Washington Metropolitan Area Transit Authority

New Electronic Payments Program (NEPP)

January 29, 2015



Agenda

- Definition / Scope
- Purpose
- Features
- Accessibility Enhancements
- Schedule



Problem Definition

- Aging equipment and infrastructure
 - Reliability impacting customers
 - Customers want simple, easy payment options
 - Challenge to maintain State of Good Repair
- Strained capability for expansion and innovation
 - Adding fare products or changing fare structure is complex
 - Incompatible with MetroAccess service
- Proprietary legacy technology
 - Changes are expensive with long timelines
 - Obsolete hardware components

NEPP Scope

- Complete replacement of existing fare collection system
 - New gates, ticket vending machines
 - New central data system; hardware and software
 - New contactless readers on bus, rail, parking
 - Updated website and customer interfaces for new system
 - Fully contactless system
 - MetroAccess compatibility
 - Enhanced and expanded retail sales





NEPP Solution

- Regional electronic fare collection system
- Multi-phase approach beginning with Pilot program
- Reconciliation / settlement of electronic fare products
- Provide customer services for purchasing and using electronic transportation and transit products



NEPP Solution



Financial Institutions



Device Enhancements

- Larger displays
- Six readers on ADA gates
- Touch screen fare vending machines
- Improved customer interface
- Improved fare gate throughput



Sales Enhancements

- Improved web experience
- Mobile sales and account management apps
- Email notification
- Continued email and phone customer service
- Credit/debit card sales
- Mobile wallet and cellphone sales
- Expanded retail sales



Benefits of NEPP

- Improve fare system reliability
 - New hardware and software
- Enhance customer experience
 - Simplify the user interface
 - More payment options
 - Easy for commuters and tourists
 - Centralized payment application
 - Real-time data processing



Pilot Program



Rail Stations - 10



Buses - 50



Pilot Participant Recruitment

- ~3,055 eligible participants (12/16/2014)
 - 54% meet one of our interested group criteria
 - Low income or Minority – 50% (1,381 persons)
 - Under/Unbanked – 4% (115 persons)
 - No technology – 0%
- Eligibility Requirements
 - 2,540 enter/exit between pilot stations
 - 560 use a pilot bus
 - 446 park at one of pilot sites



Metro Payment Pilot Card (MPP)

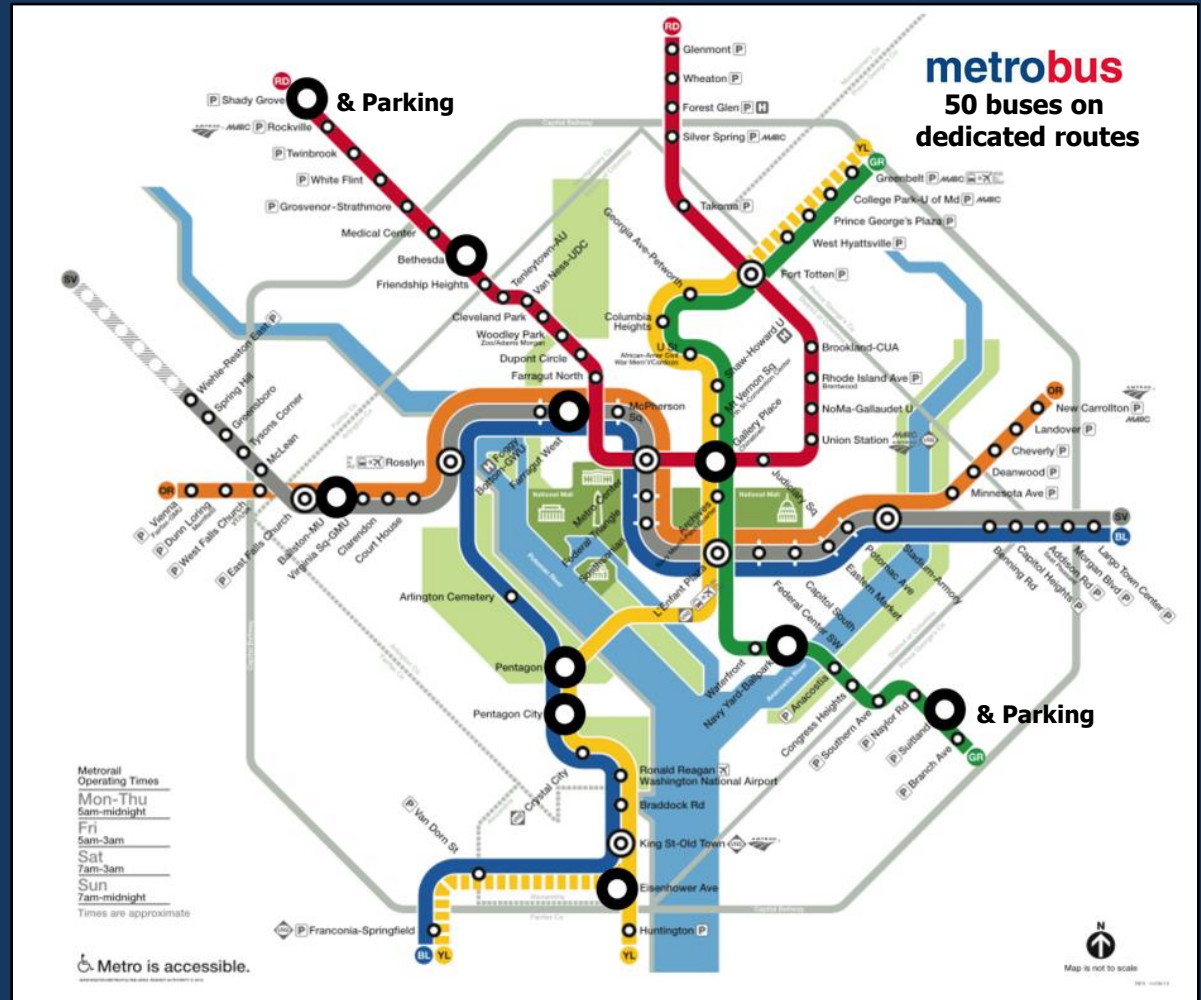
- Cards are “credential based” fare media
- Linked to a customer account
- No financial information stored on the card
- Customers manage their accounts online through the WMATA Pilot Customer Website





Pilot Locations

- Ballston
- Bethesda
- Eisenhower Ave
- Farragut West
- Gallery Place
- Navy Yard
- Pentagon
- Pentagon City
- Shady Grove
- Suitland





DC Pilot Bus Routes

37: Wisconsin Ave Limited

X9: Benning Rd – H St Limited

39: Pennsylvania Ave Limited



★ Pilot Station

MD Pilot Bus Routes

K9: New Hampshire Ave. Limited



J4: College Park Bethesda Limited



Pilot Station



VA Pilot Bus Route

REX: Richmond Highway Express



 Pilot Station



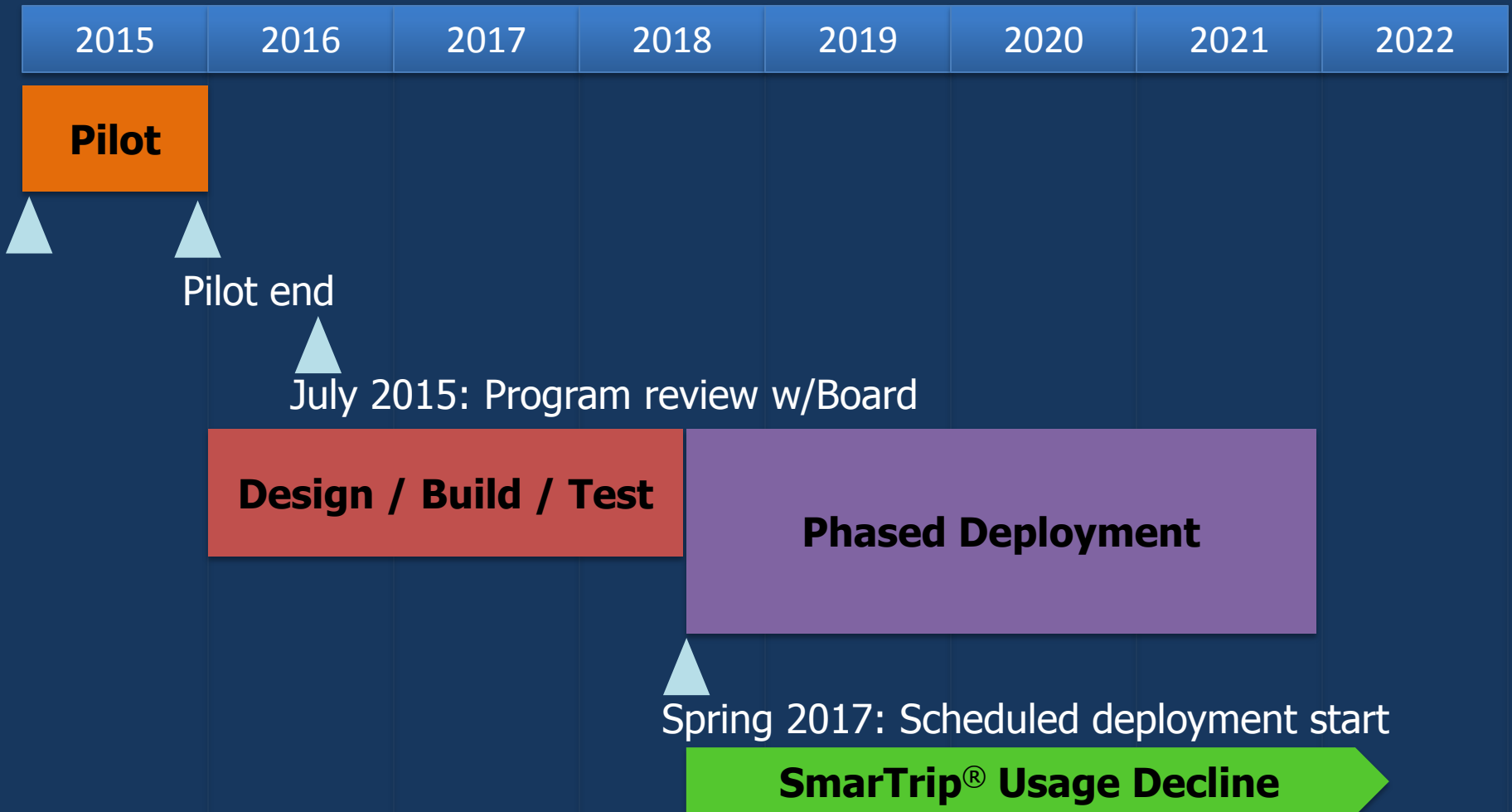
Pilot Participant Guide



- No charge to participate in pilot
- Fares are the responsibility of participants
- Participants use a pre-established account
- Limited set of participants will use contactless credit cards and NFC smartphones
- Assigned Payment Pilot fare media is already linked to the participant account
- Manage participant accounts on-line
- Users qualify for incentives based on participation
- Pilot Tips
 - ✓ Always carry a back-up form of payment like your SmarTrip card
 - ✓ Plan ahead! Carefully consider each trip to determine if both entrance and exit stations are equipped with Pilot faregates.
- www.mpp.wmata.com



Project Timetable





Questions

QUESTIONS ????