



Washington Metropolitan Area Transit Authority

Metro SelectPass (MSP)

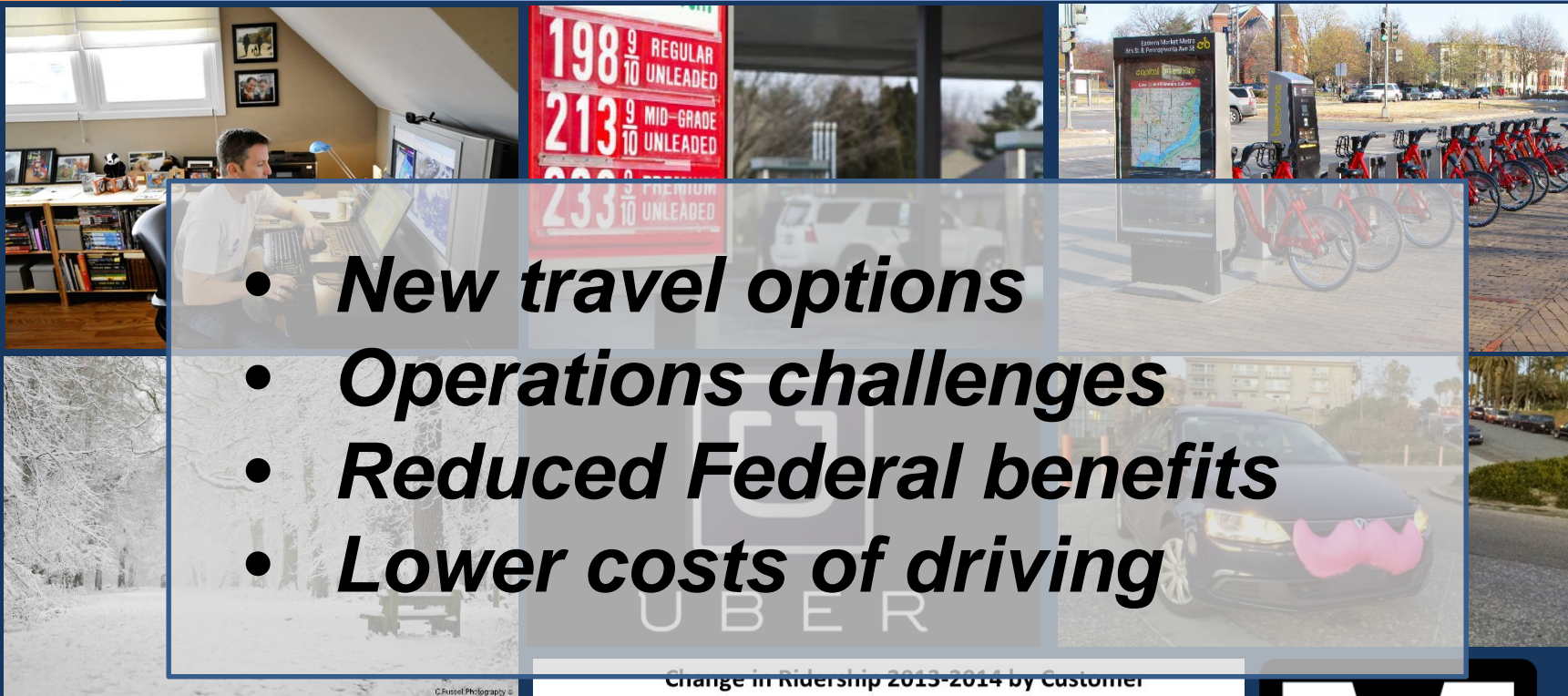
Motivation, Research and Pilot Program

WMATA Riders Advisory Council
Budget and Finance Committee

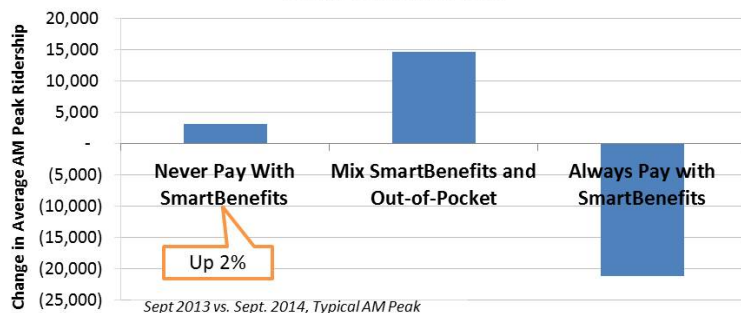
April 14, 2016

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

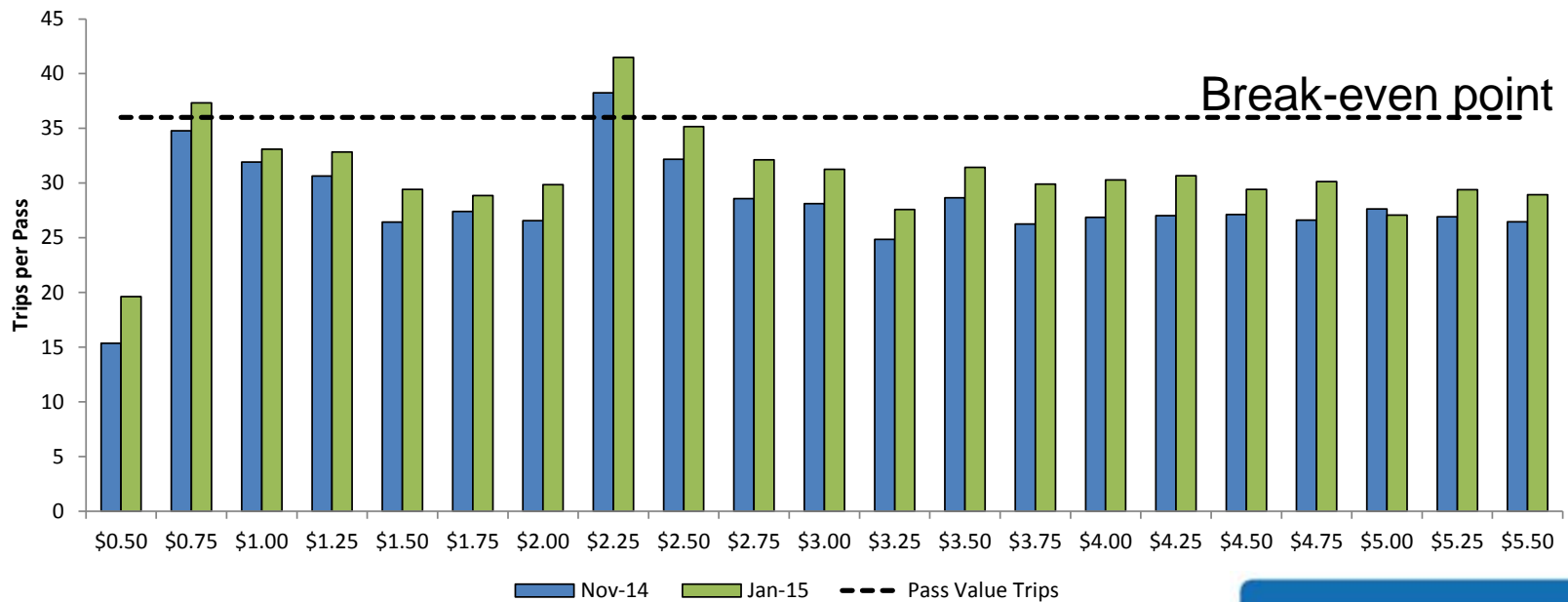
Boardings	% of Total Boardings
Regional Bus & Train Passport	44%
Regional Pass	26%
E-purse	26%
Agency Specific Product	4%
Total¹	100%

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%	79%	67%	67%
if service ran more frequently	67%	85%	74%	77%	71%	58%
if it were more reliable	70%	82%	83%	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%

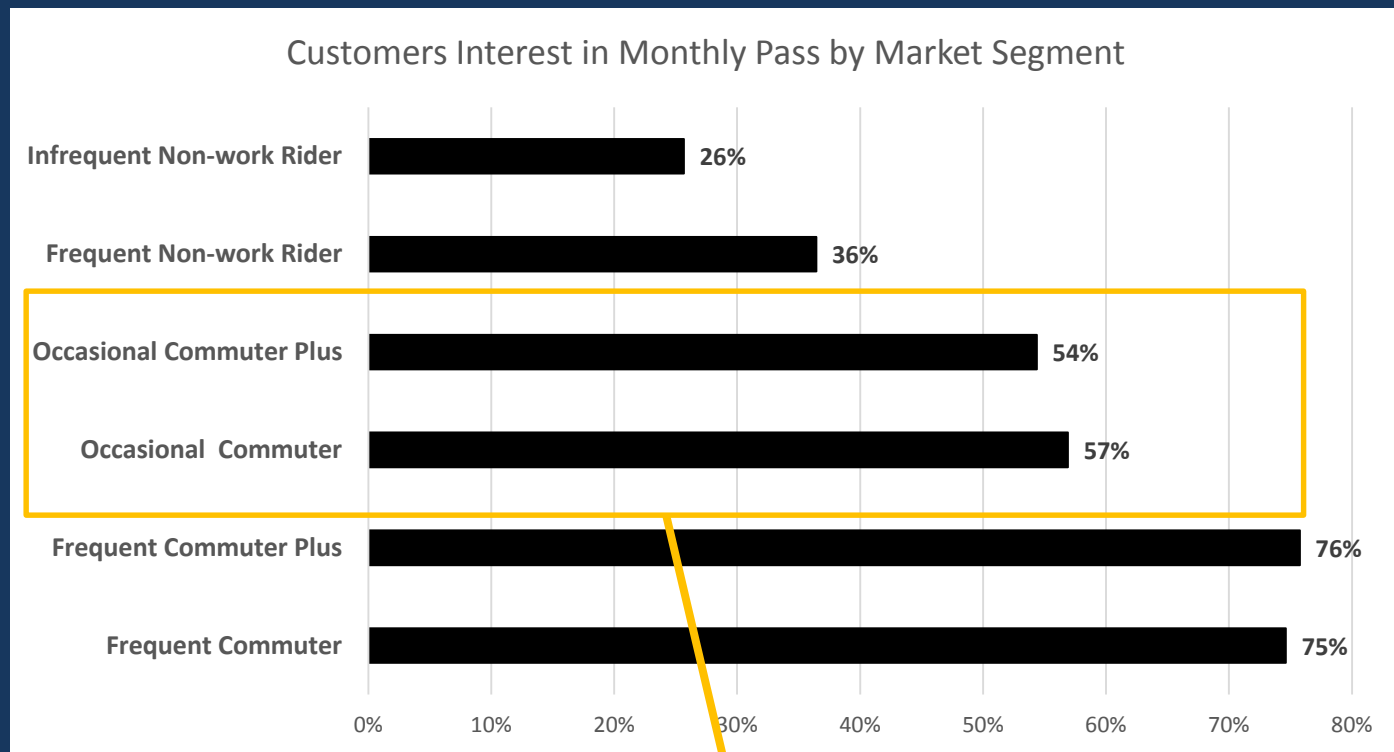
n = 1044
 $\alpha = 0.05$

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



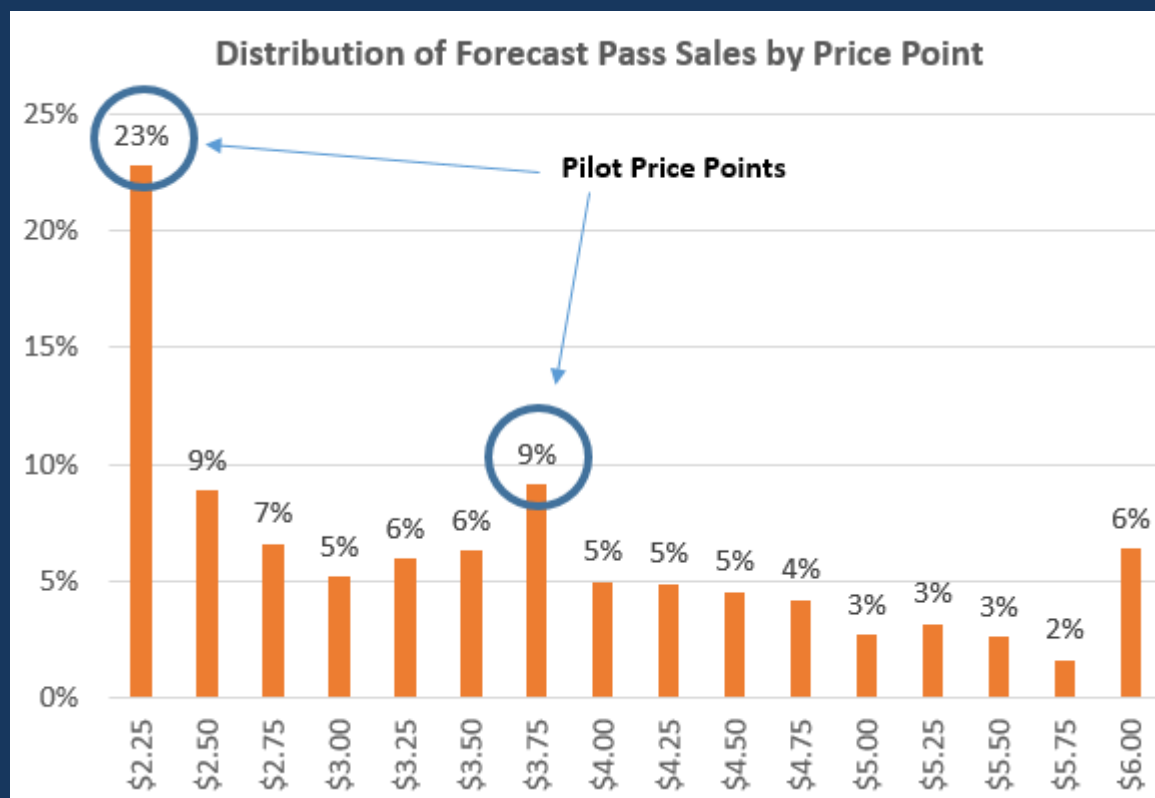
2016 SelectPass Pilot Program

- Three- to five-month test period
 - April pass sales started 3/16
- Evaluating performance
- Can be stopped at any time



Pilot: Risk Management

- Evaluate performance of fare technology
- Implement using current systems
- Limit revenue risk
- Target most likely customers





M SelectPass
Select Pass. Save.

M SelectPass
Select Pass. Save.

M SelectPass
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M SelectPass
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Pilot: Customer Research

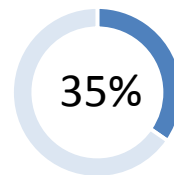
- Before Launch: Amplify rider community
- During sign-up: Mini-site survey
- During usage: Customer follow-up surveys



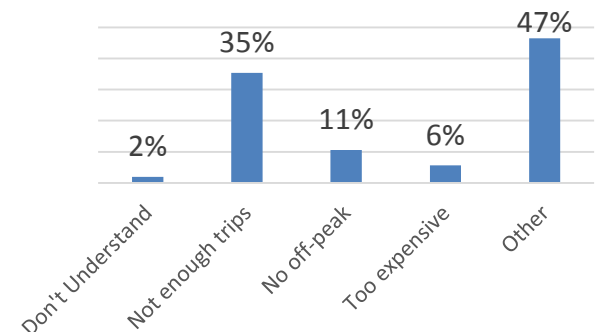
Product

\$81 Pass

Purchase Likelihood



Reason Not Interested





Pilot: Performance Metrics

- Revenue
- Ridership
- Customer Satisfaction
- Fraud
- Marketing Effectiveness

Data being gathered will also be used for Title VI equity analyses on the pass products.



Metro SelectPass Pilot



SelectPass

Select. Ride. Save.