



**RAC**

 RIDERS'  
ADVISORY  
COUNCIL

# Riders' Advisory Council “Budget Related” Policy Recommendations

May 10, 2007

# RAC



## Budget Effort


- RAC held three (3) Budget Workshops
  - ✓ RAC members
  - ✓ Public participants
  - ✓ Metro staff and management
- Used most of four (4) subcommittee meetings
- Used most of two (2) RAC meetings



# RAC



## Budget Workshops

- WMATA Budget 101
    - Rick Harcum, Director, WMATA Office of Management and Budget
  - Brainstorming (~ 60 ideas)
  - Organized into policy areas
  - Force-field analysis (positive / negative impact)
  - Drafted policy statements (subcommittees)
- 



# RAC



## Policy Recommendations

- SmarTrip Policy
- Fare Policy
- Late Night Service
- Retail / Rental Policy
- Advertising Policy (in progress)

*The RAC supports the expanded use of SmarTrip throughout Metro and the Region. The following conditions must be met prior to differentiating fares based on use of SmarTrip:*

- A better explanation of SmarTrip in Metro's marketing messages must be provided to riders;
- Increased and clearer information about SmarTrip for the non-English speaking and ADA communities must be provided;
- More explicit explanations of how to use SmarTrip (swiping vs. touching) must be provided;
- The cost for obtaining a card must be eliminated or significantly reduced;
- Modifications to SmarTrip vending machines (from \$10 machines to include \$20 and credit/debit cards);

- SmarTrip must be available for purchase and reloading at local retailers, banks, tourist destinations, kiosks, through the internet, and via cell phone technology;
- Next-Generation SmarTrip cards that have more than the number of programmed fares must be available.
- Must support all (daily, weekly, monthly, senior, student, etc.) passes;
- Must be integrated with MetroAccess;
- SmarTrip-only fare gates and Add Fare/vending machines at Stations need to be installed;
- A transaction report (statement), must be available to the owner of a registered card, but also protected as privacy information. (e.g. Using a Card ID and PIN).

*In addition, Metro should consider the following additional options as part of any fare policy which differentiates fares based on SmarTrip:*

- Availability of SmarTrip technology in a debit and/or credit card;
- Option for automatically maintaining a minimum balances when tied to a debit, credit card, or bank account like with EZ-Pass should be provided;
- Branding rights for SmarTrip cards should be encouraged as a way to pay for the fixed costs of the cards.

## *Benefits:*

- Faster entrance and exit from Rail Stations;
- Faster boarding of Busses;
- Recovery of lost transfer revenue;
- Recovery of lost pass revenue;
- Better tracking of ridership across modes, including use of fixed route services by paratransit community;
- Reduction in cash processing;
- Easier to increase balances;
- Easier to purchase passes;
- Can more easily offer discounts for reverse commutes, and off-peak parking.



*The RAC supports a Fare Policy that encourages the use of under utilized resources, encourages the use of public transportation over driving, and is not punitive towards those who are totally dependent on public transportation:*

- The fare policy must be simple to understand by locals, non-English and ADA communities, and visitors;
- Better information must be disseminated through marketing of options (i.e: availability of passes);
- All fare policy should have the option of being made available through SmarTrip (i.e.: Including Passes);
- Passes must be available for pre-purchase, open to morning commuters; and be available for any or all modes;

- If fares are tied to an economic indicator, it should be relevant to wages and transportation costs. Jurisdictional contributions must be tied to the same or a more aggressive indicator;
- Caps on daily and/or weekly fares must be considered to encourage “friends and family” use of the system by daily commuters.
- Validity period for transfers should be extended to 4 hours from their present 2-hour limit.



# RAC

RIDERS'  
ADVISORY  
COUNCIL

## Late Night Service

*The RAC urges Metro to explore using shuttle-type service and implementing demand-responsive type routes as ways to provide more cost-efficient transit during late-night bus operations and other periods of low demand.*

The logo for the Riders' Advisory Council (RAC) features the letters 'RAC' in a large, bold, white font with a black outline, set against a purple background.

## Retail / Rental Policy

*The RAC urges Metro to explore allowing retail sales of non-food items within the transit system.*

*The RAC recommends Metro examine renting WMATA facilities and assets for events such as business, commercial or private functions.*

The RAC is in the process of defining additional policy recommendations for Retail / Rental, based on a perceived need to expand non-fare revenue and provide services to riders within the transit system.



# RAC



## Advertising Policy

The RAC is in the process of defining recommendations for an Advertising Policy, based on an understanding that Metro will be expanding its advertising inventory.



# RAC



## Moving Forward

The RAC appreciates being part of the WMATA budget process and is willing to provide input to budget recommendations as they impact fares and alignment of transit service, and as Metro offers expanded services within transit properties.