



Customer Service and Operations Committee

Board Information Item IV-A

June 12, 2014

NEPP Rollout

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

☐ Action ☒ Information

MEAD Number:
200754

Resolution:
☐ Yes ☒ No

TITLE:

New Electronic Payments Program

PRESENTATION SUMMARY:

To update the Customer Service and Operations Committee on the status of the New Electronics Payment program.

PURPOSE:

To update the Customer Service and Operations Committee on the status of the New Electronics Payment Program in the first months after Notice to Proceed

DESCRIPTION:

To provide the initial update on the New Electronic Payments Program (NEPP) in the first three months since Notice to Proceed was issued February 3. The NEPP will replace the existing fare systems for rail, bus and parking with modern technology to improve reliability, functionality and the customer experience. The 18 month Pilot phase of the program has begun with infrastructure improvements, development, design and transition planning, as well as initial setup of the central computer system.

Key Highlights:

- Much progress has been made in the first three months of NEPP since the Notice to Proceed was issued February 3.
- Selection of manufacturers for fare gates and bus devices; installation of the central computer hardware; and significant planning, design and infrastructure preparation have been accomplished.
- Regional provider planning meetings with selected vendor Accenture are underway as well.
- Accenture has provided the expected contract deliverables on time and with a good quality of work.
- With full implementation of the new system the fare box functionality will change. Payment will be accepted for fares via coin or currency but the re-load of SmartTrip® card with cash through the farebox will be discontinued. The number of locations providing SmartTrip® card re-loading will be increased significantly.

Background and History:

The NEPP program is being implemented in phases with a pilot program conducted to

confirm technical operations prior to further deployment. The pilot program is scheduled to begin January 1, 2015 with approximately 2,000 volunteers to participate.

The Pilot will conclude by June of 2015. System-wide transition is currently targeted to begin in 2017 with opportunities for earlier start to be considered.

The NEPP scope includes replacement of central data system, new gates, ticket vending machines and card readers on buses and parking lanes. This complete replacement of the fare collection system will enhance reliability and customer service while lowering costs.

Customers will have multiple choices of fare media to use in the system. In addition to the current version of the SmartTrip® card, the NEPP system will accept many Government I.D. cards, contactless credit cards and smartphones.

Discussion:

The Pilot scope will include a faregate at 10 different stations, 50 buses and two parking lanes to be used to validate select technical performance measures and identify operational areas for review in the future deployment

Discussions are being held with Regional Partners regarding their development and transition to the NEPP system.

FUNDING IMPACT:

Define current or potential funding impact, including source of reimbursable funds.	
Project Manager:	Tom Randall
Project Department/Office:	DGMO

This is an information item so no other funding impact defined

TIMELINE:

Previous Actions	January/2013 - Award to Accenture as Integrator of the New Electronic Payments system. February/2013 - Notice to Proceed issued February 3, 2014
Anticipated actions after presentation	January/2015 - Begin Pilot program operations June 2015 - Pilot time frame ends

RECOMMENDATION:

N/A



Washington Metropolitan Area Transit Authority

New Electronic Payments Program

Customer Service and Operations Committee
June 12, 2014



Purpose

To update the Committee on the New Electronic Payments Program (NEPP)

- Program Overview
- Phased Implementation
- Regional Partner Integration
- Next Steps

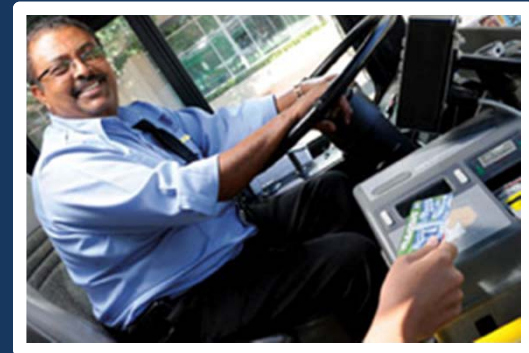




NEPP Objectives

Enhance customer experience

- More payment options
- Easy for commuters and tourists

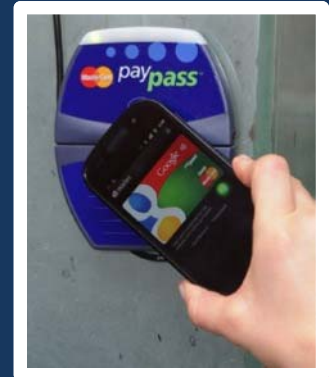


Improve fare system reliability

- New hardware and software

Reduce the cost of processing transactions

- Expanded retail sales locations
- Leverage wireless and payment card technology



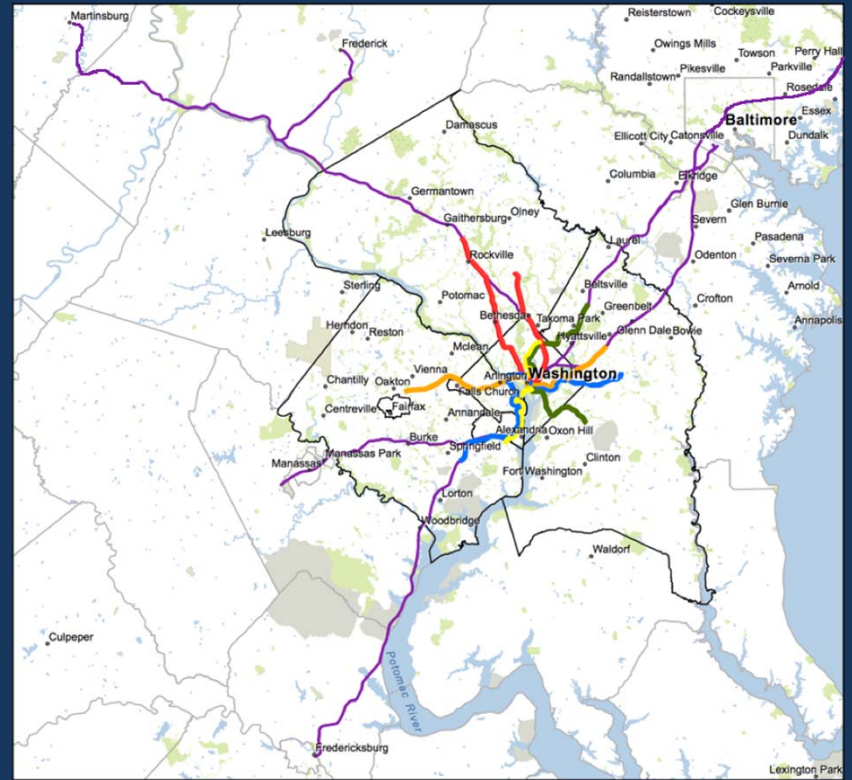
Maintain seamless regional transfer





Regional Partners

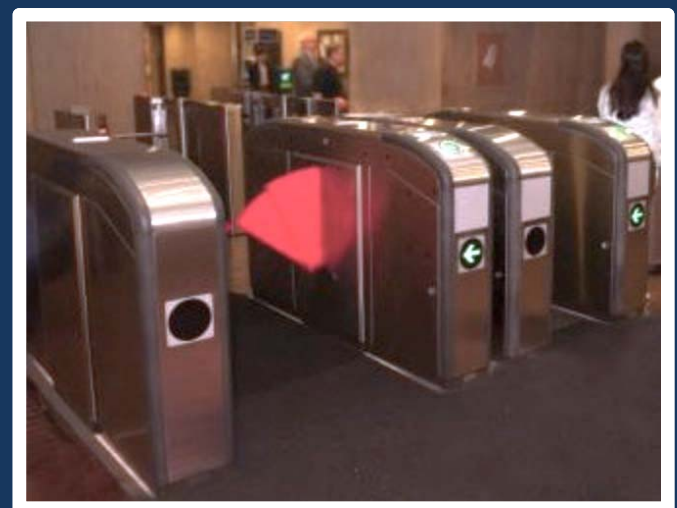
- Maryland Transit Administration
 - MARC Commuter Rail
 - Commuter Bus
 - Core Services Light Rail, Subway, Bus
 - Purple Line Light Rail
- Montgomery County RideOn
- Prince George's County TheBus
- Virginia Railway Express
- Potomac and Rappahannock Transportation Commission
- City of Alexandria DASH
- Arlington County ART
- Fairfax County Connector
- City of Fairfax CUE
- Loudoun County Transit
- Northern Virginia Transportation Commission
- DC Department of Transportation
 - Circulator
 - Light Rail





NEPP Scope

- New central systems; hardware and software
- New gates, ticket vending machines
- New contactless smart card readers on bus and parking
- Updated website and customer retail networks





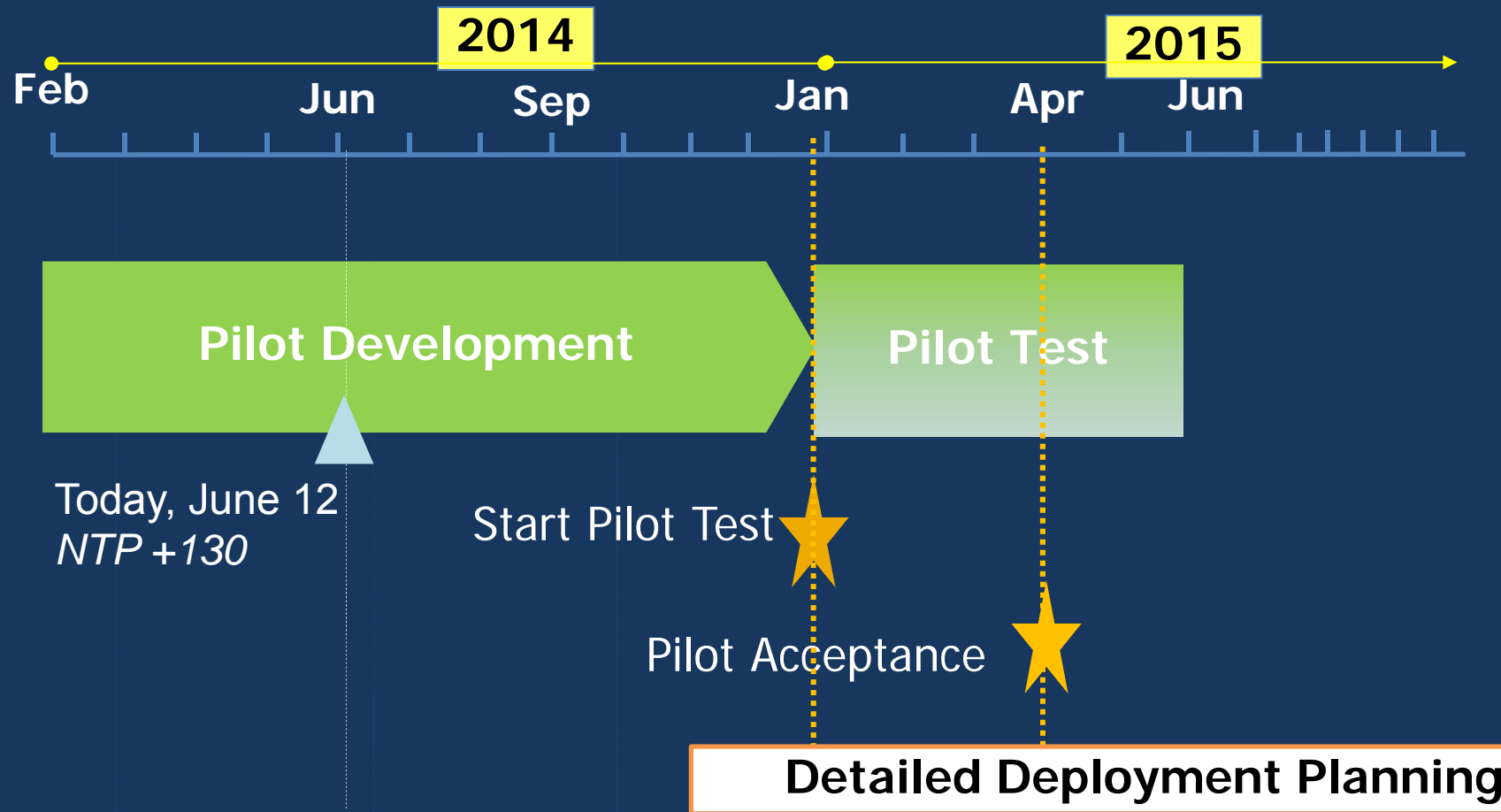
NEPP Direction: Bus Fare Payment

- Accept payment for fare via coin or currency (1)
- Continue re-load of SmarTrip® card with cash during transition (2)
- Provide expanded reload capability for NEPP through retail network (3)
- Transfer cash load capability from on-bus to retail network (4)
- Sunset re-load of smart cards with cash on the bus (5)





Phased Implementation – Pilot Timeline





Pilot Phase

Objectives

- Validate hardware and software performance
- Gain feedback from customers
- Building block for deployment
- Determination to proceed with program



Pilot Test

- 10 fare gates, 50 buses, 2 parking lanes, 2,000+ customers
- First contract payment only after Pilot success criteria is achieved

Success Criteria

- Reliability and accuracy requirements
- Data, revenue, ridership, fare policy





Pilot Station Deployment

MEZZANINE NAME

PRIMARY

Suitland

Union Station South

Pentagon City

Farragut West

Shady Grove

Eisenhower Avenue

Ballston

Gallery Place East

Navy Yard East

Pentagon

ALTERNATE

Medical Center

Columbia Heights

DuPont Circle North

Bethesda



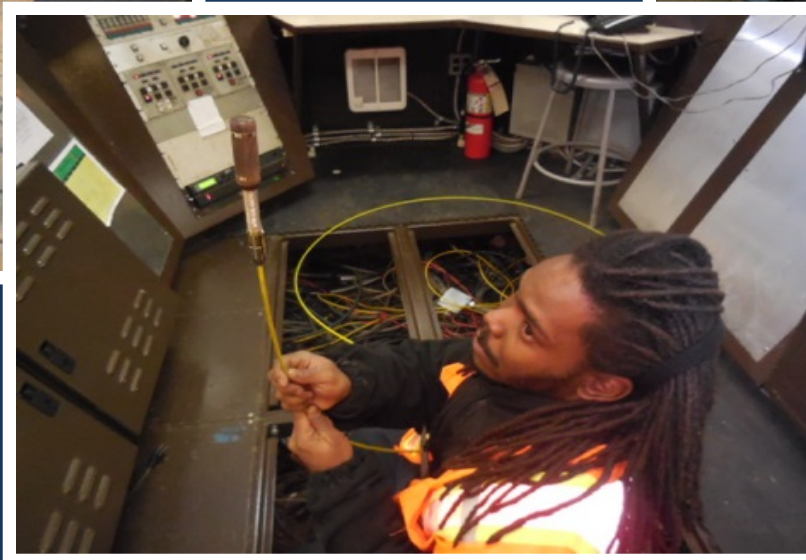
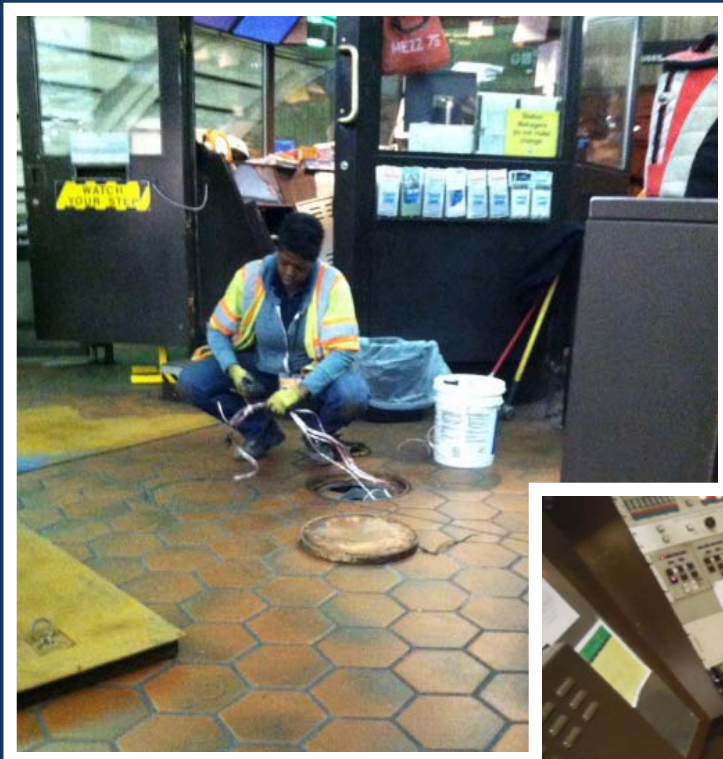


Pilot Period – Key Activities

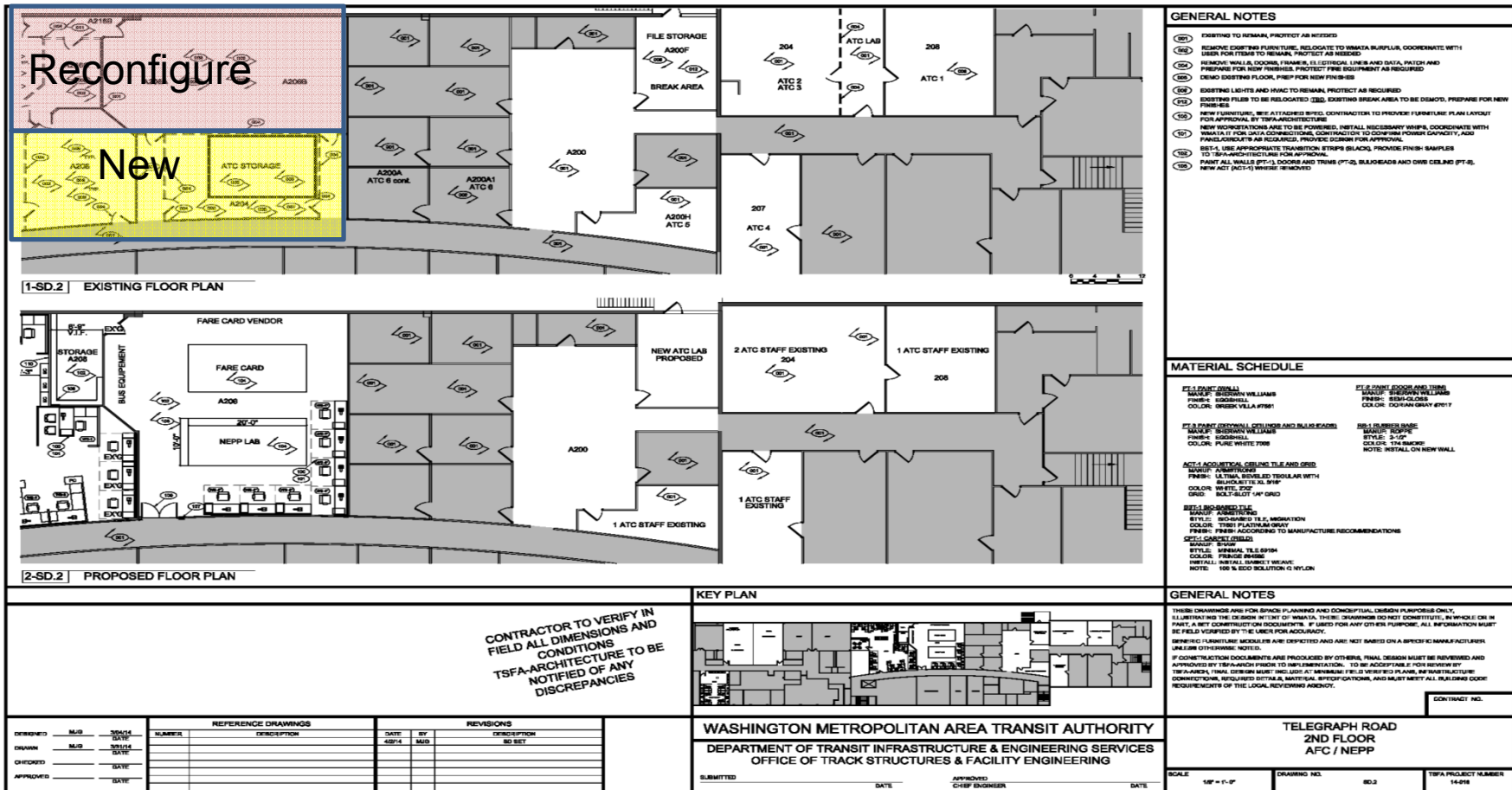
- **Planning, Analysis, Configuration**
 - Define system parameters, processes
 - WMATA staff w/ Accenture Team
 - Regional Partner Integration
 - Accessibility Advisory Committee
- **Communications Infrastructure**
- **Expanding Test Lab**
- **Central Data systems**
- **Device Selection – Gate, Bus, Parking**



Communications Infrastructure

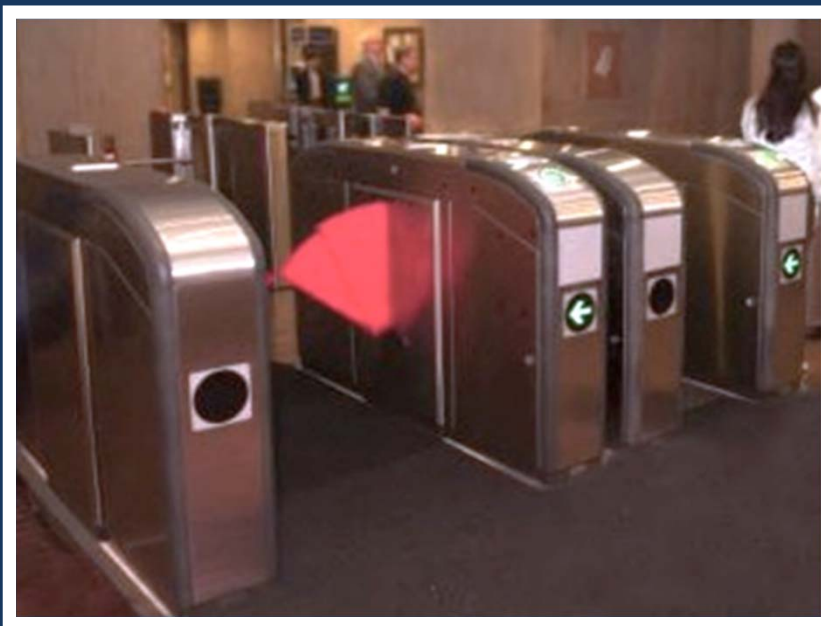


Improved Fare Systems Test Lab



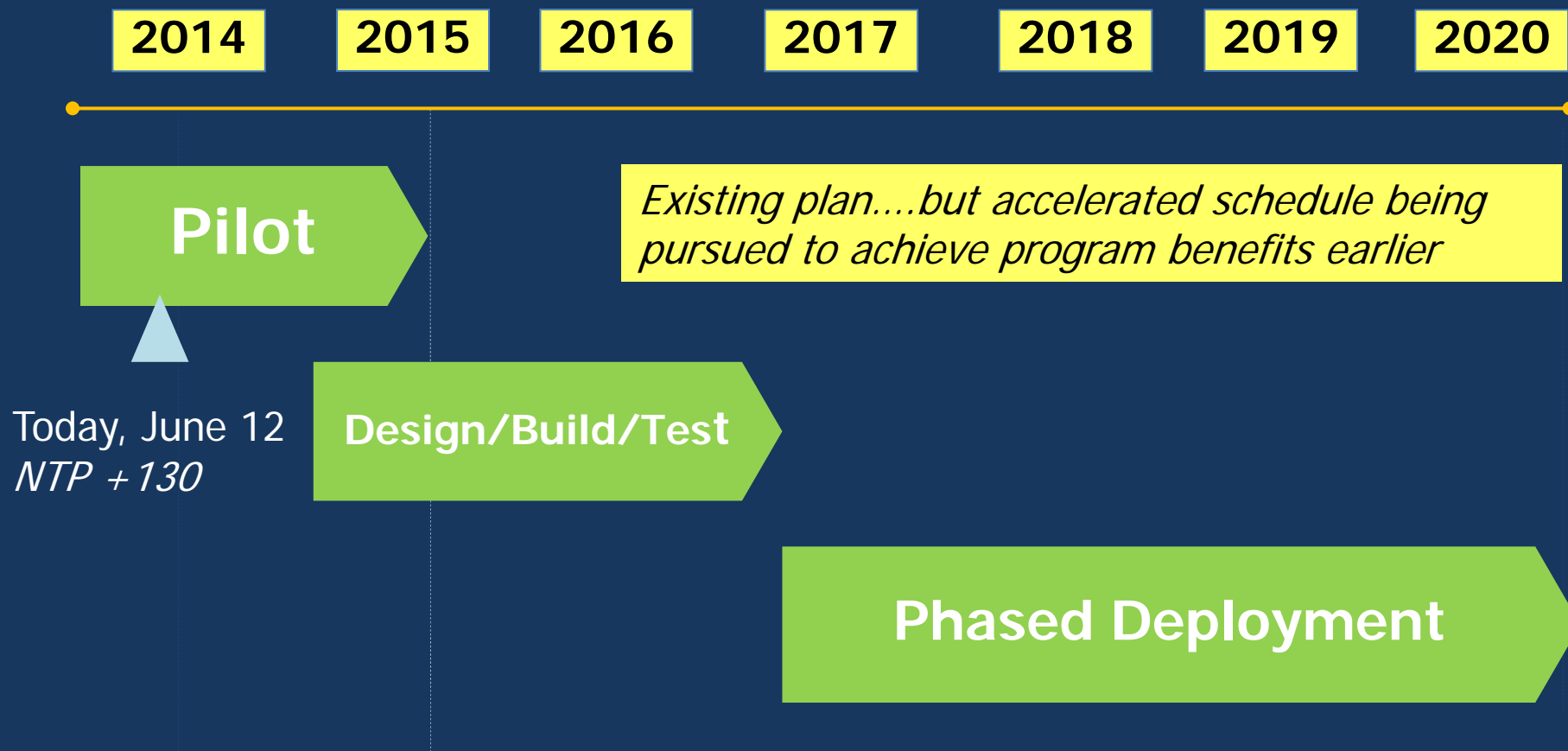


Central Data System & Devices





NEPP – Current Schedule





Next Steps

- Focus on Pilot success
- Plan with Regional Partners
- Riders' Advisory Council
- Develop deployment designs