



## **SmarTrip Only Aisles - Pilot Demonstration Executive Summary**

### **Purpose:**

The objective of this item is to initiate a Board approved pilot program for the implementation of SmarTrip only aisles in the rail system. To improve customer service, we intend to implement a number of faregate aisles that accept only SmarTrip Cards, a concept similar to the EZ-Pass lanes on the highways. Magnetic farecards will continue to be accepted at the other aisles in the station. The “Express Lanes” will accept only SmarTrip Cards and will improve the speed at which customers using SmarTrip Cards may move through the system.

### **Background:**

More than 1.8 million SmarTrip Cards have been issued to the riding public, with over 1 million of these in active use. Approximately 53% of the rail fares are paid with SmarTrip cards, and in some stations the usage is higher. We will improve customer convenience by converting some of the faregate aisles into SmarTrip Only aisles. The “Express Lanes” would allow the customers with SmarTrip Cards to quickly move through the faregates without waiting for the faregates to process the magnetic farecards used by other customers.

The pilot demonstration stations have been selected because they have a high percentage use of SmarTrip Cards, a high ridership and enough faregates to accommodate the conversion of some aisles to Express Lanes and allow the remaining aisles to remain configured to accept both SmarTrip and magnetic farecards. For the pilot, the capability to process magnetic cards would be disabled and the faregates would be covered with graphics to distinguish these gates as SmarTrip Only aisles. Software would have to be changed to eliminate display of instructions related to the farecards. Signage would be developed and installed over the faregates to direct customers using SmarTrip cards to the Express Lanes. In the unlikely event that the pilot was not successful, the gates could quickly be returned to the original configuration.

The following stations have been selected for the pilot demonstration: Anacostia - north mezzanine, New Carrollton and Vienna. These stations each have nine or ten faregate aisles of which four would be converted to Express Lanes. Approximately 80% of the customers at these stations pay their fares with the SmarTrip cards.

### **Action Items and Funding:**

Implementation of the pilot project will be carried out using in house staffing. The only anticipated expense will be for the graphics for the faregates and signage over the aisles. For the pilot, these expenses, which are minimal, can be covered by use of funding already earmarked for fare collection projects.

Upon approval, the details of the graphics and signage will be finalized and procured with installation within 90 days.

SUBJECT: Pilot Program for Express Lanes for SmarTrip Card Users

PROPOSED  
RESOLUTION  
OF THE  
BOARD OF DIRECTORS  
OF THE  
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, The Board of Directors previously approved the SmarTrip contactless smart card for payment of transit fares and fees; and

WHEREAS, The SmarTrip program was launched in May 1999 and over one million cards are in active use; and

WHEREAS, WMATA desires to increase customer convenience; and

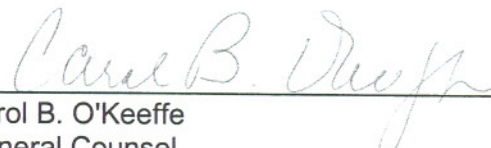
WHEREAS, it is important to leverage our existing SmarTrip technology and infrastructure as much as possible, therefore, be it.

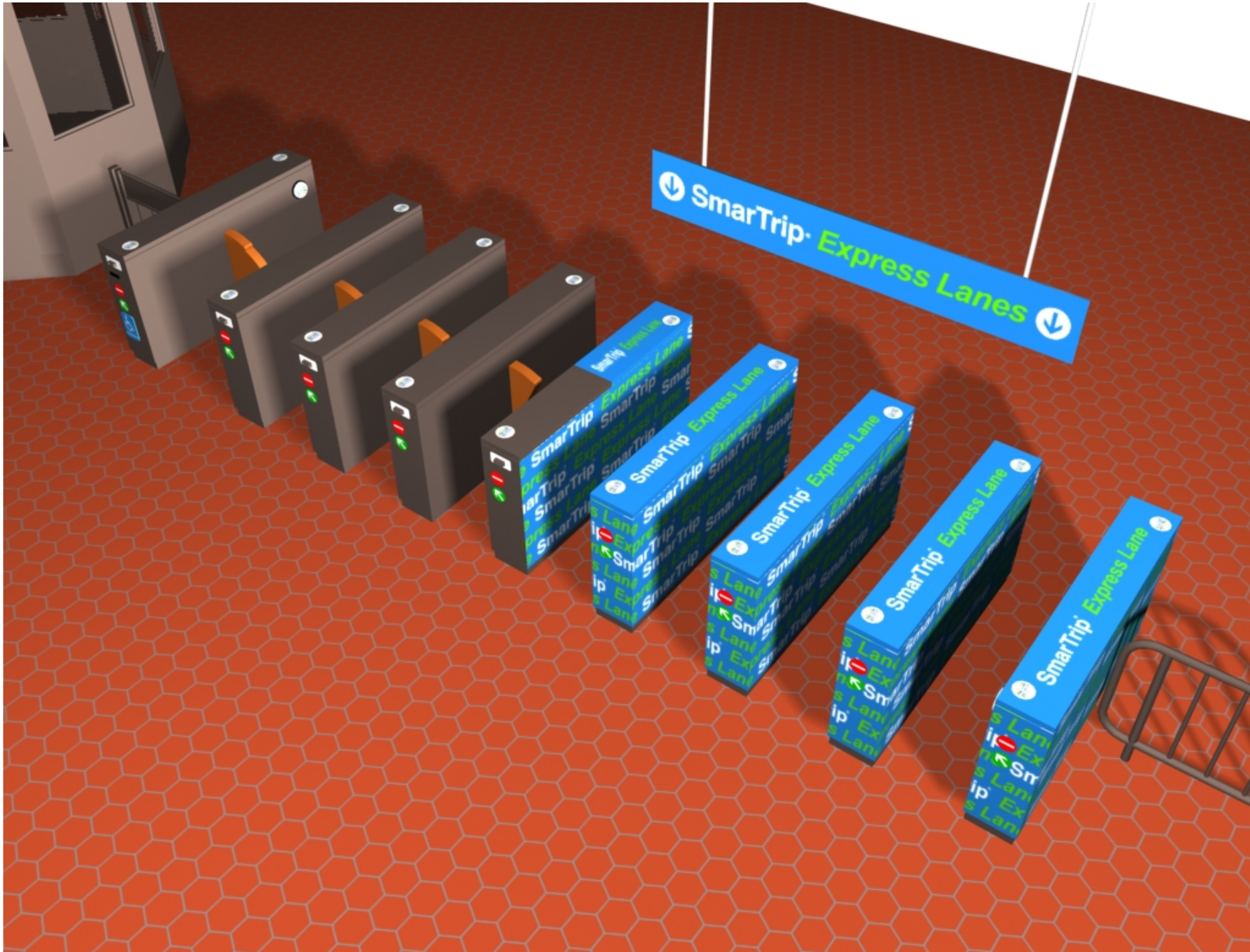
RESOLVED, that the WMATA Board of Directors approves the implementation of a pilot demonstration program to establish SmarTrip only Express Lanes at three stations; and be it further

RESOLVED, that these Express Lanes shall remain in service until it is determined whether acceptance by the customers warrants conversion of more aisles at other stations or non-acceptance warrants that the aisles be returned to the original configuration; and be it further

RESOLVED, that this resolution shall be effective immediately.

Reviewed as to form and legal sufficiency:

  
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Carol B. O'Keeffe  
General Counsel



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**Hanging Sign Above Faregates**  
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