



Customer Service and Operations Committee

Board Information Item IV-B

September 11, 2014

Update New Electronic Payments Program (NEPP)

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

☐ Action ☒ Information

MEAD Number:
200968

Resolution:
☐ Yes ☒ No

TITLE:

New Electronic Payments Program (NEPP)

PRESENTATION SUMMARY:

Provide the Customer Service and Operations Committee a status update on the New Electronic Payments Program.

PURPOSE:

To update to the Customer Service and Operations Committee on the status of the New Electronic Payments Program.

DESCRIPTION:

The NEPP pilot phase is progressing toward the January 2015 start of testing. The NEPP will replace the existing fare system for rail, bus and parking with modern technology. The 18-month pilot phase of the program has begun with infrastructure improvements, systems development, design and transition planning. Rail mezzanines, bus routes and parking test locations are being selected for the pilot phase.

Key Highlights:

- Pilot Phase Progress
- Pilot Locations Selection
- New Technology Install
- Pilot Participant Recruitment

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 in January of 2015 with approximately 2,000 participants.

The NEPP scope replaces fare collection systems for bus, rail and access services including new central data systems, new fare gates, ticket vending machines and card readers. This complete replacement of the fare collection system will enhance reliability to provide better customer service.

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

Customers will have multiple choices of fare media to use in the system. In addition to the current version of the SmarTrip® card the new system will be able to accept many Government I.D. cards, contactless credit cards and appropriately equipped smartphones.

Discussion:

The pilot scope includes faregates at ten 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 development.

Rail stations, bus routes and parking lanes were selected for the pilot phase through review and analysis by representatives of a wide variety of WMATA operational functions including Safety, Customer Service and Marketing, Engineering, Maintenance, Architecture, Accessibility, Planning, and Operations.

Pilot Mezzanines: The ten rail station mezzanines were selected for installation of a single bi-directional gate to be used by pilot participants during the pilot phase. The primary consideration in selecting mezzanines was a sufficient volume of entry-exit pairings to achieve the required amount of transaction data necessary for a successful pilot phase test. Other considerations used in the selection process included; proximity to key federal partners to support participation with government identification media, jurisdictional distribution, and environmental factors for testing equipment in varying weather conditions. Additionally the physical capacity and configuration of stations was closely reviewed to minimize impact on non-pilot participants and ensure available capacity for customers if an emergency exit is needed.

The mezzanines selected for the pilot phase gate installation were Shady Grove, Eisenhower Avenue, Bethesda, Pentagon City, Pentagon, Ballston, Gallery Place East, Farragut West, Navy Yard and Suitland.

Pilot Bus Routes: Selection process for pilot bus routes was similar to the mezzanine process. A total of 50 buses will be equipped for the pilot phase. The bus routes were selected from the dedicated vehicle fleet of routes branded “Express” or “Limited” to provide consistent expectations for pilot phase customers. Other considerations included routes which provided transfer points to the pilot phase rail stations, consistent garage assignment, jurisdictional distribution and customer distribution for pilot selection.

Bus Routes selected for the pilot phase include: 37: Wisconsin Ave. Limited; X9: Benning Rd-H St. Limited; 39: Pennsylvania Ave. Limited; K9 New Hampshire Ave. Limited; 34: College Park Bethesda Limited; and REX: Richmond Highway Express.

Parking: Shady Grove and Suitland Parking garages were selected for the pilot phase parking lanes.

Pilot Phase Participants: A pool of pilot phase participants will be selected through a variety of methods including invitation posters and materials in stations and on buses, email invitations to registered SmarTrip® card users and individual recruitment at rail

and bus stations and stops. The overall pool will be sampled based on questionnaires completed in the application process to achieve a diverse participant population which as close as possible reflects the overall customer base. Pilot participation recruits will be asked to provide various attributes for sampling including household income, ethnicity, limited english proficiency, age, ridership frequency, specific station or bus usage, financial institution participation and availability and capability with technology.

Pilot Device Installation: Installation of pilot phase devices on buses, rail mezzanine and at parking facilities will begin late September and completed in November.

Future Retail Network: Retail network enhancements and expansion are still in the preliminary stages as they are not part of the pilot phase, but will be implemented prior to full deployment. Initial review of potential locations indicates a substantially increased number of outlets and expanded geographic coverage for customers to purchase and add value to fare media within the future partner network. We will continue to address specifics as the program progresses.

FUNDING IMPACT:

This is an information item so no other funding impact defined	
Project Manager:	Tom Randall
Project Department/Office:	DGMO/NEPP

TIMELINE:

Previous Actions	January 2013 - Award to Accenture as selected system integrator of the New Electronic Payments Program February 2014 - Notice to Proceed issued February 3, 2014 June 2014 - Initial update/presentation to Customer Service & Operations Committee
Anticipated actions after presentation	January 2015 - Begin pilot program testing June 2015 - Pilot time frame ends

RECOMMENDATION:

No Action Required. Information Only



Washington Metropolitan Area Transit Authority

Update on New Electronics Payment Program

Customer Service and Operations Committee
September 11, 2014



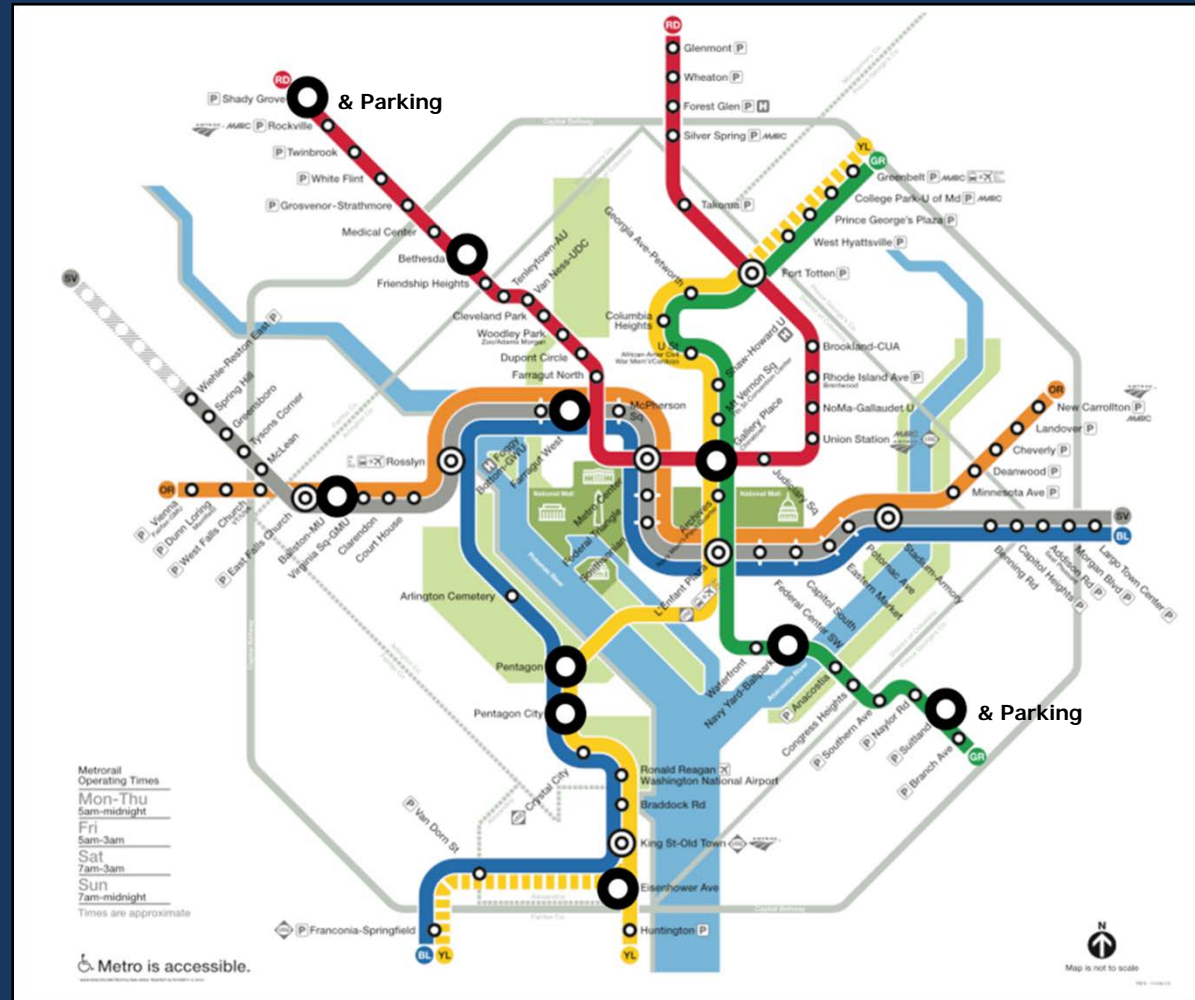
Agenda

- Pilot Phase Progress
- Pilot Location Selection
- New Technology Install
- Pilot Participant Recruitment
- Next Steps



Pilot Mezzanines

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





Fare Gate Installation





DC Pilot Bus Routes

37: Wisconsin Ave Limited



X9: Benning Rd – H St Limited



39: Pennsylvania Ave Limited

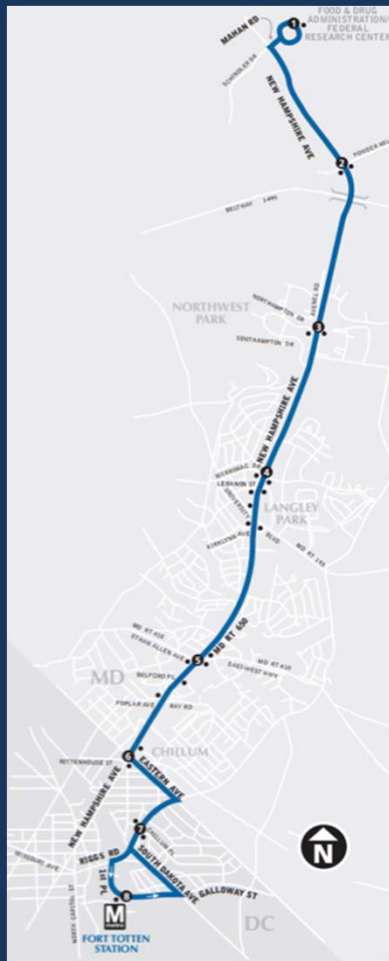


 Pilot Station

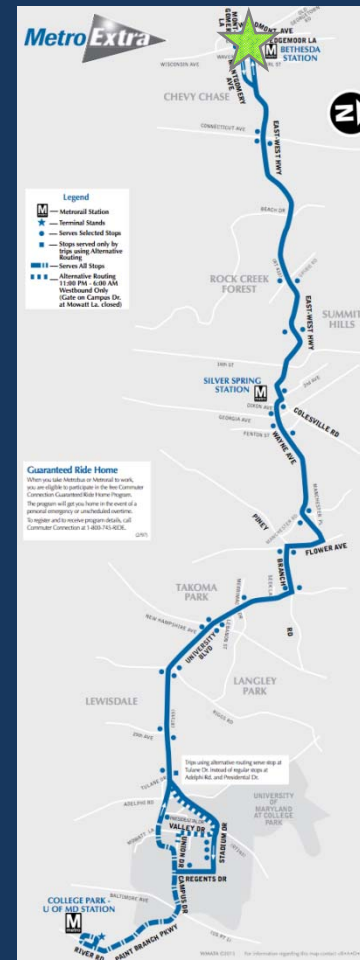


MD Pilot Bus Routes

K9: New Hampshire Ave. Limited



J4: College Park Bethesda Limited



★ Pilot Station



VA Pilot Bus Route

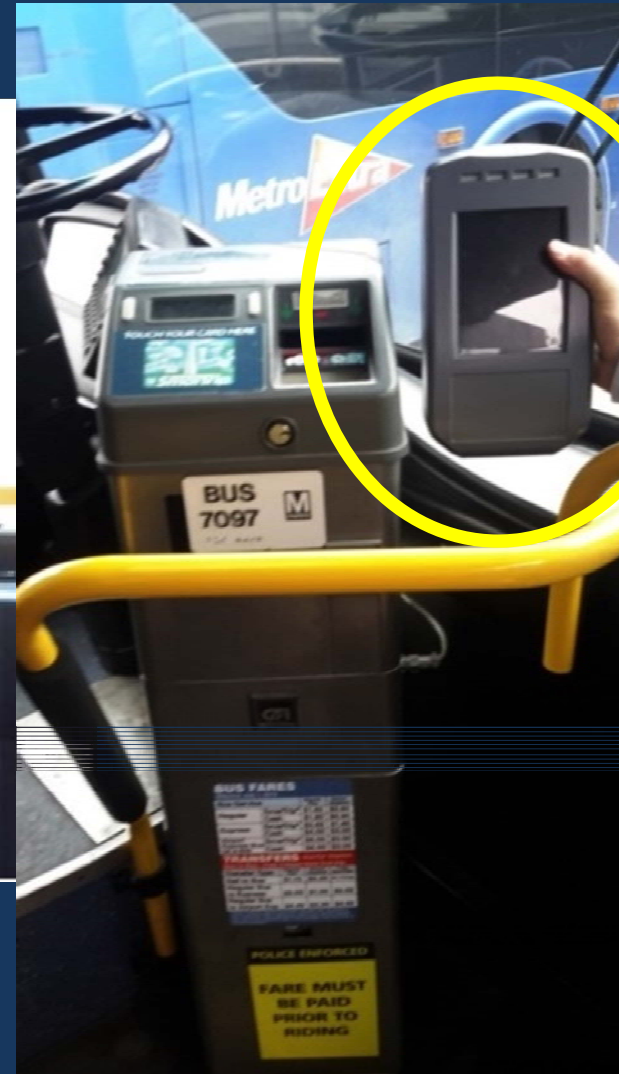
REX: Richmond Highway Express



★ Pilot Station



Bus Installation





Pilot Parking Garages





Parking Installation

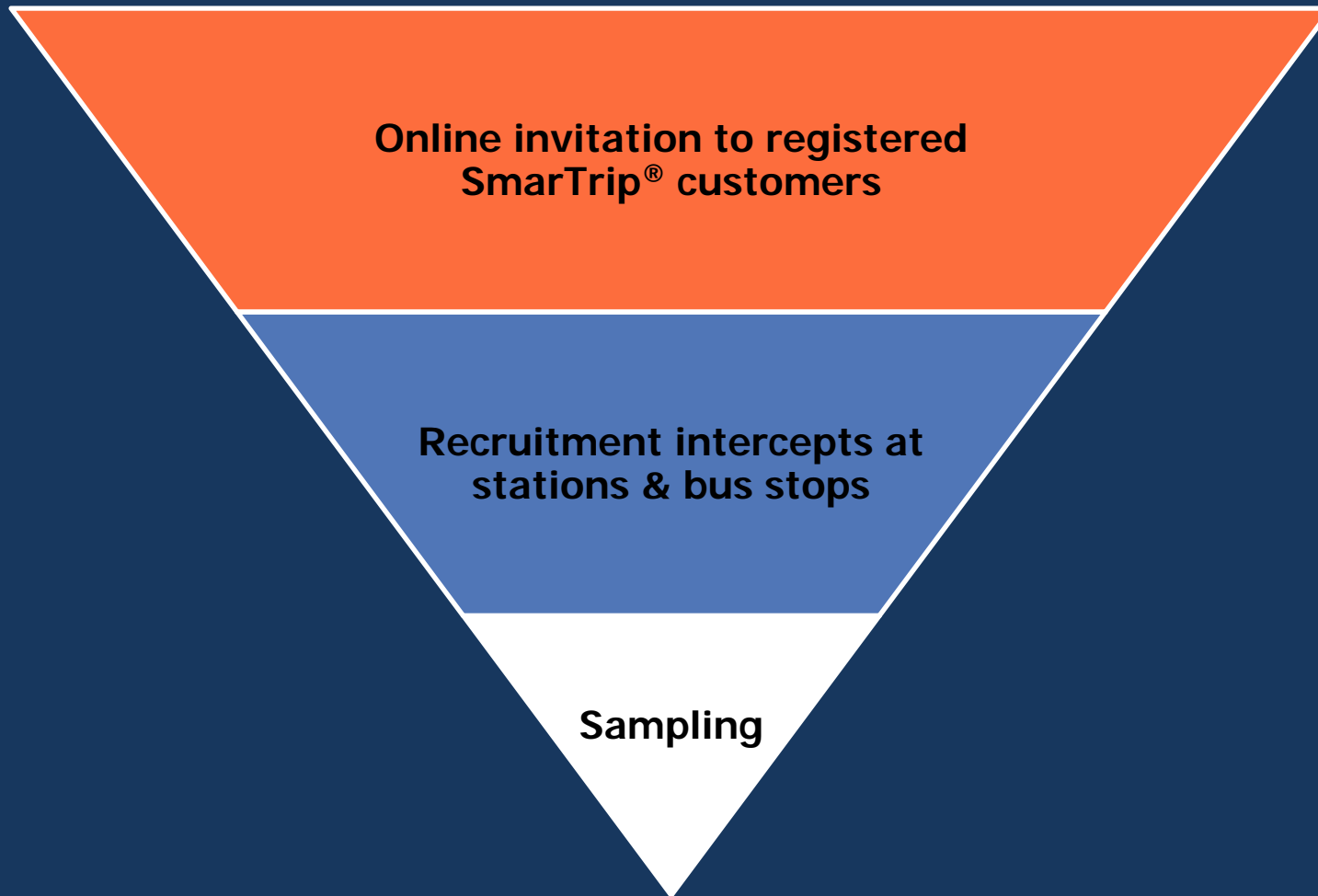
Two parking lots will be included as part of the NEPP Pilot:

- Shady Grove North
- Suitland





Pilot Participant Recruitment





Pilot Participant Criteria

<u>Demographics</u>	<u>Behavioral</u>
<ul style="list-style-type: none">Household Income	<ul style="list-style-type: none">Ridership Frequency
<ul style="list-style-type: none">Ethnicity	<ul style="list-style-type: none">Station Usage
<ul style="list-style-type: none">Limited English Proficiency	<ul style="list-style-type: none">Financial Institution Participation
<ul style="list-style-type: none">Age	<ul style="list-style-type: none">Technology Capabilities

Pilot Timetable

2014

2015

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
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Systems, Infrastructure, Procedures - Development

- Application build
- Network development
- Connectivity tests
- Device/System testing
- Integration testing

Bus
Install



Station
Install



Parking
Install

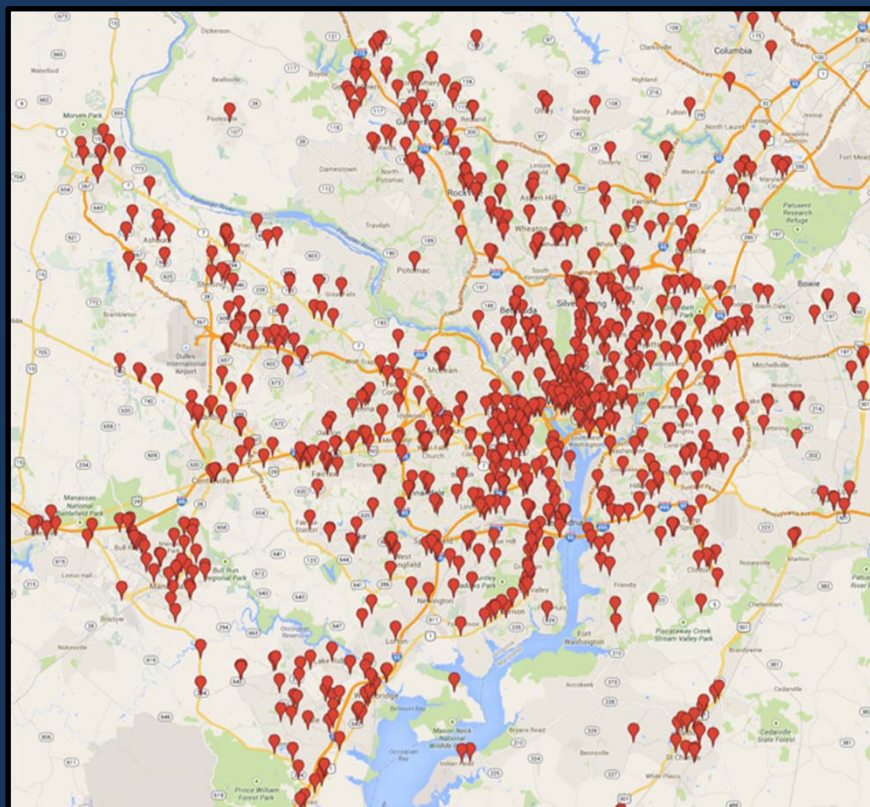
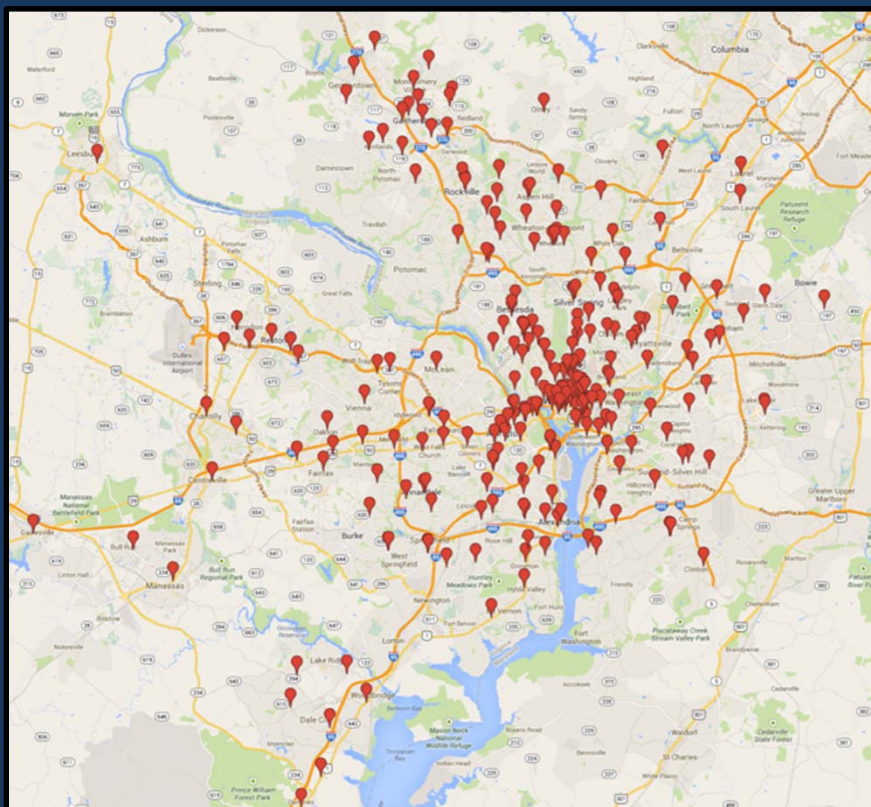


**Pilot
Start**



Retail Locations

Existing -----> Future



Locations where customers can purchase
fare media and add value



Project Timetable

