



Finance & Administration Committee

Action Item III-B

October 11, 2012

**Approval of Special Service & Fares for 2013
Inauguration Day**

**Washington Metropolitan Area Transit Authority
Board Action/Information Summary**

<input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	MEAD Number:	Resolution: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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TITLE

2013 Inauguration Special Service and Fares

PRESENTATION SUMMARY

An overview will be presented of Metro's service plan, special fares and fees to support travel for an estimated 500,000 – 800,000 participants in Presidential Inauguration activities on January 21, 2013. While internal planning has begun and management is coordinating with multiple sister agencies, it is important that the Board take action in advance so that event planners and attendees can be advised of Metro's accommodations for this national celebration, which is scheduled coincident with the Martin Luther King, Jr. federal holiday.

In 2009, Metro carried a record setting 1.5 million riders on Inauguration Day. Many of the lessons learned from the last Inaugural have been incorporated into the actions proposed for the Board's consideration.

PURPOSE

We are seeking the Committee's and then, Board's approval of the following:

- A specially priced Commemorative SmarTrip card, pre-loaded with a One-Day Rail Pass, which will also be accepted as a bus flash pass on Inauguration day
- All-day peak period rail fares commensurate with extended peak period service on Inauguration Day
- Normal weekday parking fees (up to \$5) to be charged on a federal holiday

Management has developed a service and fare plan designed to enhance safety during unusually high volume travel periods, speed access to the system through parking lots and rail stations, improve customer convenience with simplified ticketing, and ease overcrowding to the extent possible, as well as mitigate traffic congestion near stations.

DESCRIPTION

In 2013, the public swearing in of the President and Inaugural Parade will take place on the Martin Luther King, Jr. holiday, Monday, January 21. As we prepare to provide service to crowds that are not projected to be the historic numbers

experienced in 2009, but still sizable at 500,000-800,000 attendees, we will extend rail system operating hours from 4am to 2am (vs. 5 am – Midnight), run peak level rail service all day Monday, and provide weekday bus service levels, except for certain downtown zones that may be closed to traffic.

Management proposes to sell commemorative fare cards featuring the President's picture that will be sold in advance of the event beginning in mid-December. Commemorative paper fare cards will be available with a one-day pass (for travel on Rail only), for the standard cost of \$14. A special commemorative Smartrip card will be sold, offering customers a standard One-day Rail Pass for \$14 that will be good as a flash pass for unlimited bus travel on Inauguration day, and the card fee will be \$1 – rather than the standard fee of \$2 after the rebate for new SmarTrip card purchases – making the total cost \$15.

In addition, staff recommends charging the normal weekday parking fee (up to \$5) on Monday, to be collected upon exit.

BACKGROUND

The District and the National Capital region host countless special events and public demonstrations for which millions of participants use Metrorail and Metrobus as their primary transportation. On January 20, 2009, Barack Obama was sworn in as the 44th President of the United States. Due to the historic nature of the election of the first African-American President, the federal Presidential Inauguration Committee (PIC) developed a 5-day program of public and private activities.

The events drew remarkably large crowds, culminating with an estimated 1.8 million on the National Mall and along the Inaugural parade route for the swearing in ceremony – the largest event in the history of the District of Columbia.

Metro's service was applauded for its safe movement of a record 1.5 million customers on Inauguration Day, including 1.1 million on Metrorail. Part of that success was due to the fact that peak-level service was operated throughout Inauguration Day (until approximately 9 pm), and service was extended until 2:00 am. Special commemorative fare media was offered via web pre-sales and hand sales at end-of-line stations. Metro ordered 200,000 commemorative cards, and sold 93,000 via pre-sales and hand sales, as of Inauguration Day 2009. Since that date, Metro has sold approximately 75,000 commemorative cards, with approximately 30,000 remaining in our current inventory.

Peak fares were also charged from opening until 9:30pm on Inauguration Day. As a result of the additional ridership and the successful commemorative fare media program, Metro earned approximately \$2.5 million in additional rail revenue during the four-day Inauguration Weekend (as compared to a normal January weekend).

In preparation for next year's event, an exhaustive internal review was conducted, which included the National Capital Region (NCR) 2009 assessment. Lessons learned that are reflected in the planning for 2013 include improved parking plans to reduce traffic backups onto roadways adjacent to our stations and better tour bus coordination to meter crowds and reduce gridlock at Metrobus drop off locations.

Metro has begun coordination meetings with the District of Columbia's Inaugural Committee, Homeland Security, and multiple jurisdictional law enforcement agencies. Further details will be available after the election when the federal PIC is formed and begins to develop and schedule activities.

FUNDING IMPACT

We expect to order 100,000 commemorative SmarTrip cards for sale at \$15 preloaded with a One Day Rail Pass.

We expect to stock the ticket vending machines with commemorative paper fare media that will be sold at normal prices.

There will be no incremental costs or budget impact for the commemorative fare media. The cards will be purchased and sold as a part of WMATA's normal fare media purchase and distribution process.

Charging the regular weekday parking fee on a federal holiday would generate an estimated \$260,000 in revenue.

We will seek reimbursement from the Presidential Inaugural Committee to cover the additional hours of service contemplated in the plan. However, we note that the PIC declined the reimbursement request after the events were held in 2013.

TIMELINE (bullet format)

Board action	Approval of commemorative fare cards, peak period fares all day, and parking fee.
Anticipated actions after presentation	Communications and marketing plan to roll out in November with more details for planners and customers

ELECTRONIC ATTACHMENTS

See attached power point presentation for sample commemorative fare cards for each Presidential candidate.

RECOMMENDATION (for Action Items only)

- Approval of commemorative Smartrip card to be sold for \$15
- Approval to charge peak period fares all day on January 21, 2013
- Approval of weekday parking fee to be charged on Inauguration day, January 21, 2013



Washington Metropolitan Area Transit Authority

2013 Presidential Inauguration

Finance and Administration Committee

October 11, 2012





2009 Inaugural



**Metro sets new record for highest ridership day of all time
1,544,000 trips taken on Inauguration Day**





Service Plan 2013



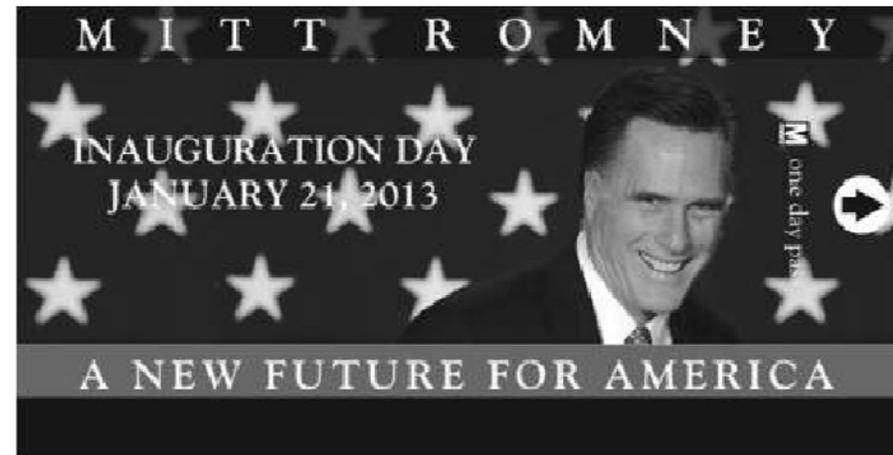
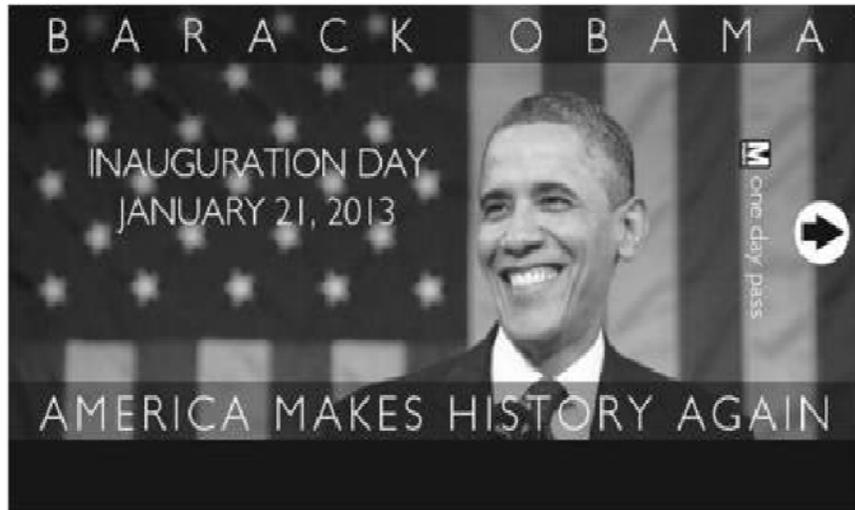


Fare Plan





Fare Plan





Parking Plan





Next Steps



SUBJECT: ESTABLISHMENT OF INAUGURATION DAY FARE, SERVICE LEVELS AND PASSES

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

WHEREAS, Every four years a person is inaugurated as President of the United States and with that comes increased ridership and other demands on the Metro system; and

WHEREAS, In 2013 there is an additional complication in that the public inauguration ceremonies will occur on Martin Luther King, Jr. Day; and

WHEREAS, Inauguration Day is not a national holiday as described in the Tariff and such a situation was not contemplated by the Tariff; and

WHEREAS, Staff recommends the creation of a section for the Tariff to address fares and service levels to be provided on Inauguration Day; now, therefore be it

RESOLVED, That the Inauguration Day fare to be charged from opening of the system until 9:00 P.M. shall be the ordinary weekday Peak Fare (including any applicable surcharges) and non-peak fares from 9:00 P.M. until closing; and be it further

RESOLVED, That the charge for parking at Metrorail lots on Inauguration Day shall be the established rates for parking at the various lots that are charged on ordinary weekdays; and be it further

RESOLVED, That WMATA shall provide peak level service on all modes for Inauguration Day until 9:00 P.M. and that the General Manager/Chief Executive Officer shall determine the level of service for the weekend immediately preceding Inauguration Day and for service on Inauguration Day from 9:00 P.M. until closing; and be it further

RESOLVED, That the Tariff provisions described above shall control over any other contrary provisions of the Tariff; and be it further

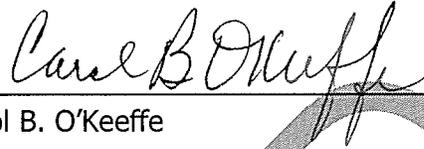
RESOLVED, That for Inauguration Day 2013 and the accompanying weekend, a paper commemorative one-day pass for unlimited rail usage only shall be sold for \$14; and be it further

RESOLVED, That for Inauguration Day 2013, a commemorative SmarTrip[®] card loaded with a one-day rail pass will be accepted as a one-day bus pass as well shall be sold for

a total of \$15, with \$14 being the purchase of the pass and \$1 being the purchase of the card; and be it finally

RESOLVED, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



Carol B. O'Keeffe
General Counsel

PROPOSED