

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

☒ Action ☐ Information

MEAD Number:
201800

Resolution:
☒ Yes ☐ No

TITLE:

SelectPass: Pilot Performance and Tariff Update

PRESENTATION SUMMARY:

The presentation provides a history of the SelectPass pilot and describes its performance to date.

The Board is asked to approve the equity analysis of SelectPass, as required by Title VI of the Civil Rights Act of 1964, approve making the SelectPass available as a permanent fare product, and authorize Staff to make conforming changes to the Tariff.

PURPOSE:

To provide an update on the SelectPass pilot program, seek Board approval of the equity analysis and the SelectPass as a permanent fare product, and authorize Staff to make conforming changes to the Tariff to make the Select Pass a permanent fare product.

DESCRIPTION:

Key Highlights:

- A pilot of SelectPass, a customizable, unlimited monthly pass product, began in April of 2016,
- The product has been well received by the public, continues to grow, and shows no risk to net revenues
- An equity analysis of the pilot shows no concerns.

Background and History:

At the December 2015 meeting, the Board approved a resolution directing staff to pilot an unlimited monthly pass program. This directive resulted from customer research indicating interest in unlimited monthly passes paired with low market penetration of existing pass products. Additionally, such a pass was seen as a potential solution to decreasing ridership, revenue, and customer satisfaction by providing customers with up to 5 days of commute travel for free. Based on industry research, results from consumer surveys, and analysis of WMATA's fare system data, it was determined that a monthly pass program modeled after the SoundTransit (Seattle) PugetPass would be both popular and feasible.

The pilot of the new pass program, called SelectPass, was launched on March 16, 2016. A Metro customer can specify the cost of his/her "usual" commute trip and would purchase a pass priced 36 times that value, in effect purchasing 18-days' worth of peak commute travel to gain unlimited travel for a month. All trips costing equal to or less than the pass specified "value" are included in the pass, and customers pay only the difference for trips that cost more.

In preparation for the pilot, staff worked with the Federal Transit Administration (FTA) to determine an appropriate timeline for the pilot that allowed enough time to gather data for an equity analysis while also working with the Board's schedule. The FTA has allowed WMATA to operate the pilot until December 15, 2016, after which time there must be a completed Title VI equity analysis.

The launch of the SelectPass pilot program was paired with a robust marketing of the pass and extensive public outreach to inform low-income and limited-English customers of the availability of the pilot pass (Public Participation Plan). Street teams were dispatched to selected stations during the first three months, totaling 23 outreach events. Staff also advertised the SelectPass in English and Spanish through in-station and in-vehicle signage and advertised in the Express, via audio streaming services and via selected radio broadcasts. SelectPass was also featured on an episode of MetroFocus. Staff reached out to SmartBenefits® administrators in both the public and private sector to encourage offering Transit Pass Benefits to their employees in order to allow use of SmartBenefits® to purchase passes. Feedback from a customer interest survey helped define the pass parameters as well as the naming and branding. Since the beginning of the pilot, six customer experience surveys have been conducted, which have provided overwhelmingly positive feedback on the pass, as described below.

Finally, staff developed performance targets for the SelectPass pilot so that its overall effectiveness could be measured objectively. Throughout the pilot, these performance targets were met and surpassed.

Discussion:

Customers have provided very positive feedback: 93% rate their experience with SelectPass a 7 or higher on a scale of 1 to 10; and nearly all respondents (95%) think Metro is moving in the right direction with the pass. When asked what they liked about SelectPass, three themes emerged: (1) saving money; (2) worrying less; and (3) riding Metro more. "Thank you for SelectPass!"

Sales of SelectPass have gone from 950 in April 2016 to 3,700 in October 2016. By comparison, sales of the current offering, the 28-Day Fast Pass, have ranged between 400 and 1,000 per month over the past year. Staff has assessed the performance targets, and has noted positive impacts on both ridership and revenue. Approximately two-thirds of pass users renew month-over-month and approximately twenty percent of pass customers are new to Metro. The net financial impact of SelectPass as of October 2015 is estimated to be slightly positive despite the increased usage exhibited by customers.

Staff conducted an equity analysis to determine if implementation of the SelectPass would have a disparate impact (DI) on minority riders or a disproportionate burden (DB)

on low income riders. To do so, staff determined the number and percentage of minority and low income trips benefitting from the new pass product. These percentages were then compared to the system wide averages for minority and low-income ridership on Metrorail, and the differences evaluated using the appropriate DI/DB threshold.

Staff analysis has determined that the SelectPass would not result in a disparate impact (DI) on minority populations or a disproportionate burden (DB) on low income populations. The ratio of minority riders benefitting from the pass is 38%, which is somewhat lower than the system average of 45%. However, this difference falls within the disparate impact threshold of 8%. The ratio of low income riders benefitting from SelectPass is actually higher than the system average, at 18% compared to 12.8%. Therefore, there is no disproportionate burden on low income customers.

SelectPass shows high levels of customer satisfaction, no adverse impact on protected rider groups, and no revenue risk; therefore, staff recommends that the Board approve the equity analysis, make SelectPass available as a fare product permanently, and authorize staff to make conforming changes the Tariff.

As a permanent fare product, SelectPass would be available at multiple rail price points from \$2.25 to \$5.75 at \$0.25 increments, and the max fare of \$5.90, and priced at 36 trips at each price point. Additionally, a rail-bus option would be available at each of the rail-only SelectPass price points plus \$45. The expansion of the program to all price points is contingent on technical feasibility within the current automatic fare collection system. SelectPass will be sold only on-line unless it is decided it is within WMATA's interests to offer the pass through additional distribution channels.

FUNDING IMPACT:

None. Approval of recommendations will not result in expenditure of funds.	
Project Manager:	Shyam Kannan
Project Department/Office:	Chief Engineer / Office of Planning

TIMELINE:

Previous Actions	Dec 2015 – Approval of pilot
	May 2016 -- Memo to board with update on SelectPass pilot implementation
Anticipated actions after presentation	Jan 2017 -- Expand to all price points
	Jul 2017 -- Include local bus operators in Rail+Bus version of pass

RECOMMENDATION:

- Approve Title VI equity analysis
- Approve SelectPass as a permanent fare product
- Authorize conforming changes to the Tariff

SUBJECT: APPROVAL OF SELECTPASS FARE PRODUCT

2016-53

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

WHEREAS, In Resolution 2015-67, the Board authorized a pilot program to test a monthly 'name your own price' pass product for a six-month duration, and directed staff to collect data necessary to complete the required Title VI analysis and return to the Board with a recommendation on whether to continue and expand the new fare product; and

WHEREAS, In March 2016, the Washington Metropolitan Area Transit Authority (WMATA) launched the SelectPass Pilot at two price points and eventually expanded to nine price points; and

WHEREAS, As required by Title VI of the Civil Rights Act of 1964, the Federal Transit Administration (FTA) Circular 4702.1B, and WMATA's Public Participation Plan, staff engaged in public outreach to WMATA's customers including minority and low-income communities, such as holding meetings in community centers in low-income and minority areas to inform customers about SelectPass, distributing bilingual "Take One" information brochures advertising SelectPass, and sending Marketing Teams into Metrorail Stations to promote the availability of the SelectPass Pilot and to solicit input from low-income and minority populations on the most attractive price options; and

WHEREAS, The FTA has allowed WMATA to offer SelectPass as a pilot program until December 15, 2016, before WMATA must complete its Title VI equity analysis; and

WHEREAS, As required by Title VI and the FTA Circular, staff performed an equity analysis (Attachment A) on the proposed service changes and determined that there was no disparate impact on minority populations nor a disproportionate burden on low-income populations; and

WHEREAS, Staff recommends that the Board approve the equity analysis, approve making SelectPass a permanent fare product allowing multiple rail price points in \$0.25 increments and in combination with a bus pass, and authorize the General Manager/Chief Executive Officer (GM/CEO) to make conforming changes to the Tariff; now, therefore be it

Motioned by Mr. Goldman, seconded by Mr. Strickland

Ayes: 8 – Mr. Evans, Ms. Harley, Mr. Corcoran, Mr. Strickland, Mr. Price, Mr. Goldman, Mrs. Hudgins and Ms. Carmody

RESOLVED, That the Board of Directors has considered and approves the equity analysis in Attachment A, which shows that SelectPass will not have a disparate impact on minority populations nor a disproportionate burden on low-income populations; and be it further


RESOLVED, That the Board of Directors approves making SelectPass a permanent fare product to be priced for rail-only trips at 36 trips times the one-way peak period fare in \$0.25 increments, and as a combination rail-bus pass to be priced at the applicable rail-only price for the SelectPass plus \$45, to be expanded from the existing price points to additional price points when technologically feasible; and be it further

RESOLVED, That the SelectPass shall be sold only on-line unless the GM/CEO decides that it is in WMATA's interests to sell it through other distribution channels in addition to on-line sales; and be it further

RESOLVED, That the Board of Directors authorizes the GM/CEO to make conforming changes to the Tariff; and be it finally

RESOLVED, That to meet the deadline for Title VI compliance as extended by the Federal Transit Administration, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



Patricia Y. Lee
General Counsel

WMATA File Structure No.:
9.12.9 Tariff (WMATA Fare Structure)

M E M O R A N D U M



SUBJECT: Title VI Equity Analysis – Metro
Select Pass

DATE: November 23, 2016

FROM: FAIR – James T. Wynne, Jr. 

TO: GM/CEO – Paul J. Wiedefeld

This memorandum details the Title VI analysis conducted for Metro's new Select Pass rail fare product and the public outreach associated with this action.

Finding

Based on data collected through the pilot project, the distribution of benefits associated with the Select Pass product does not result in a disparate impact on minority populations or a disproportionate burden on low income populations.

Introduction

Per the Federal Transit Administration's (FTA's) Circular 4702.1B, Metro staff has evaluated the proposed action to determine whether the benefits associated with the new fare product would result in a disparate impact on minority riders and/or a disproportionate burden on low income riders.

Background

In March 2016, Metro began a pilot program offering a new monthly rail pass ("Select Pass") that would ultimately allow riders to choose their own pass price based on their typical trip patterns. The pass is aimed at riders who are frequent users of the system and is therefore priced at 36 times the customer's desired fare, assuming that frequent users would use the pass to commute all workdays during a month. For a customer commuting on Metrorail four weeks out of the month, the pass would offer potentially four free trips per month.

Select Pass also offers unlimited free additional trips within the base price range for the given month. For trips outside of the base price range, the customer pays the difference between the base price and the higher fare. Pass users also can take advantage of the auto re-load feature that offers the user the convenience of an automatic monthly renewal allowing the user to 'set it and forget it.'

Based on an analysis of trip making patterns and customer preferences¹, Metro staff estimated the market potential of the full roll-out of the pass (i.e., all price points) to be approximately 83,000 customers in both peak and off-peak periods.

For pilot purposes, Metro tested the pass at two main price points: a \$2.25 base fare, at a monthly cost of \$81; and a \$3.75 base fare, at a monthly cost of \$135.

¹ Select Pass Customer Survey

Also offered is a rail plus bus pass at each price point, with an additional charge of \$45 per month. In August 2016, staff offered another seven price points. The final program would offer the pass at a total of 16 price points – starting at \$2.25 and increasing in .25 increments to the \$5.90 price point.

The pass is only available for purchase on the Metro website and does require a credit or debit card to purchase.

During the six month pilot period a total of 7,534 unique customers purchased a Select Pass. Usage steadily increased over the period from 924 passes in April to a September high of more than 3,300 passes. Most customers purchased a rail only version of the pass; however, that may be due to the fact that the bus pass add-on was only good on Metrobus. Many customers use local bus providers to access the rail system.

WMATA's Disparate Impact/Disproportionate Burden Policies²

For the purposes of determining whether this action would result in a disparate impact on minority populations or a disproportionate burden on low income populations, staff used Metro's Board-approved disparate impact and disproportionate burden (DI/DB) for service changes to determine if minority or low income riders are disproportionately less likely to use the pass product - similar to the impacted trips analysis used in service changes.

A disparate impact/disproportionate burden occurs when the impacted riders are significantly *less* minority/low income than the system as a whole. For example, for an action affecting between 10,000 and 20,000 average daily riders, 7 percent would be used as the threshold. The rate at which the action dis-benefits or benefits minority or low income populations cannot vary from the system average by more than 7 percent. The approved thresholds are as follows:

Total Daily Riders Impacted	Threshold for Significant Disparity
Up to 10,000	8%
10,001 to 20,000	7%
20,001 to 40,000	6%
Over 40,000	5%

Impacted riders are those who purchased the pass at some point during the pilot period. A total of 7,534 unique customers purchased the pass; therefore the DI/DB threshold used for the analysis is eight percent.

² Adopted October 24, 2013, Res. 2013-27

WMATA Ridership Demographic Profile

WMATA's system-wide ridership demographic profile is shown in Table 1.

Table 1: WMATA Ridership Demographic Profile³

	Annual Ridership (FY 16)	% Minority Ridership	% Low Income Ridership
Rail ⁴	191,348,000	45%	12.8%
Bus ⁵	127,431,000	81.5%	52%
Systemwide Total	318,779,000	60%	28%

Because this is primarily a Metrorail pass product, the population of reference is Metrorail ridership.

Data, Methodologies and Analysis

To assess the impacts of the proposed action on minority and low-income riders, Metro relied on the following data sources:

- Select Pass Customer Experience Survey – administered to pass purchasers April 2016 – September 2016

Each month, Metro surveyed both customers who purchased a Select Pass for the coming month, and those who had previously purchased the pass but did not purchase it for the next month. For the period of analysis, a total of 2,423 respondents replied to the survey. Minority status could be determined for 1,866 of the respondents, and income status determined for 1,965 respondents. Those who purchased a Select Pass are 38 percent minority and 18 percent low income. Additionally, those who continued to purchase the pass also are 38 percent minority and 18 percent low income.

Table 2 compares the demographics of Select Pass purchasers to the rail system demographics.

³ Based on 2016 Rail Passenger Survey, and special Sunday rail data collection (Aug/Sept 2016); and 2014 Metrobus Passenger Survey

Table 2: Demographic Comparison

	% Minority	% Low Income
Rail	45%	12.8%
Select Pass Purchasers	38%	18%
DI/DB Test (8%)	-7	+5.2
	Pass	Pass

Indeed, the percentage of low income pass purchases by low income riders is slightly more than five percentage points higher than the Metrorail system average of 12.8 percent, suggesting that low income riders view the pass product as beneficial. Minority riders are not purchasing quite at the rate at which they ride the Metrorail system; however, the additional price points and more targeted outreach could help achieve greater rates of pass purchases among minority riders.

Conclusion

Based on data collected through the pilot project, the distribution of benefits associated with the Select Pass product does not result in a disparate impact on minority populations or a disproportionate burden on low income populations. In fact, low income pass purchases have exceeded the system average, boding well for passengers who could most benefit from discounted fares.

Public Outreach

In accordance with Metro's Public Participation Plan, significant outreach was conducted for Select Pass from the product development stage through the launch and beyond. Particular efforts were made to engage minority, low-income, and limited-English proficient (LEP) populations. Staff prepared a full report on the outreach and marketing activities that is included in the Board mail-out.



Washington Metropolitan Area Transit Authority
Public Outreach & Input Report

SelectPass Pilot

Introduction

Metro staff, challenged with developing new pass products to increase pass usage and create a steady fare revenue stream, developed a monthly pass called SelectPass. Based on industry research, results from consumer surveys, and analysis of WMATA's fare system data, it was determined that a monthly pass program modeled after the SoundTransit (Seattle) PugetPass would be both popular and feasible.



In December 2015, the WMATA Board of Directors approved a resolution directing staff to pilot an unlimited monthly pass program to test the feasibility and market acceptance of the new monthly pass. SelectPass was launched on March 16, 2016 for monthly passes to begin in April. The pass was modeled after a product implemented in Seattle - a Metro customer can specify the cost of his/her "usual" commute trip and would purchase a pass priced 36 times that value, in effect purchasing 18-days' worth of peak commute travel to gain unlimited travel for a month. All trips costing equal to or less than the pass specified "value" are included in the pass, and customers pay only the difference for trips that cost more.

When SelectPass launched, four price points were available:

- Rail Only: \$80/month. Included unlimited rail base trips up to \$2.25. Customers were charged the difference if rail trip exceeded \$2.25.
- Rail + Bus: \$125/month. Included unlimited rail base trips up to \$2.25 and unlimited regular Metrobus. Customers were charged the difference if rail trip exceeded \$2.25 on Express or Airport Express bus service was used.
- Rail Only: \$135/month. Included unlimited rail base trips up to \$3.75. Customers were charged the difference if rail trip exceeded \$2.25.
- Rail + Bus: \$180/month. Included unlimited rail base trips up to \$3.75 and unlimited regular Metrobus. Customers were charged the difference if rail trip exceeded \$3.75 on Express or Airport Express bus service was used.

In mid-August 2016, five additional price points were added as part of the pilot. Additional price points were not available due to technology system limitations.

In order to purchase a SelectPass during the pilot period, customers must have a registered SmarTrip® card with a valid email address and must purchase online. Future methods of distribution are still under discussion.

The pilot period for SelectPass is scheduled to continue through the end of December 2016 or until the WMATA Board of Directors approves to make SelectPass a permanent pass option.

Communications & Outreach to the Public

In order to generate awareness and increase the number of SelectPass pilot users, as well as to fulfill WMATA's Public Participation Plan, Metro tailored a communications and outreach plan that targeted current customers who ride Metrorail somewhat frequently or frequently, with an emphasis on Title VI populations.

All communications and outreach efforts began in mid-March 2016 and continued through December 2016. The final plan included the following efforts:

- SmarTrip® registration workshops for Community Based Organizations/social service locations
- In-station pop-up events
- SmartBenefits® outreach
- Stakeholder communication
- Targeted marketing & media

SmarTrip® Registration Workshops to Community Based Organizations & Social Service Locations


Knowing that SelectPass distribution was limited to online only and that purchasers must have a registered SmarTrip card, staff wanted to increase the number of registered SmarTrip card holders, especially amongst Title VI populations where there may be language or technology barriers.

Metro coordinated with the WMATA Community Based Organization (CBO) Outreach Committee to find locations in Washington DC, Maryland and Virginia where staff could assist riders with the SmarTrip registration process and talk to them about SelectPass. Seven workshops were held within the DMV region as part of the pilot, with each workshop lasting 1½-3 hours.

Staff from Metro's Customer Relations, Treasury and External Relations departments assisted at each event and were identified by wearing a Metro name tag or shirt. Bilingual Spanish speaking staff were at specific locations with high Spanish-speaking populations. Equipped with SelectPass take-ones and other Metro materials, like local Metrobus timetables for that area, staff aided customers step-by-step in SmarTrip cards on-site, sometimes even helping them set up an email account first.

After the pilot concluded, the feedback received from the CBO Outreach Committee and staff at the locations visited applauded the workshops and requested that Metro consider continuing the model since it benefited their constituents who have limited means and/or limited knowledge of English.

Metro staff will be here at the
South County Government Center



Thursday, June 30
12:00 p.m. - 3:00 p.m.
Access Fairfax Room 125

They will be here to help you register your SmarTrip® card, answer any questions and tell you about new money-saving ways to pay your fare.

*Representantes de Metro
estarán en el South County Government Center*


el jueves, 30 de junio
de 12:00 p.m. - 3:00 p.m.
Access Fairfax Room 125

Ellos estarán aquí ayudándolos a registrar su tarjeta de SmarTrip®, responder a sus preguntas y hablarle de las nuevas maneras en que usted puede ahorrar dinero cuando paga su tarifa.



4/9/2016

SmarTrip Card Registration Pilot Campaign



WMATA recognizes that many riders have not registered their SmarTrip cards. We are setting up workshops around the DMV area, to assist riders, particularly those with limited means and/or a limited knowledge of English, to register their SmarTrip cards online. We seek Metro-accessible venues with access to computers, such as CBO's, schools, libraries, community centers, or other locations where people connect with their community.

Why register your SmarTrip card?

1. You can add value and/or passes to your card, such as the new Select Pass, as well as use the Auto Reload option.
2. View your card balance and usage history.
3. Register and manage multiple cards (family members, children).
4. Report a lost or stolen card and have the balance transferred to a replacement card.

How you can help:

1. Do you have suggestions for locations? (including contact information)
2. Tell us about the demographics. Do the demographics change throughout the day? If so, adults in the morning and teens in the afternoon?
3. When is the busiest day and time at the location?
4. Is there a computer lab at the facility that we can use to register cards?
5. Would you like us to train the trainer or directly assist riders with the registration process?

If you have questions or comments regarding this effort, please contact:

Renee Gonzalez
Washington Metropolitan Area Transit Authority
Office of External Relations - Special Projects Officer
Office: 202 680 3314
Email: rgonzalez@wmata.com

WMATA is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

Workshop signage and notification memo

Through these workshops Metro staff learned that:

- People are interested in SelectPass that ride Metro, but many of the riders in general in our hard-to-reach areas mostly ride the bus due to cost.
- There is room for improvement on the current SmarTrip card registration process – many of the targeted customers found the process confusing.
- Many of the targeted riders in these communities do not have emails, have forgotten their email password, lack basic computer skills, and/or have a language barrier to complete registration by themselves.

SmarTrip® Card Registration Workshop Highlights			
7 locations visited	162 customer interactions	5 email accounts set up	36 SmarTrip® cards registered (22% of all interactions)

Date	Time	Location	# of Interactions	# of Email Accounts Set Up	# of SmarTrip Cards Registered
3/19/16	10:00am - 12:00pm	Hyattsville Branch Library 6530 Adelphi Road Hyattsville, MD 20782	5	0	0
4/16/16	10:00am - 2:00pm	Parklands-Turner Library 1547 Alabama Ave SE Washington DC 20032	10	0	0
4/28/16	5:00pm - 7:00pm	Rogers Heights Elementary School – Mobile Market 4301 58 th Ave Bladensburg, MD 20710	45	0	4
5/10/16	3:00pm - 6:00pm	CentroNia 1420 Columbia Rd NW Washington DC 20009	12	0	8
5/17/16	10:00am - 12:00pm	Bernice Fonteneau Senior Wellness Center 3531 Georgia Ave NW Washington DC 20010	22	3	7
5/24/16	1:00pm - 2:30pm	YWCA 2303 14 th St NW Washington DC 20009	33	0	10
6/30/16	12:00pm - 3:00pm	South County Health Center 8350 Richmond Hwy Alexandria, VA 22309	40	2	7

In-station Pop-up Events

Metro created a robust outreach pop-up event plan to target Metrorail customers in key stations. Outreach street teams, comprised of contractors, traveled to multiple stations in the system to distribute informational take-ones. Locations, dates and times were selected to correspond with the price point availability during high ridership periods, with special emphasis on stations with higher bus transfers and Title VI populations. Outreach in stations was suspended beginning in May due to the start of the SafeTrack maintenance initiative, but resumed in October at stations that had minimal to no SafeTrack impact.

Contracted street teams were identified by bright blue Metro SelectPass aprons and distributed take-ones that were in English and Spanish. Bilingual Spanish-speaking team members were present at each shift.

A total of 27 outreach events have been executed thus far with another six events in progress.



Outreach street teams in stations

SelectPass In-Station Take-one Distribution				
March 2016	April 2016	October 2016	November 2016	Grand Total As on October 31, 2016
25,309	43, 800	3,966	TBD	80,675

SelectPass In-Station Take-one Distribution Schedule					
Date	Time	Location	Total # of take-ones distributed	# of English take-ones distributed	# of Spanish take-ones distributed
3/14/2016	4:00pm – 6:30pm	Union Station	1600	1600	0
3/15/2016	4:00pm – 6:30pm	Farragut North	1405	1400	5
3/17/2016	4:00pm – 6:30pm	Dupont Circle	2200	2203	3
3/21/2016	4:00pm – 6:30pm	Farragut West	2604	2600	4
3/22/2016	4:00pm – 6:30pm	McPherson Sq	3000	2500	500
3/23/2016	4:00pm – 6:30pm	Metro Center	2800	2800	0
3/24/2016	4:00pm – 6:30pm	Pentagon	3000	3000	0
3/28/2016	4:00pm – 6:30pm	L'Enfant Plaza	2250	2000	250
3/29/2016	4:00pm – 6:30pm	Foggy Bottom-GWU	2250	2000	250
3/30/2016	4:00pm – 6:30pm	Rosslyn	1800	1800	0
3/31/2016	4:00pm – 6:30pm	Columbia Heights	2400	2000	400
4/19/2016	4:00pm – 6:30pm	Silver Spring	3000	2400	600
4/20/2016	4:00pm – 6:30pm	Union Station	4600	4000	600
4/21/2016	7:00am – 9:30am	Federal Triangle	1000	900	100

SelectPass In-Station Take-one Distribution Schedule continued					
Date	Time	Location	Total # of take-ones distributed	# of English take-ones distributed	# of Spanish take-ones distributed
4/21/2016	4:00pm – 6:30pm	Gallery Place	3600	3000	600
4/25/2016	7:00am – 9:30am	Navy Yard-Ballpark	3800	3400	400
4/26/2016	7:00am – 9:30am	Farragut North	7200	6000	1200
4/26/2016	4:00pm – 6:30pm	L'Enfant Plaza	4000	3800	200
4/27/2016	7:30am – 9:30am	NoMa-Gallaudet U	600	600	0
4/27/2016	4:00pm – 6:30pm	Metro Center	4400	3200	1200
4/28/2016	7:00am – 9:30am	L'Enfant Plaza	6000	4800	1200
4/28/2016	4:00pm – 6:30pm	Farragut West	3800	3000	800
4/29/2016	7:00am – 9:30am	Pentagon	1800	1400	400
10/18/2016	7:30am – 9:30am	Rosslyn	1350	1250	100
10/18/2016	4:30pm – 6:30pm	McPherson Sq	550	538	12
10/19/2016	7:30am – 9:30am	Foggy Bottom-GWU	1063	1063	0
10/19/2016	4:30pm – 6:30pm	Federal Triangle	1003	1000	3
11/15/2016	7:30am – 9:30am	Huntington	TBD	TBD	TBD

SelectPass In-Station Take-one Distribution Schedule continued					
Date	Time	Location	Total # of take-ones distributed	# of English take-ones distributed	# of Spanish take-ones distributed
11/15/2016	4:30pm – 6:30pm	Franconia-Springfield	TBD	TBD	TBD
11/16/2016	7:30am – 9:30am	Branch Ave	TBD	TBD	TBD
11/16/2016	4:30pm – 6:30pm	Greenbelt	TBD	TBD	TBD
11/17/2016	7:30am – 9:30am	Franconia-Springfield	TBD	TBD	TBD
11/17/2016	4:30pm – 6:30pm	Greenbelt	TBD	TBD	TBD



NEW! M SelectPass
metro
Seleccione, Aborde, Ahorre.
¡Ahorre **20%** o más en el costo de sus viajes en Metro!



M SelectPass
¡Ahorre 20% o más en el costo de sus viajes en Metro!
A la venta por un tiempo limitado a partir del 16 de marzo.

¿Será Metro Select Pass adecuado para mí?

- ✓ ¿Usa Metro cuatro o más veces por semana?
- ✓ ¿A diario, es su viaje de ida en Metro entre \$2.25 y \$3.75? (Para determinar el costo de su viaje, visite wmata.com y use "Trip Planner".)
- ✓ ¿Quiere un pago mensual más barato para viajes limitados?

¿Cómo Funciona Metro Select Pass?

1. Elija el precio que funciona mejor para usted. El Metro Select Pass será cargado a su tarjeta SmartTrip® el primer día del mes.
2. Utilice Metro mensualmente por el costo de solo 18 días de viaje.
3. Ahorre más con viajes limitados y GRATUITOS que se encuentran dentro de su tarifa. Para viajes fuera de su tarifa, solo pagará la diferencia.

También podrá agregar viajes limitados en Metrobus / uso de Metroway por tan solo \$45 al mes.


¿Por qué considerarlo?

1. Viajando más, se ahorra más.
2. Disfrute de varios días de viaje gratis cada mes.
3. Participantes del programa SmartBenefits® pueden tomar ventaja de su subsidio de transporte, el cual cubre el costo total de Metro Select Pass.


Para más información sobre Metro Select Pass, visite wmata.com/SelectPass.

Take-one, Spanish
Also available in English

Version 1, distributed in March/April 2016



NEW! M Select
metro
Seven new fare options that could save you money.



M SelectPass
SelectPass can save you money.

More Fare Levels

Usual Trip Cost	SelectPass
\$2.25	\$81.00
\$2.50	\$85.00
\$2.75	\$89.00
\$3.00	\$93.00
\$3.25	\$97.00
\$3.50	\$101.00
\$3.75	\$105.00
\$4.00	\$109.00
\$4.25	\$113.00
\$4.50	\$117.00
\$4.75	\$121.00
\$5.00	\$125.00
\$5.25	\$129.00
\$5.50	\$133.00
\$5.75	\$137.00
\$6.00	\$141.00
\$6.25	\$145.00
\$6.50	\$149.00
\$6.75	\$153.00
\$7.00	\$157.00
\$7.25	\$161.00
\$7.50	\$165.00
\$7.75	\$169.00
\$8.00	\$173.00
\$8.25	\$177.00
\$8.50	\$181.00
\$8.75	\$185.00
\$9.00	\$189.00
\$9.25	\$193.00
\$9.50	\$197.00
\$9.75	\$201.00
\$10.00	\$205.00
\$10.25	\$209.00
\$10.50	\$213.00
\$10.75	\$217.00
\$11.00	\$221.00
\$11.25	\$225.00
\$11.50	\$229.00
\$11.75	\$233.00
\$12.00	\$237.00
\$12.25	\$241.00
\$12.50	\$245.00
\$12.75	\$249.00
\$13.00	\$253.00
\$13.25	\$257.00
\$13.50	\$261.00
\$13.75	\$265.00
\$14.00	\$269.00
\$14.25	\$273.00
\$14.50	\$277.00
\$14.75	\$281.00
\$15.00	\$285.00
\$15.25	\$289.00
\$15.50	\$293.00
\$15.75	\$297.00
\$16.00	\$301.00
\$16.25	\$305.00
\$16.50	\$309.00
\$16.75	\$313.00
\$17.00	\$317.00
\$17.25	\$321.00
\$17.50	\$325.00
\$17.75	\$329.00
\$18.00	\$333.00
\$18.25	\$337.00
\$18.50	\$341.00
\$18.75	\$345.00
\$19.00	\$349.00
\$19.25	\$353.00
\$19.50	\$357.00
\$19.75	\$361.00
\$20.00	\$365.00
\$20.25	\$369.00
\$20.50	\$373.00
\$20.75	\$377.00
\$21.00	\$381.00
\$21.25	\$385.00
\$21.50	\$389.00
\$21.75	\$393.00
\$22.00	\$397.00
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\$22.50	\$405.00
\$22.75	\$409.00
\$23.00	\$413.00
\$23.25	\$417.00
\$23.50	\$421.00
\$23.75	\$425.00
\$24.00	\$429.00
\$24.25	\$433.00
\$24.50	\$437.00
\$24.75	\$441.00
\$25.00	\$445.00
\$25.25	\$449.00
\$25.50	\$453.00
\$25.75	\$457.00
\$26.00	\$461.00
\$26.25	\$465.00
\$26.50	\$469.00
\$26.75	\$473.00
\$27.00	\$477.00
\$27.25	\$481.00
\$27.50	\$485.00
\$27.75	\$489.00
\$28.00	\$493.00
\$28.25	\$497.00
\$28.50	\$501.00
\$28.75	\$505.00
\$29.00	\$509.00
\$29.25	\$513.00
\$29.50	\$517.00
\$29.75	\$521.00
\$30.00	\$525.00
\$30.25	\$529.00
\$30.50	\$533.00
\$30.75	\$537.00
\$31.00	\$541.00
\$31.25	\$545.00
\$31.50	\$549.00
\$31.75	\$553.00
\$32.00	\$557.00
\$32.25	\$561.00
\$32.50	\$565.00
\$32.75	\$569.00
\$33.00	\$573.00
\$33.25	\$577.00
\$33.50	\$581.00
\$33.75	\$585.00
\$34.00	\$589.00
\$34.25	\$593.00
\$34.50	\$597.00
\$34.75	\$601.00
\$35.00	\$605.00
\$35.25	\$609.00
\$35.50	\$613.00
\$35.75	\$617.00
\$36.00	\$621.00
\$36.25	\$625.00
\$36.50	\$629.00
\$36.75	\$633.00
\$37.00	\$637.00
\$37.25	\$641.00
\$37.50	\$645.00
\$37.75	\$649.00
\$38.00	\$653.00
\$38.25	\$657.00
\$38.50	\$661.00
\$38.75	\$665.00
\$39.00	\$669.00
\$39.25	\$673.00
\$39.50	\$677.00
\$39.75	\$681.00
\$40.00	\$685.00
\$40.25	\$689.00
\$40.50	\$693.00
\$40.75	\$697.00
\$41.00	\$701.00
\$41.25	\$705.00
\$41.50	\$709.00
\$41.75	\$713.00
\$42.00	\$717.00
\$42.25	\$721.00
\$42.50	\$725.00
\$42.75	\$729.00
\$43.00	\$733.00
\$43.25	\$737.00
\$43.50	\$741.00
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\$44.75	\$761.00
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\$47.75	\$809.00
\$48.00	\$813.00
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\$51.25	\$865.00
\$51.50	\$869.00
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\$52.50	\$885.00
\$52.75	\$889.00
\$53.00	\$893.00
\$53.25	\$897.00
\$53.50	\$901.00
\$53.75	\$905.00
\$54.00	\$909.00
\$54.25	\$913.00
\$54.50	\$917.00
\$54.75	\$921.00
\$55.00	\$925.00
\$55.25	\$929.00
\$55.50	\$933.00
\$55.75	\$937.00
\$56.00	\$941.00
\$56.25	\$945.00
\$56.50	\$949.00
\$56.75	\$953.00
\$57.00	\$957.00
\$57.25	\$961.00
\$57.50	\$965.00
\$57.75	\$969.00
\$58.00	\$973.00
\$58.25	\$977.00
\$58.50	\$981.00
\$58.75	\$985.00
\$59.00	\$989.00
\$59.25	\$993.00
\$59.50	\$997.00
\$59.75	\$1001.00
\$60.00	\$1005.00
\$60.25	\$1009.00
\$60.50	\$1013.00
\$60.75	\$1017.00
\$61.00	\$1021.00
\$61.25	\$1025.00
\$61.50	\$1029.00
\$61.75	\$1033.00
\$62.00	\$1037.00
\$62.25	\$1041.00
\$62.50	\$1045.00
\$62.75	\$1049.00
\$63.00	\$1053.00
\$63.25	\$1057.00
\$63.50	\$1061.00
\$63.75	\$1065.00
\$64.00	\$1069.00
\$64.25	\$1073.00
\$64.50	\$1077.00
\$64.75	\$1081.00
\$65.00	\$1085.00
\$65.25	\$1089.00
\$65.50	\$1093.00
\$65.75	\$1097.00
\$66.00	\$1101.00
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\$69.75	\$1161.00
\$70.00	\$1165.00
\$70.25	\$1169.00
\$70.50	\$1173.00
\$70.75	\$1177.00
\$71.00	\$1181.00
\$71.25	\$1185.00
\$71.50	\$1189.00
\$71.75	\$1193.00
\$72.00	\$1197.00
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\$72.50	\$1205.00
\$72.75	\$1209.00
\$73.00	\$1213.00
\$73.25	\$1217.00
\$73.50	\$1221.00
\$73.75	\$1225.00
\$74.00	\$1229.00
\$74.25	\$1233.00
\$74.50	\$1237.00
\$74.75	\$1241.00
\$75.00	\$1245.00
\$75.25	\$1249.00
\$75.50	\$1253.00
\$75.75	\$1257.00
\$76.00	\$1261.00
\$76.25	\$1265.00
\$76.50	\$1269.00
\$76.75	\$1273.00
\$77.00	\$1277.00
\$77.25	\$1281.00
\$77.50	\$1285.00
\$77.75	\$1289.00
\$78.00	\$1293.00
\$78.25	\$1297.00
\$78.50	\$1301.00
\$78.75	\$1305.00
\$79.00	\$1309.00
\$79.25	\$1313.00
\$79.50	\$1317.00
\$79.75	\$1321.00
\$80.00	\$1325.00
\$80.25	\$1329.00
\$80.50	\$1333.00
\$80.75	\$1337.00
\$81.00	\$1341.00
\$81.25	\$1345.00
\$81.50	\$1349.00
\$81.75	\$1353.00
\$82.00	\$1357.00
\$82.25	\$1361.00
\$82.50	\$1365.00
\$82.75	\$1369.00
\$83.00	\$1373.00
\$83.25	\$1377.00
\$83.50	\$1381.00
\$83.75	\$1385.00
\$84.00	\$1389.00
\$84.25	\$1393.00
\$84.50	\$1397.00
\$84.75	\$1401.00
\$85.00	\$1405.00
\$85.25	\$1409.00
\$85.50	\$1413.00
\$85.75	\$1417.00
\$86.00	\$1421.00
\$86.25	\$1425.00
\$86.50	\$1429.00
\$86.75	\$1433.00
\$87.00	\$1437.00
\$87.25	\$1441.00
\$87.50	\$1445.00
\$87.75	\$1449.00
\$88.00	\$1453.00
\$88.25	\$1457.00
\$88.50	\$1461.00
\$88.75	\$1465.00
\$89.00	\$1469.00
\$89.25	\$1473.00
\$89.50	\$1477.00
\$89.75	\$1481.00
\$90.00	\$1485.00
\$90.25	\$1489.00
\$90.50	\$1493.00
\$90.75	\$1497.00
\$91.00	\$1501.00
\$91.25	\$1505.00
\$91.50	\$1509.00
\$91.75	\$1513.00
\$92.00	\$1517.00
\$92.25	\$1521.00
\$92.50	\$1525.00
\$92.75	\$1529.00</

SmartBenefits® Outreach

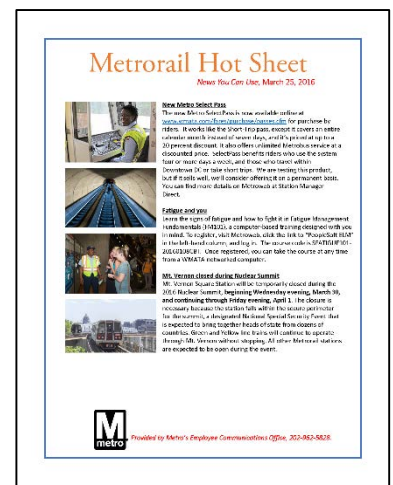
Staff reached out to SmartBenefits® administrators in both the public and private sector to encourage offering Transit Pass Benefits to their employees in order to allow use of SmartBenefits® to purchase passes. Outreach efforts included the following:

- The top 60 customers were contacted via telephone and e-mail in May, with an additional update in September with the new price points.
- Three SmartBenefits® Seminars were held on May 11th, June 8th and October 18, 2016 with an attendance total of 125 companies. The seminars promoted the SelectPass and trained employers on how to set it up in SmartBenefits®. Some of the top customers who attended includes but not limited to American Pharmacists Association, Congressional Black Caucus Foundation, Environmental Protection Agency, Department Health and Human Services, Ford Agency, U.S. Holocaust Museum.
- Metro staff attended 50 SmartBenefits® Employer benefits fairs including Department of Defense, Keiser Permeate, Capitol One, Senate office staffers, Navy Federal Credit Union, Northrop Grumman, GEICO, and Freddie Mac and distributed approximately 3,000 SelectPass take-ones.
- Staff attended five college Back-to-School orientations that included Northern Virginia Community College, University of District of Columbia, Prince George's Community College, Howard University, and Virginia Tech and distributed approximately 800 SelectPass take-ones.
- A pop-up message about SelectPass was placed about on the SmartBenefits® log-on webpage which is accessed several times a month by over 3,500 employers.
- A direct e-mail was sent out to the entire customer base of over 4,000 employer SmartBenefits® administrators in both May and September 2016 to inform them of the SelectPass option and how to set it up in SmartBenefits®.

Stakeholder Communication

Local stakeholders helped spread the word about the SelectPass pilot.

- Community Based Organizations were notified through emails and in-person meetings about SelectPass. A presentation was given to the CBO Outreach Committee on April 2, 2016 and the committee played a big part in spreading the word about the SmartTrip Card Registration Workshops and SelectPass.
- Staff gave a presentation to the Jurisdiction Coordinating Committee in March 2016 and the Riders Advisory Council Budget and Finance Committee in April 2016 about SelectPass.
- Amplify members were asked to weigh in on their interest of a pass product like SelectPass and their preferred pass name. Amplify is a community of 3,500 customers who provide on-going feedback to WMATA for immediate decision making.
- Employees were notified about SelectPass through the General Manager's weekly email message, the MetroWeekly employee newsletter and the Metrobus and Metrorail "hot sheets" that are shared with the operation divisions.



Metrorail "hot sheet"

Targeted Marketing & Media

Metro used targeted marketing and media strategies to increase awareness and encourage riders to purchase SelectPass.

TRANSIT SIGNAGE

- 80 “two-sheets”, large ad displays in Metrorail stations, were posted where space was available.
- 450 rail car cards were posted on various Metrorail cars.
- 500 interior bus cards were posted in buses.
- Digital screens in stations displayed ads for SelectPass.

LOCAL PRINT

- A press release was published on August 22, 2016.
- An advertisement in English was placed in the *Washington Express* on October 20, November 4, and November 17, 2016.

TELEVISION & RADIO

- Banner ads were placed on Pandora for eight weeks from October through December, 2016 and the Mobile version of Magic 95.5 which aired the week of October 31, 2016.
- Television advertisements were placed on the Spanish channels of Univision and Telemundo for six weeks.
- Radio advertisements were placed on WKYS (93.9) for three weeks, ESPN/ Redskins TV & radio for nine weeks and on WHUR (96.3) for three weeks.
- SelectPass was mentioned in an episode of MetroFocus, a television show that broadcasts on four public access stations throughout the greater Washington region (MD, DC, VA) and online.

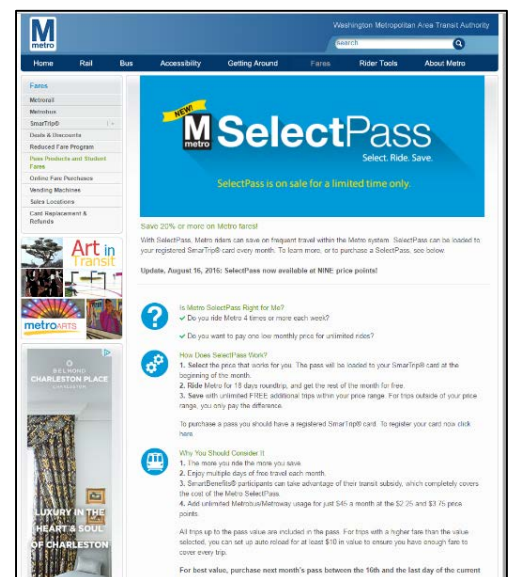
DIGITAL

- The webpage wmata.com/selectpass was created which included a “mini-site” that included a survey feature. Metro’s center image on the homepage also had a rotating ad.
- Social media (Facebook, Twitter) was used to advertise SelectPass.
- Local blog *Greater Greater Washington* wrote articles about SelectPass.
- Metro teamed up with the Goodway Group to use geofencing from October through December, 2016. Geofencing is an opt-in software feature that uses the global positioning system (GPS) or radio frequency identification (RFID) to define geographical boundaries. Geo-fence push notifications are a way for small businesses to send extremely targeted messages to local customers inside a “virtual fence”.

EVENT MARKETING



Rail car card



SelectPass webpage

- Metro staff attended various outreach events throughout the region and distributed 5,000 SelectPass take-ones between May 2016 and today. Some of the events included Oktoberfest, Asian American Business Summit, Taste of Prince George's, Savor Bowie, Taste of Prince George's, Ask me about DC, Tour de Tyson's, and the Montgomery County Seminar.

Public Input Results

Over the course of the SelectPass pilot, staff collected feedback from potential and current SelectPass customers through two main ways – the SelectPass “mini-site” on wmata.com/SelectPass and the monthly experience surveys.

SelectPass “Mini-Site”

The webpage wmata.com/SelectPass was created as a marketing information landing page with two links – one link to purchase a SelectPass, and one link labeled “Not sure if Metro SelectPass is right for you? Click here to find out!”. This second link went directly to a “mini-site” (<http://selectpass.planitmetro.com>) that educated customers about the pass and collects demographic and purchase-intent data.

This simple site was developed as a “wizard” that walked customers through a distinct set of screens before sending the customers to the online store for pass purchase. It was launched with both English and Spanish versions.

Between April and October 2016, the “mini-site” has received 36,000 visits from over 28,000 unique users.

The “mini-site” pages include:

1. Welcome: brief information about the pass.
2. Fare chooser: a customer selects her usual station pair and the page updates to recommend a pass. There were four potential outcomes:
 - a. Match for the \$2.25 pass.
 - b. Match for the \$3.75 pass.
 - c. Not a match but could save with the \$2.25 pass.
 - d. Not a match but could save with the \$3.75 pass.
3. “Pro Tips”: more in-depth information about how the pass works and how to purchase, including a link to the Frequently Asked Questions page.
 - a. Frequently Asked Questions: a sub-page with even more in-depth information about the pass, outside of the “wizard” flow.
4. Survey: A short survey gauging customer interest and demographics, used for preliminary assessment of whether the pass would be of interest to low-income and minority customers.
5. Purchase SelectPass
 - a. Before the pass was available on March 16, 2016, this final page instructed customers to go back to the SmarTrip web page on March 16 to purchase passes.
 - b. On and after March 16, this page was updated to show the steps to purchase a pass (logging in, choosing a SmarTrip card, finding the pass in the web store) followed by a link to the web store itself.

Usual Trip Cost	Rail-Only	Rail+Bus
\$2.25	\$51.00	\$128.00
\$7.50	\$90.00	Not Available
\$2.75	\$56.00	Not Available
\$1.00	\$109.00	Not Available
\$3.25	\$117.00	Not Available
\$5.00	\$126.00	Not Available
\$3.75	\$135.00	\$188.00
\$4.00	\$144.00	Not Available
\$4.25	Not Available	Not Available
\$4.50	Not Available	Not Available
\$4.75	Not Available	Not Available
\$5.00	Not Available	Not Available
\$5.25	Not Available	Not Available

Landing page, SelectPass “mini-site”

After the first month, the site was updated to include a “buy now” on the bottom of every page, allowing a customer to break out of the flow of the “wizard.”

To support the expansion of the available price points, the English version of the mini-site was updated in August 2016. The main page displayed all available price points, and the chooser was updated to recommend which of the price points – including the new ones – was the best fit for the customers. The Spanish version will be updated if SelectPass is approved as a permanent pass.

The table below reflects the survey data collected from the “mini-site”.

SelectPass “Mini-site” Survey Results of October 4, 2016		
	English	Spanish
Survey submissions	1,969	27
Demographics		
	Demographics	Pass Interest
<i>Caucasian</i>	52%	93%
<i>Asian</i>	11%	94%
<i>Black</i>	18%	91%
<i>Pacific Islander</i>	0.3%	100%
<i>Other</i>	10%	92%
<i>Did not respond</i>	9%	93%
<i>Hispanic</i>	10%	92%
<i>Income less than \$30K</i>	14%	91%
Reasons Not Interested		
<i>I don't ride Metro enough</i>		10%
<i>My usual commute fare isn't available</i>		60%
<i>Other</i>		30%

Monthly Experience Surveys

Customers who purchased and did not purchase passes monthly were contacted via email to understand the experience and conditions for using and not using SelectPass. In total, 2,423 experience surveys were completed. The table below shows the number of surveys by pilot month.

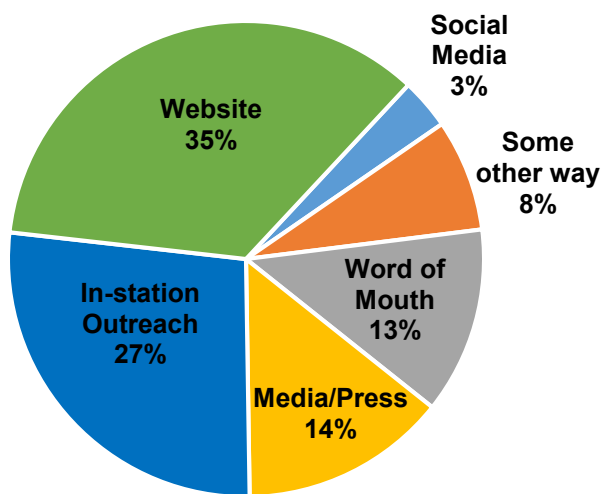
Surveys Completed by Pilot Month	
Month of Pilot	# of Surveys
April	458
May	428
June	395
July	311

August	381
September	450

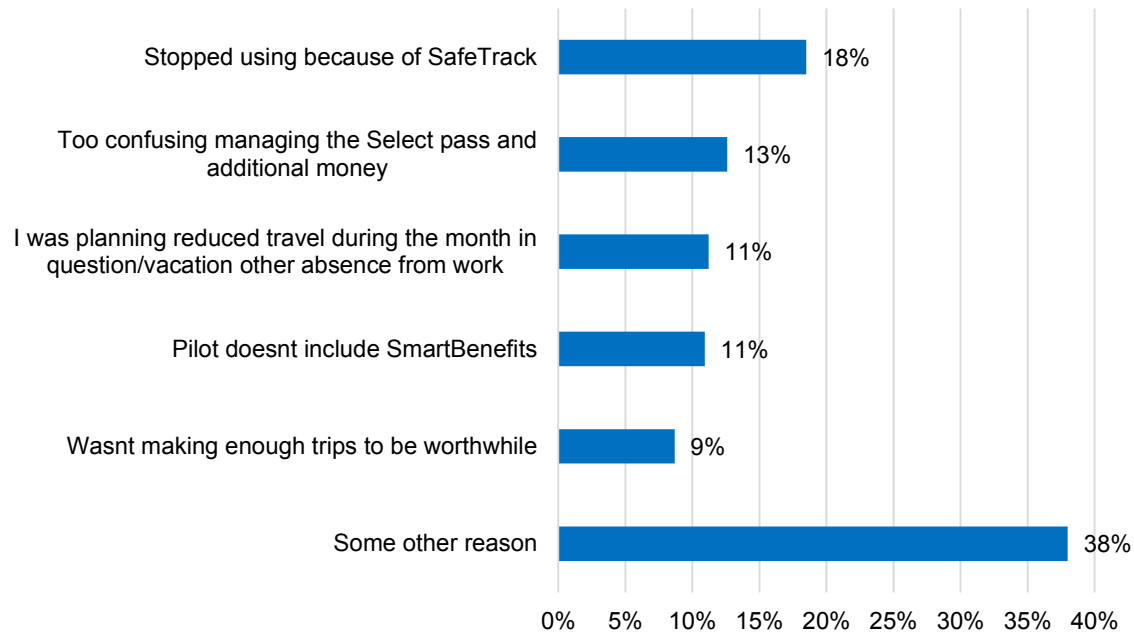
Overall, 2,017 of the surveys were completed by customers who had purchased a SelectPass at some point during the pilot period. The balance were those customers who expressed interest and did not purchase or who had stopped using the pass for one reason or another.

Most learned of the SelectPass through in-station outreach efforts or via WMATA's website. Media coverage and word of mouth were equally important for attracting customers.

How did you hear about SelectPass?



Reasons given for never having purchased a SelectPass varied. The chart below provides a summary of the top 5 reasons. For those who stopped using after starting, most cited they were unsure how the pass was saving them money and opted to stop using.



Participation in the SelectPass pilot was diverse as shown in the demographic charts below. Nearly half (48%) were non-white, 18 percent were low income, and 8 percent were Hispanic.

