

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

☒ Action ☐ Information

MEAD Number:  
202282

Resolution:  
☒ Yes ☐ No

**TITLE:**

September 2021 Promotional Pass Discount Period

**PRESENTATION SUMMARY:**

Staff recommends Board approval to change the start date for the 30-day promotional pricing schedule for Unlimited Combination Passes to on or about September 15, 2021 to allow concurrent marketing and implementation of the promotion across all passes.

**PURPOSE:**

Staff recommends Board approval to change the start date for the promotional pricing schedule for the Unlimited Combination Passes from September 7, 2021 to on or about September 15, 2021.

**DESCRIPTION:**

Resolution 2021-22 authorized a 30-day promotional pricing schedule for Unlimited Combination Passes to begin on September 7, 2021. This action revises the start date of the promotion to on or about September 15, 2021.

There are no interested parties for conflicts purposes.

**Key Highlights:**

- To support regional pandemic recovery and win back riders, in June 2021, the Board authorized a 30-day promotional pass pricing schedule that reduces the cost of Unlimited Combination Passes.
- To allow for operational efficiencies, and simpler customer communications, staff recommends that the start date be changed from September 7, 2021 to on or about September 15, 2021.

**Background and History:**

Metro's pandemic recovery plan seeks to support the region's recovery, earn public trust that bus and rail travel is safe, and effectively communicate changing service and fare plans. The service restoration strategy is to (1) protect employees, (2) protect customers, and (3) stay ahead of demand. With the widespread availability of Covid-19 vaccines and increasing vaccination

rates, Metro is entering the early stages of its recovery phase. This phase includes monitoring conditions and looking for opportunities to adapt service to meet evolving customer needs.

In June 2021, the Board authorized the implementation of service and fare proposals that better meet the needs of existing riders, reflect new travel patterns and lifestyle changes, and attract and reward our customers. The Board's actions included approval of a promotional 30-day Unlimited Combination Passes pricing schedule beginning September 7, 2021 as follows:

- Half price for 1-day unlimited pass, 3-day unlimited pass, 7-day short-trip unlimited pass, and 7-day unlimited pass
- Monthly Unlimited pass shall be based on a multiple of 22 trips, rather than the existing 36 trips.

**Discussion:**

Changing the start date for implementation of the promotional 30-day Unlimited Combination Passes pricing schedule will allow for operational efficiencies, and simple customer communications to our customers.

**FUNDING IMPACT:**

Reductions to revenue are offset by additional federal relief funding utilization in the proposed amended FY2022 Budget. This amendment does not change the estimated impacts of the 30-day promotion period.

**TIMELINE:**

<b>Previous Actions</b>	May 2020 – Covid-19 Recovery Planning Update June 2020 – Covid-19 Pandemic Recovery Plan & Budget update July 2020 – Covid-19 Pandemic Recovery Plan & Budget update September 2020 – Covid-19 Pandemic Recovery Plan & Budget Update April 2021 – FY2022 Budget Adoption June 2021- Authorization of Temporary Fare and Service Changes, Approval of 30-Day Promotional Pass Schedule, and Amendment of FY2022 Operating Budget
<b>Anticipated actions after presentation</b>	Fall 2021 – Implementation of near-term service and fare opportunities FY2022 – Development and consideration of further fare policy changes

**RECOMMENDATION:**

Staff recommends that the start date for the 30-day promotional pricing schedule for Unlimited Combination Passes be changed from September 7, 2021 to on or about September 15, 2021.

**Presented and Adopted: July 15, 2021**

SUBJECT: AMENDMENT OF RESOLUTION 2021-22 TO CHANGE START DATE OF  
30-DAY PROMOTIONAL PASS SCHEDULE

**2021-27**

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

WHEREAS, In Resolution 2021-22, the Board approved a 30-day promotional pricing schedule for the Unlimited Combination Passes to begin September 7, 2021; and

WHEREAS, In order to coincide the start date with other planned fare changes to support clear customer communications and operational efficiencies, staff recommends starting the 30-day promotional Unlimited Combination Passes pricing schedule as shown below;

NOW, THEREFORE, be it

*RESOLVED*, That Resolution 2021-22 is amended by deleting the second *RESOLVED* clause in its entirety and replacing it with the following:

*RESOLVED*, That the Board of Directors approves a promotional pricing schedule for the Monthly Unlimited Combination pass based on a multiple of 22 trips, rather than the existing 36 trips, which shall be sold starting on or about September 15, 2021, and shall be effective for the month of October 2021, and a half-price for 1-day unlimited pass, 3-day unlimited pass, 7-day short-trip pass, and 7-day unlimited pass, which shall be sold starting on or about September 15, 2021, and ending 30 days thereafter, unless the Board takes further action; and be it further

; and be it finally


**Motioned by Mr. Smedberg, seconded by Ms. Babers**

**Ayes: 7- Mr. Smedberg, Ms. Babers, Mr. Slater, Mr. McMillin, Mr. Letourneau, Mr. Drummer and Mr. Rouse**

**Abstain: 1- Mr. Bulger**

*RESOLVED*, That to allow staff to prepare for and begin public outreach activities, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



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Patricia Y. Lee  
Executive Vice President and General Counsel

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