

Mobile Pay

Sample Email Newsletter and Social Media Copy

Sample Email Newsletter Copy:

Download the SmarTrip® app to pay for Metro and other public transit services in the region right from your phone—now available on iOS and Android. Whether you're a new rider or a regular commuter, having SmarTrip on your mobile device is the safer, more convenient way to pay.

With the SmarTrip app you can:

- Add a SmarTrip card to your mobile wallet for a tap-and-go experience on Metro.
- Pay for any rail or bus trip using your mobile device, anywhere SmarTrip is accepted!
- Check your balance, add money, or set up Auto Reload. You'll never have to use a fare vending machine again!
- Manage your account, check SmartBenefits®, or register a card.
- Buy money-saving unlimited transit passes anywhere, any time.
- Pay for parking at any Metro-operated facility.

For more information, visit wmata.com/mobilepay.

Sample Social Media Copy:

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Learn more at wmata.com/mobilepay
#wmata #DoingOurPart