



Washington Metropolitan Area Transit Authority

New Electronic Payments Program

Interagency Advisory Board
March 26, 2014



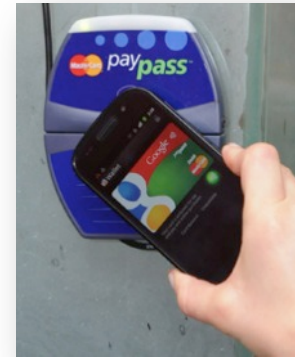
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NEW ELECTRONIC PAYMENTS PROGRAM



Enhance customer experience

- Simplify the user interface
- More payment options
- Easy for commuters and tourists



Improve fare system reliability

- New hardware and software



Reduce the cost of processing transactions

- Adopt an open architecture retail sales model
- Leverage standards and technologies introduced in wireless and payment cards



Program Scope Defined:

- New central data system; hardware and software
- New gates, ticket vending machines
- New contactless smart card readers on bus and parking
- Updated website and customer interfaces



New Look and Feel



Faregates



On-board Bus Payment Targets



Fare Vending Devices



Fare Payment Options

Cash

- Accepted at fareboxes and vending devices



SmarTrip – the next generation

- Available vending devices and 800+ retail sales locations



Prepaid Card – transaction fee free for transit

- Visa/MasterCard/American Express/Discover branded



Federal CAC/PIV Identity Cards

- Linked to SmartBenefits



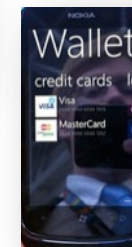
Contactless Bank Cards

- PayPass PayWave ExpressPay etc.



NFC Devices

- Integrated payments



Award to Accenture

- Award value
 - \$184.1 Million
 - Pilot, Design, Build, Install
- Award date
 - January 8, 2014
- Notice-to-proceed
 - Effective February 3, 2014
 - Pilot Phase



Objectives

- Validate hardware and software performance
- Achieving success to proceed with program
- Building block for base deployment
- Reduces project risk



Pilot Test

- 10 mezzanines, 50 buses, 2 parking facilities, 2,000+ riders
- WMATA pays nothing until success criteria is achieved
- Streamlined dispute resolution process

Success Criteria

- Reliability and accuracy requirements
- Data, revenue, ridership, fare policy

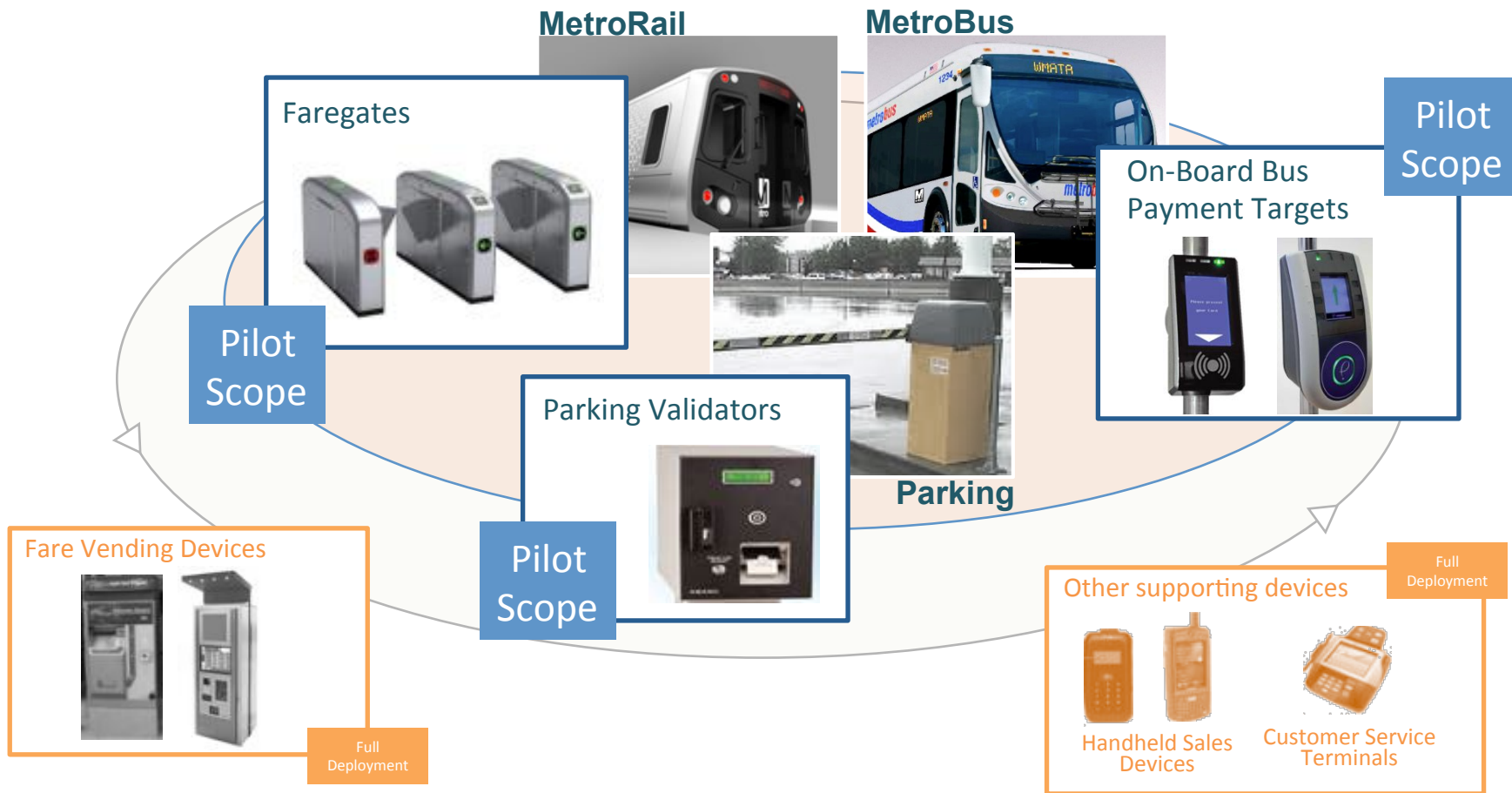


Metrorail Pilot Stations

MEZZANINE NAME	
PRIMARY	★
Suitland	
Union Station South	
Pentagon City	
Farragut West	
Shady Grove	
Eisenhower Avenue	
Ballston	
Gallery Place East	
Navy Yard East	
Pentagon	
ALTERNATE	◻
Medical Center	
Columbia Heights	
DuPont Circle North	
Bethesda	












Pilot & Full Deployment





Broad Project Phases

Phase	Pilot	Revenue Service	Rollout to Regional Partners
Customer Segment	Friends and Family	Self Select – focus on Adoption	Late Adopters
Device Installation	 50 Branded Buses	 All buses – NEPP & legacy fareboxes	 Regional buses – NEPP & legacy fareboxes
	 10 Gates	 100% of Gates at all Metrorail locations	
	 1 Payment Lane Processor at 2 stations	 100% of Payment Lane Processors installed	
Retail	 WMATA to provide participants with WMATA Smart Media	 Retailers to start selling WMATA Smart Media	 Expanded Rollout



Thank You

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