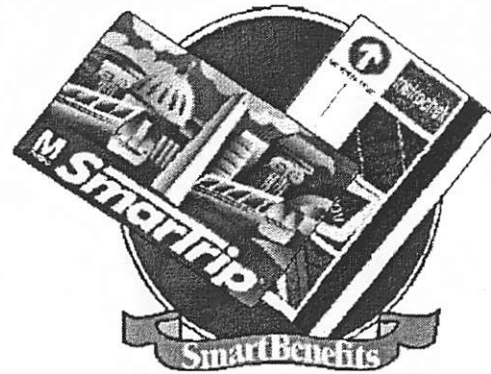


Metrochek Fare Media



TREN URBANO PRESENTATION

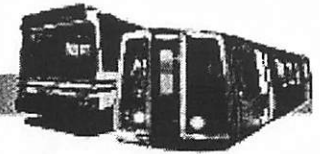
Washington Metropolitan Area Transit Authority
Department of Communications
March 28, 2002



Metro's Environment

- **Transit Friendly**

- **Highly favorable public perception**
- **40% of all core trips on transit**
- **18% of all peak trips on transit**
- **615,000 daily rail trips**
- **508,000 daily bus trips**
- **Viewed as industry leader** *E, T*

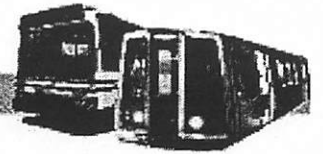


Fare Media Types

- **Metrorail: Magnetically encoded, stored value farecards** ✓ H d
- **Metrobus: Electronic fareboxes for cash, coupons, tokens and tickets** ✓ q,
- **Parking Lots: Cash only to attendant** ✓

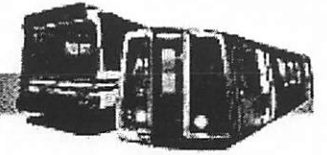
① → d ✓

Handwritten scribbles and marks, possibly initials or a signature.



Business Strategy

- **Promote inter-modality**
- **Maximize customer convenience**
- **Increase passenger throughput**
- **Simplify regional fare structure**
- **Reduce administrative burden**
- **Introduce universal payment system**

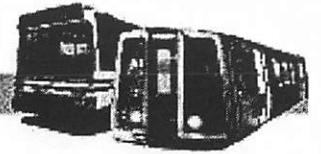


Why Smart Cards?

- **Single medium for multiple fares**
- **Works across modes and operators**
- **Insurable**
- **More robust than paper**
- **Faster throughput**
- **May reduce costs**
- **Political sex appeal**

Handwritten note: \$5 card

Handwritten note: local dia...



The SmarTrip Solution

- Launched May 1999 on Metrorail
- Contactless technology
- Permanent plastic cards
- High \$\$ storage capacity
- Infinite "purses"
- Provides management information

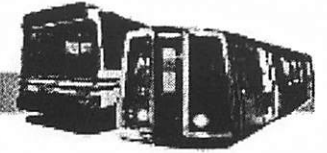
✓ - a - 1 -

*\$180 has much
↳ 198 bonus*

as part

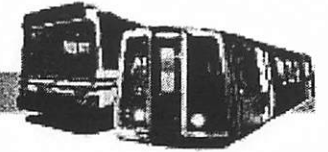
*Cards
info*

*9970
info*



SmarTrip Features

- **Metrorail cash value (5/99)**
- **Universal faregate targets (3/00)**
- **Express parking lanes (7/00)**
- **Electronic transit benefits (9/00)**



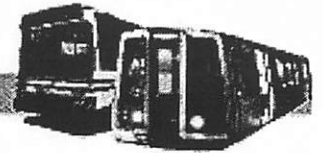
Customer Reaction

- Sales steady @ 1,500 ^{cards} each week
- They love:
 - Convenience
 - Durability
 - Speed
 - Cashless
 - Higher stored value

① 2
② ✓
chip / 5
2 inches 2 ✓
1/2 target.

_____ e r) \$ 10 akna es \$5.00

(Cubic)



Coming Next

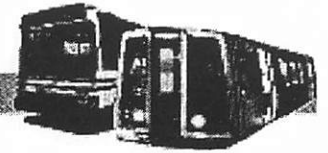
① 6-03-01
②

- **Non-transit applications (testing)**
- **Metrobus (late 2002)**
- **Internet account access (testing)**
- **Regionwide expansion (more)**
- **Regional Customer Service Center**

↓ ↘ los que lo usen, si se unen otros agencias.

hagan
① la contabilidad
② by facebook
data available by TKP
información

Te 16 y 2 7 1 0 8
M, N, S, / 9 11 -



The Vision

- **A universal payment system**
- **Good for transit, tolls & parking**
- **Regional acceptance**
- **Expanded to**
 - **Retail**
 - **Public benefits**
 - **Personal identification**