

2021 Northern Virginia Regional Fare Collection Strategic Plan

Presentation to the Northern Virginia
Transportation Commission

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Strategic Plan

- Establishes **goals and objectives for NVTC's support** of regional partners in maintaining and modernizing fare payment and collection technology
- Provides a **shared vision with local flexibility** for regional fare collection in the region
- Considerable **changes in the region** since original plan adopted in 2018—update needed to align with new and emerging transit agency needs

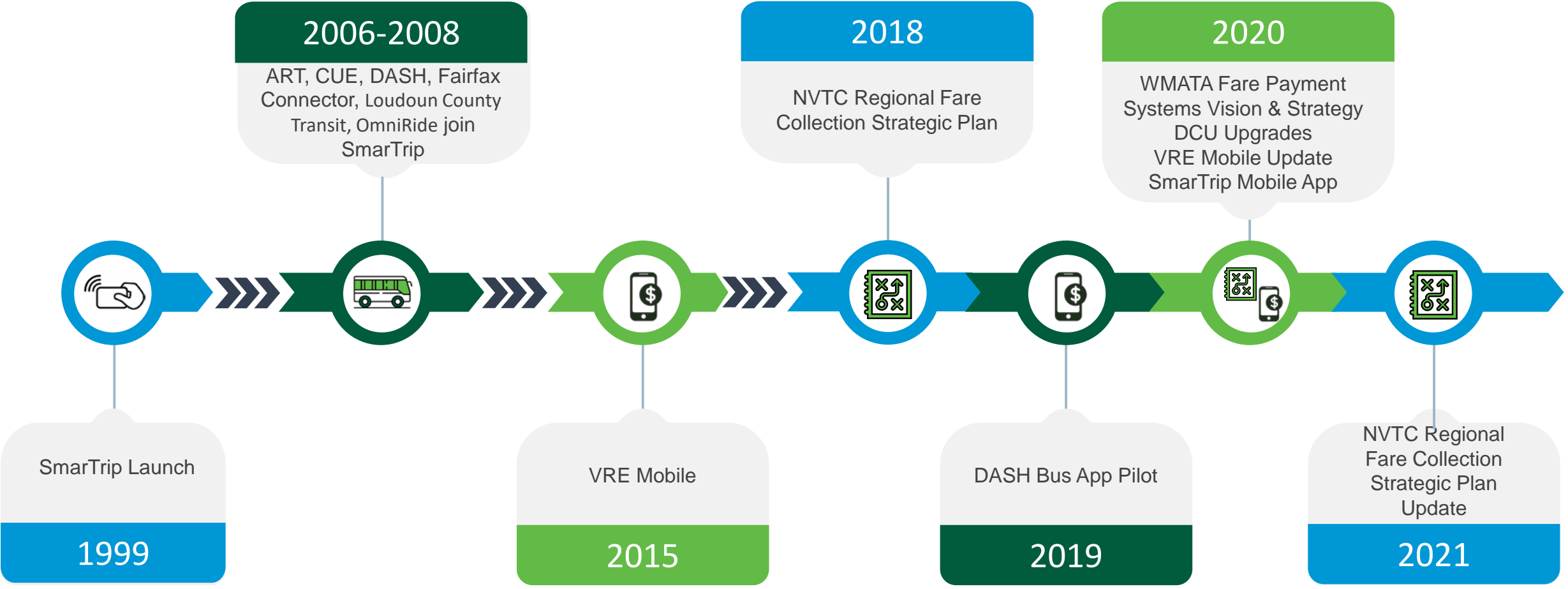


Regional Fare Collection Vision Statement:

Northern Virginia transit systems envision an enhanced regionally-integrated fare collection system with local flexibility to meet evolving customer expectations.

1. Strategic Plan Overview
2. NVTC Support Actions
3. Regional Progress, Challenges, & Opportunities
4. Next Steps

Regional Fare Collection History



Plan Overview

☑ **Key Takeaway: Continued levels of NVTC support are needed to coordinate the enhancement of regional fare collection systems**

NVTC Support Actions

Identify NVTC's role in implementing of fare collection initiatives as aligned with other regional initiatives

Immediate
Through
CY 2021

Near-term
Through
CY 2022

Long-term
Beyond
CY 2022

Cross-Cutting Needs

- Increase ease of use and improve customer experience
- Keep pace with technology and customer expectations
- Expand fare payment options equitably

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NVTC Support Actions

The **2021 Northern Virginia Regional Fare Collection Strategic Plan** establishes the following actions for NVTC's support:

Immediate Through CY 2021	A.	Continue Farebox State of Good Repair
	B.	Support Immediate Mobile Payment Needs
	C.	Facilitate Information Exchange on Installation of Bus Operator Safety Barriers
Near-term Through CY 2022	D.	Coordinate and Support New Farebox Procurement and Implementation (Including Rear-Door Payment and All-Door Boarding)
	E.	Coordinate and Support Procurement of Off-Board Fare Collection System
	F.	Coordinate and Support Fare Capping Implementation Analysis
	G.	Monitor Mobile Payment Trends
	H.	Coordinate, Support and Market New Fare Products and Programs
Long-term Beyond CY 2022	I.	Coordinate and Support Expansion of Retail Network
	J.	Coordinate and Support Planning for Contactless Open Payments
	K.	Coordinate and Support Upgrades to WMATA's Back Office System
	L.	Coordinate and Support Integration of VRE with SmarTrip
	M.	Coordinate and Support SmarTrip App Enhancements

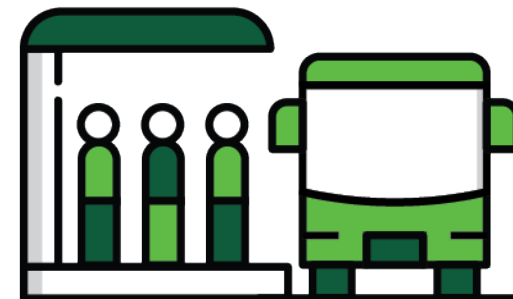
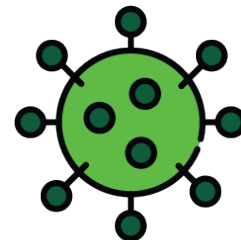
Challenges and Opportunities Ahead

Covid-19 public health emergency challenges

- Paused fare collection
- Reduced fare revenue
- On-board customer interactions
- Shared payment equipment

New opportunities through fare payment improvements

- Growing demand for mobile and contactless payments
- Modernization of back office software
- Multimodal trip planning and payment
- Touchless technologies



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Accomplishments Since 2018 Strategic Plan

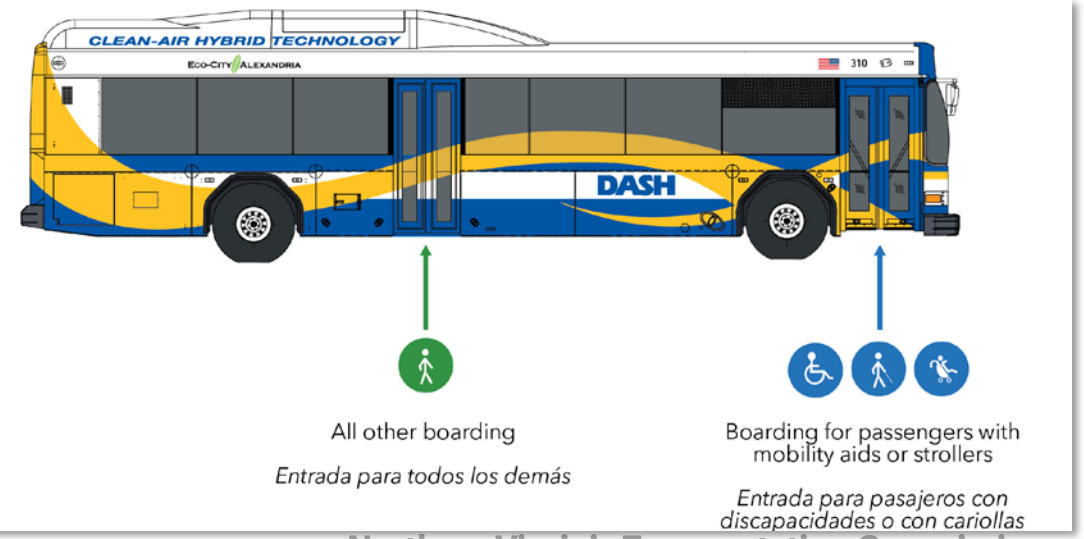
- ✓ Maintenance and rehab of aging fareboxes
- ✓ WMATA Fare Payment Vision and Strategy
- ✓ DASH Bus App pilot and VRE Mobile upgrade
- ✓ SmarTrip App and mobile wallet
- ✓ Accelerated innovation to address the Covid-19 public health Emergency– rear-door payment validation, SmarTrip App



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Next Steps

Commission action

- January 2021 NVTC approval of the 2021 Regional Fare Collection Strategic Plan

Assessment

- Measure progress and report to partners and Commission on a regular basis
- Implement plan while maintaining flexibility to adapt to changes in policy, technology and funding



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