2021 Northern Virginia Regional Fare Collection Strategic Plan

Presentation to the Northern Virginia Transportation Commission

December 3, 2020
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

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 History

1999
SmarTrip Launch

2006-2008
ART, CUE, DASH, Fairfax Connector, Loudoun County Transit, OmniRide join SmarTrip

2015
VRE Mobile

2018
NVTC Regional Fare Collection Strategic Plan

2019
DASH Bus App Pilot

2020
WMATA Fare Payment Systems Vision & Strategy
DCU Upgrades
VRE Mobile Update
SmarTrip Mobile App

2021
NVTC Regional Fare Collection Strategic Plan Update
**Key Takeaway:** Continued levels of NVTC support are needed to coordinate the enhancement of regional fare collection systems

### NVTC Support Actions

<table>
<thead>
<tr>
<th>Immediate Through CY 2021</th>
<th>Near-term Through CY 2022</th>
<th>Long-term Beyond CY 2022</th>
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### 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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2. NVTC Support Actions
3. Regional Progress, Challenges, & Opportunities
4. Next Steps
**NVTC Support Actions**

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

<table>
<thead>
<tr>
<th>Immediate Through CY 2021</th>
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<tbody>
<tr>
<td>A.</td>
<td>Continue Farebox State of Good Repair</td>
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<td>B.</td>
<td>Support Immediate Mobile Payment Needs</td>
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<td>C.</td>
<td>Facilitate Information Exchange on Installation of Bus Operator Safety Barriers</td>
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<th>Near-term Through CY 2022</th>
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<td>D.</td>
<td>Coordinate and Support New Farebox Procurement and Implementation (Including Rear-Door Payment and All-Door Boarding)</td>
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<td>E.</td>
<td>Coordinate and Support Procurement of Off-Board Fare Collection System</td>
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<td>F.</td>
<td>Coordinate and Support Fare Capping Implementation Analysis</td>
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<td>G.</td>
<td>Monitor Mobile Payment Trends</td>
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<td>H.</td>
<td>Coordinate, Support and Market New Fare Products and Programs</td>
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<td>I.</td>
<td>Coordinate and Support Expansion of Retail Network</td>
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<td>J.</td>
<td>Coordinate and Support Planning for Contactless Open Payments</td>
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<td>K.</td>
<td>Coordinate and Support Upgrades to WMATA’s Back Office System</td>
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<td>L.</td>
<td>Coordinate and Support Integration of VRE with SmarTrip</td>
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<td>M.</td>
<td>Coordinate and Support SmarTrip App Enhancements</td>
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Timelines will be regularly revisited and refined by NVTC as projects are implemented and evaluated to align with funding availability and updates to policy priorities.
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
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
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