



EZ-Pay

Washington Metropolitan Area Transportation Authority

&

MJM Innovations

Presented by:

Omari June, WMATA

Dominique Bonhomme, MJM Innovations





Agenda

- **Partners**
- **EZ-Pay Project Goals**
- **EZ-Pay Operational System Design**
- **EZ-Pay Project Pilot Phases**
- **Introduction to EZ-Pay System**
 - **SmartBenefits Integration, MV Integration, EZ-Pay Portal, IVR**
- **EZ-Pay Project Successes**
- **2010 Goals**
- **EZ-Pay Benefits**
- **Contact Information**
- **Questions and Answers**





Partnerships

- **Washington Metropolitan Area Transportation Authority**
- **MJM Innovations**
- **MV Transportation**



EZ-Pay Project Goals

Pilot FY 2009

- **Eliminate the cash and tokens in the vehicle**
- **Streamline the fare collection process**
- **Create “green” system - cashless, token less and card less**
- **Integrate with existing SmarTrip Card/SmartBenefits program.**
- **Integrate with a system using existing hardware in all equipped vehicles and routing/dispatch software.**
- **Develop software to be used to monitor, purchase, and pay participant trip.**
- **Develop a secure web interface to be used by the provider, WMATA, MetroAccess, participants to manage accounts**

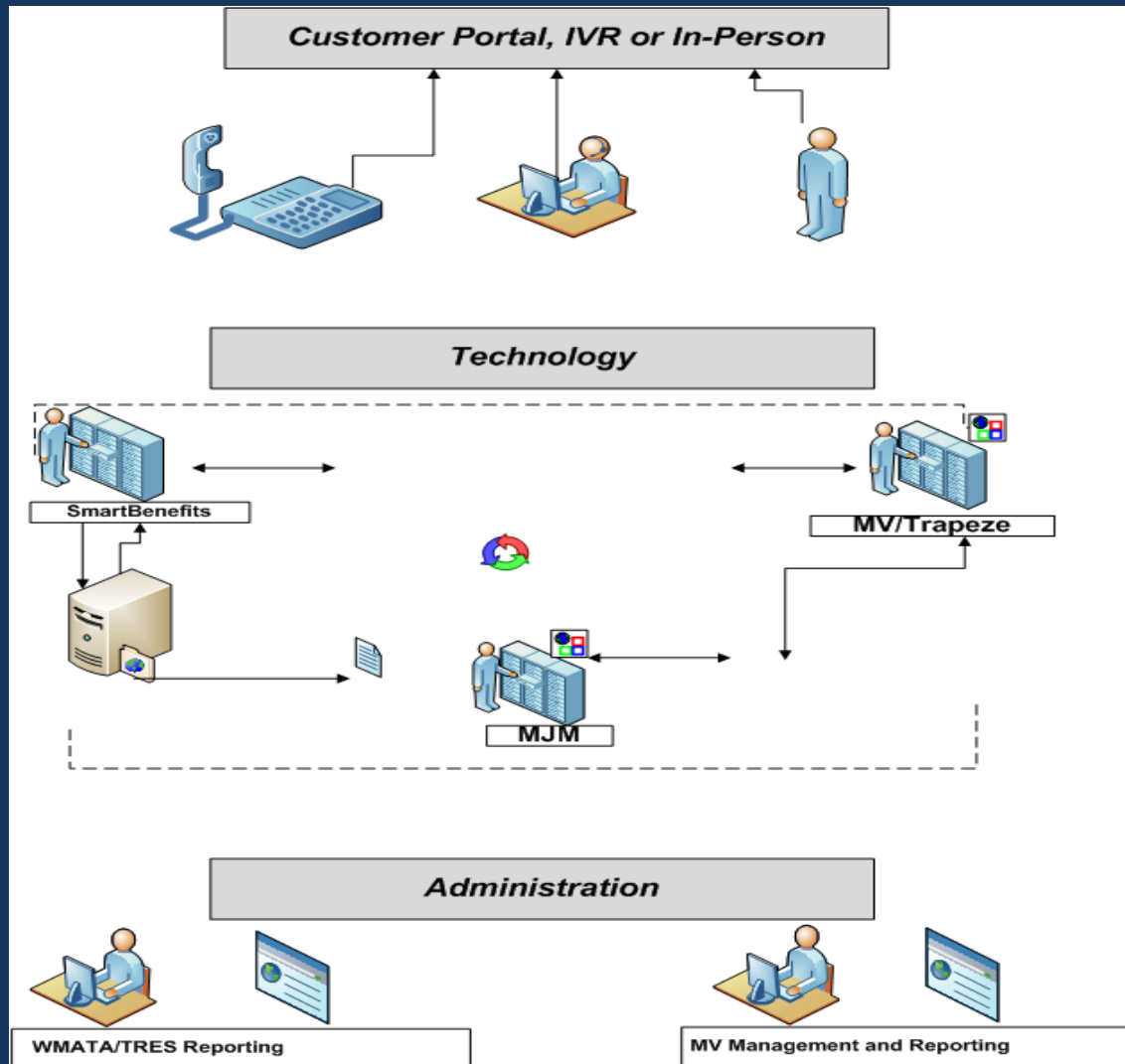


MJM Cardless Option

- **A virtual transit account**
- **Self managed by participant using Web and IVR**
- **Reduces agency and provider involvement**
- **Trip booking and confirmation adjust the account balance**
- **Ties into routing and scheduling software**



System Design





EZ-Pay Project Phases

Phase I (a)

Integration with SmartBenefits program

Phase I (b)

Integration with provider for bulk loading of value

Phase I (c)

Implementing e-commerce and IVR capabilities



SmartBenefits Integration

Phase I (a)

- Program allows DC area employers to assign the dollar value of employees' monthly commuting benefit directly to the employees' electronic transit account
- Process a monthly file containing value for SmartBenefits participants
- Apply SmartBenefits value to EZ-Pay participant accounts
- Provide a confirmation of funds applied as well as funds not applied
- Customer can review on EZ-Pay portal



MV Integration

Phase I (b)

Data exchange protocol designed to exchange participant and transaction data within existing system.

Exchange data for the following events:

- **Add/update Participant information**
- **Add purchase, credit transactions**
- **Request participant balances**
- **Request a list of transactions for a time period**





EZ-Pay Member's Portal

Phase I (a) and (c)

Developed Web portal to allow participants to:

- **Check their account balances**
- **View transactions**
- **Apply funds to their account**
- **View their balance**
- **Review transactions**
- **Accepts: Visa, MC, Discover, Amex**



EZ-Pay Members Portal

M metro Home Rail Bus Accessibility Getting Around Fares Rider Tools About Metro

MetroAccess
SmartBenefits®
Questions about the Site?

My MetroAccess EZ-Pay Account for Minnie Mouse

* indicates required field
 *Start: 11/23/2008 *End: 12/23/2008 Go
 Display all transactions

****This balance reflects trips booked but not yet taken.**

8 total records. Viewing page 1 of 1

Transaction Date	Trip Date	Booking ID	Description	Amount	**Balance
Dec 23 2008 10:58AM			Add Value: VALUE ADDED VIA WEB	\$10.00	\$215.00
Dec 16 2008 1:24PM			Adjustment: VOID: test	-\$10.00	\$205.00
Dec 16 2008 1:21PM			Add Value: Visa test	\$10.00	\$215.00
Dec 16 2008 11:05AM			Add Value: Visa test	\$10.00	\$205.00
Dec 12 2008 1:20PM			Add Value: SmartBenefit Monthly Funding 2008-12	\$25.00	\$195.00
Dec 12 2008 10:17AM			Add Value: VALUE ADDED VIA WEB	\$25.00	\$170.00
Dec 11 2008 8:00PM			Add Value: VALUE ADDED VIA WEB	\$120.00	\$145.00
Dec 10 2008 5:21PM			Add Value: SmartBenefit Monthly Funding 2008-12	\$25.00	\$25.00

Back

Home | Privacy Policy | Calendar | Lost & Found | Contact Us
 Community Outreach | Business with Metro | Careers | Store



EZ-Pay Admin Portal

Phase I (a) and (c)

- **View participant information, manage transactions, and view reports**
- **Generate reports to assist with their monthly billings**
- **Exchange data between existing system (Trapeze) and MJM system**
- **Metro and MV administrative staff:**
 - **Apply purchase/credit transactions (Visa, MC, Discover, Amex, Cash)**
 - **Virtual Terminal**
 - **Purchase and reconciliation reporting**
 - **Batch Pre/Post Settle Report**
 - **Detail Report**
 - **Pre-Paid Balance (Low) Report**
 - **Cash Report**



EZ-Pay IVR

Phase I (c)

- **An IVR (Interactive Voice Recognition) system was made available**
- **Accommodates automated processes for customers and their prepaid faring accounts**
- **Clients access the IVR system through an option from the existing MetroAccess phone number and Automated Attendant**
- **MetroAccess clients have the capability to check balances**





EZ-Pay Project Milestones

PROJECT FROM INITIATION TO CLOSURE = 6 months

- ✓ **Phase I (a) SmartBenefits program:**
 - ✓ **Implemented late 2008**
 - ✓ **437 participants using the Smart Benefits process**
 - ✓ **A total value of over \$100,000 has been added to accounts**

- ✓ **Phase I (b), Loading value for free trips:**
 - ✓ **Implemented May 1, 2009**
 - ✓ **Bulk loads have been added from the postcards two times since the release**

- ✓ **Phase I (c), included incorporating eCommerce and IVR capabilities:**
 - ✓ **Implemented early 2009**
 - ✓ **10,000 MetroAccess participants utilize the EZ-Pay system (approx 55%)**
 - ✓ **IVR has taken 15,666 calls regarding balance inquiries and adding value**



EZ-Pay Project Successes

- ✓ **6 months from Initiation to Closure**
- ✓ **Completely eliminated the use of postcards**
Savings = \$200,000 plus maintenance
- ✓ **Freed up MV and WMATA staff to focus on other projects**
- ✓ **Total ROI achieved in FY 2009**



2010 Project Goals

Phase II

- **Expand program by 10%**
- **Integrate with in-store POS devices to offer more convenient payment solutions**
- **Eliminate the use of tokens and other forms of fare payment**





EZ-Pay Benefits



- **Electronically capture transaction and trip information**
- **Reduce vouchers, tokens, and cash from program – Offers a “Green” solution**
- **Lower trip and administrative costs**
- **Minimize opportunities for program abuse**
- **Securely manage program information online**



Contact Information

Omari June

Director, Acting

Office of MetroAccess Service

Washington Metropolitan Area Transit Authority

ojune@wmata.com

Dominique Bonhomme

Business Development Manager

MJM Innovations

dbonhomme@mjminnovations.com



EZ-Pay

Question & Answer Session

