

TRANSITECH

No Need for Cash or Tokens:

**Electronic Prepayment Option for
Paratransit with MetroAccess EZ-Pay**

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MetroAccess is:

Washington Metropolitan Area Transit Authority's
Shared-Ride, Door-to-Door Paratransit Service

- ~13,000 Active Customers
- 8 Jurisdictions in DC, MD and VA
- 7,500 – 8,000 Trips/Day
- ~600 Dedicated Vehicles
- 7 Operating Divisions



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Partnerships:

- **MetroAccess**
 - Project sponsor
- **MV Transportation**
 - Contracted Brokerage and Operations Provider
 - Responsible for MetroAccess IT Systems
- **MJM Innovations**
 - Software Development
 - Specialists in Automated Fare Management & Technology Solutions for Transportation Programs
- **Trapeze Software**
 - Industry-Recognized Leader in Automated Scheduling Systems



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EZ-Pay is:

- Cash- LESS
- Media- LESS
- Prepaid Electronic Faring System
- Allows paratransit customers to use a credit or debit card to add value to their account
- Integrated with Metro's SmartBenefits employer fare program
- No additional vehicle hardware



INTRODUCING

EZ-PAY

The advertisement features three images: a woman in a wheelchair, a woman with a cane standing next to a Metro Access employee in a blue uniform, and a Metro Access van with its wheelchair lift extended, loading a wheelchair.

It's the better way to pay.



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Milestones/Statistics:

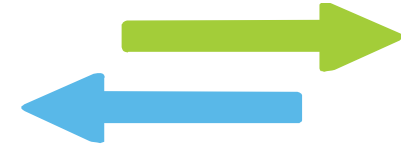
- **Phase 1: SmartBenefits**
 - Pilot - November 2008
 - Implemented – February 2009
 - ~450 Participants
- **Phase 2: Bulk-Loading**
 - Implemented – May 2009
 - Average ~6,500 Participants per month
- **Phase 3: E-Commerce**
 - Implemented – May 2009
 - Average ~650 Participants per Month



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Core Processes:

Data Exchange Application:



- Real-Time Customer & Trip-Related Transactions
 - Add/update Customer information
 - Add purchase, credit transactions
 - Request participant balances
 - Request a list of transactions for a time period
- Periodic Bulk-Loading of Value
 - Add Credits Based on User-Defined Criteria

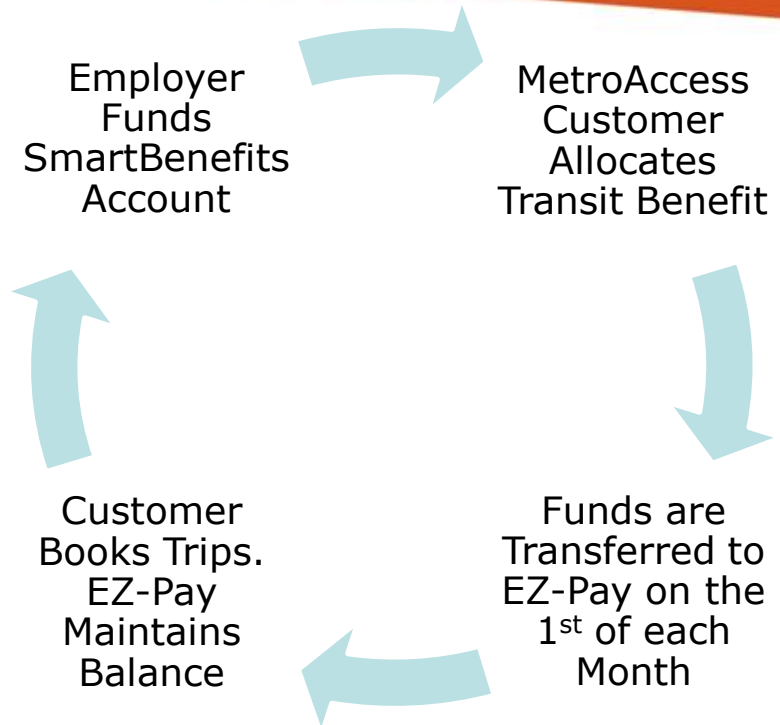


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Phase 1:

SmartBenefits – Transition to Electronic Format

- Develop Web Service for MetroAccess Customer Validation
- Leverage Existing Metro's "Van Pool" Infrastructure for Monthly Payments

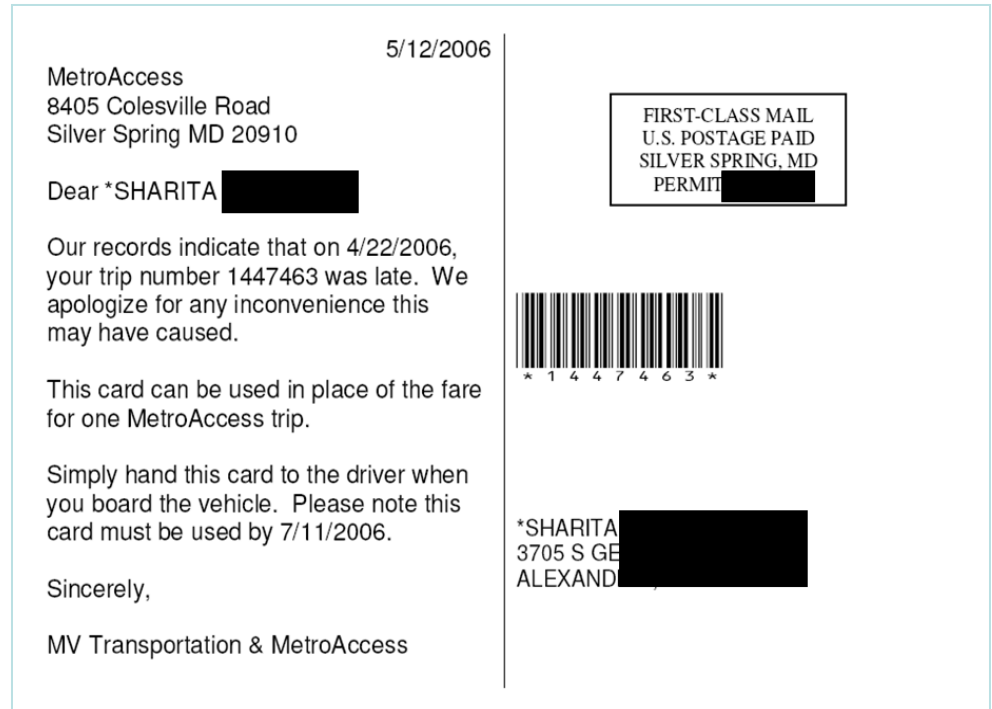


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Phase 2:

Late-Trip Post Cards

- Replace with Monthly Electronic Credit
- Materials & Postage
- Processing & Trip Edit Procedures
- Customer Complaints



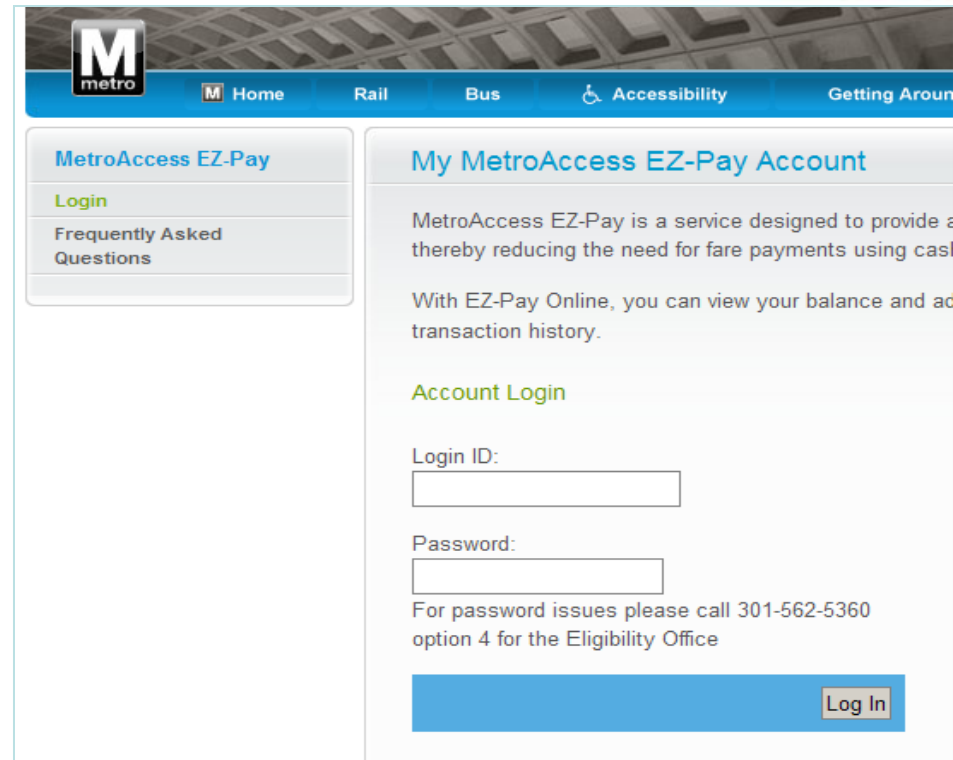
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Phase 3:

Members Web Portal and IVR

Participants can:

- Check their account balance
- View transactions
- Apply funds to their account
- Accepts: Visa, MC, Discover, Amex
- Connect Directly from MetroAccess Main Phone Number



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Phase 3 (cont'd):

Admin Web Portal

- View participant information, manage transactions, and view reports.
- 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



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Other Considerations:

- Staff Training (Reservations, Dispatch, Customer Service and Operators)
- Marketing and Customer Education
- Web Modifications
 - Trip Booking/Confirmation Screens
- IVR Modifications
 - Arrive & Reminder Calls



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2010 Goals:

- Continue with increase in adoption - 20% increase in number of transactions processed during 4Q 2009
- Point-Of-Sale Device Integration at Metro Sales Offices and Commuter Stores



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