Strategies to Increase Smartcard Penetration in Baltimore Region

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Key Presentation Takeaways

➢ **Targeted initiatives can increase smart card penetration by over 25 percentage points in 10 months**

➢ **Customer benefits include**
  – Decreased boarding times
  – Easy entry and exit through Metro gates
  – Smart card balance protection

➢ **Agency benefits include**
  – Cost reduction in printing and delivering magnetics
  – Reduced wear and tear on older farebox units

Presentation Agenda

Introduction

Short-term strategies
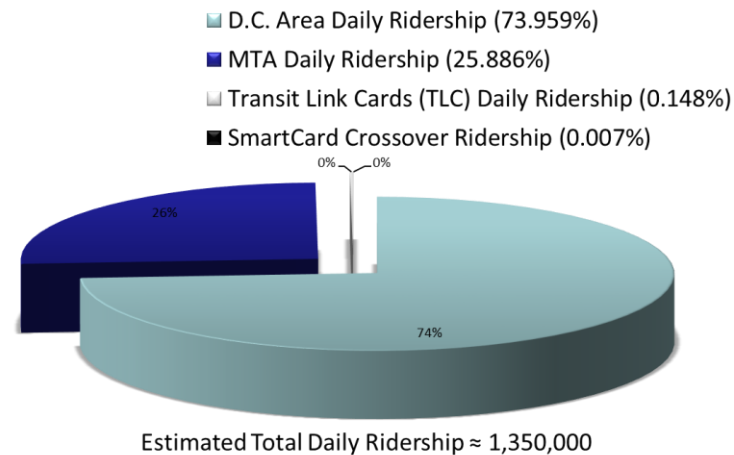
Long-term strategies

Achievements

Future plans

Q&A

Introduction

Baltimore Fare Collection Landscape in 2015

- Baltimore System relied on fare system reliant on paper fare collection methods or tokens for over 97% of the rides

Tokens **Flash Passes** **Magnetic Strip Tickets**

- Baltimore region lagged behind DC Metro Area with smart card usage and there is very little crossover in ridership between regions.

- D.C. Area Daily Ridership (73.959%)
- MTA Daily Ridership (25.886%)
- Transit Link Cards (TLC) Daily Ridership (0.148%)
- SmartCard Crossover Ridership (0.007%)

0% — 0%

26%

74%

Estimated Total Daily Ridership ≈ 1,350,000

Short-Term Strategies
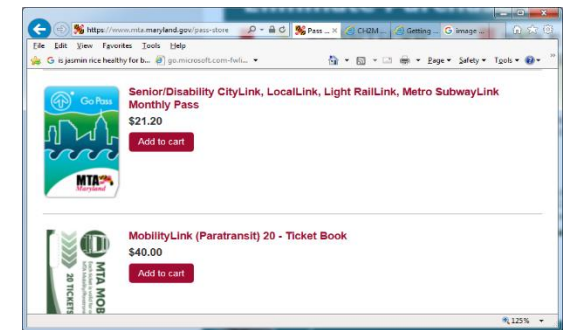# Eliminate Purchase of Paper Fare media

TVM

Transit Store Window Sales

Online Ticket Sales

Long-Term Strategies
to Reduce Paper Magnetics to 10% Usage

Remove Paper Tickets

Deploy More CPOS

Add Standalone POS

Increase CharmCard Availability

Eliminate MARC and CCT Passes

Long-Term Strategies
to Reduce Paper Magnetics to 10% Usage

Issue student passes on smart cards

Add surcharges to paper magnetics

Eliminate paper magnetics on TVMs

Make CharmCards available on buses

Remove paper fare media from buses

Achievements

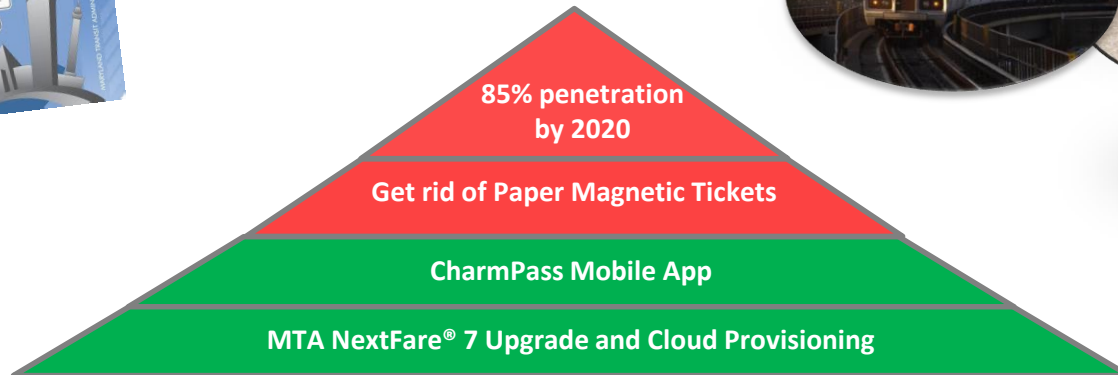CharmCard penetration increased from 2.5% to ~28%.

- Deployed 27 CPOS devices in high transit dependent areas
- Eliminated fullfare day, weekly and monthly paper magnetics from one Metro station, MTA transit store TVMs, and online sales via the MTA pass store
- Eliminated transit store window sales on all fullfare paper magnetics fare media
- Issued student passes on smart cards to the Baltimore City Public Schools(BCPS)

Future Plans

Use what you have…

To ride any mode in Baltimore…

85% penetration by 2020

Get rid of Paper Magnetic Tickets

CharmPass Mobile App

MTA NextFare® 7 Upgrade and Cloud Provisioning

Q&A Session