



# Charlie's First 30 Days

**Initial overview of CharlieCard  
usage during January 2007**

**Presented to MBTA Board of  
Directors on February 8, 2007**



# **January 1, 2007: New Year, New Changes**

**New Fares**

**New Fare Structure**

**New Pass Products**

**New Payment Methods**

**New Purchase Options**

**New Technology**

**New Terminology**



# New Routines & Behaviors



Prepay for multiple trips vs. single ride tokens or cash onboard

Fare and pass purchases dependent upon frequency of use-- requires customer planning

Independent, self service fare and pass purchasing

Online and external retail options

Credit/ debit card acceptance

Changes in boarding procedures



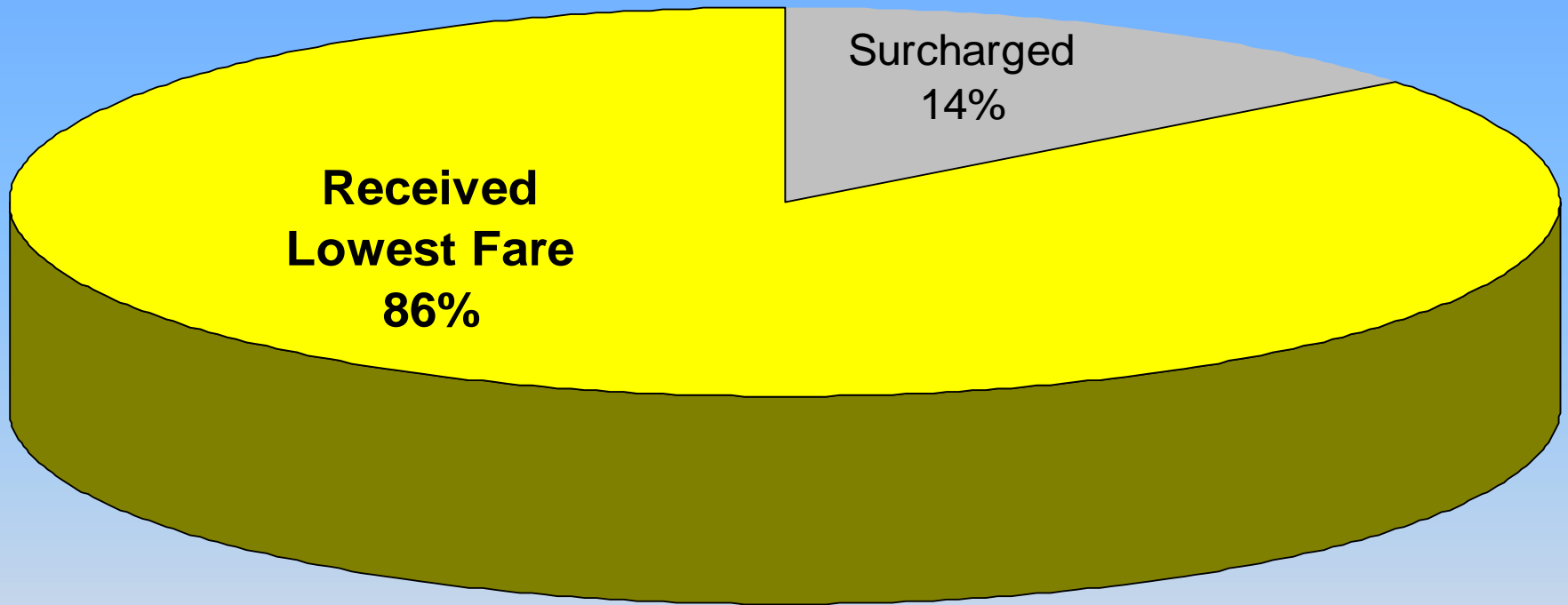


## January 2007: Initial Data

- Over 575,000 unique CharlieCards in circulation
  - ChicagoCard: Although introduced 4 years ago, as of December 2006, 372,000 in circulation<sup>1</sup>
- Average value added to CharlieCard: \$5.95
- 200,000+ monthly LinkPass and Local Bus passes are loaded on CharlieCards
- Over 13 million “taps”
- For first time, credit/debit card transactions are significant portion of revenue- trending over 40%

<sup>1</sup>Utsunoymiya, M., Attanucci, J., Wilson, N. Massachusetts Institute of Technology. *Potential Uses of Transit Smart Card Registration and Transaction Data to Improve Transit Planning*. Transportation Research Record 1971 Dec 2006

# All Boardings January 2007



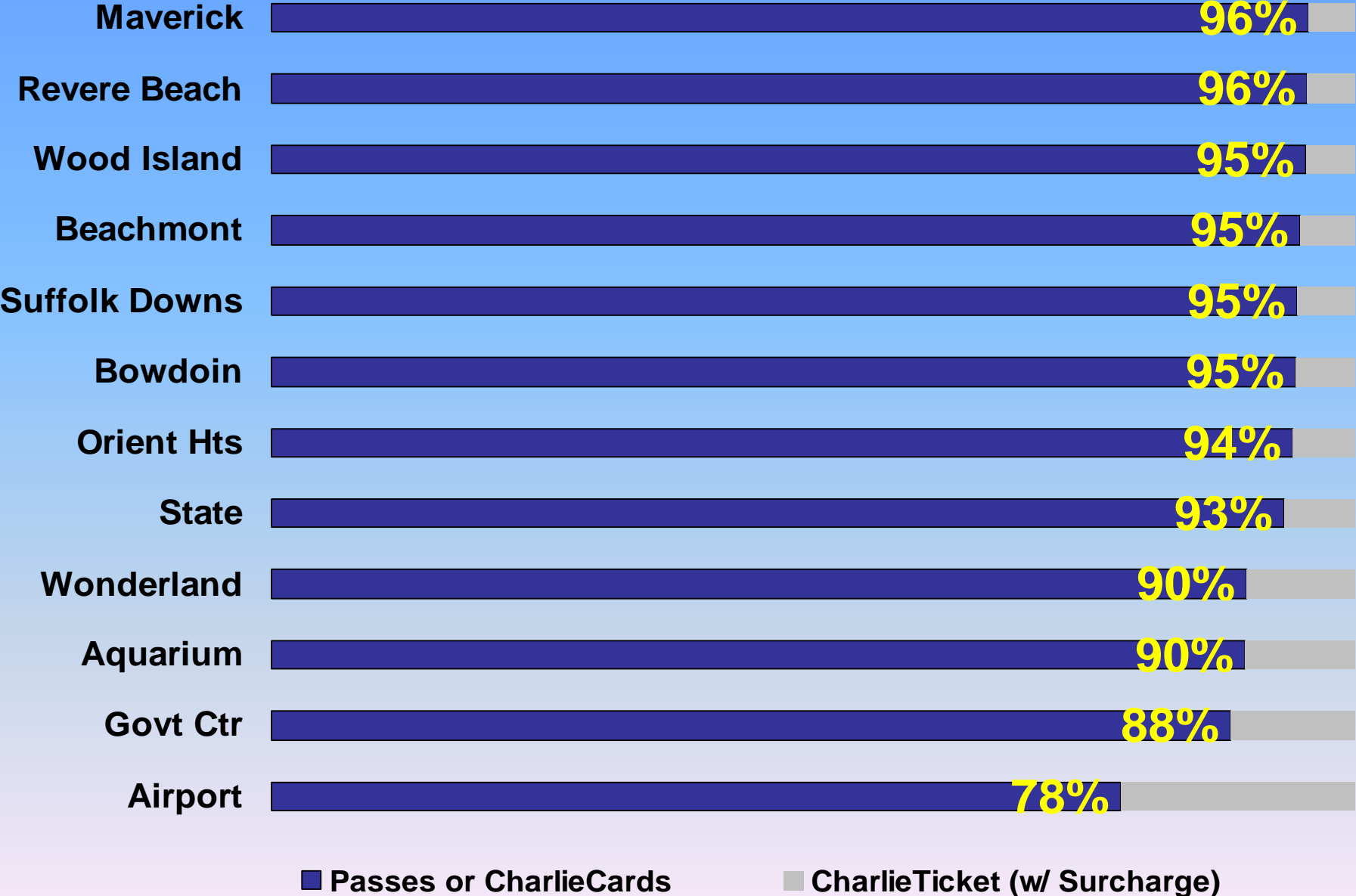
■ CharlieTickets or Cash

■ CharlieCards or Passes

# Subway & Gated Stations

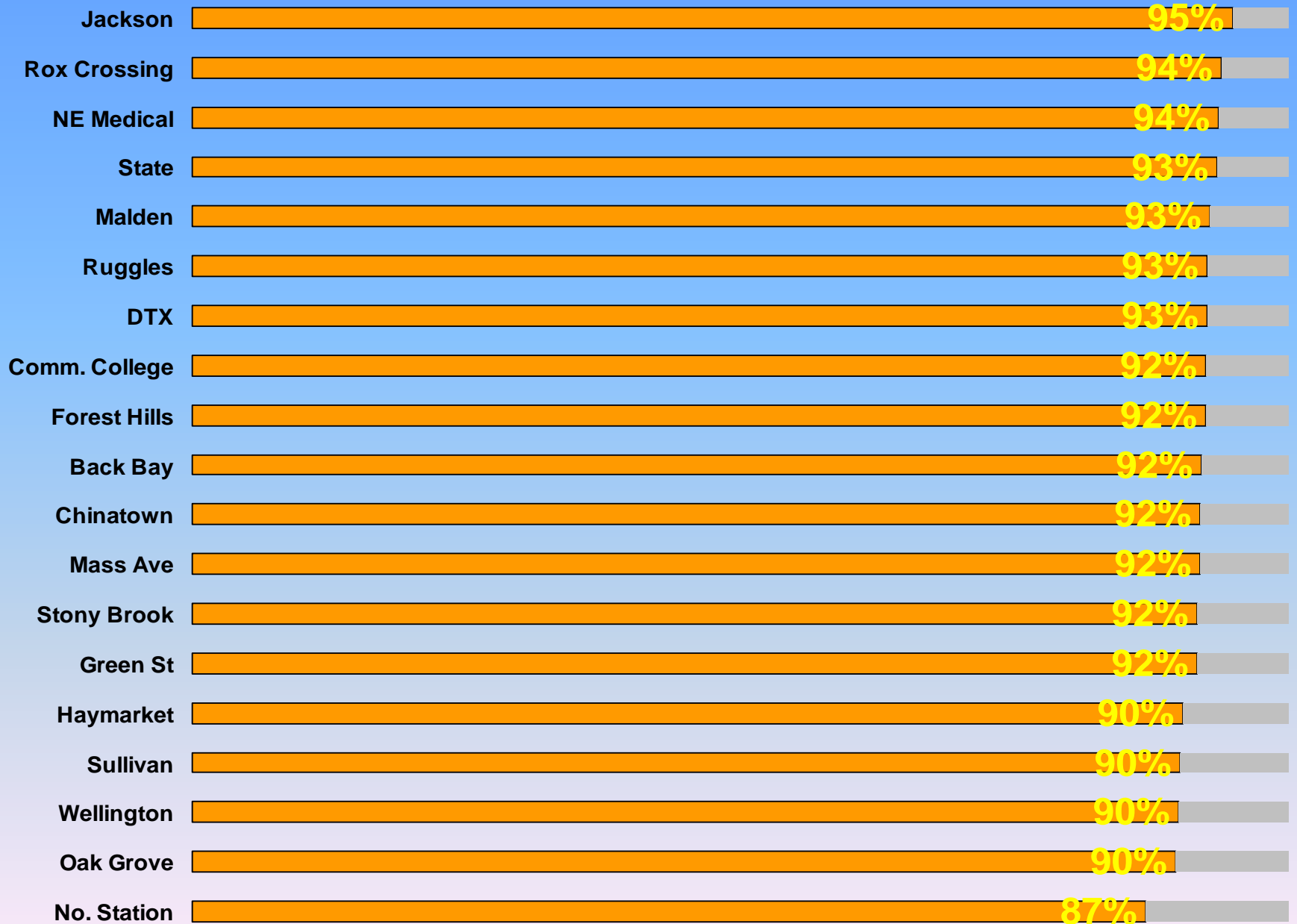


# All Boardings January 2007 BLUE LINE

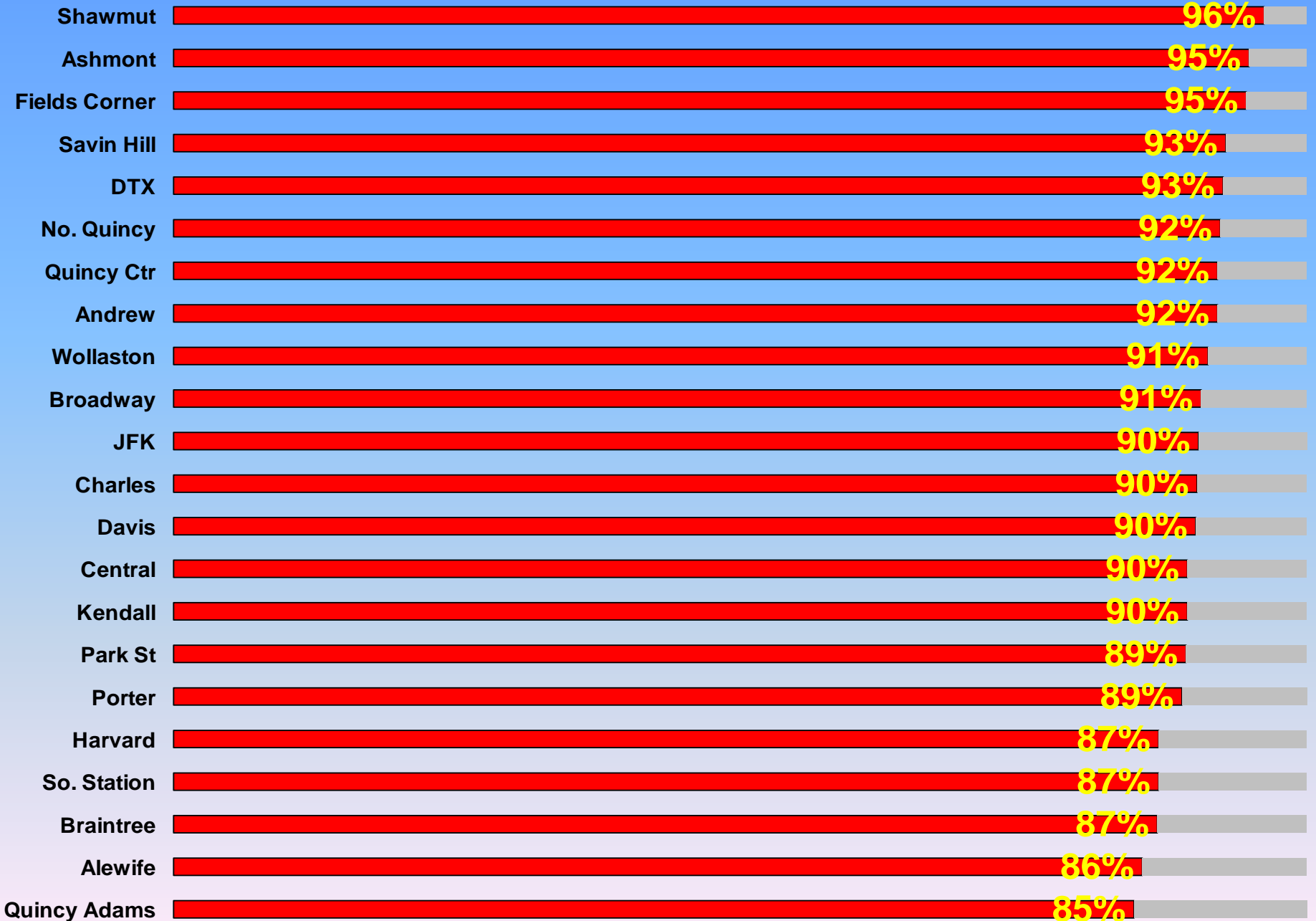




# All Boardings January 2007 ORANGE LINE



# All Boardings January 2007 RED LINE

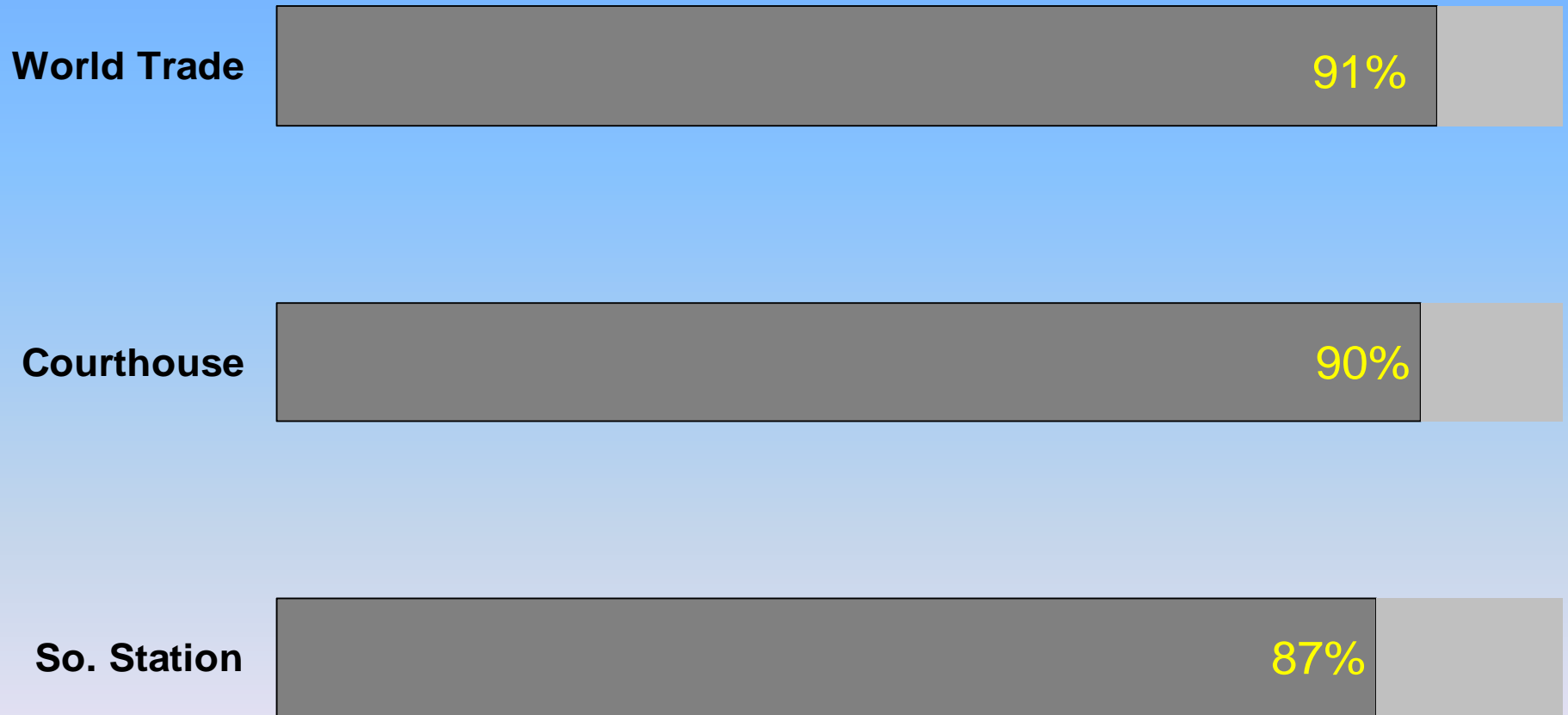


# All Boardings January 2007

## GREEN LINE GATED STATIONS



# All Boardings January 2007 SILVER LINE TRANSIT WAY GATED STATIONS



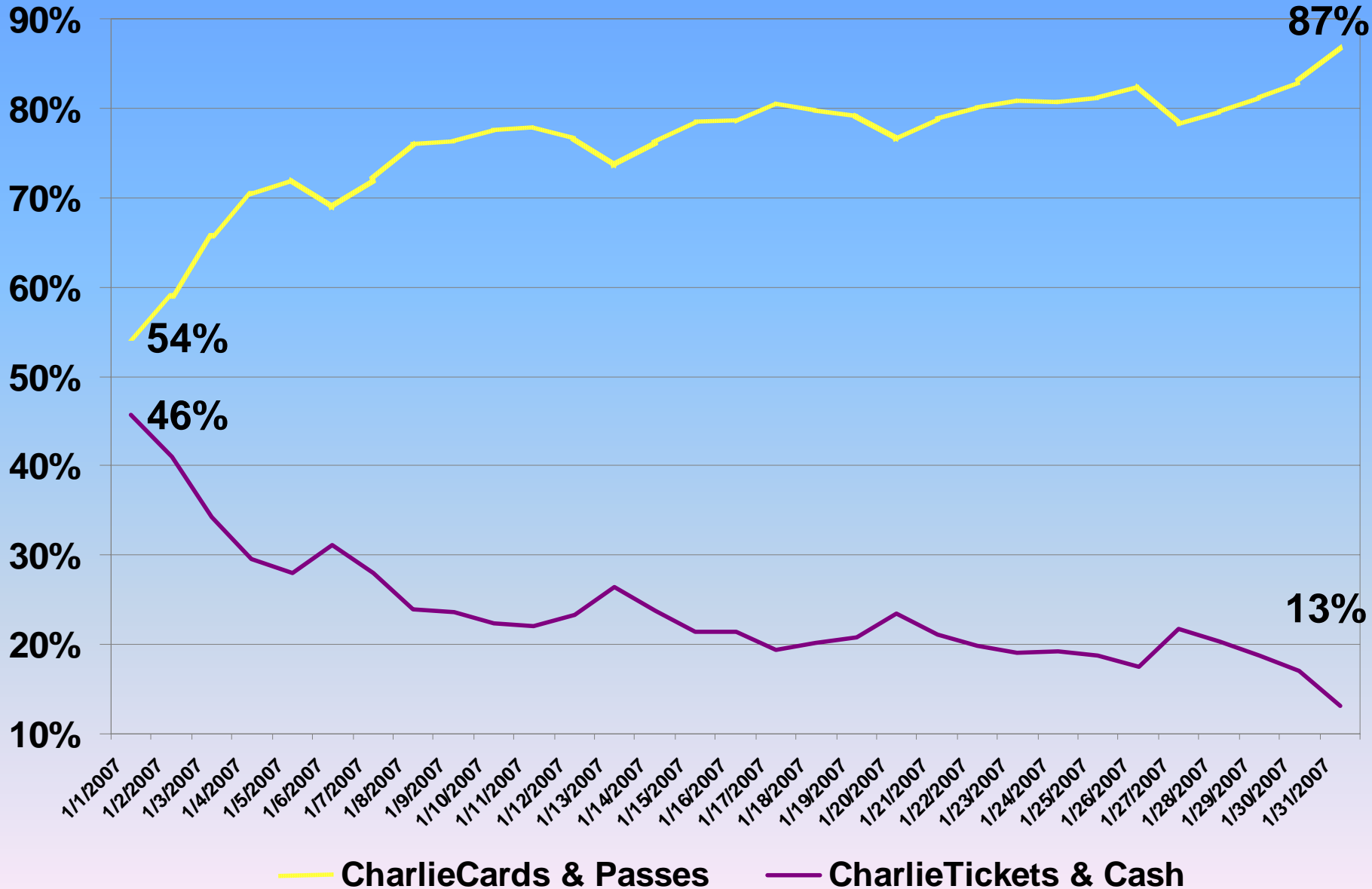
# Surface Lines



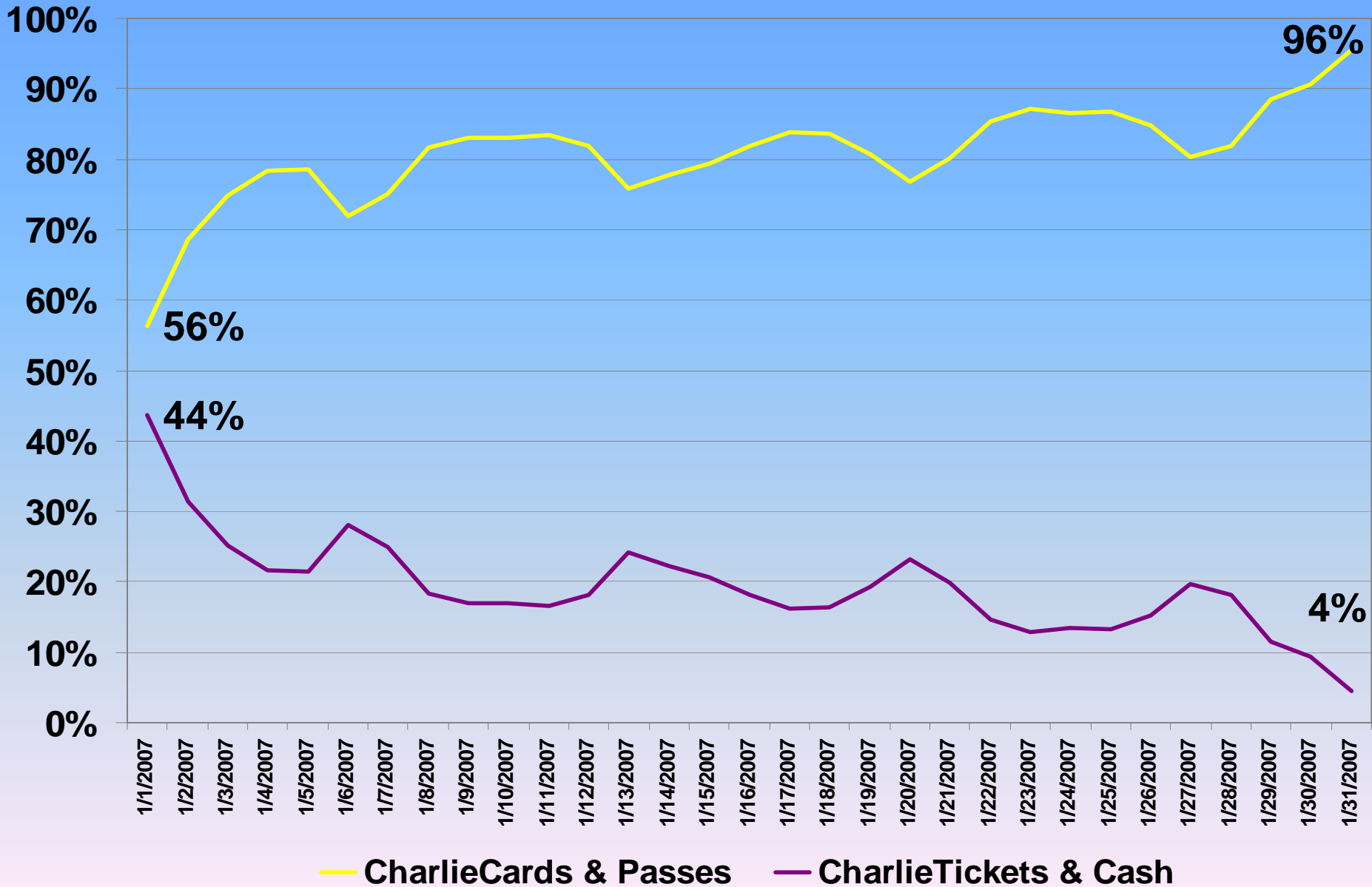


# All Boardings January 2007

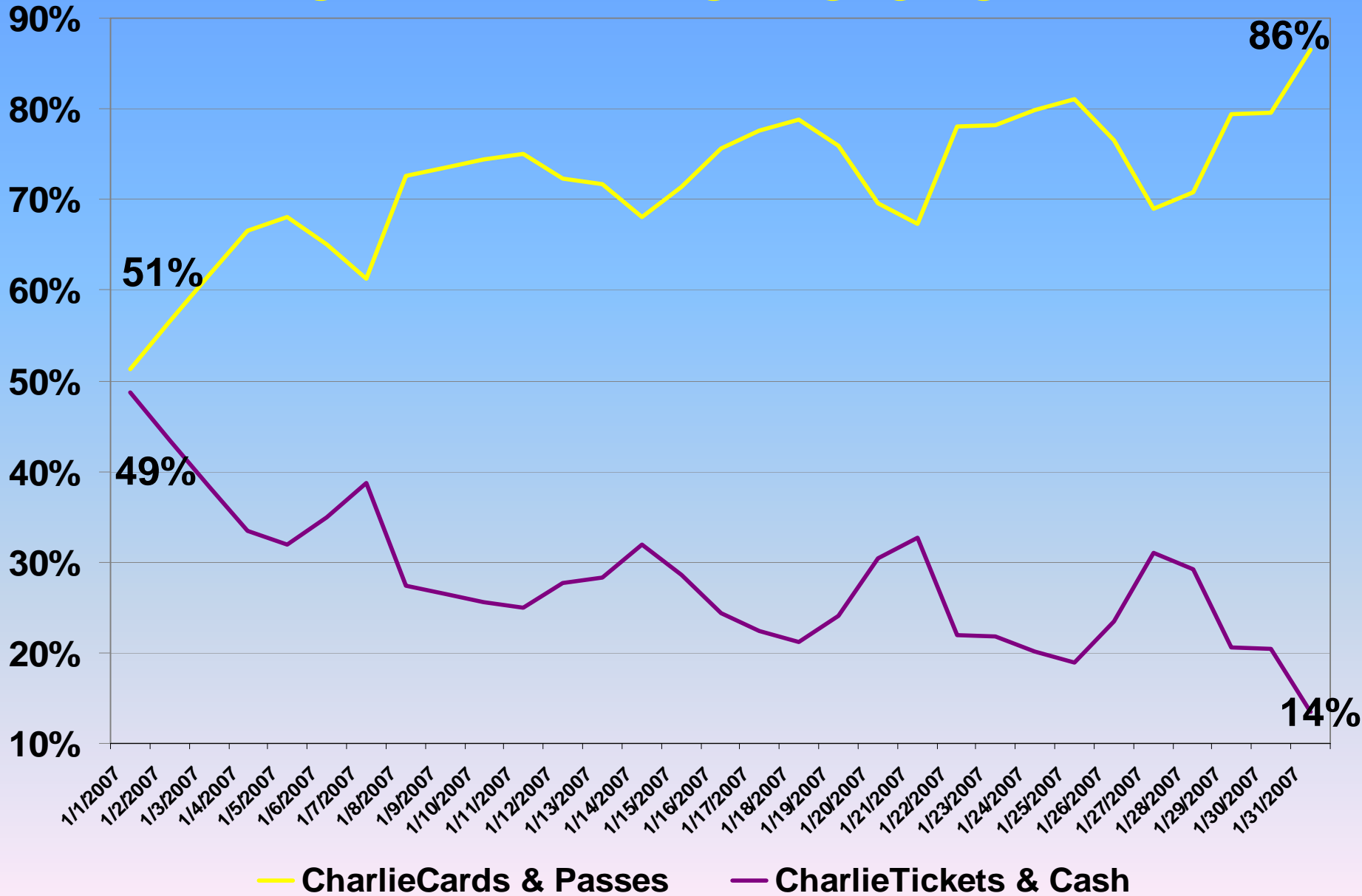
## BUS



# All Boardings January 2007 GREEN LINE SURFACE STOPS

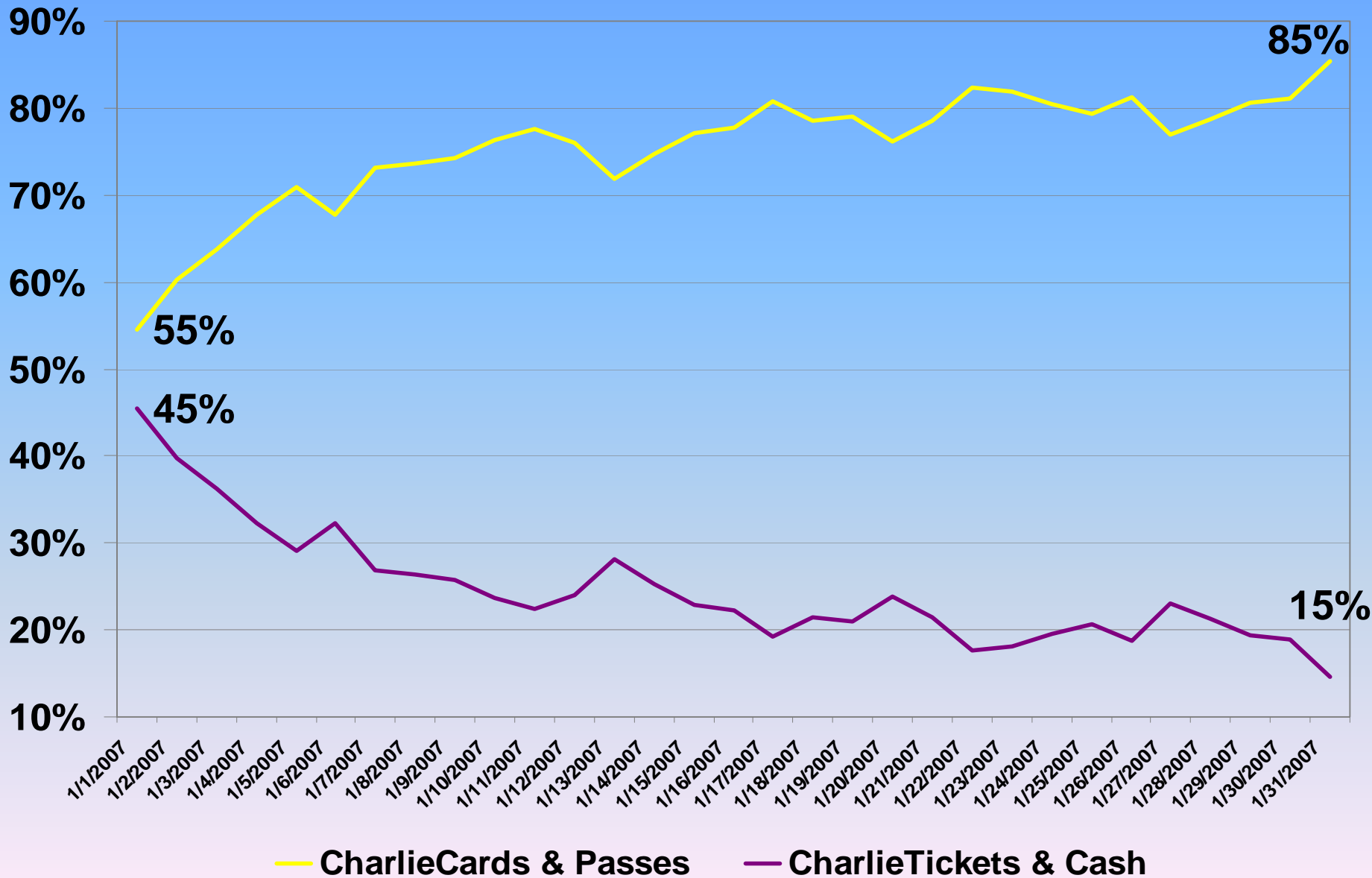


# All Boardings January 2007 SILVER LINE WASHINGTON ST



# All Boardings January 2007

## SILVER LINE TRANSIT WAY SURFACE STOPS



# Opportunities for Continued Growth

- Valuable customer communication
  - ie. changes to Express Bus boardings
- Educational and instructional campaigns
  - CharlieCard capabilities and functionality
  - Faregates and fareboxes
  - Fare vending machines
- Improving signage on vending machines and fareboxes
- Specialized marketing to “choice” riders
- Promotion of monthly pass sales price points and purchase options