

CommuterDirect.com and The Commuter Stores



**PRESENTATION BY
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Who is CommuterDirect?



- We are part of the Arlington County Commuter Services Bureau
- We are operated by The Convention Store, Inc. A Maryland-based contracting company
- We provide the Washington Metropolitan Region a ticket-by-mail service for all non-Smartrip enabled transit services
 - MARC Commuter Rail
 - MTA Commuter Bus
 - VRE Commuter Rail

History of CommuterDirect.com



- We started selling tickets via the internet in the late 1990's out of our Crystal City Commuter Store
- Our original sales included VRE, MARC, WMATA and other regional transit providers
- As the internet became a viable marketplace, we grew our business and moved into a larger, dedicated office space in Rosslyn in 2000. We have since moved three times, eventually into our current 4,500 sq ft facility in Rosslyn in December 2009
- VRE has always relied on us to be their ticket-by-mail program
- MARC discontinued their Jacksonville, FL based ticket-by-mail program in 2007 and offered these customers the convenience of CommuterDirect.com
- We currently have 14 staff members and one manager that handles all of the phone calls and ticketing operations

What makes CommuterDirect.com unique?



- We accept all major credit cards, employer sponsored debit cards (TRANServe Visa is one example) and Electronic SmartBenefits as payments for transit passes
- Our **Renewable order program** allows customers an easy way to create an account and have their ticket(s) mailed to them every month automatically
- **One-Time orders** are used for customers that might have a varied work schedule or may use a variety of commuting options.
- Payment promises and deferred payments allow customers to receive their monthly passes before the month begins, even if their transit subsidies have not yet been received
- Multiple payment options allows customers to pay for their transit passes with both their company sponsored transit subsidies and their personal credit cards if their ticket costs exceed their subsidy.

Commuter Store Operations



- **We operate 6 Commuter Stores**
 - Rosslyn
 - Crystal City
 - Ballston
 - Shirlington
 - Odenton, MD
 - Frederick, MD
- **We operate the Mobile Commuter Store**
 - L'Enfant Plaza, two times per week
 - Courthouse Plaza, Arlington
 - Pentagon Metro Rail
 - Mark Center, Alexandria
 - Navy Yard Metro Station, near US DOT headquarters
 - Pentagon City Metro Rail

Recent Successes and Milestones



- **Increased Store hours at our Rosslyn, Ballston and Crystal City stores (M-F 7am - 7pm) in 2012**
- **Signed a Five year contract with VRE in November, 2012**
- **Signed a Five year contract with the State of Maryland to provide MARC and MTA Commuter Bus ticket sales in February 2013**
 - This allowed us to begin selling MTA Commuter Bus tickets at both CommuterDirect.com and our Commuter Stores for the first time in April, 2013
 - Added Frederick MARC ticket counter to our Commuter Stores
- **Currently 8,092 customers are using TRANServe debit cards on CommuterDirect.com**
- **May 2013 was our largest sales month ever**
 - CommuterDirect.com sold over \$4.8MM to nearly 25,000 customers
 - Commuter Stores combined for over \$800,000 in sales

Questions or account assistance



- Jay Freschi and Takeisha Gray will be available after the presentation to assist existing and new customers with account specific questions.
- **Helpful links**
 - Commuter Stores <http://www.commuterpage.com/pages/tools-resources/commuter-store-commuter-direct/>
 - Mobile Commuter Store Schedule and hours
 - <http://www.commuterpage.com/pages/tools-resources/commuter-store-commuter-direct/mobile-store-schedule/>
 - www.CommuterDirect.com
 - www.vre.org
 - Mta.maryland.gov
- **Thank you**