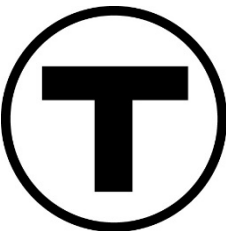


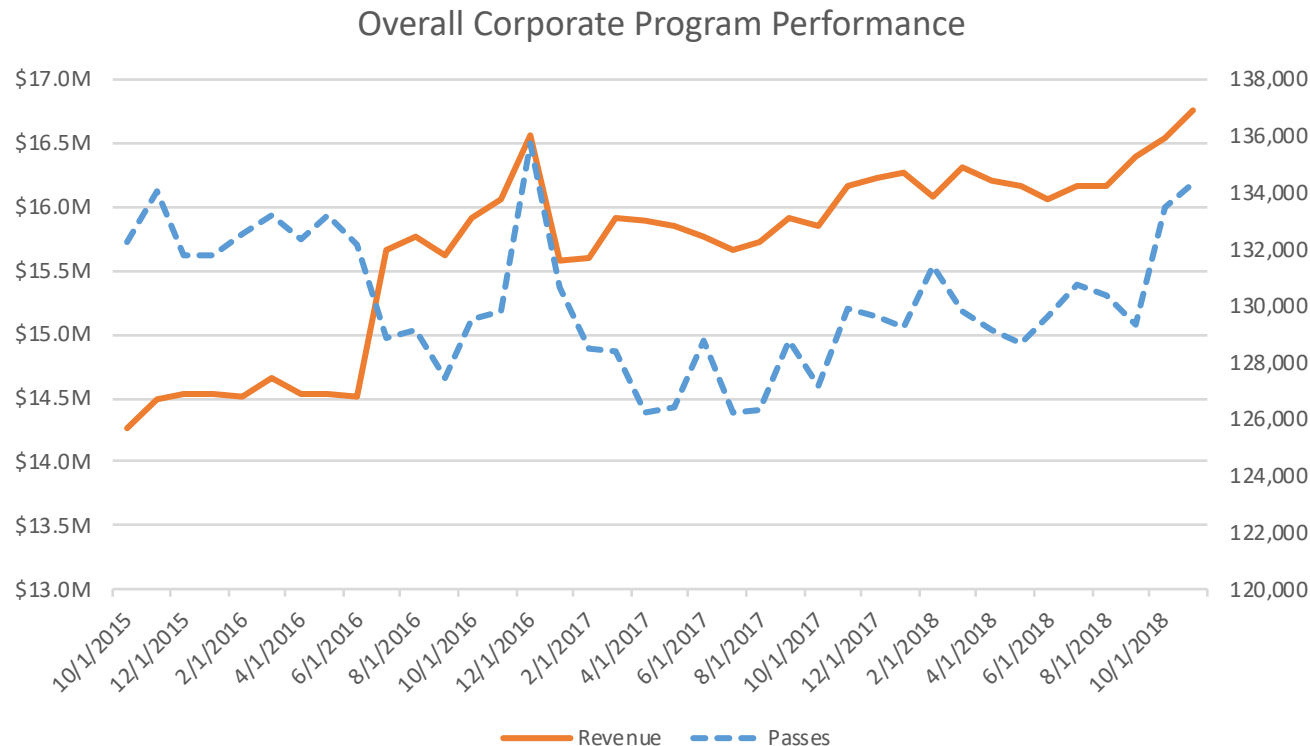
MBTA Corporate Program: New Name, New Approach

October 29, 2018



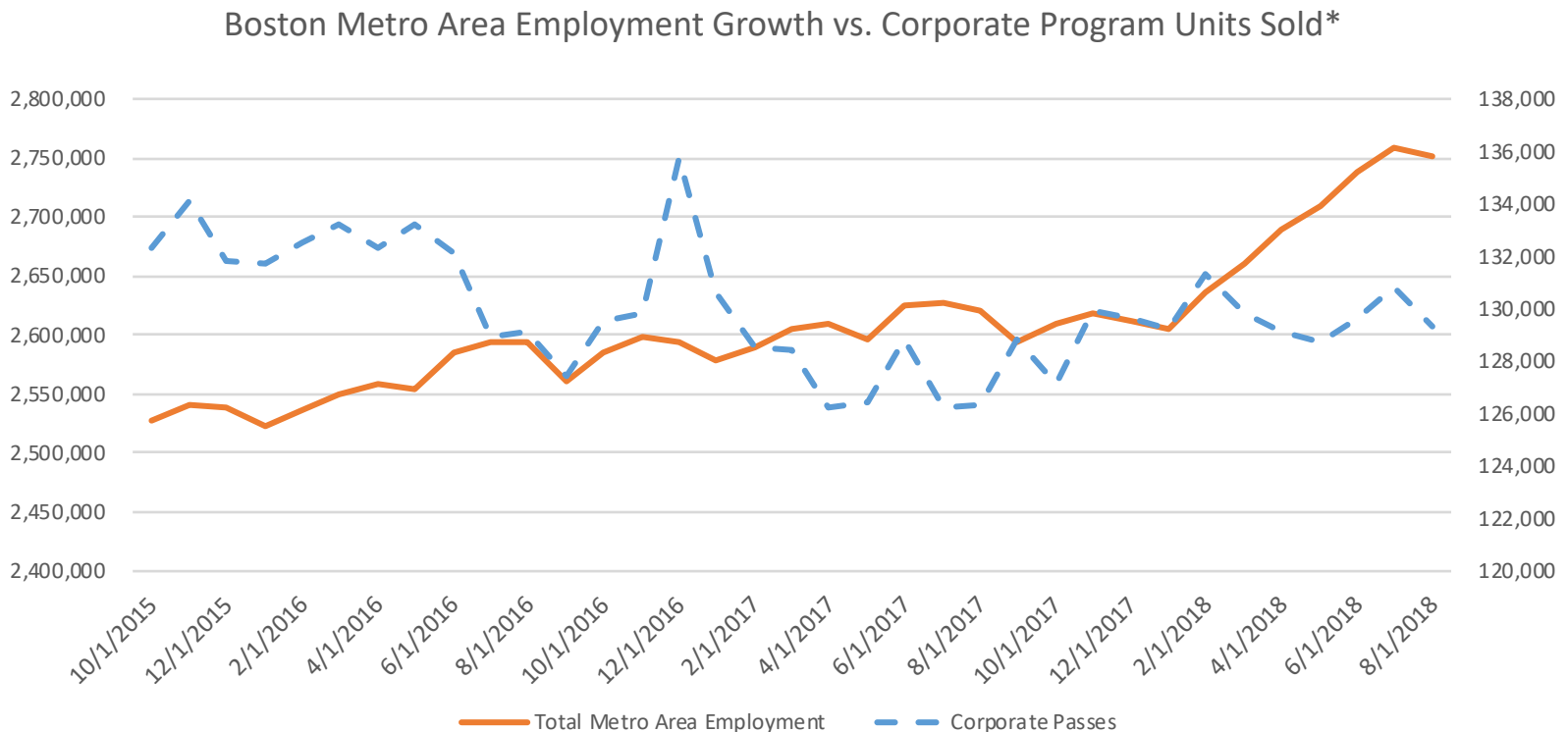
Revenues Up, Unit Sales Flat

Corporate Program has seen revenue growth the past few years, but pass sales have not kept pace



Missing Regional Opportunities

Robust employment growth in region has not been resulted in increased Corporate Program unit sales



Why the Missed Opportunity?

- Underinvestment in branding
- Underinvestment in sales and marketing
- Not clearly articulating benefits – to both employers and employees



Corporate Program Plan of Action

New brand

- Making a complex program easier to talk about for existing and potential customers

New informational site and collateral

- Making tax benefits clear and urgent

New cards

- Creating a status to be desired among commuters

New MBTA outreach and support

- Working directly with companies wishing to build out their transit offerings



Introducing



What is Perq?



- MBTA transit program that turns you into a commuting hero
- Saves your employees and your company money
- An easy way to increase your benefits without increasing your budget.



Cost-savings example



Perq makes transit a little more affordable for your employees – which can save your company money on subsidizing parking.

If your tax rate on income is 35%, you effectively save 35% off the price of a LinkPass (due to using pre-tax money). So, 12 months of a LinkPass (priced at \$84.50/month) currently equals \$1014, and 35% would be a \$355 savings. Commuter Rail passes could have an even bigger tax-savings benefit, though the maximum pre-tax benefit set by law is \$260/month.



Media Plan to Support Launch

Boston Area Media: Locally-focused print, digital, and radio spots to catch HR leaders and commuters in the service area

HR Professional Networks: getting MBTA program in front of key benefits decision-makers

MBTA DIY: Extensive use of in-station, outdoor, and vehicle-based MBTA ad platform, reaching commuters where they pay their fares





Time is money. Save both.
Get your Perq.

The MBTA program that adds value to your commute.

perq.mbtta.com



Want to make your employees happier?



Give them a better way to get to work with Perq,
the MBTA program that saves money for
companies and their employees.

Learn more at perq.mbtta.com.



What's next

Today:

Brand launches publicly

November/December:

Advertising and marketing campaigns

More business outreach

