

# Metro Micro<sup>TM</sup>

Proposed Permanent Fare Program

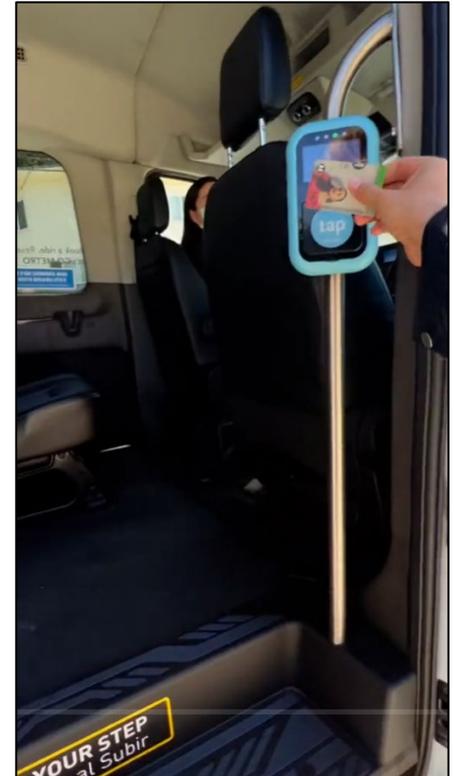


Metro



# Fare Program Background

- A Fare Working Group with input from across Metro initially discussed fares as high as \$10 but settled on a base fare of \$2.50.
- The group reconvened in 2020 and set an introductory fare of **\$1.00**, in recognition of the effects on ridership and personal finances from the COVID-19 pandemic.
- A base fare of **\$2.50** to succeed this introductory fare was approved by the Metro Board in principle in October 2020, with a more detailed plan approved in May 2021.
- The introductory fare was due to end after 2021, but COVID was still impactful at that time. The permanent fare has not yet been implemented but COVID has now become part of life.



# Process

The Metro Micro Fare Working Group (FWG) was reconvened, seeking input from:

Transit Access Pass (TAP) Team	System Security and Law Enforcement (SSLE)	Civil Rights, Equity, and Inclusion
Customer Experience Team	Metro Youth Council	Operations Team

The FWG considered the following issues:

- Prior Board actions
- Impact on EFCs and special populations
- Impact on demand and operation of Metro Micro
- Technological feasibility

Their input was used to develop a proposed fare structure.



# Public Outreach



The Fare proposal was shared with the public through multiple channels:

Metro's social media and The Source/El Pasajero blogs	In-app pop-up and push notification
Take-ones distributed on-board	Verbally to customers booking by phone
Email to Metro Micro riders and TAP customers	Presented at January Service Council meetings

147 people commented, though many did not express an opinion on the fare proposal, and nine did not comment on Micro at all. Responses fell into the following categories:

Supports proposed fare structure: 47	Requests changes to Micro program (new zones, software improvements, etc.): 58
Opposes proposed fare structure: 24	Other question or comment regarding proposal: 9

A log of public comments is provided in Attachment F.

# Staff Recommendation

Base Fare	\$2.50
Transfers to Metro Bus and Rail	Free
Transfers from Metro Bus and Rail	75¢ upcharge
LIFE Program free rides (90-day & 20/month)	Accepted on Micro
Senior/Disabled Fare Program Base Fare	\$1.00
GoPass & Student Reduced Fare Program Base Fare	\$1.00
E-Z Transit Pass Zone 0 Base Fare	75¢ upcharge
E-Z Transit Pass Zone 1+	Free
Transfers from Municipal Bus Lines	\$1.25 (50¢ transfer charge + 75¢ upcharge)

- Fare Capping will not be integrated into Metro Micro at this time.
- Passengers must use a TAP card for transfers as well as free and discounted fares. Passengers who pre-pay in the app with credit/debit card will be charged the full base fare with no transfer.

# Next Steps



- If approved by the Metro Board, staff will set a date for implementation during the first quarter of the 2024 calendar year.
- Staff will outreach to Metro Micro riders and include information about fare subsidy programs, including LIFE and other discount programs.
- Staff will partner with schools, other public agencies, and CBOs to inform customers who could benefit from the fare program discounts.
- Once implemented, staff will monitor the impact of the permanent fare program on demand, demographics, and transfer utilization.
- Changes to zone boundaries or service hours are not proposed at this time. Staff will complete analysis of the existing program need and return to the Board to present recommendations for changes later in the year.