



Metro Comprehensive Pricing Study

Operations, Safety, and Customer Experience Committee
Executive Management Committee
#2020-0386



Metro

The need for a comprehensive study

Existing Metro Pricing - a sampling:

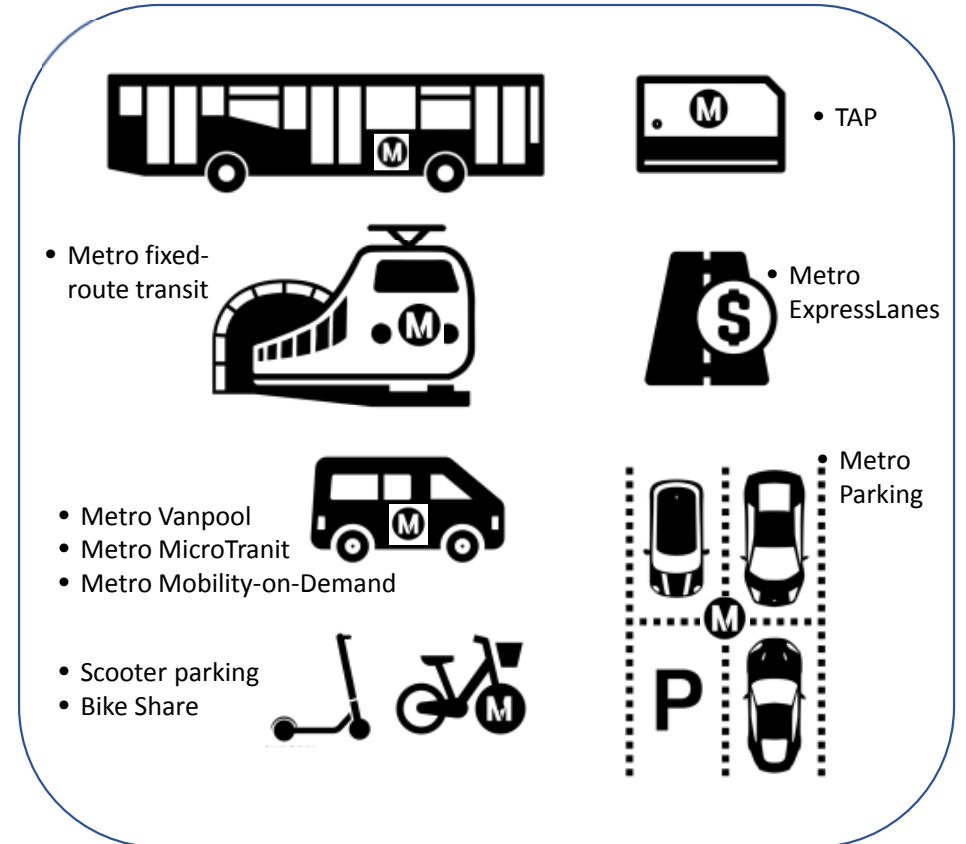
LIFE income-based fare reductions with means-testing for transit	“free” Dodger Stadium Express shuttle
\$0.50 surcharge for transfer to non-Metro bus	“free” Mobility-on-Demand pilot
\$0.75 surcharge for Silver Line and Express Bus Lines	Parking fees at Metro park-and-ride
Free transit transfers for 2 hrs to complete a one-way trip (not roundtrips)	Vanpool subsidies
Transit and Bike Share pass products (1-, 7-, 30-day)	ExpressLanes discounts (differ from LIFE)
Free student fares?	MicroTransit – fare TBD

Potential Pricing Concepts?




Study Objectives and Scope

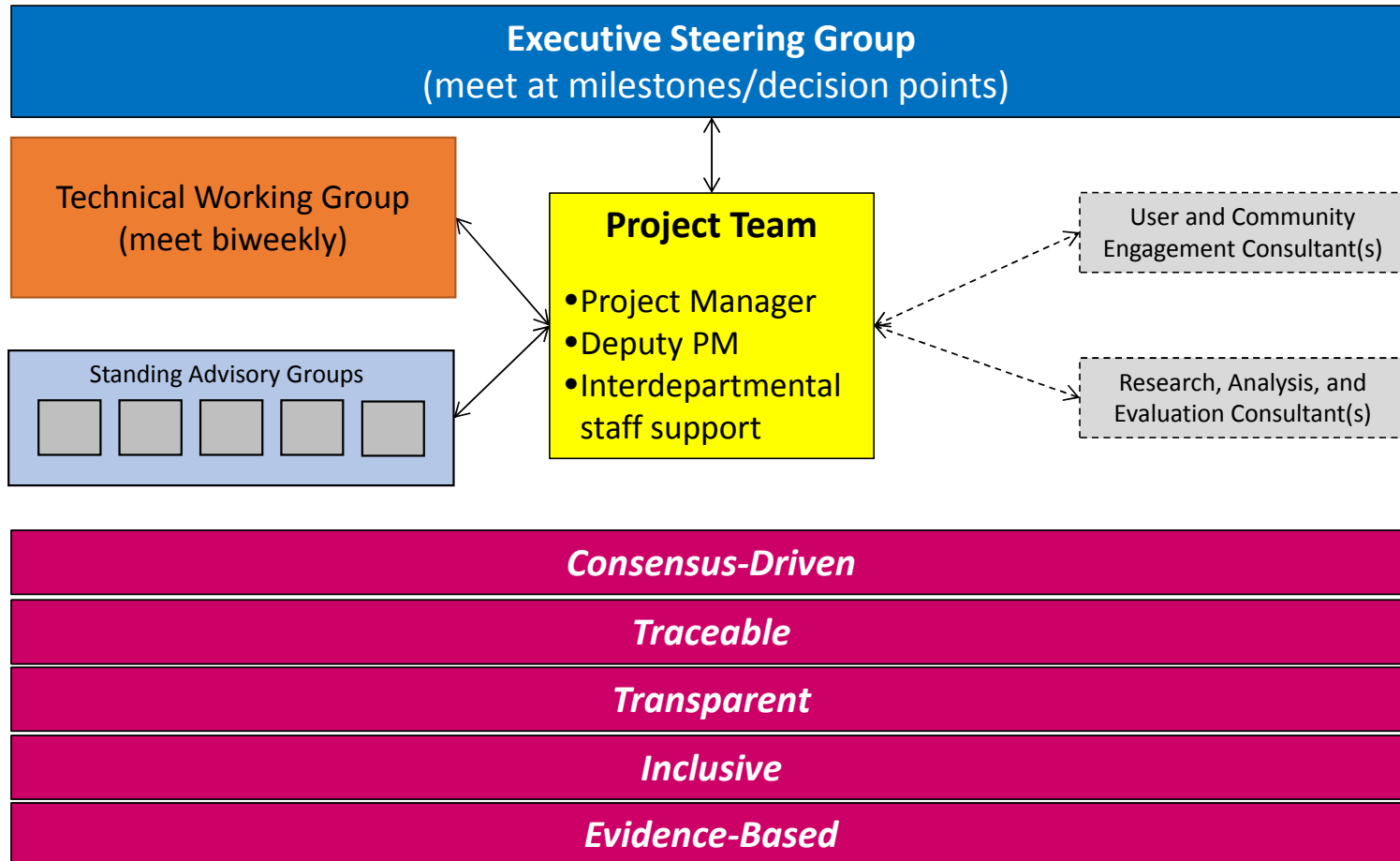
1. Review current pricing for Metro services
2. Understand financial and non-financial elements of collecting and enforcing fares and fees.
3. Identify better performing pricing policy options that align with the goals of **revenue, equity, security, ridership, and user experience.**
4. Make specific pricing policy recommendations to the Metro Board.



Work Plan (adapt and evolve)

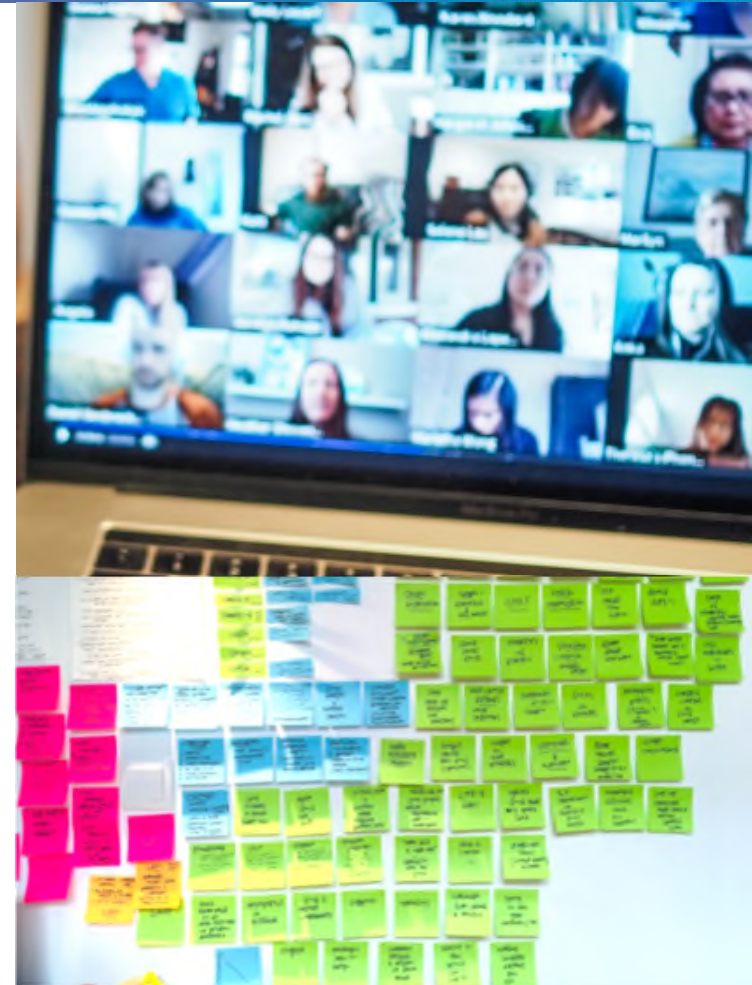
Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021
Activity 1. Project Definition <ul style="list-style-type: none"> Define study goals and scope Receive CEO go ahead Engage Senior Leadership Team Engage Board staff Identify resource requirements 					Activity 2A. Foundational Research <ul style="list-style-type: none"> Review current practices, including cost of fee collection and enforcement Title VI preparation Evaluation framework 			Activity 3. Policy Options and Evaluation <ul style="list-style-type: none"> Identify and evaluate pricing policy options/scenarios Title VI analysis 							
					Activity 2B. 'Values and Directions' Engagement <ul style="list-style-type: none"> Communications framework Surveys Virtual meetings with community groups and stakeholders 			Activity 4. Policy Options Engagement <ul style="list-style-type: none"> Focus groups Listening hubs Workshops 							
Board Check-In															
															Recommendations

Study Principles and Governance



Next Steps (3-4 months)

- A. Convene Executive Steering Group and Technical Working Group**
- B. 'Values and Directions' Engagement Preparation**
 - Communications framework
 - County-wide survey and Board Directors engagement
 - One-on-one dialogues
- C. Foundational Research**
 - Surveys
 - Metro policy and current practices in other jurisdictions
 - Cost of user fee collection/enforcement and discount programs
 - Evaluation framework and performance measures
 - Title VI analysis preparation



Thank you

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