Fare Capping Update

ORAL UPDATE
Board Meeting
September 22, 2022

Metro

Fare Structure Goals

The more you ride, the more you save.

Equity

Simplify.

Simplification

Ridership

Goals

Riders should benefit NOW with equitable and simple fares.

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Metro's Current Fare Structure

Metro Fares as of September 15, 2014	Regular	Senior 62+/ Disabled/ Medicare	College/ Vocational	Student K-12
Cash (Bus Only)				
1-Ride Base Fare No transfers included.	$1.75	75¢ Peak 35¢ Off-Peak	$1.75	$1
Metro-to-Muni Transfer Transfer to a non-Metro bus within two hours.	50¢	25¢	50¢	50¢
On TAP				
1-Way Trip Includes transfers to other Metro lines for up to two hours to complete a one-way trip.	$1.75	75¢ Peak 35¢ Off-Peak	$1.75	$1
1-Day Pass	$7	$2.50	—	—
7-Day Pass	$25	—	—	—
30-Day Pass	$100	$20	$43	$24
30-Day Pass + Zone 1	$122	—	—	—
EZ transit pass	$110	$42	—	—
EZ transit pass + Zone 1	$132	$51.50	—	—
Express Freeway Premium Charge				
Express + Zone 1 Premium Charge Additional fare required only on freeway segments.	75¢	60¢	75¢	75¢
Silver Line				
1-Ride Base Fare	$2.50	$1.35 Peak 95¢ Off-Peak	$2.50	$2.50
Premium Charge for 7-Day, 30-Day, and EZ transit pass All other Metro passes accepted without premium charge.	75¢	—	—	—

ENGLISH

Different categories

Off-peak for S/D only

2-hr transfer (ONE-DIRECTION)

Requires upfront payment. Unaffordable for low-income

Upcharges

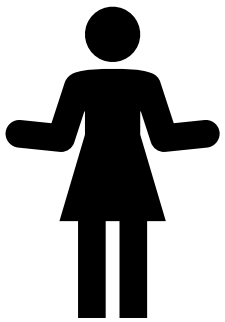
FARE STRUCTURE IS **TOO COMPLEX**

Additional Fare Products Only Available through Employers and Institutions: GoPass, U-Pass, E-Pass, Small Employer Pass, and ATAP

Choosing Best Fare is Confusing

Which fare option best meets my travel needs?

I don't want to pay for rides I don't take.



Passes

(Rider needs to assess their travel plans to determine what pass to buy)

Should I use cash and pay base fare for each boarding?

Should I use Stored Value on TAP for one-way trips?

(w/2-hour transfers)

Should I buy a 1-Day Pass? Will I ride 4 times today?

Should I buy a 7-Day Pass? Will I ride 14 times this week?

Should I buy a 30-Day Pass? Will I ride 57 times this month?

How often will I ride?

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Fare Capping Simplifies Fare Payment Options

Choose between:

CASH

Use cash and pay base fare for each boarding

OR

TAP

Use Stored Value

Rider never overpays and always gets the "best fare"

Benefits:

- The more you ride, the more you save
- No upfront payment for passes
- Pay as you go
- Riders never pay more than the daily or weekly cap (on TAP)
- Get the benefit of an unlimited pass, without upfront payment

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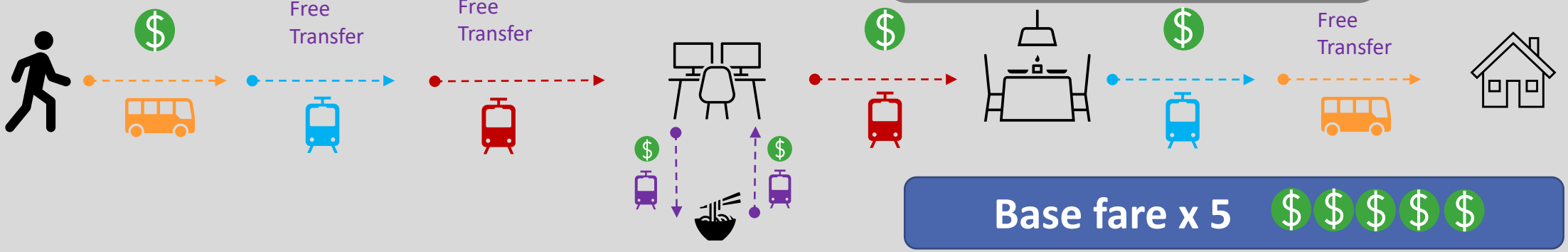
Daily Commute Without a Day Pass

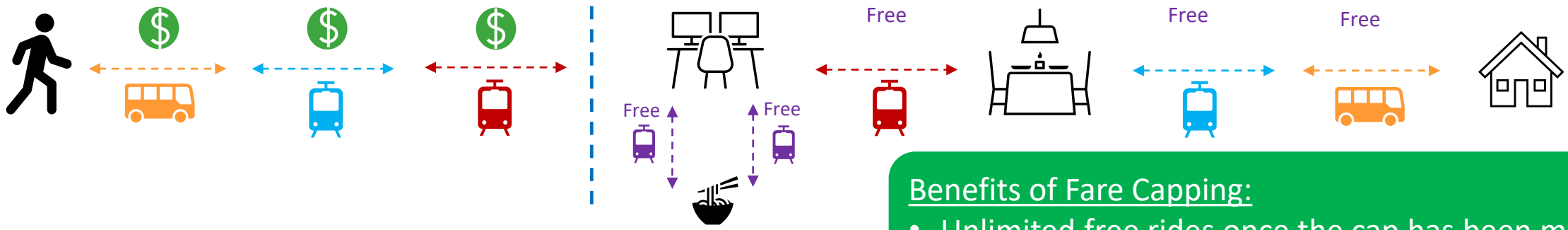
Current



Limitations of Transfers:
- Transfers only valid in 1 direction
- Limited to 2 hours

Base fare x 5 $ $ $ $ $

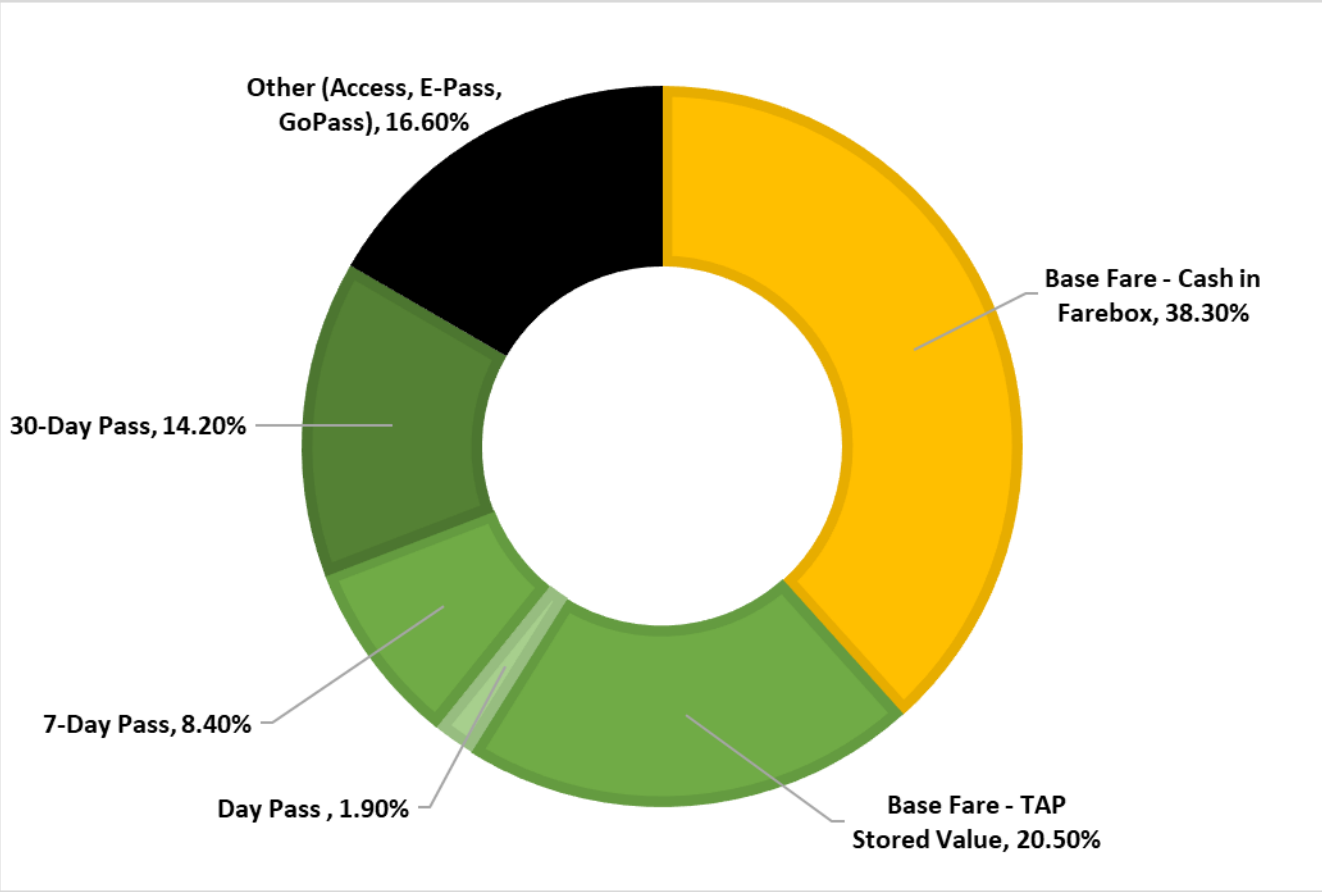
Fare Capping



Base fare X 3 $ $ $

Benefits of Fare Capping:
- Unlimited free rides once the cap has been met
- Travel in any direction

80% of Current Riders Could Benefit From Fare Capping



All Metro TAP riders would benefit from fare capping

Fare capping benefits incentivize Metro cash riders to switch to TAP

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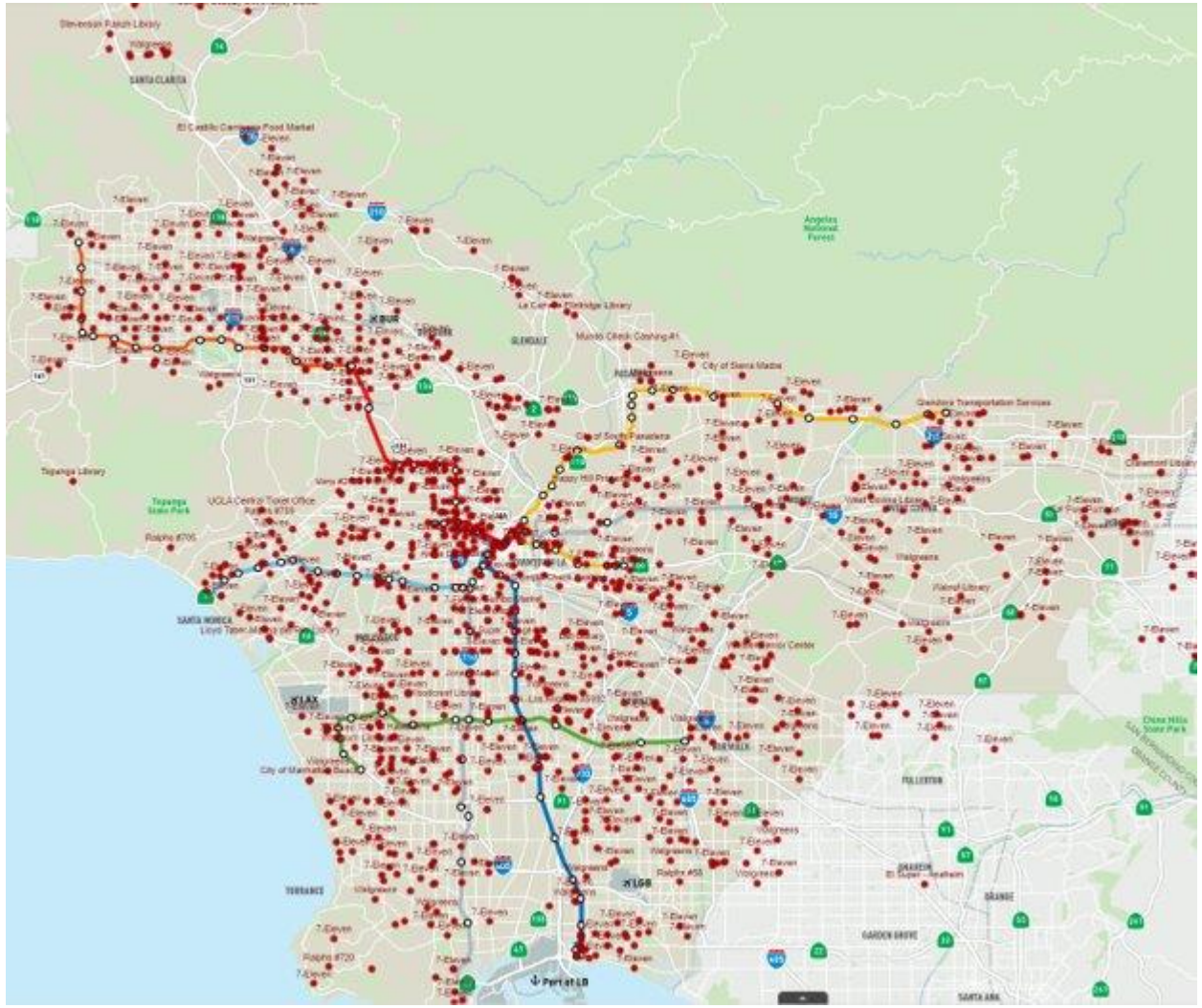
TAP Card Accessibility

- Cash customers can buy fare and add it to their TAP card at:
  - PayNearMe locations
    - Add cash on Mobile
  - TAP Vending Machines (TVMs)
  - TAP Vendors
  - TAP Barcode Vendors
  - Metro Customer Centers
  - Bus fareboxes

PayNearMe

7-ELEVEN CVS pharmacy™ Albertsons Walgreens



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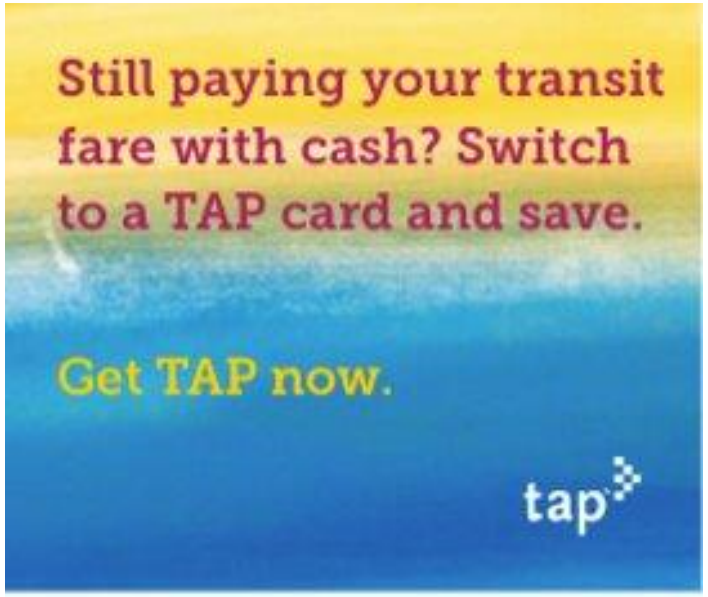
Phase 1-TAP Awareness

1) Outreach to cash customers
   a) Conduct in person surveys/interviews and focus groups to understand the cash customer
      I. Conduct focus groups with cash customers in high cash use areas (bus stops, EFC's)
      II. Understand barriers to transitioning to TAP
   b) Meet with bus operators for insight on cash paying customers and barriers to using/loading TAP on-board buses
   c) Test loading TAP with cash on-board buses

2) Outreach findings and results
   a) Create a robust marketing and information plan to mitigate/reduce barriers to transition cash customers to TAP
      I. Outreach to highlight reduced fare and discount fare programs
      II. Access to TAP cards through distribution of free TAP cards on high cash paying bus stops/lines
      III. Continue the training of operators through "train the trainer" and Operator Rap sessions at Divisions



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Phase 2-Fare Capping Public Hearing & Outreach

- Public Hearing Notice- Released 30 days prior to hearing date
- Public awareness outreach- to be released in conjunction with Public Notice
- Outreach— Info sessions with Community Organizations, Community Service Councils, Advisory Councils and Senior Centers to explain recommendations and receive input/feedback
    - Print and digital materials outlining recommendations and FAQs
    - Fact sheets, infographics and user scenarios to ease adoption of new changes
- Telephone Town Hall
- Training and Readiness—TAP Call Center, Metro Customer Center, OCI, Bus and Rail Ops, Transit Officers, LIFE program admins, etc.
- Monitor Phase 1 Effectiveness
    - Optimize phase 1 messaging based on survey and focus group findings
    - Review cash and TAP data to measure effectiveness

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Next Steps

SEPT

- Propose Fare Policy changes
- Simplify fares to optimize fare capping

OCT - NOV

- Conduct Public Outreach
- Conduct Public Hearing

DEC

- Request Board approval of Fare Policy changes

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Regional Next Steps

- Coordinate with 25 TAP Partners to:
  - Reduce 750 fare products
  - Streamline/develop consensus on regional approach to fares
  - Standardize Senior and Child age criteria
  - Evaluate regional payment method to municipal operators
  - Develop regional timeline