

Fare Strategy Update

BOC Transit Committee

October 8, 2018



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Previous Updates to BOC

- September 2017 BOC Transit Committee:
 - Questions Asked:
 - Show your ID and Ride for Free?
 - Make 17 and Under Free?
 - What Other Discounts are Available for Under Privileged Populations?
 - How do we partner with schools and WCPSS
 - Meeting Provided:
 - Composition of Fare Work Group,
 - Existing Fare Structures at Transit Agencies,
 - Agency Coordination,
 - Timeline for Fare Strategy Work
- February 2018 BOC Meeting:
 - Reiterated Interest in Fare Strategy and Requested Consideration of a Fare Strategy for Vulnerable Populations
 - Stated support for Technology Study to review farebox equipment, mobile fare payment options, passenger information systems, electronic signage.
 - Encouraged County's participation in this effort.

Fare Strategy Focused on Youth Riders First

As of 9/21:

- > 2,200 Passes Distributed
- > 870 Passes Used
- > 25,000 Rides
- 61% Distributed by Partners (WCPSS, Libraries, Parks and Recreation, Human Services)



Goal of the Fare Strategy Study



Improve Pass
Distribution &
Sales



Balance Revenue
and
Ridership Goals



Make Transit An
Affordable
Option



Improve
Passenger
Experience



Improve Regional
Coordination



Explore New
Fare
Technologies

Existing Fare Structures






	GoRALEIGH		GoCARY		GoTRIANGLE Regiona		GoTRIANGLE Express		GoDURHAM	
	Full Fare	Reduced Fare	Full Fare	Reduced Fare	Full Fare	Reduced Fare	Full Fare	Reduced Fare	Full Fare	Reduced Fare
Cash Fare	\$1.25	\$0.60	\$1.50	\$0.75	\$2.25	\$1.00	\$3.00	\$1.25	\$1.00	\$0.50
Local Day Pass	\$2.50	\$1.25	\$3.00	\$1.50	N/A	N/A	N/A	N/A	\$2.00	\$1.00
Regional Day Pass	\$4.50	\$2.00	\$4.50	\$2.00	\$4.50	\$2.00	\$6.00	\$2.50	\$4.50	\$2.00
Local 7-Day Pass	\$12.00	\$6.00	\$14.50	\$7.25	N/A	N/A	N/A	N/A	\$12.00	\$7.00
Regional 7-Day Pass	\$16.50	\$7.50	\$16.50	\$7.50	\$16.50	\$7.50	\$22.00	\$9.25	\$16.50	\$7.50
Local 31-Day Pass	\$45.00	\$22.50	\$54.00	\$27.00	N/A	N/A	N/A	N/A	\$36.00	\$18.00
Regional 31-Day Pass	\$76.50	\$34.00	\$76.50	\$34.00	\$76.50	\$34.00	\$102.00	\$42.50	\$76.50	\$34.00
\$25 Stored Value Card* Sold in \$50, \$25, and \$13.50 increments, online only	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00

Regional Passes: allow riders to travel on all routes across all providers with the exception of GoTriangle Express Routes.

Express Passes: allow riders to travel on all routes across all providers without exception.

Discounts Across Agencies

There is opportunity to standardize discount policies

	GoRALEIGH	GoCARY	GoTRIANGLE	GoDURHAM
 Under Age 6	Free	Free	Free	Free
 Under Age 12	Free	Free	Free	Free
 Age 13 – 17, 13 – 18, or Students 13 and Up	Free	Free	Free	Free
 Age 60 and Older or Age 65 and Older	Free	50%	58%	Free
 Disabilities	50%	50%	58%	50%

Pass/Ticket Distribution

Agency	Fare Type	Onboard	Online	Transit/ Gov't Bldg	Social Services	In Stores	Ticket Vending Machine
Fixed Route							
GoRaleigh	Day Pass	✓		✓			✓
	7-Day Pass			✓		✓	✓
	31-Day Pass			✓		✓	✓
GoCary	Day Pass	✓					
	7-Day Pass	✓					
	31-Day Pass	✓		✓			
GoTriangle *	Day Pass	✓	✓	✓			
	7-Day Pass		✓	✓			
	31-Day Pass		✓	✓			
GoDurham	Day Pass	✓		✓			
	7-Day Pass			✓			
	31-Day Pass			✓			

Peer Agencies



Also Reviewed:

- Richmond (GRTC)
- Atlanta (MARTA)
- Nashville (MTA)
- Lexington (LexTran)
- Minneapolis (Metro)

Local Bus Fare Pass Types

Does Not Include Regional Fare Categories or BRT, rail, etc.

Region	Cash	Day Pass	10-Ride Pass	7-Day Pass	Monthly Bus Pass
Wake/Durham (Multiple)	\$1.00-\$1.50	\$2.00-\$3.00	N/A	\$12.00	\$36.00-\$45.00
Seattle (Multiple)	\$2.75	\$8.00*	N/A	N/A	\$99.00
Portland (TriMet)	\$2.50	\$5.00	N/A	N/A	\$100.00
Phoenix (Valley Metro)	\$2.00	\$4.00	N/A	\$20.00	\$64.00
Denver (RTD)	\$2.60	\$5.20	N/A	N/A	\$99.00
Boston (MBTA)	\$2.00	N/A	N/A	\$21.25	\$55.00
Charlotte (CATS)	\$2.50	N/A	\$22.00	\$30.80	\$88.00
Richmond (GRTC)	\$1.50	\$3.50	N/A	\$17.50	\$60.00
Nashville (MTA)	\$1.70	\$3.25	N/A	\$16.00	\$55.00

Peers Have a Wide Pass Distribution Network

Agency	Fare Type	Onboard	Online	Transit/ Gov't Bldg	Social Services	In Stores	TVM
King County Metro	Day Pass		✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓
TriMet	Day Pass	✓	✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓
Valley Metro	Day Pass	✓	✓	✓	✓	✓	✓
	7-Day Pass		✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓
RTD	Day Pass	✓	✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓
CATS	7-Day Pass		✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓
MBTA	7-Day Pass		✓	✓	✓	✓	✓
	31-Day Pass		✓	✓	✓	✓	✓

Fewer Pass Products Are Sold Onboard

Consultant Review Areas

- Standardized Fare Structure Amongst GoRaleigh, GoCary, GoTriangle, GoDurham
 - Offer same discount strategy for Under 18, 65+, Disabilities
- Investigation of Peers for Low Income Approach (San Francisco Lifeline, ORCA Lift Seattle/Pugent Sound, PSTA (St Petersburg FL/Clearwater FL)
 - 100% FPL, 150% FPL, 200% FPL, Other Determinants
- Investigation of Fare Capping with Smart Fare Card Technology
 - Once number of day trips taken reach the cost of a monthly pass, remaining trips are free
- Expansion of GoPass Programs (# Employees, By Neighborhood, Service Area)
- New Pass Sales Partnerships

Next Steps

- Draft Strategy Amongst Transit Providers
- Discuss Fare Strategy with Transit Agency Governing Boards
- Prepare Implementation Schedule for Changes
- Prepare for Technology Upgrades in Scalable Fashion and Complete Regional Integration Technology Study



Questions?