Fare Modernization: Enable Fare Capping

## Presented to: Committee of the Whole

February 4, 2025

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Elements of Improved Fare System

- Implement Account Based Ticketing (ABT)

- Enable Fare Capping (Requires Board approval)

- Update Fare Media
  - Smartcards
    - Current development between Masabi and GCRTA
  - Ticket Vending Machines
    - Consultant approved by board September 2024
  - Retail sale network
    - Existing sales agents and Vanilla Direct

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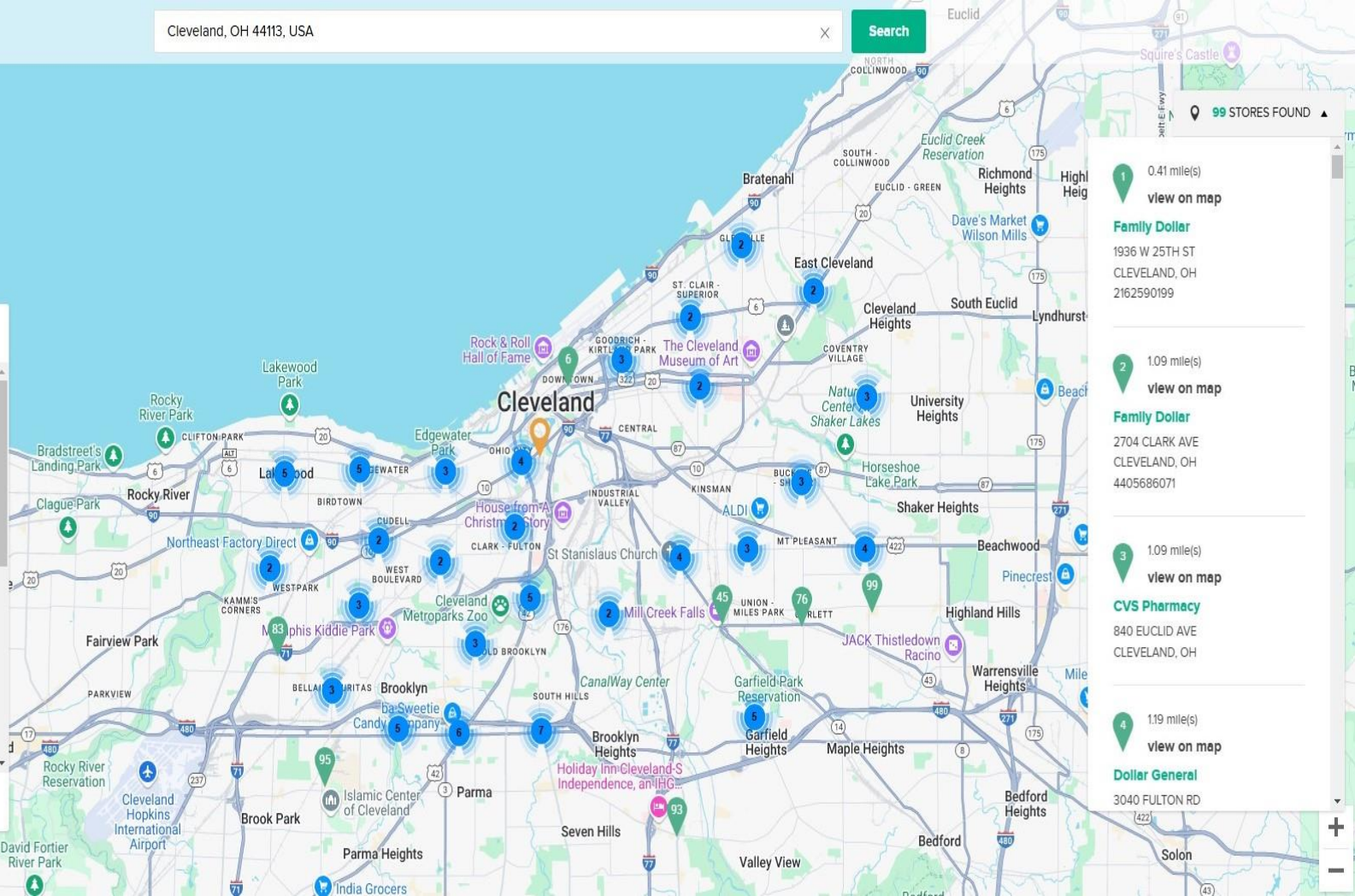
Account Based Ticketing (ABT)

- Account Based Ticketing relies on a back-office account linked to a ticket/token.

- Customer taps/scans the token; fares are calculated based on usage.

- Fare capping is an optional feature enabled by ABT

- Fare capping requires accounts linking fare payments to customers.

- Accounts can have discounts for seniors, students, etc.

- Tokens include smartcards and mobile devices.

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IMPROVE HOW CUSTOMERS PAY

- Implement recommendations from Fare Equity Analysis pillar study
- Change RTA fare collection to improve customer experience and better reflect best practices
- Seamless, equitable fare practices

OPEN ARCHITECTURE

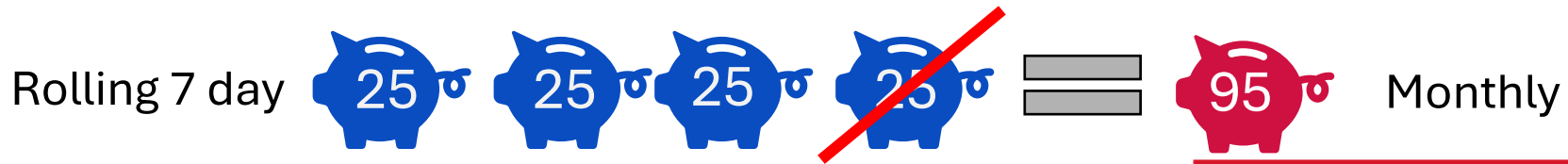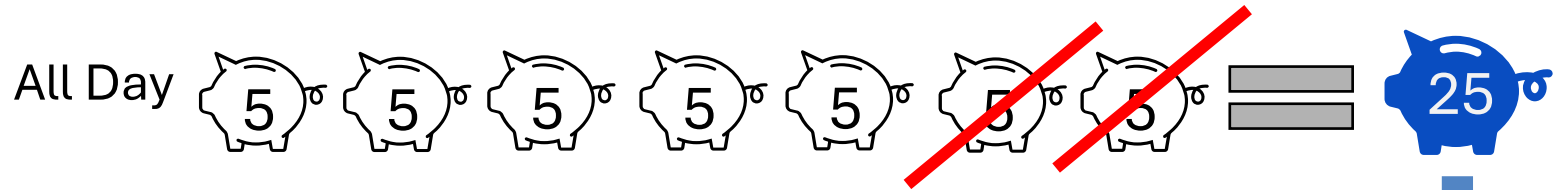CONTACTLESS

ACCOUNT-BASED

STORED VALUE

FARE CAPPING

OPEN PAYMENTS

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Why Fare Capping?

- Enables more customers to benefit from unlimited-use pricing (all-day, 7-day, and monthly)
  - Part of the Strategic Plan
  - Customers don't need to know in advance how much they will ride in the current day, week, or month
  - No need to pay up front for a whole day, week, or month
  - Improves affordability and equity for low-income customers
  - Requires smartcard or opting in on mobile app

- Fare capping is only available to individuals

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Fare Capping Summary (full fare)

All Day: 5 + 5 + 5 + 5 + 5 + ~~5~~ + ~~5~~ = 25

Rolling 7 day: 25 + 25 + 25 + ~~25~~ = 95 Monthly

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Fare Capping Summary (Sr./Disabled)
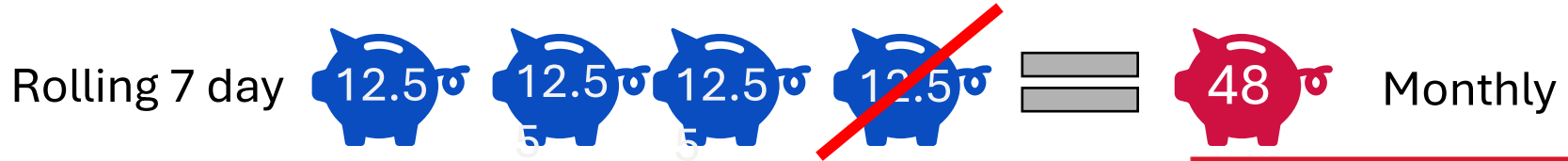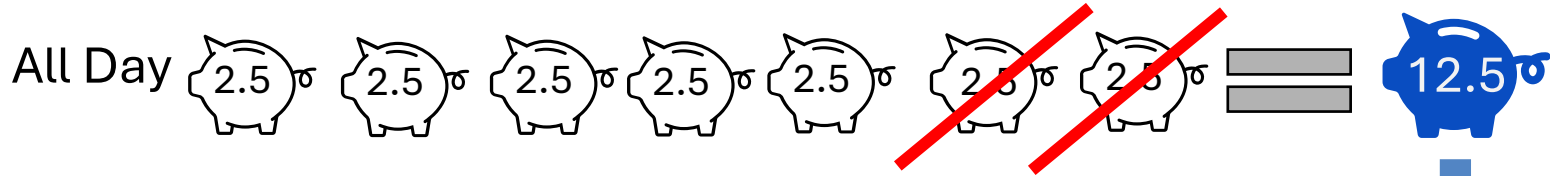
Fare Capping by Category

Category	Daily Cap	7-Day Cap	Monthly Cap
Full Fare	$5.00	$25	$95.00
Student (K -12)	$4.25	$25	$95.00
Senior/Disabled	$2.50	$12.50	$48.00
Paratransit	$7.00	$30.00	$110.00

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Open Payment (non-account)

- Open payment allows secure transactions utilizing your own device/item

- Customer taps/scans the token; fares are calculated based on usage

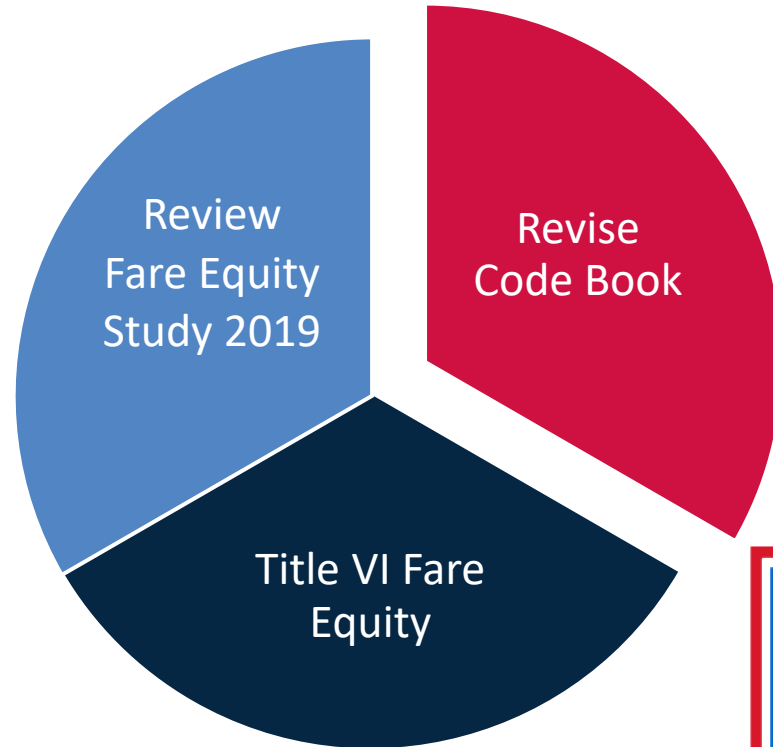 Commonly used by tourists and infrequent transit users

- **Advantages:**
    - Same cost model as current offerings
    - Leverages existing hardware

- **Limitations:**
    - No fare capping
    - This option cannot use discounts for seniors, students, etc.

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Components

2019 Fare Equity Study

- Recommended implementation of account-based ticketing and fare capping

- Thorough analysis of transit user surveys, many riders were paying "extra" by not using 7-day and monthly passes

- Fare capping improves equity for riders who can't afford a monthly pass by offering an installment plan, paid one fare at a time, until the monthly pass is paid for.

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2019 Fare Equity Study (cont.)

- A follow-up survey found that riders did not use monthly passes because:
    - 31% cannot afford a monthly pass
    - 26% cannot predict their transit use

- Did not use a 7-Day pass because:
    - 31% cannot predict their transit use
    - 25% use a monthly pass
    - 5% cannot afford a 7-day pass

Flexible work schedules in 2025 increase the benefit

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2024 Title VI Fare Equity Analysis

• GCRTA's Service Management department performed the analysis for the Proposed Fare Structure Revision

• **Findings:**

  • Fare structure revision consistent with requirements of Title VI

  • No disparate impact on minority customers

  • No disproportionate burden on low-income customers

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Proposed Code Book Revisions

- Changes are needed for
  - Chapter 840 - Commissions and Fare Structure

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Proposed Chapter 840 Changes

- Eliminate Park-n-Ride and out of county fares
- Add rates for fare capping
- Eliminate section regarding fares for rides outside county
- Edits for consistency and clarity

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Questions

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