



Alternative Fare Analysis

ITA Scoping Session

January 2, 2019

Setting the Stage

Where We Are

- 1 of 9 **Prop 1** promises
- No proscribed outcome
- Committed to evaluate options



How We've Described the Potential

- Faster Service
 - +Increased punctuality
 - +Equity
 - +Reduced barriers to access =
-

- More riders
- Reduced congestion
- Reduced emissions
- Stronger workforce
- Operational cost savings

Changing the way fares are paid means different things to different people, and can address several challenges identified by the community. There are options and opportunities that, with some additional study, can help meet our shared goals.



Implementing new fare technology and introducing an alternative fare structure are two options which could be considered.

New Fare Technology

The existing fare collection system takes cash only and is failing. There are many new technology options to consider. Part of the consideration is the cost associated with purchasing and maintaining a fare collection system, and processing the money collected.

Alternative Fare Structure

An alternative fare structure means removing the collection of fares on the bus from individual riders and replacing that fare revenue with funds generated through public/private partnerships. About 10% of transit revenues come from fares. There are several communities, like Chapel Hill NC, Missoula MT, Corvallis OR, and Cache Valley UT, that have implemented a similar alternative fare structure. They have found it:



INTERcity
TRANSIT

Alignment with Other Community Goals

- Move people more efficiently
- Reduce parking/road congestion and cost
- Serve transit-dependent; but also attract more/diverse ridership
- Recruitment advantage for businesses and schools

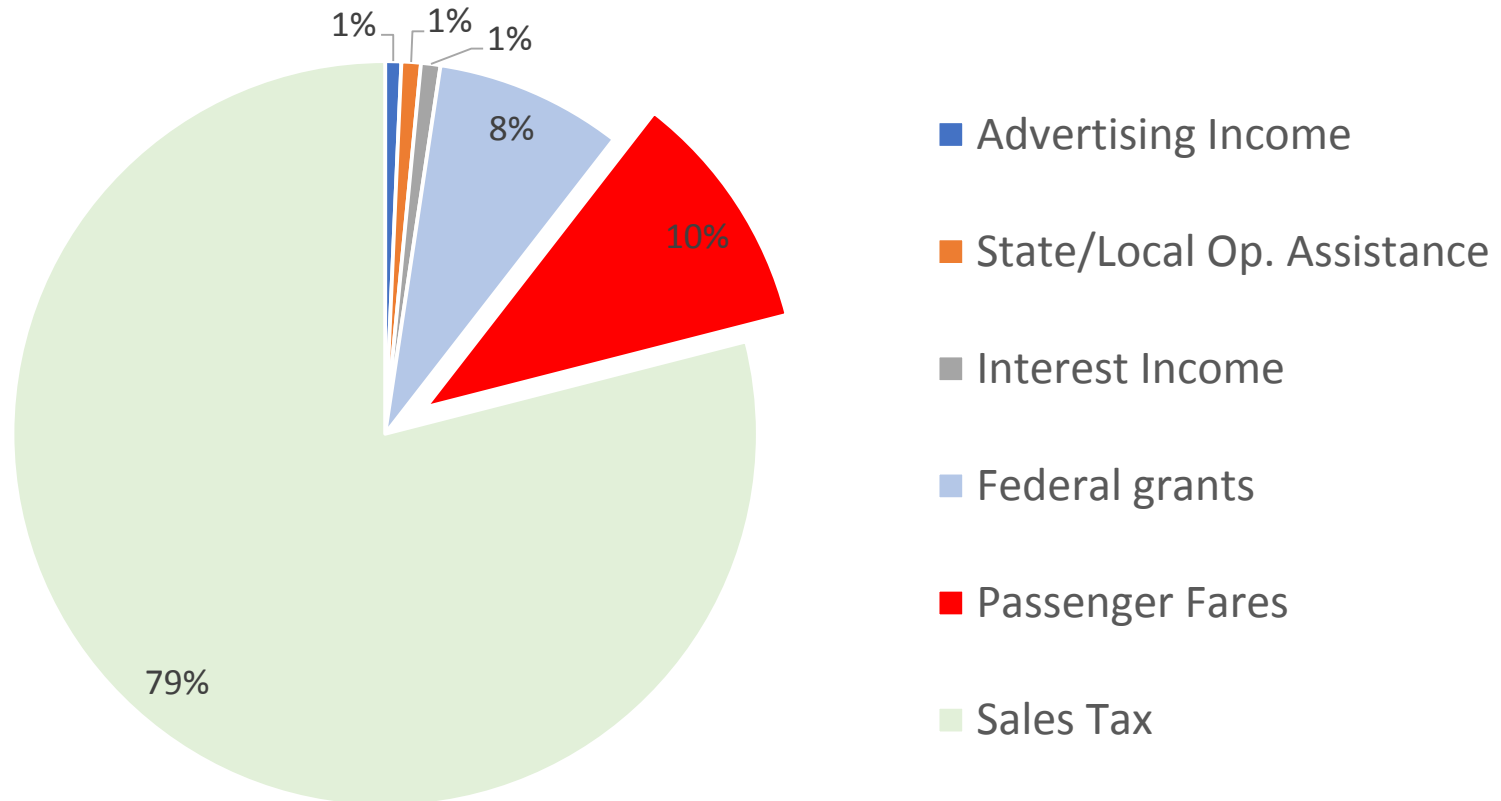


Why Now?

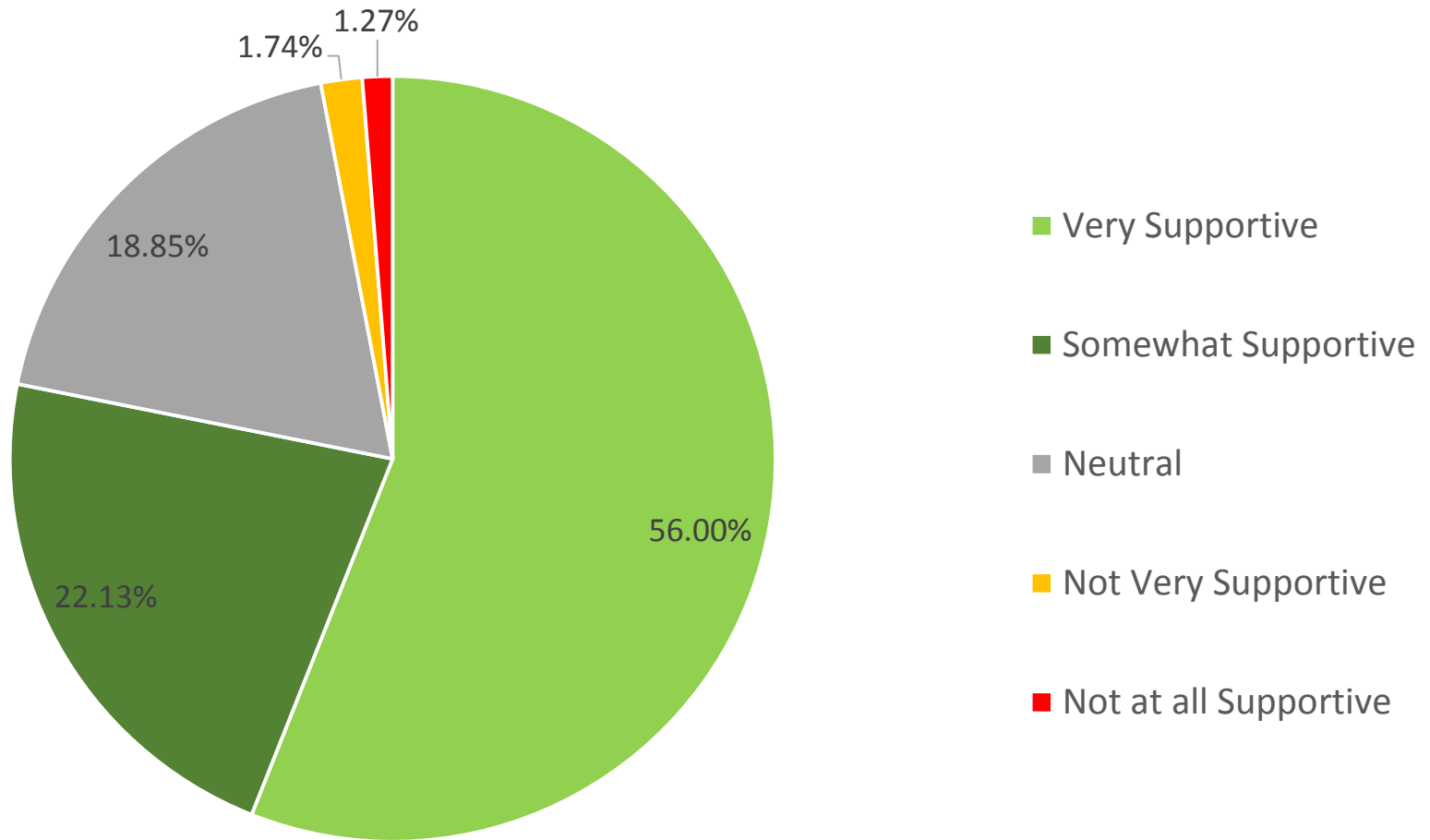
- Task Force Recommendation
 - *With potential concerns noted*
- High Community Interest
- Fare Box Replacement Due
- New Buses Coming!



Fares Account for 10% of Operating Revenues (2017) ...and will represent less of overall total in 2019



Attract more riders by simplifying the fare structure and increasing frequency

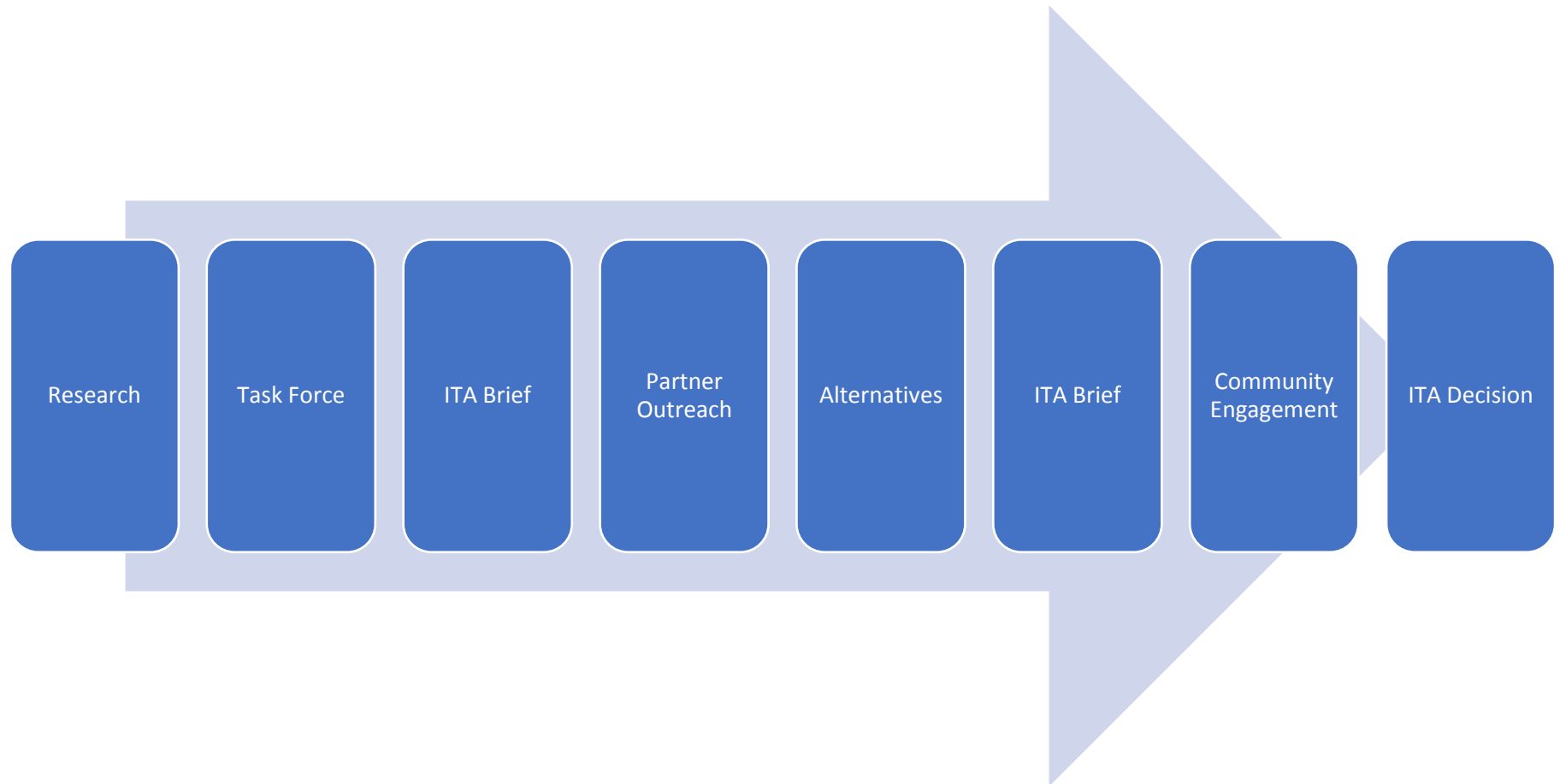


Why People Support – In their own words

- “Public transportation is important for people that lack privilege or opportunity to own a vehicle and can help people get on their feet.”
- “Attracting different demographic riders who live and work on bus lines will help ease congestion also.”
- “I rely on public transit, am a student, have a job, and live downtown.”
- “It shouldn't take 1 1/2 hours to travel 4.8 miles!”
- “I would rather pay more to support those who need service the most and have limited or no access to them.”

Approach Framework

January-July 2019 (pending findings, etc.)



Component: Research

- Operating/equipment replacement estimates
- Fare revenue/expense analysis
- Peer system evaluation, related benefits/impacts
- Partner interest/support
- Increased ridership benefits/capacity assessment



Component: ITA Briefings

- Ensure high comfort level throughout process
- Seek advice re specific stakeholder targets
- Troubleshoot challenges; identify opportunities
- Informed final decision



Component: Task Force

- Shared discovery and recommendation process
- All angles considered
- Foster connections with partners
- Provide vetted recommendation to ITA



Component: Outreach

- Partners
Targeted engagement to measure support, potential concerns
- Community
Online survey + open house(s) to allow deeper discussion



Other Considerations

- Seeking best option available based on merits (matrix)
- No public vote involved; but perception is critical
- Decision not need be final; could consider pilot project

Questions

- Pursue alternative fare analysis?
- Start now?
- Suggested process improvements?
- Key audiences to reach?
- Other direction or essential considerations?