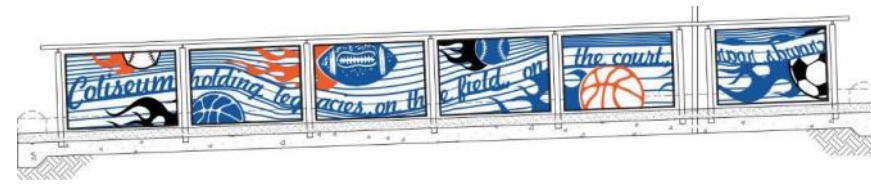
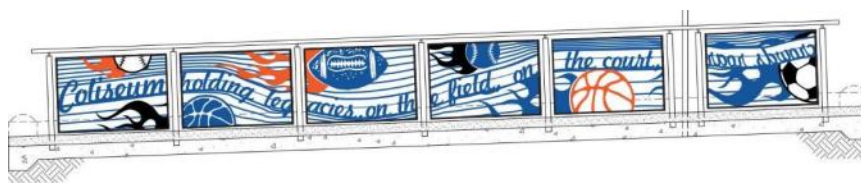




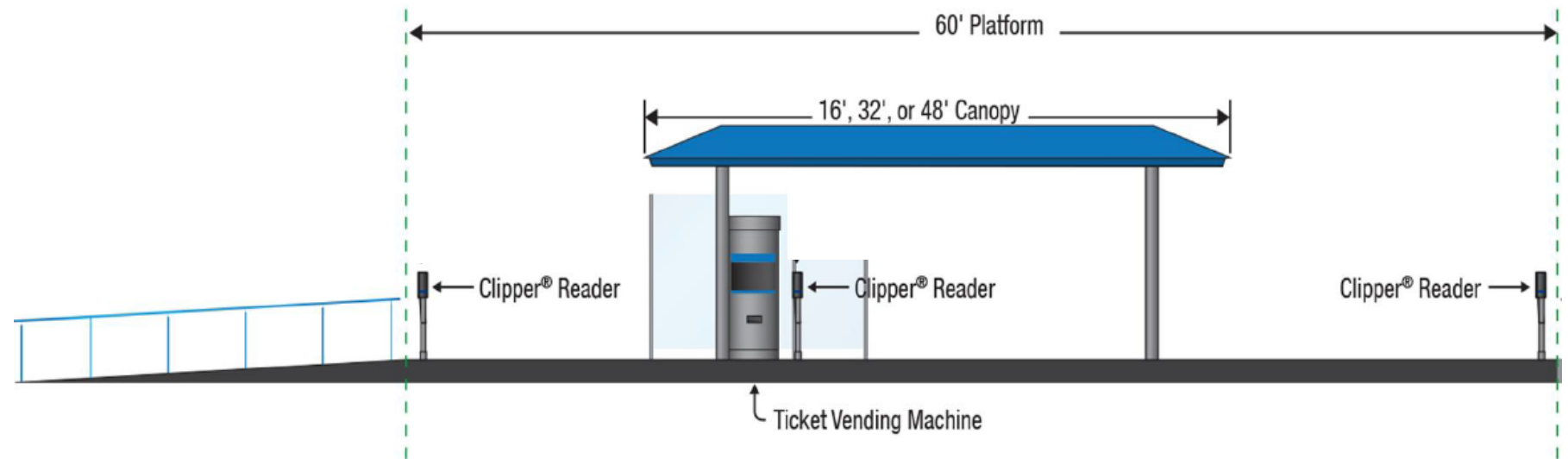
Bus Rapid Transit Fare Collection System

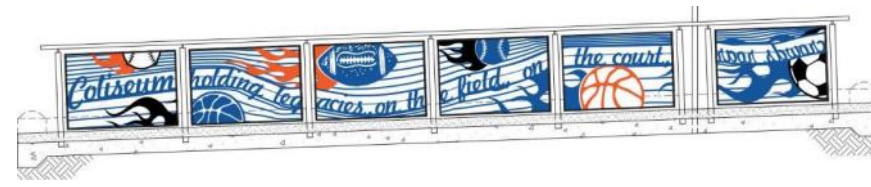
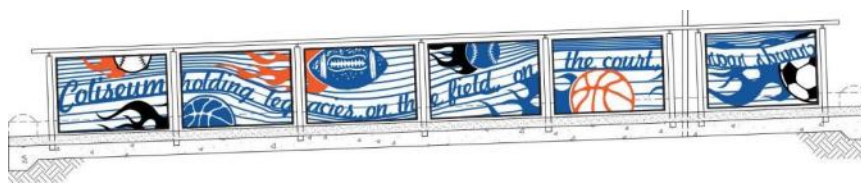
Board Retreat
May 29, 2019



BRT Fare Collection – Concept

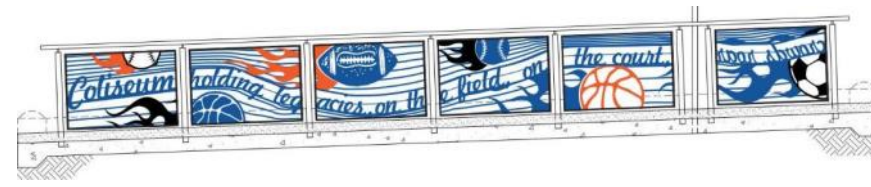
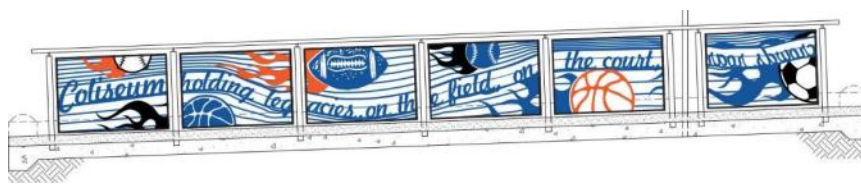
- Follow up from the 2017 Board Retreat
- Off-vehicle fare payment – Cash, Credit/Debit Card & Clipper
- One Ticket Vending Machine (TVM) and Clipper readers per station










BRT Fare Collection

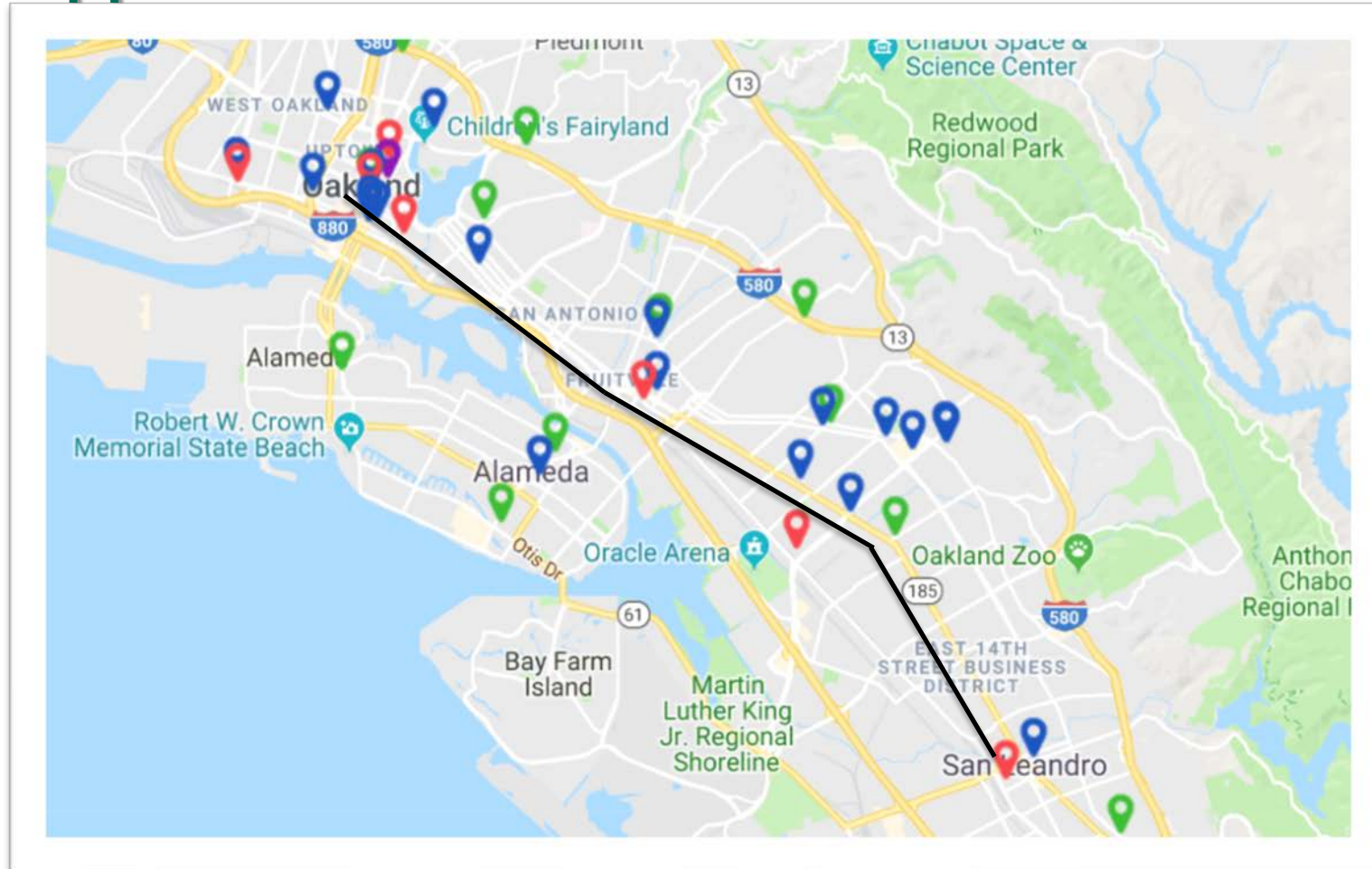
- **Benefits:**
 - Reduced dwell and trip time
 - Increased passenger convenience
 - Improved service reliability
- **Impacts:**
 - Loss of revenue due to fare evasion
 - Increased fare collection costs
 - Day Pass
 - Transferring to other lines
 - Challenges with data collection



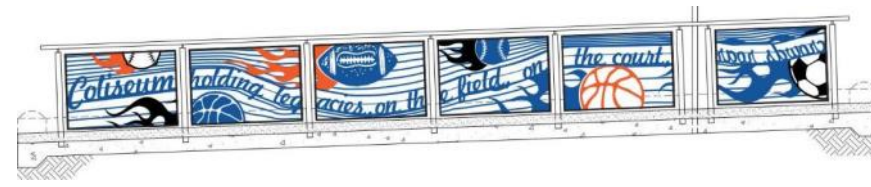
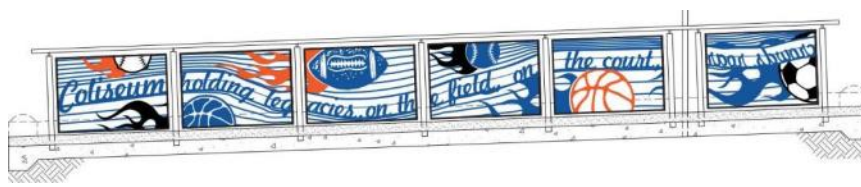
Clipper Add Value

Legend

-  BRT Route
-  BART Station
-  ACT Ticket Office
-  Walgreens
-  Other Retailers



Adding two more locations
Exploring pre-paid cards



BRT Cost to Operate

Annual Revenue Cost to Operate

Existing Line 1 & 801

\$4.5M

\$19.2M

BRT Additional O&M

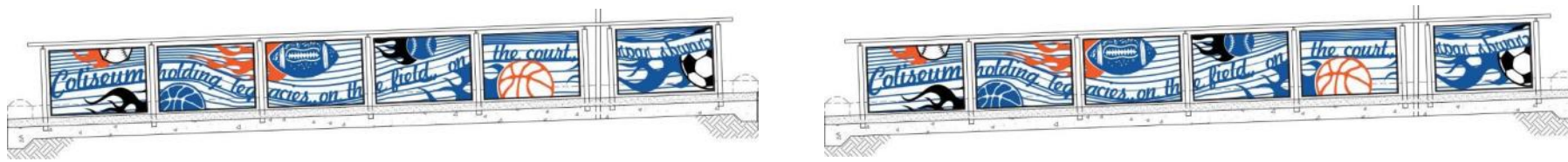
\$6.7M

BRT Projection Total

\$6.4M

\$25.9M

Cost to Operate includes revenue collection, fare compliance, corridor maintenance, and any additional staff cost



BRT Fare Collection – Proof of Payment

- Deployment of “BRT Transportation Ambassador”
 - Focus on “engagement and education”
 - Light touch and data collection
- Targeted enforcement with ALCO
- Introduction of a civil administrative citation process
- Fines set by Board
- Adjudicated by ALCO Sheriffs Department