



REGIONAL FARE INTEGRATION UPDATE

FEBRUARY 24, 2021

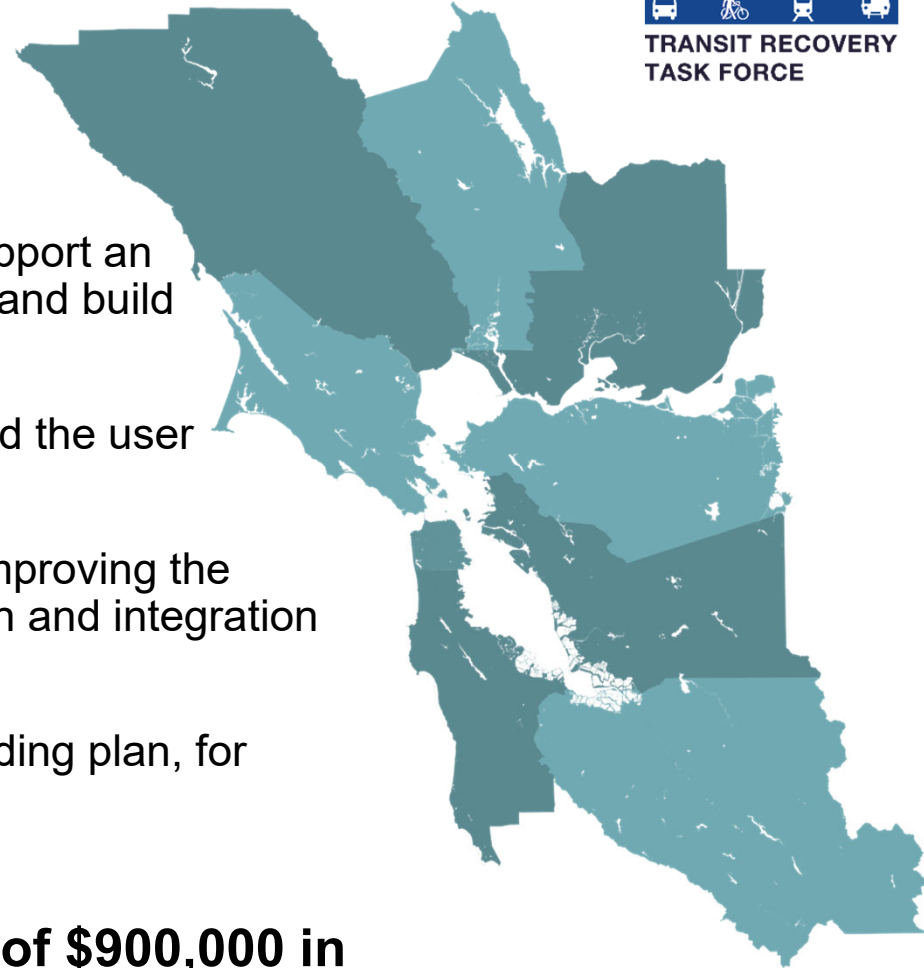


Slides Courtesy of MTC

FARE COORDINATION/ INTEGRATION STUDY

Project Objectives

- Develop goals for the regional fare system that will support an improved user experience, increased transit ridership and build on robust public outreach;
 - Identify barriers, especially barriers related to fares and the user experience, that are impeding increased ridership;
 - Identify opportunities to increase transit ridership by improving the regional fare system through regional fare coordination and integration strategies; and
 - Develop a detailed implementation plan, including funding plan, for recommended improvements.
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- **MTC Commission approved an allocation of \$900,000 in RM 2 bridge toll funds to support the study**



TRANSIT OPERATORS & MTC WORKING TOGETHER

- Fare Integration Task Force – Project Ownership
- Co-Project Managers – BART & MTC staff
- Transit Operator Staff Working Group
- Consultant team with international perspective

Policymaker and Stakeholder Engagement

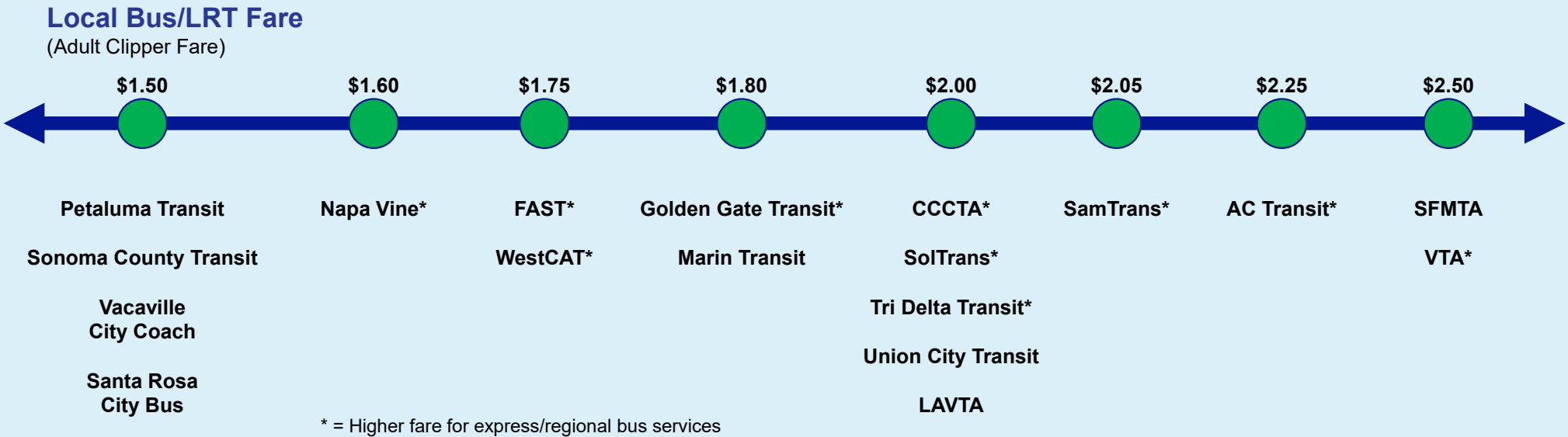
- Policymaker Forum on Fare Coordination
- MTC Policy Advisory Council Subcommittee on Fare Coordination/Integration

Fare Integration Task Force



METROPOLITAN
TRANSPORTATION
COMMISSION

EXISTING TRANSIT FARE POLICIES REFLECT THE BAY AREA'S HISTORY OF LOCAL CONTROL



Zone Based Fares

Caltrain
Golden Gate Transit
SMART
Sonoma County Transit

Distance/Route Based Fares

10 miles

ACE
BART
Golden Gate Ferry
WETA

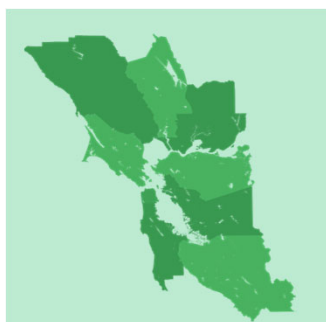
Offers Pass Product

Does Not Offer Pass Product

Information as of 2020, prior to COVID-19 Pandemic.

SIX KEY ELEMENTS OF FARE COORDINATION & INTEGRATION

Strategic Elements



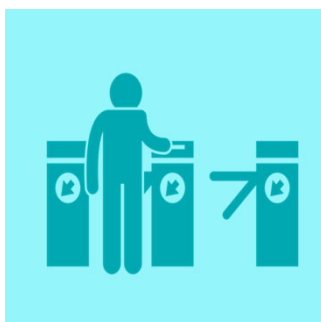
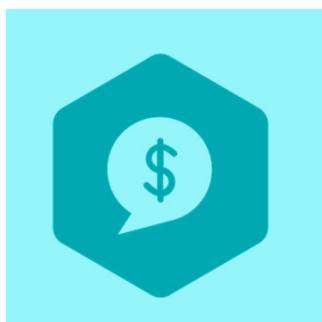
Integration Model

- Which agencies could be included in the coordinated/integrated structure?

Fare Management Model

- Who could make decisions and how are decisions made to coordinate/integrate fares?

Customer Facing Elements



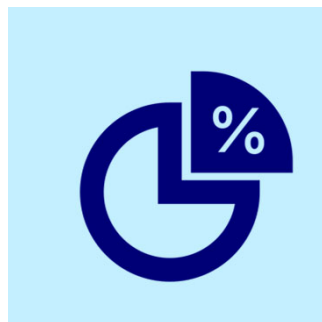
Pricing Model

- How could prices be set in the coordinated/integrated fare structure?

Fare Payment Model

- How could customers pay for coordinated/integrated fares?

Implementation Elements



Funding Model

- How could new capital and operating costs and revenue impacts be managed?

Delivery Model

- How could the coordinated/integrated fare structure be phased and implemented?

PROJECT SCHEDULE



MAY 2020

Project team kick off

DEC. 2020 - FEB. 2021

Project team develops fare coordination and integration scenarios for detailed analysis

FEB. 2021

Fare Integration Task Force considers which coordination and integration scenarios to analyze

SPRING 2021

Project team conducts detailed analysis of financial, ridership, and user impacts and develops implementation strategies

SUMMER 2021

Project team presents final report and recommendations to the Fare Integration Task Force and MTC