



City of MADISON ACTION ITEM DETAIL

March 13, 2024

ACTION TITLE: Metro Fare Technology Approval

PRESENTER: Metro Transit, Mick Rusch

CONTACT FOR QUESTIONS: Mick Rusch

ACTION SUMMARY: Approve Metro proposed fare tariff structure to implement account-based ticketing, fare capping, and half-fare program.

BACKGROUND: In 2021, the City of Madison completed a detailed examination of various fare system types, including a fare-free system. This detail was presented in whole or in part at various meetings, including Transportation Policy and Planning Board on May 3 and June 28, 2021, a public information meeting on July 21, 2021, and a public hearing on August 2, 2021. Finally, on August 16, 2021, the Transportation Planning and Policy Board authorized a framework for a Fare Collection Request for Proposals (RFP) which included the following elements:

- A new fare system is to be operational on or before the start of BRT operations in the Summer of 2024
- New system to be implemented on both BRT and local (non-BRT) routes.
- Allow users to add monetary value to accounts to be used for transit travel.
- Allow users to validate their account media at any door of the bus.
- A reduced fare program is to be created for eligible users, with the ability to pay balances after a ride.
- Cash to continue to be accepted on board local buses for single ride fares only.
- BRT stations to include cash reload kiosks that can dispense new fare media.
- Contract with retailers to enable reloading accounts with cash at those retailers.
- Utilize fare capping to allow users to pay up to a limit, with rides after that limit being free.
- Accepts payment via mobile phone and other third-party media enabled by the new fare system
- Integrate with Identification Cards used by major partners to be used as fare media as technology permits.
- Create a time duration transfer period to replace transfer slips.
- Accept payments via this new system on Paratransit providers.

Based on this framework, staff developed an RFP that ultimately selected Masabi as the preferred vendor in late 2022. Metro and Masabi have been moving forward with system design and hardware procurement since that time and are ready to finalize the final system details to move forward with implementation.



DESCRIPTION: Refer to separate attached document for the full description of the change.

EQUITY GOAL IMPACTS: A detailed Equity Analysis has been performed and is attached for reference. While there may be some impact to low-income riders in the inability to make free transfers with cash fares, that has been appropriately mitigated by the expanded half-fare program, the expanded retailer network, the BRT station ticket vending machines, and the free distribution of fare cards in 2024.