



# METRO FARE COLLECTION POLICY

## PUBLIC HEARING

08/02/21

# PURPOSE AND SCHEDULE

---

## Why Change?

- Customer convenience
- Administrative costs
- Equipment at end of life
- Bus Rapid Transit (BRT)

## Sequence

- Presented to TPPB – 6/18/21
- Public Info Meeting – 7/21/21
- Public Hearing – 8/02/21
- TPPB Direction – 8/16/21 (approx.)
- Release RFP – late 2021
- Implementation in 2022 - 2023



# FARE-FREE IN MADISON

---

- Studied by staff
- Creates funding gap of up to \$17 million
- **Not recommended by staff**
- Seek other methods to reduce barriers
- Additional funding would be better spent enhancing service

# FARE SYSTEM TYPES EVALUATED

---

- Traditional Farebox
- Account Based
- Proof of Payment

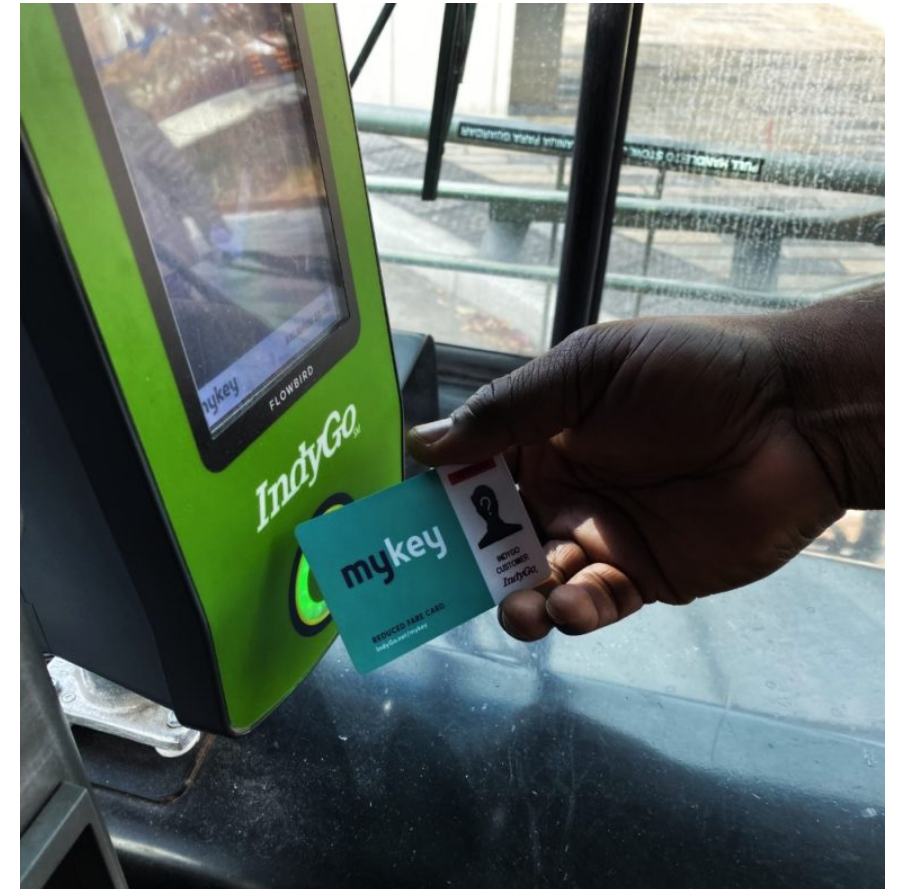
# FARE TYPE RECOMMENDATION

---

- Staff recommends an Account-Based system on all Metro services
- Mitigation for cash collection required
- Allows uniform system for all
- All door boarding on all routes
- Allows new techniques (discussed later)
- Avoids operating cost and profiling concerns of proof of payment

# ACCOUNT BASED FARE COLLECTION

- Balances stored in cloud database
- Uses smaller fare validator device
- Can read tap cards and mobile devices
- Rear door entry possible to speed entry
- Can manage account virtually
- Enables various new equity strategies
- No cash collection on the bus
  - Speeds boarding times
  - **Equity concerns that must be mitigated**





# CASH COLLECTION

- Goal to eliminate cash on board
- Cash collection is costly and slow
- <10% of current riders use cash on board
- Account-based collection relies on users loading money to their account
- Unbanked may have no other option
- **This is an important equity issue**

# CASH COLLECTION RECOMMENDATION

---

- Create half fare low income program w/ post-pay/negative balance
- Leverage robust retail network
- Continue cash on board for local routes
  - No benefits of account based system
  - Phase out over 5 years @ farebox end of life
- No cash on BRT
  - Include a few reload kiosks, not all locations





# OTHER RECOMMENDATIONS

---

- Weekly + daily fare capping
- Mobile payments:
  - Custom App with NFC card emulation
  - Open mobile payments (Apple + Google)
  - No option for those without either capability
- Integrate with other ID cards
- Implement 2 hour transfer periods
- Limited single use paper cards
- Integrate with paratransit
- Open payments w/ contactless cards

# NEXT STEPS/REMAINING DETAILS

---

- Future TPPB or TC direction
- Additional integrations?
  - Bikeshare
  - Parking
  - Zipcar
- Prepare Vendor Request for Proposals
- Implement 2022/2023

# PUBLIC FEEDBACK

---



1245

**metro transit**  
administration offices

