

# New Fare Technology Coming!

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Will launch prior  
to BRT (Fall 2024)



metro transit

# Masabi Overview

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There will be some decisions that may need to be made along the way

**No fares will increase**

Draft pricing is based on existing Metro fare items

# Masabi System

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- Account-based fare system
- Automatic fare capping - so riders always get Metro's best deal
- No need to purchase passes or multi-ride cards in advance



# Masabi System

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## Fare readers installed at all doors on every bus

- Boarding at all doors will speed up BRT
- Increased speed will outweigh instances of fare evasion
  - ➔ Research shows increased boarding speed offsets lost fare revenue
- Drivers will be trained how to handle fare evasion

# Boarding BRT Stations

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## Board at all doors using:

- New Metro Fast Fare Card
- Single ride tickets or day passes purchased at kiosk
- Cash accepted at kiosks but not on buses



# BRT Platform Kiosks

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## Instructions in English and Spanish

- Purchase single ride ticket
- Purchase 1-day pass
- Reload smartcard
- Accepts credit cards, bills and coins, but doesn't give change



*Fast Fare*  
**TICKETS**

↓ TAKE TICKET HERE ↓



# Local Buses

(Regular Metro Stop)

- Current fareboxes will be at front of all 40-foot and 60-foot buses
- Can use old fare media and cash when boarding **local** routes
- Readers will be installed at back door of bus for rear door boarding at later date

## When boarding a **LOCAL** route (regular Metro stop)

- Board at front of bus
- Can use cash or old fare media



# Local Routes

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## Future Plans

- At some point, we'll be phasing out old fare media
- Fare boxes will only collect cash
  - Paper transfers no longer issued

## Some local routes will use 60-foot buses and board at BRT stations

- F and R on west side
- All door-boarding, ticket purchased at kiosk, no old fare media



# Masabi System

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## Get Fast Fare Card (free through 2024)

- Metro main office
- Through mail
- Sales outlet

## Add Money to Your Card

- Online account
- Sales outlet
- Kiosk BRT station



# Tap Your Fast Fare Card Every Time You Ride

- The system will deduct \$2
- Ride multiple times, get Metro's current multiple ride discounts along the way through **fare capping**





## What is Fare Capping?

- Rider puts money in account
- Buys tickets until reach a pass price (day pass, weekly charge, 31-day pass)
- At pass price, fare is capped - free rides through remaining day, week, month
- Pay as you go - savings realized automatically
- Don't need to buy special passes



# Fare Equity Through Fare Capping

- Removes cost barriers of paying for fares up front
- Rider who pays separately gets same discounts as rider who pays in advance

# Fare Cap Pricing

Multiple-ride discounts based on single ride fare, day pass, and 31-day pass prices

## Current Pricing

- Single Ride: \$2.00
- Day Pass: \$5.00
- 31-Day Pass: \$65.00

| #of Rides/Passes                         | Draft Pricing                                                                                                               |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Single Fare                              | \$2.00                                                                                                                      |
| 3 rides (Day Pass)<br>(3x \$2 = \$6)     | \$5.00 (capped at a day pass price, no charge rest of day)                                                                  |
| 4 day passes in week<br>(4 x \$5 = \$20) | \$16.25 (capped at weekly price, no charge rest of week)<br>Weekly price based on 1/4 of 31-day pass (1/4 x \$65 = \$16.25) |



## Transfers

- **Valid for 2-hour window** (just tap card, transfer will serve as 2-hour pass)

## Zero Balance Accounts

- If account runs low, system will allow you one more ride
- Will need to reload card
- Don't throw card away → \$2 replacement fee
- Auto reload coming later in 2024



## Fare Media

- Start out using Fast Fare smartcard
- Single ride tickets (purchased from kiosks on BRT platforms)
- Will release an app in the future that allows reloading media and QR code to board
- In March 2025, tap credit cards, Google Pay, Apple Pay



# Sales Outlets

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- Will introduce new set of sales outlets where you can purchase and reload smartcards
- Over 99 outlets in Madison area
  - Includes Kwik Trip, Walgreens, Dollar Stores, and others
- Will contact current sales outlets to see if there's interest in new system





# Discounted Fare Capping

Current Discounts:

- Youth
- Senior/Disabled
- Low Income

To make it easier to understand,  
propose a single half price fare





# Proposed Half Price Fare

Based on Low Income Pass Pricing (31-Day Pass: \$28.00)

| #of Rides/Passes                             | Draft Half Price Fare Cap Pricing                        |
|----------------------------------------------|----------------------------------------------------------|
| Single Fare                                  | \$1.00                                                   |
| 3 rides (Day Pass)<br>(3x \$1 = \$3)         | \$2.50 (capped at day pass price, no charge rest of day) |
| 4 day passes in week<br>(4 x \$2.50 = \$9)   | \$7.00 (capped at weekly price, no charge rest of week)  |
| 4 weekly passes in month<br>(4 x \$7 = \$28) | \$28 (capped at low-income pass rate)                    |

Staff will need to create a process for people to register for a ½ price fare cap.



## Future Roll Outs

### December 2024

- Auto account reload

### March 2025

- Tap credit cards
- Apple Pay/Google Pay credit card wallets

### Into 2026

- NFC on app





## Transition Process

- Switch everyone to smartcards
- Free card to all new users
  - (\$2 card fee starting 2025)
  - \$2 replacement fee
- Will do promotion this summer encouraging people to bring in old fare items - load dollar value onto smartcard

## Social Service Agencies

- Will need to work with social service agencies to figure out the best way to distribute new fare media



## **Discussion at Future Meetings**

- We'll be bringing a revised fare tariff to TC based on feedback received on this presentation.
- Since we're not raising fares, a public hearing is not required.