Metro's Fare Equity Policy

Metro's Fare Equity Policy was established and approved by the Transit and Parking Commission on April 9, 2014 to ensure that adverse effects of a fare change are not borne disproportionately by low income riders or people of color.

This policy outlines how to:

- Identify which fares are used by low income riders or people of color.
- Ensure that these fares are not increased by more than 5% compared to the lowest percentage increase of other fare categories.

Identifying Equity Sensitive Fares

Staff have determined the following are used by low income riders and people of color:

- Cash
- 31-day pass
- 31-day senior/disabled pass
- Low Income pass
- EZ Rider pass

HOW EQUITY SENSITIVE FARES ARE DETERMINED

Low Income Use Fare: Low income ridership using a certain fare is 5% higher than ridership of non-low income riders.

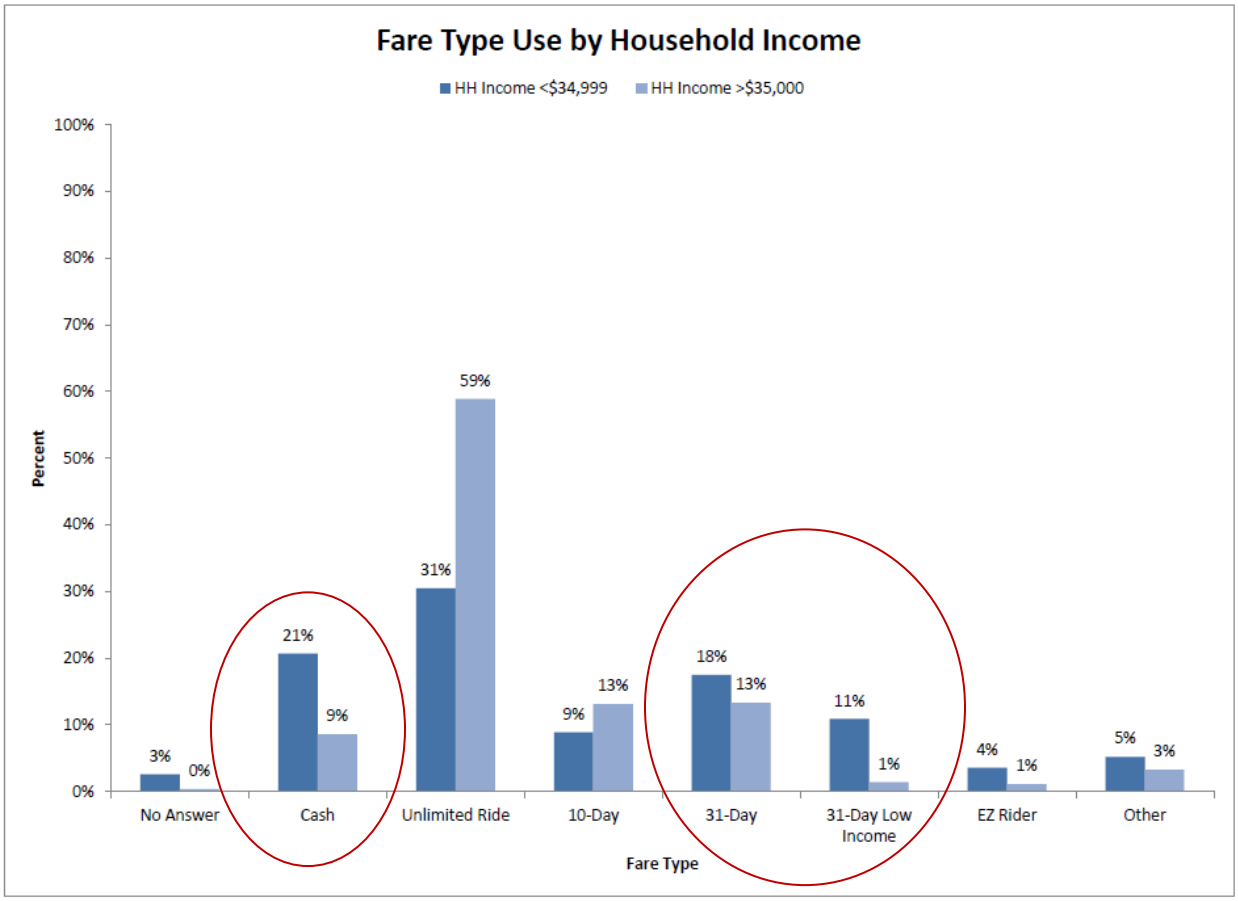
Fares Used By People of Color: Ridership by people of color using a certain fare is 5% higher than ridership of white riders.

Fare Use By Income

Metro uses 150 percent of the national poverty guideline to determine eligibility for its low income pass. For a household of one that would be $17,655. The lowest two salary categories tabulated in the onboard salary were "less than $15,000" and "less than $35,000". Staff used "less than $35,000" data to determine low income use fares.

Low Income Use Fare: Low income ridership using a certain fare is 5% higher than ridership of non-low income riders.

(See further explanation on next page.)



Metro Transit On-Board Survey 2015 # of Respondents with Income <$34,999: 6,315 # of Respondents with Income >$35,000: 10,642
University Students not included in analysis.

Fare Use By Income (continued)

Low Income Use Fare: Low income ridership using a certain fare is 5% higher than ridership of non-low income riders.

(See graph on previous page).

The following items are considered low income use fares.

CASH

Low Income Use	Non-Low Income Use
21%	9%

31-DAY PASSES

Low Income Use	Non-Low Income Use
18 %	13%

LOW INCOME 31-DAY PASSES

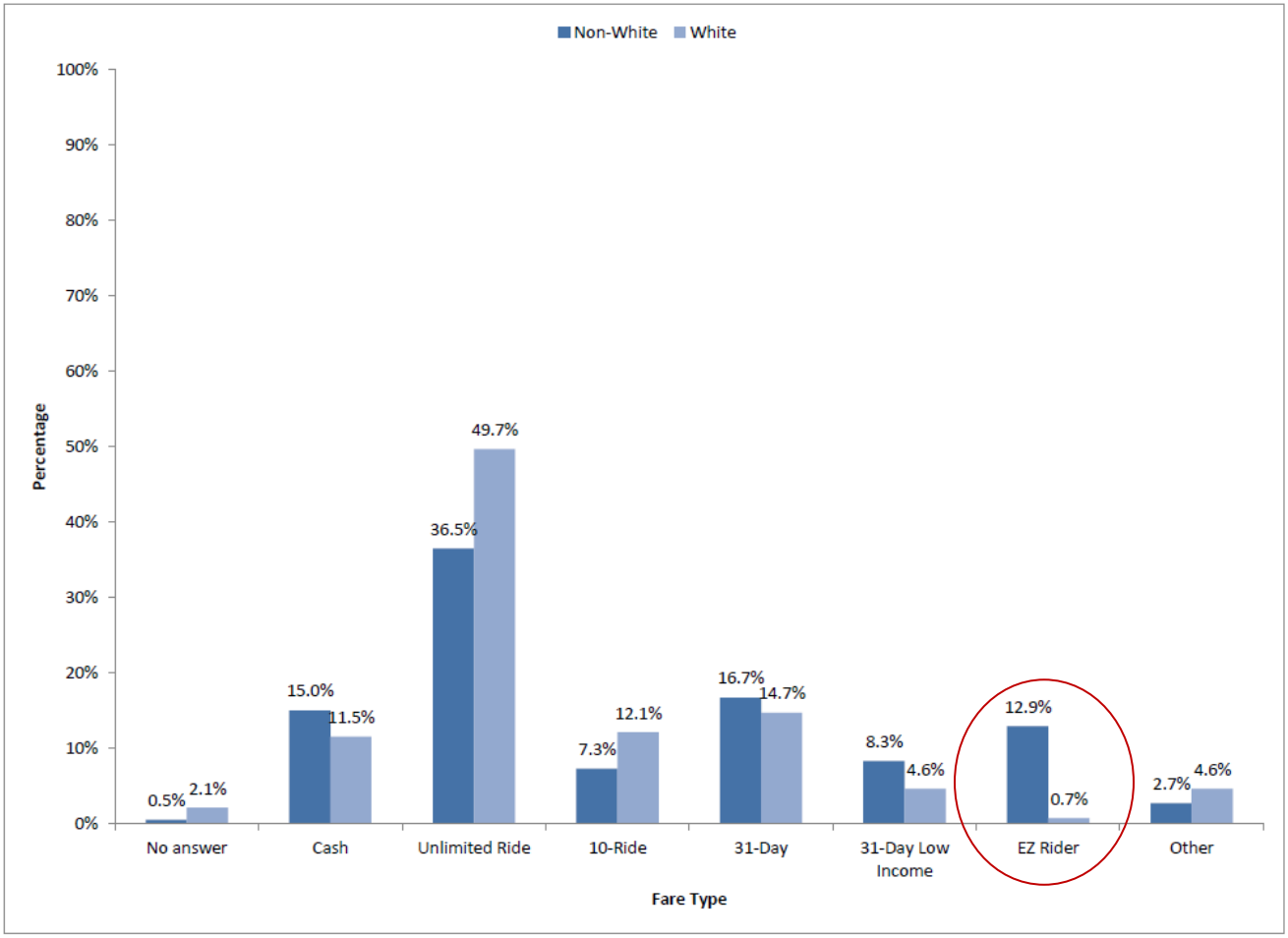
Low Income Use	Non-Low Income Use
11 %	1%

SENIOR/DISABLED 31-DAY PASSES

Data was not gathered on specific use of the 31-day senior/disabled pass. Since this specific data is not available, staff considers senior/disabled 31-day passes to also be used by low income riders.

Fares Used By People of Color: Ridership by people of color using a certain fare is 5% higher than ridership of white riders.

Fare Use By Race



Metro Transit On-Board Survey 2015 Non-White Respondents: 5,934 White Respondents: 15,600 University students not included in analysis.

FARES USED BY PEOPLE OF COLOR

EZ Rider Passes are considered a fare used by people of color.

People of Color	White
12.9 %	1%

EXPLANATION OF UNIVERSITY STUDENT DATA

Data collected from University students was not used in Metro's determination of equity sensitive fares due to majority of college students utilizing unlimited ride passes.

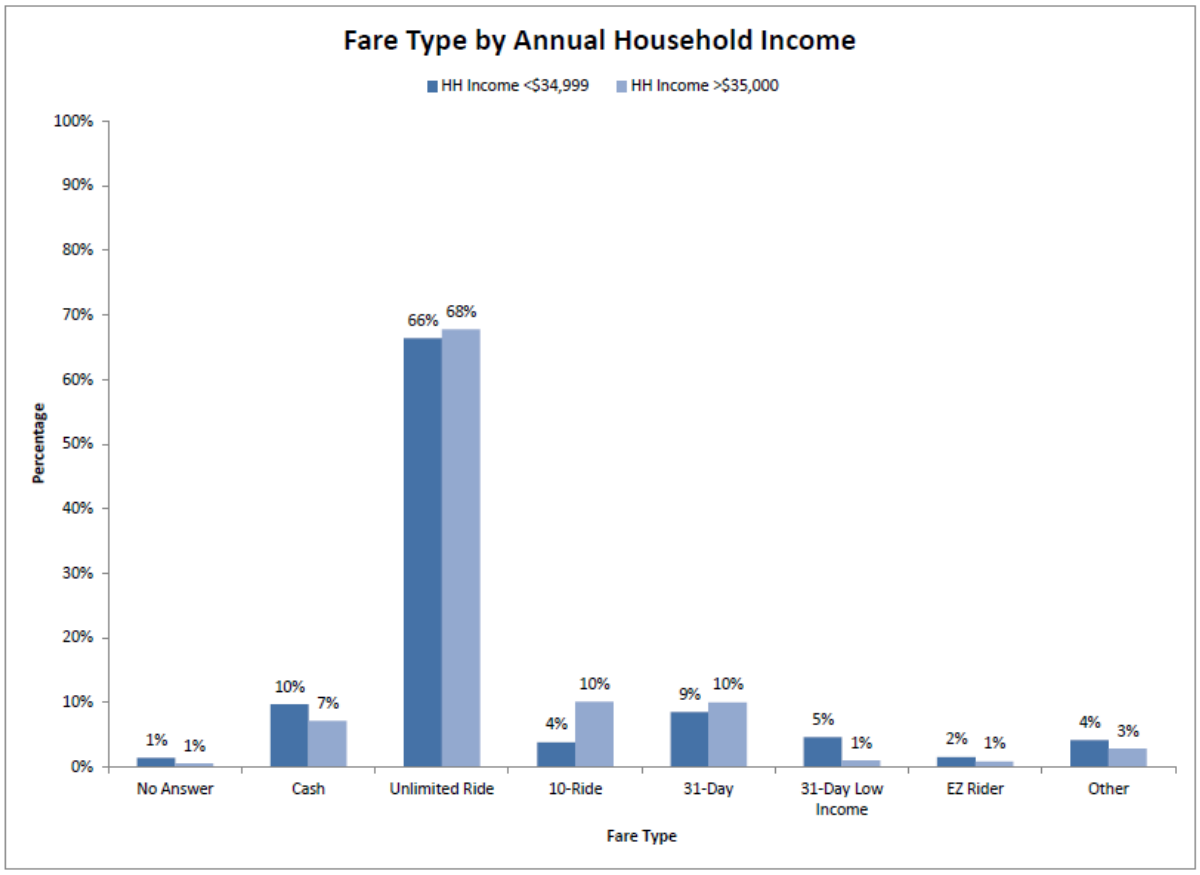
Due to bulk purchase discounts, these unlimited ride passes are Metro's cheapest adult fare. Bulk purchase discounts are not given to the general public. Metro concluded that only fares available to the general public should be consider in the equity sensitive fare determination.

Metro's onboard data was collected in collaboration with the Madison Area Transportation Planning Board (MPO). MPO staff have excluded university students from their household income charts and have cautioned Metro staff in using this data for its fare analysis.

The MPO found that asking students to provide household income numbers is challenging for many reasons. For the consistency of data, students would need to report income of roommates as household income. Many students might not know this number or be willing to share. Other students may have included their parent's income or reported their income as low but are actually financially supported by relatives.

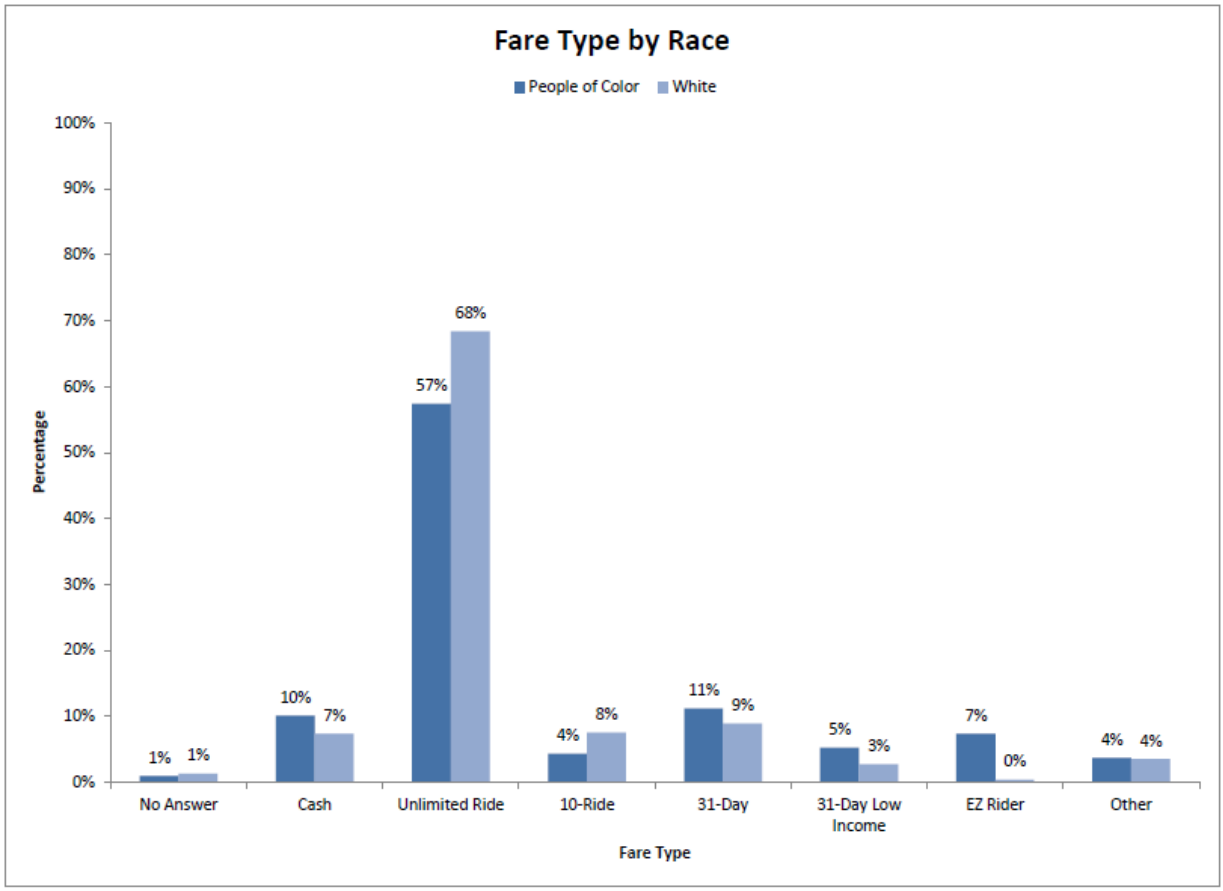
For reference, university student data is included in the graphs on the following pages.

Fare Use By Income – College Student Data Included



Metro Transit On-Board Survey 2015 # of Respondents with Income <$34,999: 15,572 # of Respondents with Income >$35,000: 14,794
University students included in analysis.

Fare Use By Race – College Student Data Included



Metro Transit On-Board Survey 2015 # of Respondents of Color: 10,988 # of White Respondents: 26,648
University students included in analysis.

Proposed Fare Increase – Considering Equity Sensitive Fares

Metro's policy is to ensure that equity sensitive fares are not increased by more than 5% compared to the lowest percentage increase of other fare categories.

	Pricing		
Fare Type	**Current**	**Proposed**	**Percentage Increase**
Cash *	2.00	2.00	0%
Youth Cash *	1.25	1.25	0%
Disabled/Senior Cash *	1.00	1.00	0%
One Day Passes	4.50	4.50	0%
Adult 10-Ride Card	15.00	17.50	16.7%
Youth 10-Ride Card**	**10.00**	**11.20**	**12.0%**
Senior/Disabled 10-ride card	10.00	10.00	0%
Adult 31-day pass *	58.00	67.50	16.4%
Senior/Disabled 31-day pass *	29.00	33.75	16.4%
Low Income 31-Day Pass*	27.50	27.50	0%
EZ Rider Pass	150.00	150.00	0%
Summer Youth Pass	30.00	35.00	16.7%
Daytripper Pass	42.00	49.00	16.7%
Commute Card Rate	1.25	1.40	12.0%
Unlimited Ride Pass Rate	1.15	1.35	17.4%

* Yellow shaded fare types are considered "equity sensitive fares."

** Lowest percentage increase of non-equity sensitive fare is youth 10-ride card at 12.0%. This means that no equity sensitive fare will be increased by more than 17.0%.