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#FarePolicy

Regional Fare Policy & Clipper 2.0

Arielle Fleisher, Senior Transportation Policy Associate

October 9, 2018



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Outline

1. What is fare policy, integrated fare policy?
2. How public transit fares work in the Bay Area today
3. Why simplify and integrate fares and what can we learn from other regions?
4. Where can we go from here?

What is fare policy?

Defining our terms

What is Fare Policy?

The rules defining how much people pay to use public transit.

What is Regional or Integrated Fare Policy?

Fares rules (structure, products, prices) are uniform and the penalty for transferring between transit systems is fully eliminated because transit fares are calculated not according to how many transfers are made, but on the total cost of the journey.

How public transit fares work in the Bay Area today

Fare Structures and Products Differ Across Bay Area Transit Operators

Agency	AC Transit	BART	Caltrain	Golden Gate Transit	SFMTA	SamTrans	VTA
Fare Strategy	Flat fare with regional surcharge	Distance-based	Zone-based	Zone-based	Flat fare	Flat fare with express surcharge	Flat fare with express surcharge
Regular Adult Single Trip	\$2.25 (cash), \$2.15 (Clipper), \$4.50 (transbay)	\$1.95 - \$15.70	\$3.75 - \$13.75 (cash), \$3.20 - \$13.20 (Clipper)	\$4 - \$13.00 (cash), \$3.20 - \$10.40 (Clipper)	\$2.75 (cash; bus and rail), \$2.50 (clipper; bus and rail) \$7 (cable car)	\$2.25 (cash), \$2.05 (Clipper), \$4.00 (Cash express), \$3.60 (Clipper express)	\$2 (local), \$4 (express)
Single Day	\$5 day pass	<i>none</i>	\$7.50 day pass (1 zone)	<i>none</i>	<i>none</i>	\$5.50 local day pass	\$4 8-hour light rail pass, \$6 local and \$12 express day pass
Loyalty Products	\$81 local and \$162 transbay 31-day passes	High-value ticket provides 6.25% bonus for \$45 and \$60 purchases	\$23.70 8-ride ticket (1 zone), \$84.80 monthly pass (1 zone)	<i>none</i>	\$75 Muni-only monthly pass, \$94 Muni and SF BART monthly pass	\$65.60 local, \$96 Express monthly pass	\$70 local, \$140 express monthly pass; annual passes are also available

Source: SPUR Analysis

Why might we simplify and integrate fares?

1. Riders want integrated fares

A Fare Policy for Everyone

Transit riders want riding multiple transit services to be easier and more affordable. They made a variety of suggestions for regional fare policies.



The next-generation system will be versatile enough to accommodate any policies set by the region's transit operators.


2. Disparate fares limit the usability and appeal of a fare payment system



Riders struggle to understand what Clipper supports and offers:

- Does Clipper calculate transfers and discounts?
- Does Clipper work across systems?
- Does Clipper support cash in addition to passes?

3. Disparate fares make using transit confusing



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SchedulesStationsFaresRider InformationProjects & PlansAbout Caltrain

SF Weekend Caltrain Closure Oct 6, 2018 to Spring 2019

Schedules

Stations

Fares

Fare Chart

Ticket Types

How to Buy

Fare Evasion Policy

Codified Tariff

Miscellaneous

Rider Information

Projects & Plans

About Caltrain


> caltrain.com > Fares > Miscellaneous

Miscellaneous

Here are additional links to fare information:

Refund Policy:
Caltrain's policy for the refund of a Monthly Pass.

Inter-agency Transfers:
Ability to transfer between different modes of transit for one low fare.



Subscribe








You can now receive Caltrain news via e-mail!
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Highlights

[Real-time Station List](#)
[Weekday Timetable](#)
[Weekend Timetable](#)
[Special Events](#)
[VIDEO: Board Meetings](#)
[Electrification](#)

Social

Social Media




Metrolinx's Transfer Marketing Campaign

**Save on transit.
Go on more dates.**

Starting Jan 7, save up to \$1.50 per trip with PRESTO when you transfer between TTC and GO Transit or UP Express.





 METROLINX
Get your card at PRESTOcard.ca

PRESTO

**Save on transit.
Visit more friends
for coffee.**

Starting Jan 7, save up to \$1.50 per trip with PRESTO when you transfer between TTC and GO Transit or UP Express.

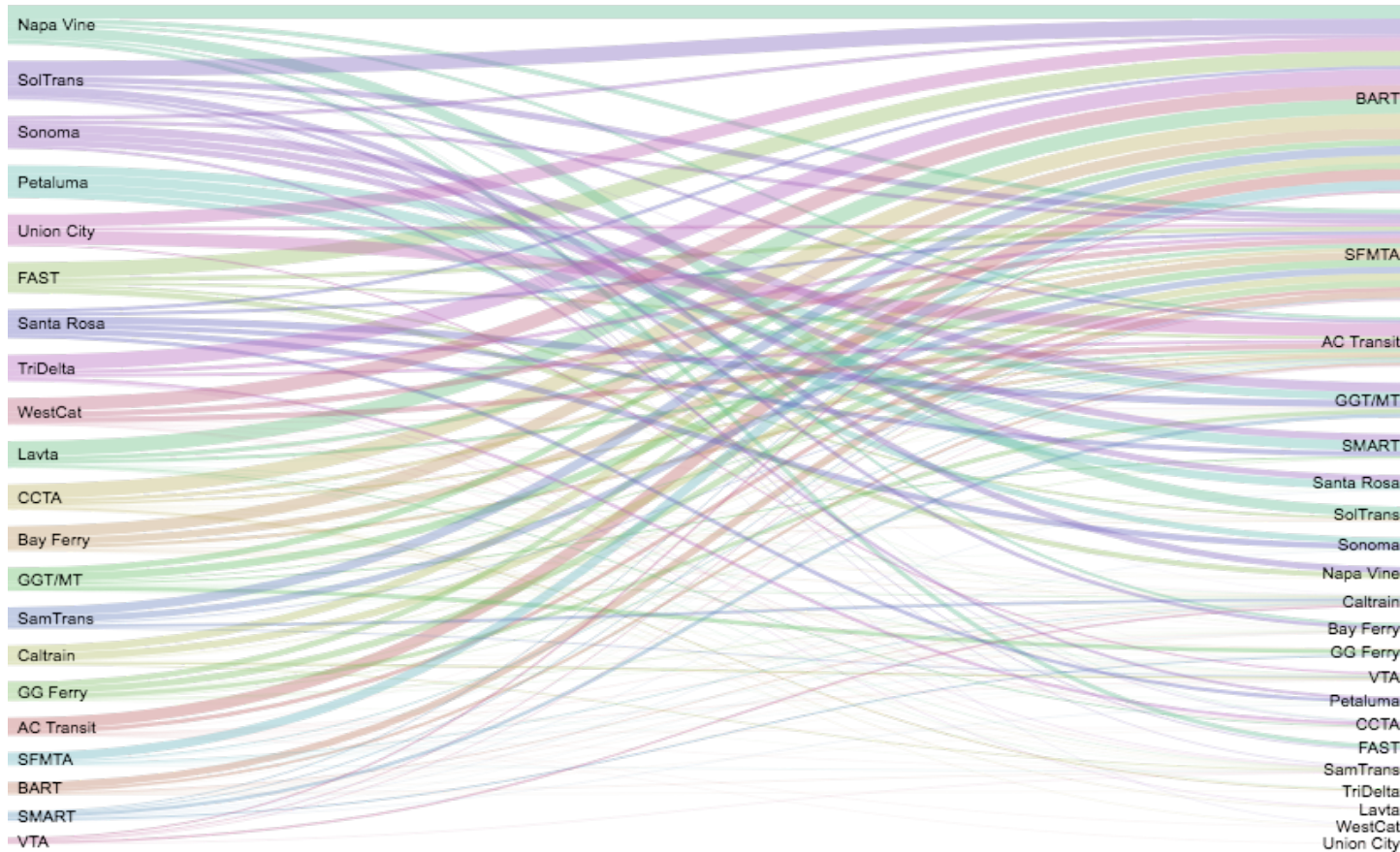


 METROLINX
Get your card at PRESTOcard.ca

PRESTO

4. Our fare policies penalize people who take multi-operator trips

Use of Multiple Transit Operators in the Bay Area, 2017



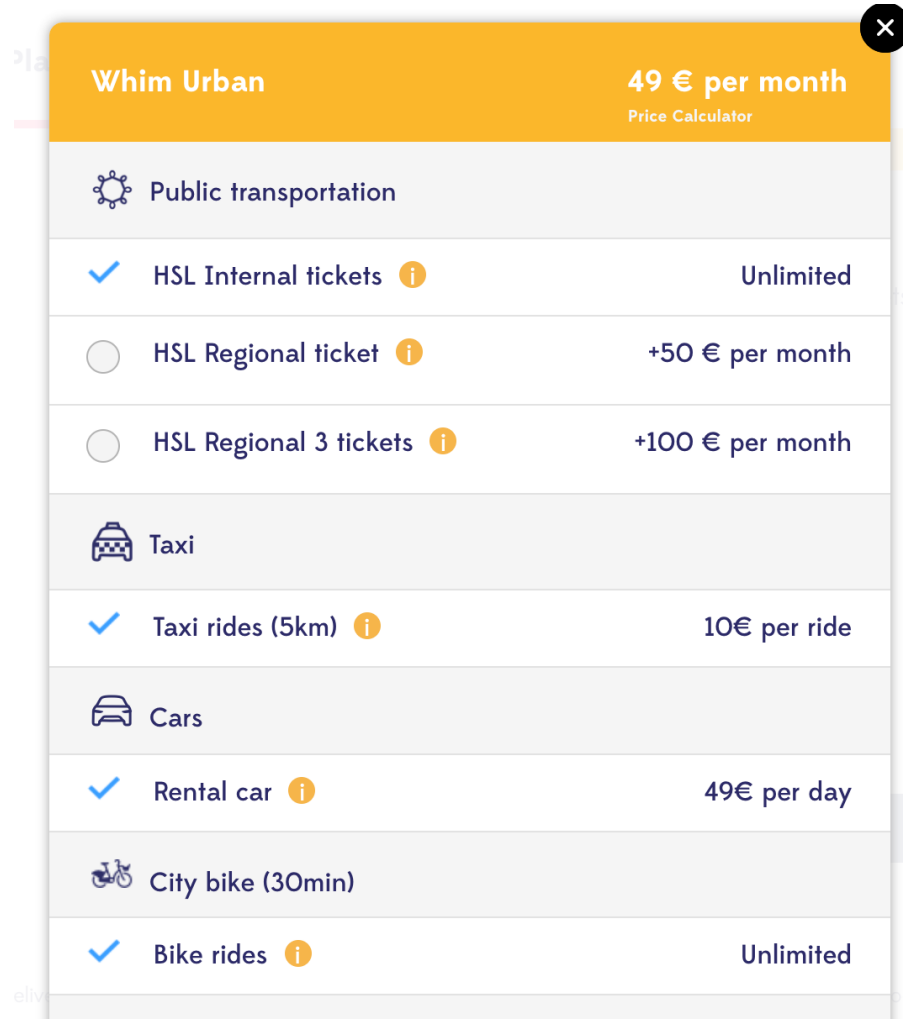
Fare Policy Can be a Tool for Transit Affordability











Hop Fastpass: Portland

	2½-Hour Ticket	Earn a pass (ride free) after spending...		Valid on...							
		✓ Day Pass	✓ Month Pass ³	TriMet Bus, MAX & WES	C-TRAN Local	C-TRAN Regional	C-TRAN Express	Portland Streetcar	TriMet LIFT	C-TRAN C-VAN Local	C-TRAN C-VAN Regional
TriMet Adult	\$2.50	\$5	\$100	✓	✓	✓		✓			

- Pay as you go daily and monthly pass
- The pass works **across three operators**
- Once a rider spends the value of a daily or a monthly pass, he or she won't have to pay any more that day or month; **riders automatically receive savings** once they reach the cap.

5. Public transportation may be left out of the new mobility marketplace



Whim Urban		49 € per month
		Price Calculator
 Public transportation		
<input checked="" type="checkbox"/>	HSL Internal tickets 	Unlimited
<input type="radio"/>	HSL Regional ticket 	+50 € per month
<input type="radio"/>	HSL Regional 3 tickets 	+100 € per month
 Taxi		
<input checked="" type="checkbox"/>	Taxi rides (5km) 	10€ per ride
 Cars		
<input checked="" type="checkbox"/>	Rental car 	49€ per day
 City bike (30min)		
<input checked="" type="checkbox"/>	Bike rides 	Unlimited

3. Next Steps: What can we do about it?

SPUR's Vision for Integrated Fare Policy

- Fares are easy for riders to understand, logical and coordinated.
- Fares reflect the quality and value of the service provided, independent of location or any municipal boundaries.
- Riders experience a common fare structure throughout the region, a standardized user experience and products based on trips taken—not by agencies used.

Clipper 2.0 Provides the Opportunity to Simplify and Coordinate Fares



Recommendations

CATEGORY 1: ROLES AND RESPONSIBILITIES

Recommendation 1: Coordinate operator fares

Who: MTC, Clipper Executive Board, Transit Operator Boards, Transit Operators

CATEGORY 2: FARE POLICY

Recommendation 6: Standardize and simplify fares before Clipper 2.0 launches

Who: MTC, Clipper Executive Board, Operators

Recommendation 7: Develop an integrated fare structure for the region

Who: MTC, Operators, California State Transportation Agency

CATEGORY 3: PAYMENT

Recommendation 14: Launch Clipper 2.0 to support payment by mobile wallets and contactless credit cards

Who: MTC, Operators

CATEGORY 4: MULTI-MODAL INTEGRATION

Recommendation 16: Develop a framework and strategy to guide the adoption Mobility as a Service

Who: MTC, Operators

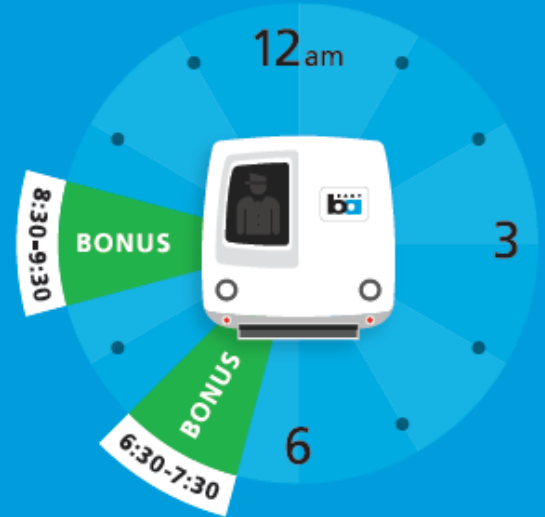
Thank you!

Arielle Fleisher

afleisher@spur.org

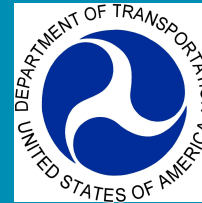


BART Perks



SPUR-More than a Ticket to Ride October 9, 2018

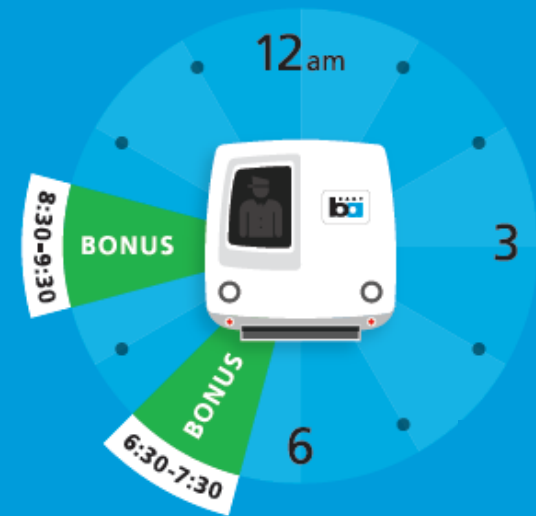
Perks Phase 1



Perks
Join. Ride. **Win.**

Win cash for
riding outside of
the morning rush.

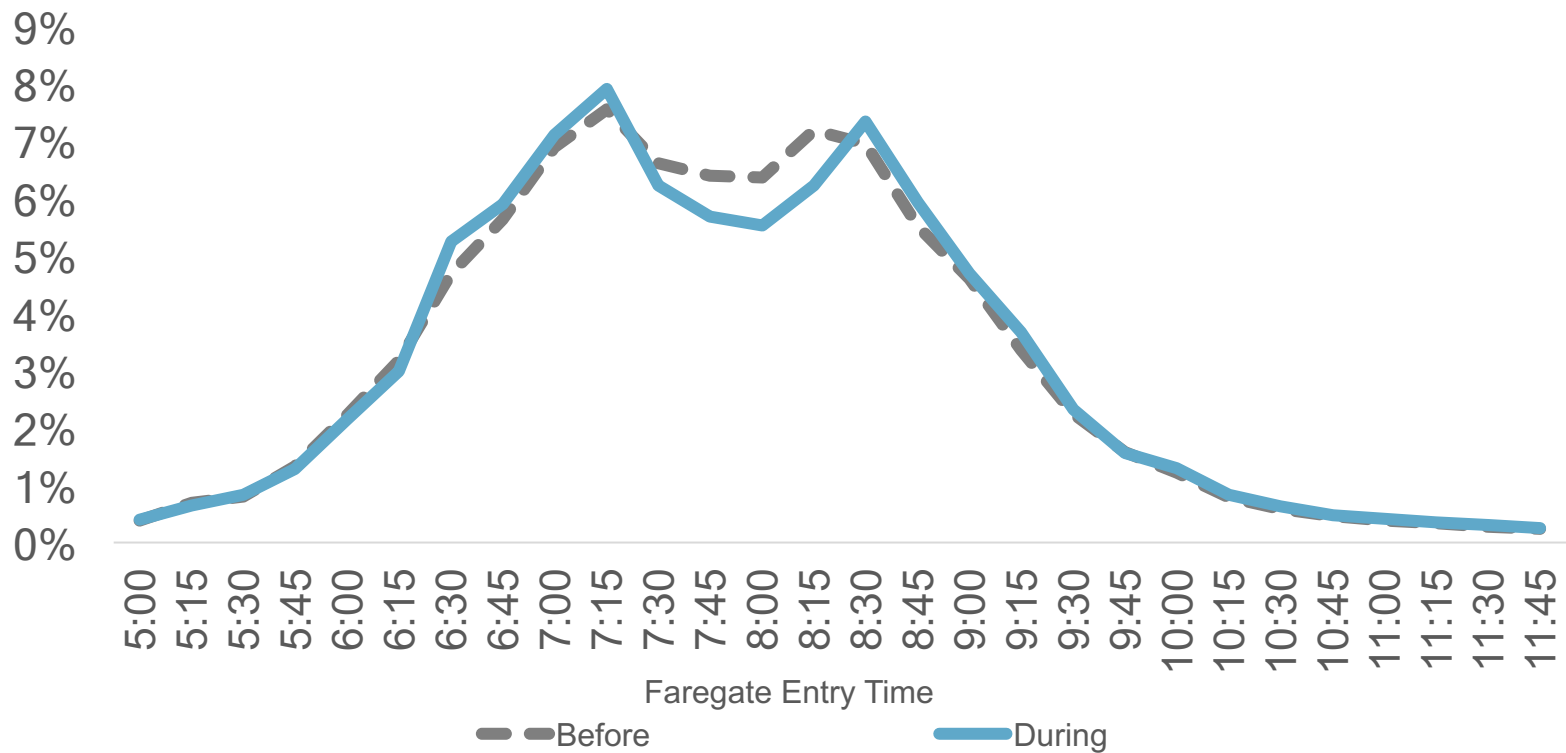
Sign up today!
BARTperks.com



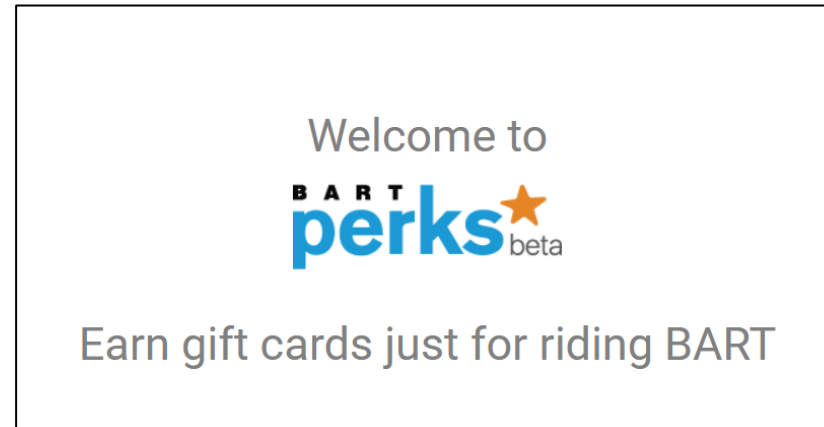
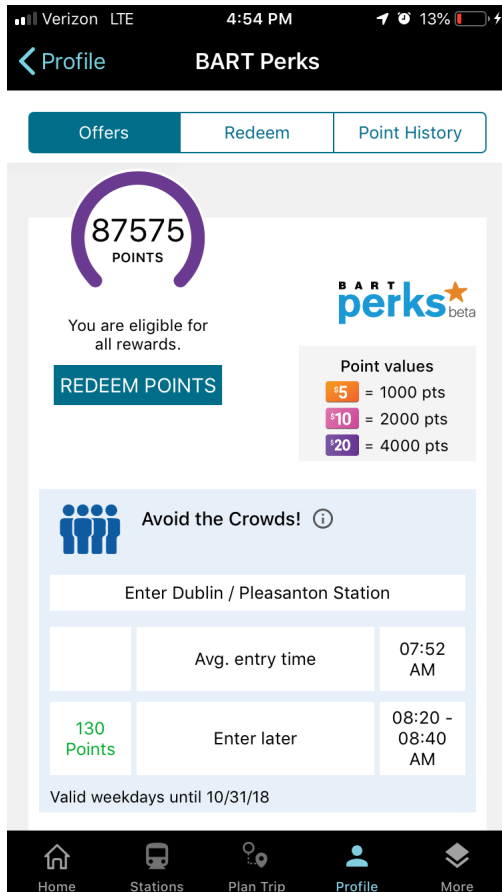
Participant Shift



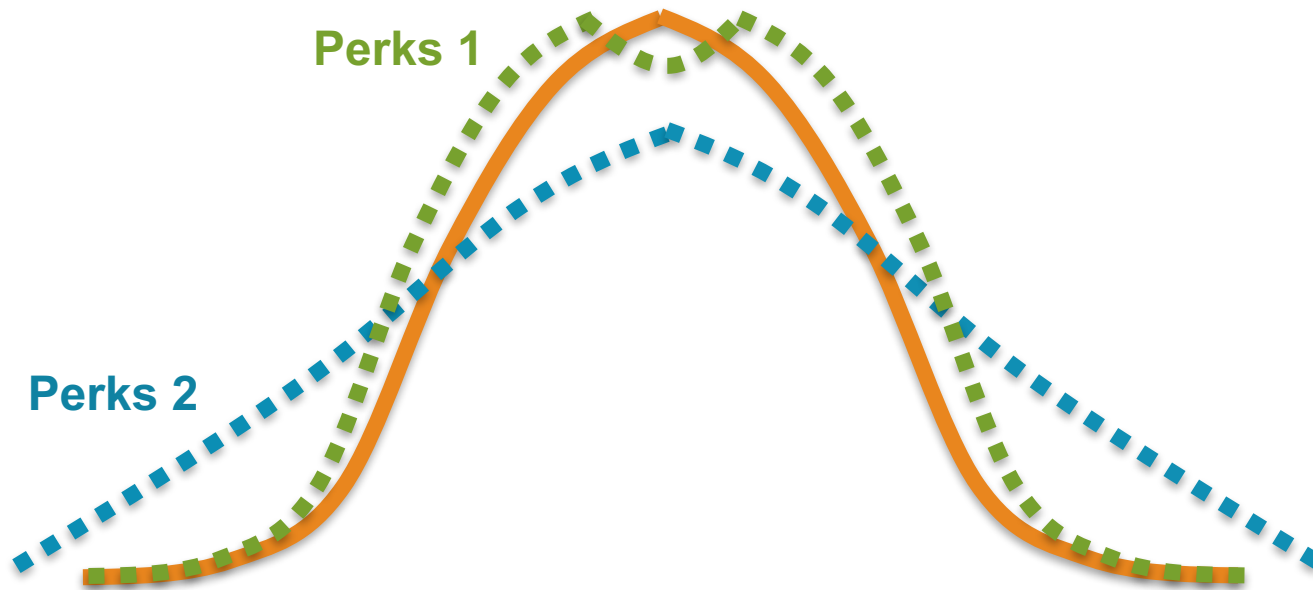
Transbay Inbound AM Participants - Before vs During Perks Program



Perks Phase 2



Perks 1 vs 2



Timeframe



- **User testing – ongoing**
- **Rollout by November**
- **6 month pilot**
- **Findings/results by summer 2019**

Treasure Island Mobility Management Program

Transit Pass Design

SPUR



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

2018

Presentation Overview



1. **Treasure Island Overview**
2. **Transit Pass Goals, and Objectives**
3. **Transit Pass Alternatives and Scoring Method**
4. **Transit Pass Recommendation and Next Steps**



A satellite map of the San Francisco Bay Area. The map shows the city of San Francisco on the left, Treasure Island in the center, and Oakland on the right. The bay is a dark blue-green color, and the surrounding land is a mix of green and brown. Labels with leader lines point to each location.

Treasure Island

Oakland

San Francisco

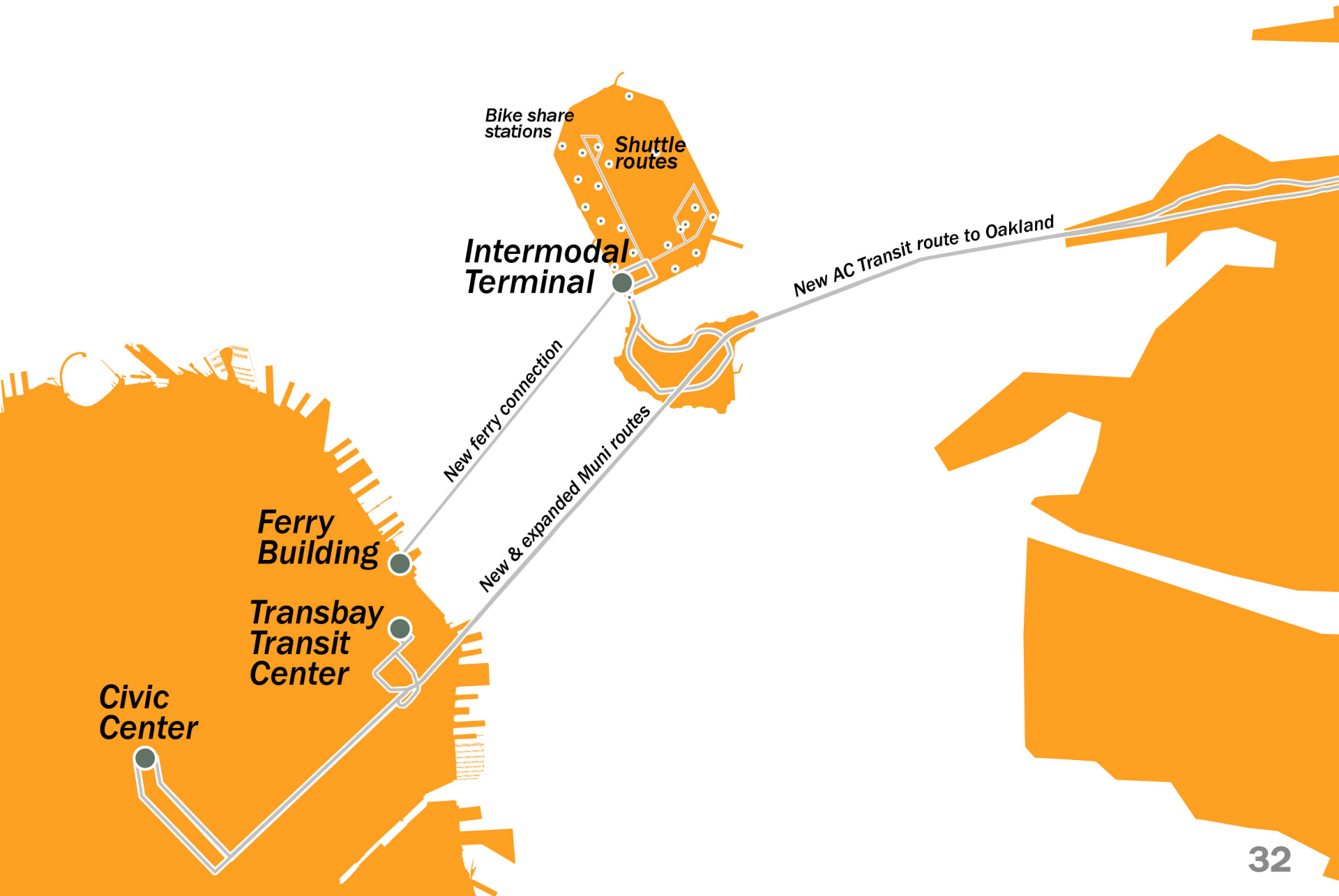
Treasure Island Mobility Management Program Overview



Treasure Island Mobility Management Program Overview



Transit Services



Transit Pass Customer



Residents



**1 Pass Per Household
– Market Rate**

**Optional: 50%
Discount for residents
of Below Market
Residents**

Workers



Optional

Visitors



**One Pass Per
Hotel Room**

Why This Study?



Existing Constraints:

- ▶ Multi-agency pass



Ferry to/from
Treasure
Island

- ▶ Existing fare complexity
- ▶ Adaptable to fare medium – Clipper
- ▶ Lack of transit pass usage data

A new institutional pass for Treasure Island

Transit Pass Goals



**1. Provide Maximum
Transit Coverage**

**2. Provide Affordable
Transit Access**

**3. Enhance
Customer
Experience**

**4. Implementation
Feasibility**

**5. Financial
Sustainability**

Transit Pass Alternatives



Pass alternatives are separate by user groups:

- ▶ **Residents and Workers**
- ▶ **Visitors**



RESIDENTS AND WORKERS

Transit Pass Alternatives – Residents and Workers



Access Pass

**Treasure Island
Route-Specific Pass**

**Multi-Agency
Pass**

**Monthly Accumulator -
Treasure Island Specific**

**Treasure Island Transit
Cash**

Alternative Evaluation – Residents and Workers



Alternatives	Maximize Transit Ridership		Provide Equitable Transit Access		Customer Service	Pass Implementation	
	Covered Ridership	Pricing Flexibility	Low-income Transit User Ridership	Ease of use	Ease of Use	Fare Policy	Technology
Access Pass	●	●	●	●	◐	◐	●
Monthly Accumulator		◐		◐	◐	◐	◐
Multi-agency pass		◐		◐	◐	◐	◐
T.I. route-specific pass		◐		◐	◐	◐	◐
Transit Cash	◐	◐	◐	●	◐	●	●





VISITORS

Transit Pass Alternatives – Visitors



2-Trip ticket

- **Treasure Island day pass (AC/Muni/Ferry)**

- **Mobile passport**

**Daily Accumulator
- Treasure Island
specific 3-agency**

- **Daily Transit Cash**

Alternative Evaluation –Visitors



Alternatives	Maximize Transit Ridership		Provide Equitable Transit Access		Customer Service		Pass Implementation	
	Covered Ridership	Pricing Flexibility	Low-income Transit User Ridership	Ease of use	Fare Instrument	Ease of Use	Fare Policy	Technology
Cash Value								
Treasure Island day pass								



- Excellent



- Fair



- Poor

Treasure Island Transit Pass – Next Steps



- ▶ **Incorporate feedback from:**
 - ▶ Existing residents and business owners
 - ▶ Technical Advisory Committee

- ▶ **Propose final design, and transit pass price in Winter 2018**

Thank You!

Priyoti Ahmed

Transportation Planner
Priyoti.ahmed@sfcta.org



Examples / Case Studies



San Francisco State University - Gator Pass –

- Muni Fast Pass + discounted transfer to BART Daly City Station
- Students pay for pass as part of dues
- Monthly pass cost \$30

AC Transit Easy Pass –

- Discounted AC Transit pass for enrolled employers, universities and housing developments
- Pass costs range from \$50- \$188 annually

Parkmerced Housing Development (San Francisco) –

- Residents can opt-in to receive \$100 cash value
- Residents can add \$100 on Clipper, pay for Uber rides, or split the cash between both

Hunters Point / Shipyard Transit Pass Program –

- Residents and employees choose between cash value on Clipper or Muni Fast Pass

Alternative Comparison Summary



Treasure Island Access Pass

Muni, AC Transit, Ferry (SF to/from T.I)

No transfer penalty among 3-transit agencies

Pass holder pays for 3 transit agencies regardless of their preferred transit mode

Pass value covers full cost for Muni, AC Transit, Ferry (SF to/from T.I) transit modes

Treasure Island Transit Cash

All transit services in Bay Area

Transfer penalty to AC Transit and WETA

Pass holder only pays for their chosen transit mode

Pass value may not cover full transit cost per month

Treasure Island Transportation Challenges:

How do we...

...Reduce
new traffic
on the Bay
Bridge
(50% of
trips by
transit)?

...Provide
better
transit
options on
and off the
Island?

...Pay for
operating
the new
transit
services?

...Support
affordable
living for
low
income
families?

Alternative Comparison – Visitors



Treasure Island Day Pass

Muni, AC Transit, Ferry (SF to/from T.I)

No transfer penalty among 3-transit agencies

Pass holder pays for 3 transit agencies regardless of their preferred transit mode

Pass value covers full cost for Muni, AC Transit, Ferry (SF to/from T.I) transit modes

Treasure Island Transit Cash

All transit services in Bay Area

Transfer penalty to AC Transit and WETA

Pass holder only pays for their chosen transit mode

Pass value may not cover full transit cost per day



Caltrain Fare Study Overview

Melissa Jones, Principal Planner, Caltrain
SPUR - October 9, 2018



Background and Context

- Caltrain lacks a dedicated funding source
 - Agency depends on fares for ~70% of the annual operating budget
- Last Caltrain Fare Study conducted in 2001
 - Finding: ridership highly influenced by price
- Much has changed since 2001
 - Significant ridership growth (~65,000 weekday riders in 2018)
 - Recent fare changes have generally been adopted in response to budget deficits



Background and Context

- Board requested an updated Fare Study in 2016
- Fare Study being conducted in phases
 - Phase 1: spring 2017 – summer 2018
 - Phase 2: fall 2018 – spring 2019





Fare Study Phase 1

- Key Tasks:
 - Establish existing conditions for fares
 - Analyze current price elasticity of demand for Caltrain
 - Build a Fare Elasticity Simulator to use for testing and analyzing potential fare changes to existing, regular fare products



Key Findings from Phase 1

- Price elasticity of demand for Caltrain: -0.2
 - Ridership not highly influenced by price
 - Increased fares expected to lead to increased revenue
- Lower income passengers have more inelastic demand for Caltrain than higher income riders
 - Lower income riders expected to absorb higher fares to continue riding Caltrain



Key Findings from Phase 1

- Equity issue with revenue per passenger and per passenger mile across fare products:
 - Highest \$\$/passenger and \$\$/passenger mile:
One-Way TVM & Day Pass
 - Two products more likely to be used by lower income riders
 - Lowest \$\$/passenger and \$\$/passenger mile:
Go Pass (Caltrain's deep discount pass program)
 - More likely to be used by higher income riders



Phase 2: Fare Policy

- Requested by Board to establish high level goals that will underlie and guide Caltrain's pricing-related decisions
- Will inform future fare changes, including those related to fare strategy, products, and pricing
 - After Fare Policy is adopted, Caltrain's Codified Tariff will be reviewed to ensure it aligns with the Policy



Fare Policy Timeline

- Serve the agency through 2022 (Electrification in-service date)
- May be updated and revised in future as needed to meet agency's needs
- Coordinate longer-term fare issues within the context of the Caltrain Business Plan
 - Including zone- vs. distanced-based fare strategy; off-peak pricing; technological improvements; integrating fares with access programs; etc.



Fare Policy Goals, Next Steps

- Potential Policy goals organized around four main topic areas:
 - Financial Sustainability
 - Customer Experience
 - Equity
 - Ridership
- Next Steps:
 - Targeting November 2018 for Board adoption of the Policy
 - Winter/spring 2019: Review/update update Codified Tariff

Thank you!

Melissa Jones, jonesm@samtrans.com

Means-based monthly transit pass program

- Downtown PA: restaurant, hotel, nursing home, banks, retail
- Non customer-facing → Spanish
- ~200 passes: 75% Caltrain, SamTrans, VTA, Dumbarton Exp
 - 50 businesses, door to door
- Only US city with such a program.



Steve Raney, steve@paloaltotma.org



Commuter profile

- 2 jobs, leave restaurant at 11pm
- Gentrify: EPA → SJ / East Bay, out of state
- 2 hour parking: Starbucks, CVS → \$42 ticket
 - \$100 means-based 6-month parking permit
- Vs. tech: \$5K/year to live close, 35% SOV



Rave reviews

- “The pass works great. I really need it. Thank you!”
- “I really think this is a great program to which I am extremely grateful and it has been helping me out a lot.”
- “It has been very helpful with my finances.”
- “I am really happy using my transit pass. It helps me a lot everyday. It works perfect. I don't have to worry about finding a space to park my car. Thank you very much.”
- "This is a really great benefit that helps our employees that otherwise would be fighting traffic to get to work. Plus it keeps them from having to move their car every two hours. Thank you!"
- “I love my pass. Thank you so much.”
- “The transportation pass is perfect :) !!!”
- “The pass is working GREAT and I am truly grateful to have it! Thank you very much!”
- “The pass has been working very well for me. I have been able to commute from the South Bay each work day, because of the pass.”
- “It's working out just fine for me. I never have any trouble with my clipper card. Thank you so much!”
- “The pass is awesome, thank you so much!”
- “It is a big help, thank you.”
- “YES!!! RENEW!!!!”

Clipper monthly passes

- PATMA processes 200 cards on clippercard.com
 - (Browser automation)
- clippercard.com → 2am each night:
 - List of passes, add value, blocked cards
 - Transmit to wired Clipper Readers (train station) & bus hubs
 - Buses park near hubs to put data on their readers
 - Tag: encode data onto card
 - Clipper Add Value Machine → encode directly onto card
 - Amazing?
- Tricky: Mental model of how the system works.



Problems with Caltrain tagging

- 5 to 10% flub each month: tag on, not off → negative balance
- Vs. BART fare gate requires tagging
- Vs. ideal system. Clipper 2.0?



Caltrain

Peninsula Joint Powers Board
Notice of Violation

Violation Number 36000138
Date: 10/03/2018 Time: 07:57 AM Wed

Issued to:
[REDACTED]
[REDACTED]
BURLINGAME CA 94010

DOB: 05/22/1979 Age: [REDACTED]

ID Number: F2254779 State: CA
ID Type: DL In Possession: Y

Sex: Hair: BROWN Eyes: BROWN Ht: 5'4" Wt: 130 Race: W

Violation Per PJPB Ordinance No. 2

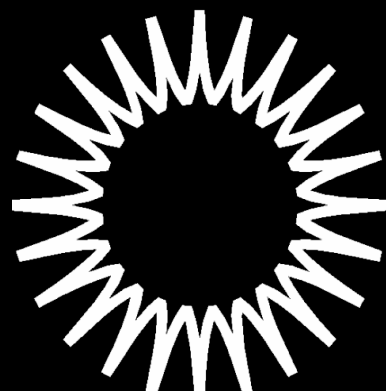
CODE: 3.03.1
FARE EVASION WITH INADEQUATE FARE MEDIA

PENALTY: \$75.00

Regional means-based fare policy?

- Very supportive
- Caltrain's fare study: Better deal for tech workers?





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