




Integrated Transit Fare System



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Inconsistent Fare Policies

Fare Policy	AC Transit	BART	Caltrain	Contra Costa County Connection	Golden Gate Transit	Muni	SamTrans	VTA
Base Fares								
Flat Fare	✓			✓		✓	✓	✓
Zone Fare			✓		✓			
Station-to-Station Fare		✓						
Free Transfers within System								
Yes		✓		✓	✓	✓		✓
No	✓						✓	
Transfers to Other Systems								
Free with Base Fare	✓*			✓*	✓*			
Free with Monthly Pass			✓*			✓*		✓*
Discounted with Base Fare	✓*			✓*	✓*	✓*	✓*	✓*
Discounted with Monthly Pass								
* Free or discounted transfers only to some but not all connecting transit systems								
Passes								
Day	✓		✓	✓		✓	✓	✓
Monthly	✓		✓	✓		✓	✓	✓
Income-Based						✓		

Hidden Taxes

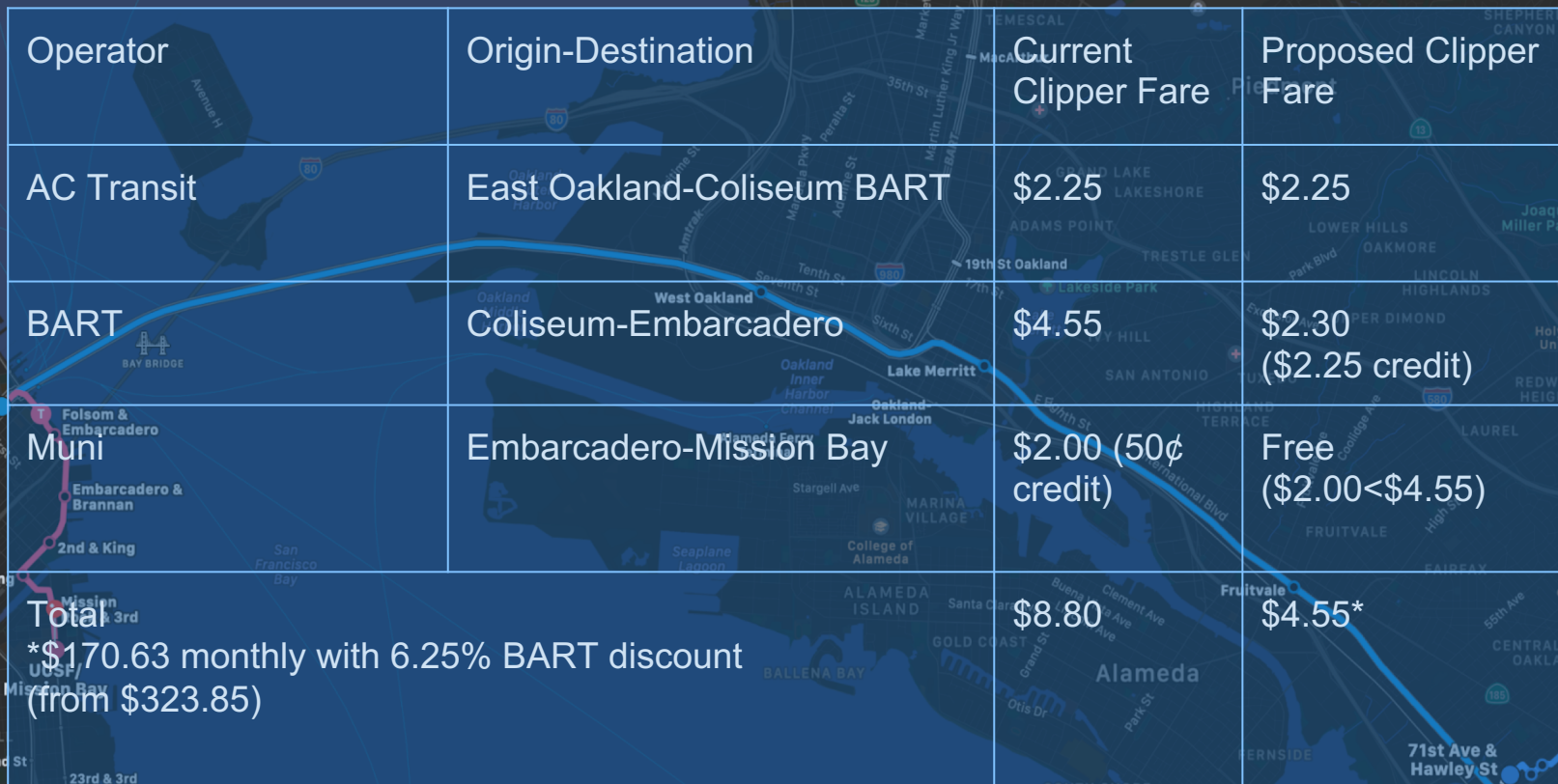
Increase inequality and are a barrier to taking transit

1. Transfer Tax
 2. Flexibility Tax
 3. Mode Tax
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Transfer Tax

Minimal to no fare credit when transferring between systems

Imposes penalties on people who use multiple transit systems, including those who cannot afford to live close to rail stations



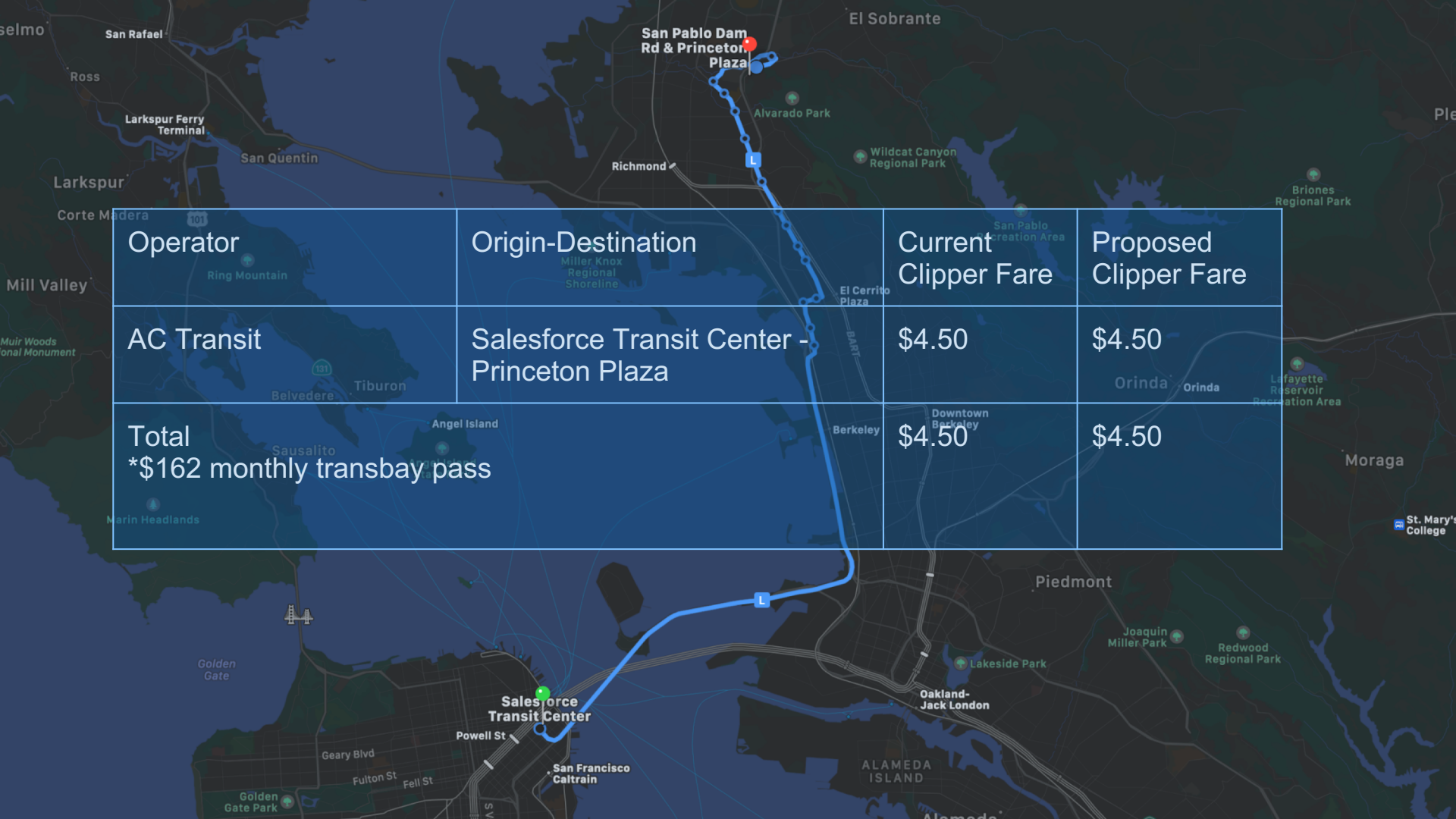
Operator	Origin-Destination	Current Clipper Fare	Proposed Clipper Fare
AC Transit	East Oakland-Coliseum BART	\$2.25	\$2.25
BART	Coliseum-Embarcadero	\$4.55	\$2.30 (\$2.25 credit)
Muni	Embarcadero-Mission Bay	\$2.00 (50¢ credit)	Free (\$2.00 < \$4.55)
Total		\$8.80	\$4.55*

*\$170.63 monthly with 6.25% BART discount (from \$323.85)


Flexibility Tax

No pass credit when using another agency for interchangeable trips

Forces people to commit to one agency even when it is not optimal



Operator	Origin-Destination	Current Clipper Fare	Proposed Clipper Fare
AC Transit	Salesforce Transit Center - Princeton Plaza	\$4.50	\$4.50
Total *\$162 monthly transbay pass		\$4.50	\$4.50



Operator	Origin-Destination	Current Clipper Fare	Proposed Clipper Fare
BART	Embarcadero - El Cerrito del Norte	\$4.55	\$0.05
AC Transit	El Cerrito del Norte - Princeton Plaza	\$0	\$0
Total *\$162 monthly AC transbay pass + \$4.55 on weekends when the L Transbay bus does not operate		\$4.55	\$0.05

Mode Tax

Different fares for services with similar levels of service

Requires people to choose less than ideal options and/or transit agencies to provide duplicative service



\$4.55

Operator	Origin-Destination	Mileage	Current Clipper Fare	Proposed Clipper Fare
Caltrain	Mountain View-Millbrae	22.4	\$5.45	\$5.45
BART	Millbrae-SFO	1.6	\$4.55	Free (\$4.55<\$5.45)
Total			\$10.00	\$5.45

\$5.45



Operator	Origin-Destination	Mileage	Clipper Fare
Caltrain	Mountain View-Millbrae	22.4	\$5.45
SamTrans	Millbrae-SFO	1.6	\$2.05
Total			\$7.50



Route SFO
Caltrain SFO Connection
Millbrae Transit Center, West Plaza

Geographical Inequality

Hidden taxes are most burdensome on Communities of Concern

Plan
BayArea
2040

Map 1
Communities of Concern
American Community Survey 2014

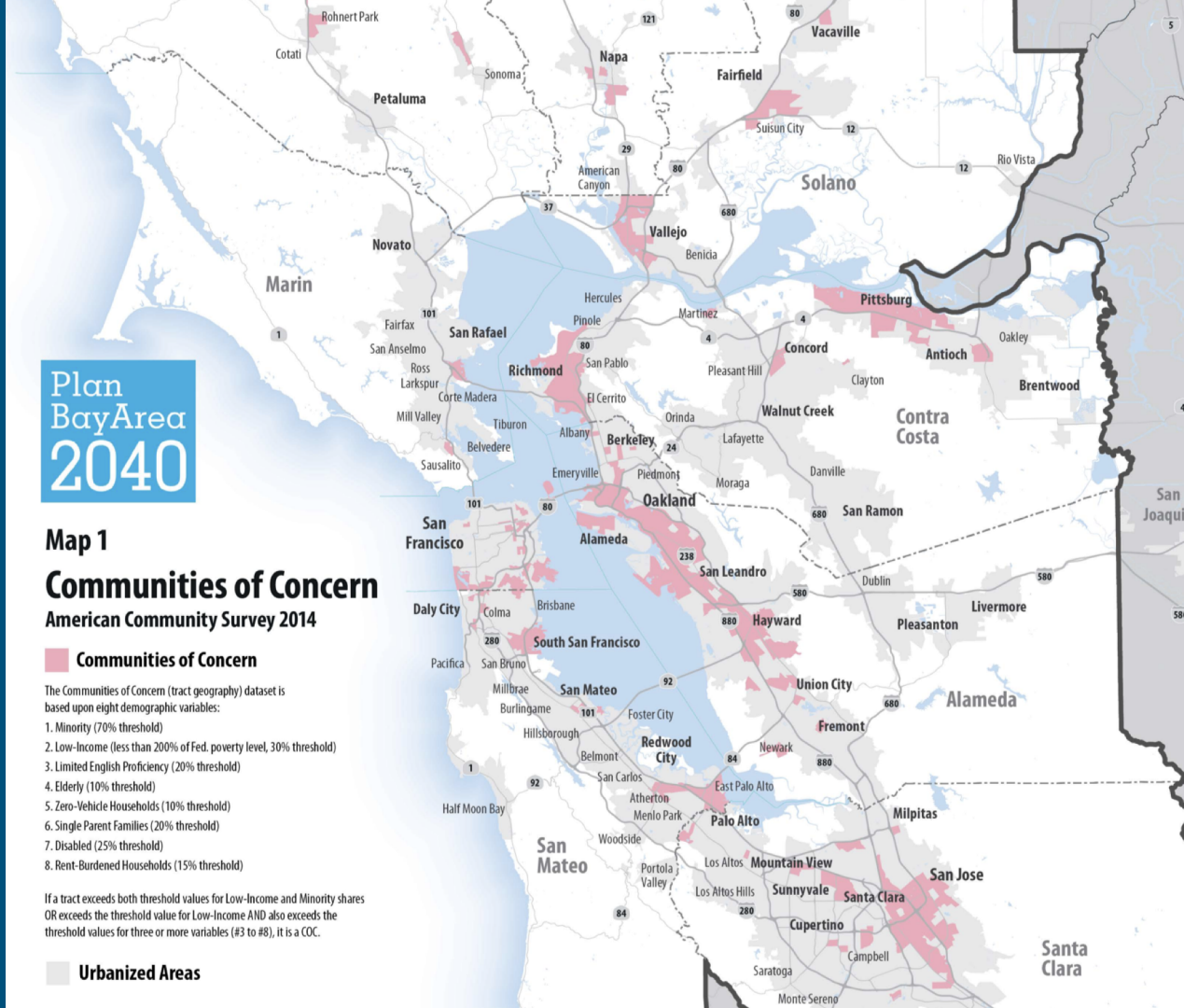
Communities of Concern

The Communities of Concern (tract geography) dataset is based upon eight demographic variables:

1. Minority (70% threshold)
2. Low-Income (less than 200% of Fed. poverty level, 30% threshold)
3. Limited English Proficiency (20% threshold)
4. Elderly (10% threshold)
5. Zero-Vehicle Households (10% threshold)
6. Single Parent Families (20% threshold)
7. Disabled (25% threshold)
8. Rent-Burdened Households (15% threshold)

If a tract exceeds both threshold values for Low-Income and Minority shares OR exceeds the threshold value for Low-Income AND also exceeds the threshold values for three or more variables (#3 to #8), it is a COC.

Urbanized Areas



Proposed Pass and Transfer Policies

- Pay the max fare instead of the sum of all fares
- Day and monthly passes valid for any and all transit agencies within the nine-county region, including for BART and Golden Gate Transit
- Day and monthly pass prices would be capped at a regionally-determined multiplier of the single-ride price
- Fare structure is not dependent on a unified fare zones or pricing among agencies

What can we learn from other regions?

- Several regions around the world have integrated their transit fares and/or developed multi-operator products: Seattle, Portland, New South Wales, London, & Toronto
- Key lessons learned:
 - Fare integration is possible
 - Reducing barriers to transferring promotes complete journeys
 - Fare simplification can boost transit ridership
 - Fare policy can be a tool for transit affordability

Potential Outcomes from Changes to Fare Policy

- Improve customer experience
- Increase trust and and customer satisfaction
- Improve reliability
- Cost savings to passengers
- Grow region-wide transit ridership, in particular in markets where the existing fare structures suppress demand
- Optimize use of the Bay Area's complete transit network
- Increase transit competitiveness
- Enhance social equity

What does it take to implement fare integration?

Leadership

- Set the long term vision
- Build stakeholder support

Governance

- Negotiation/ cooperation
- Regulation
- Central authority

Funding

- Cover revenue shortfalls
- Fare payment infrastructure changes

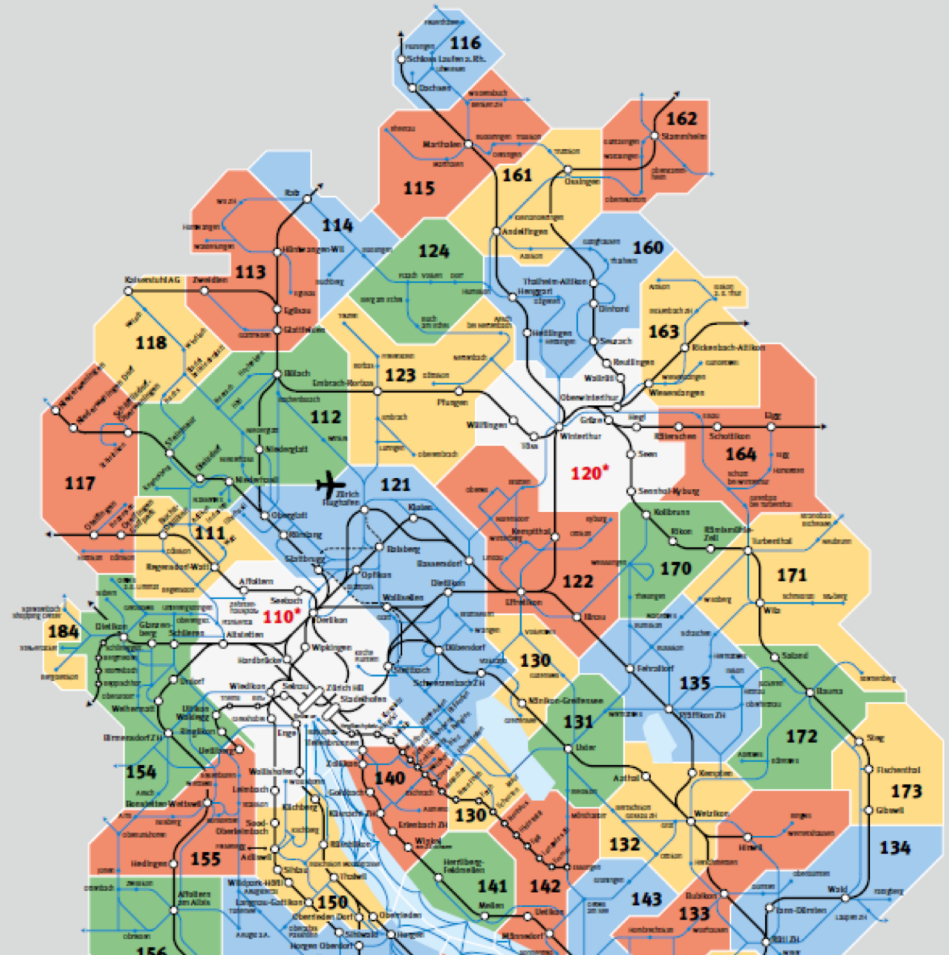
User-centered design process

- Deep understanding of rider needs
- Feedback/ communication

Summary

Fare integration unlocks opportunities to make transit more predictable and coherent for customers

- Branding Integration
- Service Integration



In assigning a “cost/benefit” score, let’s not underestimate the benefits



Predictability
+
Coherence



Certainty



Trust



Increased
transit use

Thank You

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We look forward to partnering with MTC on analyzing and improving
Regional Fare Integration