Make New
Experiences
Possible

SPUR Transit + Design

TransLink's Transit Fare Review

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For SPUR
By **Andrew Devlin**, Manager Policy Development, TransLink; **Gordon Ross**, VP, OXD
Date June 26-27, 2019

Hi, we’re Andrew and Gord!

Agenda

Today's session

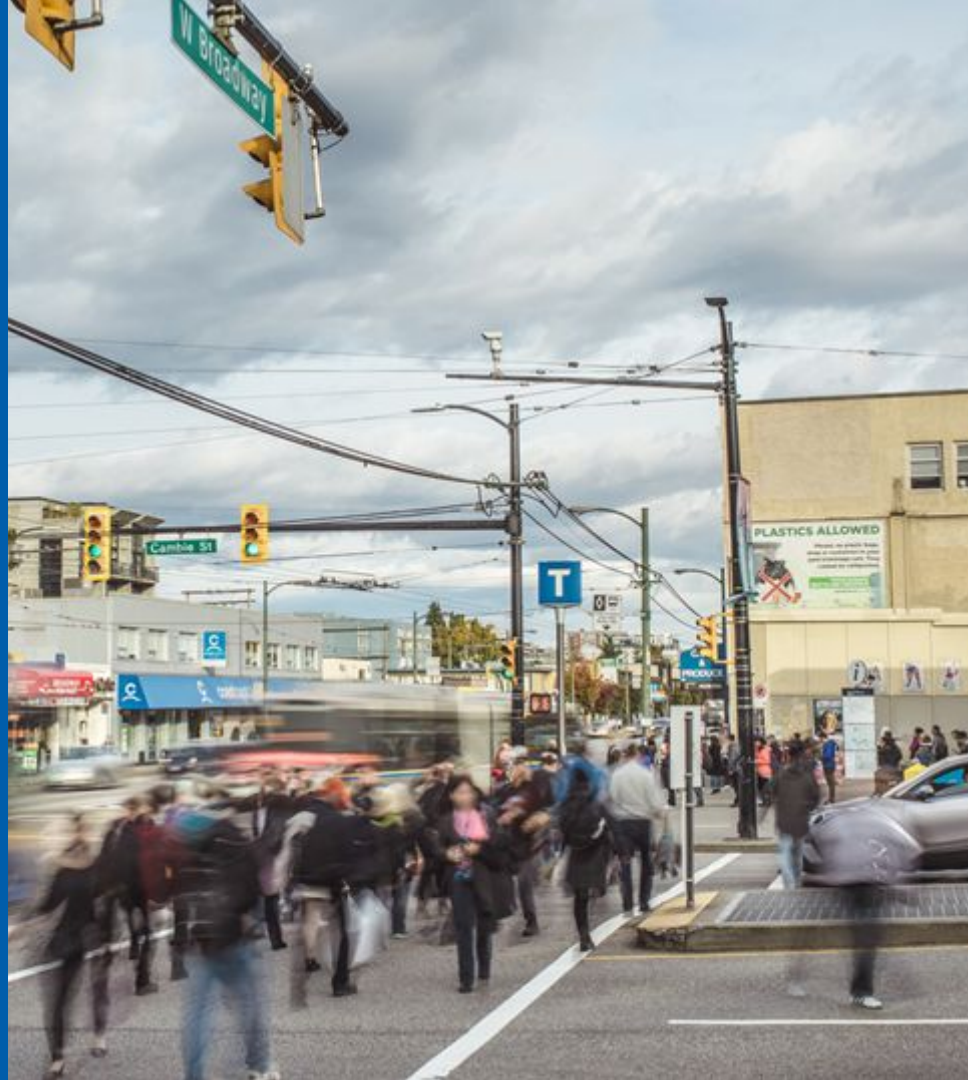
1. Introductions
2. TransLink and the Transit Fare Review
3. Design for Policy
4. Reflections and lessons learned
5. Discussion

Introducing Translink

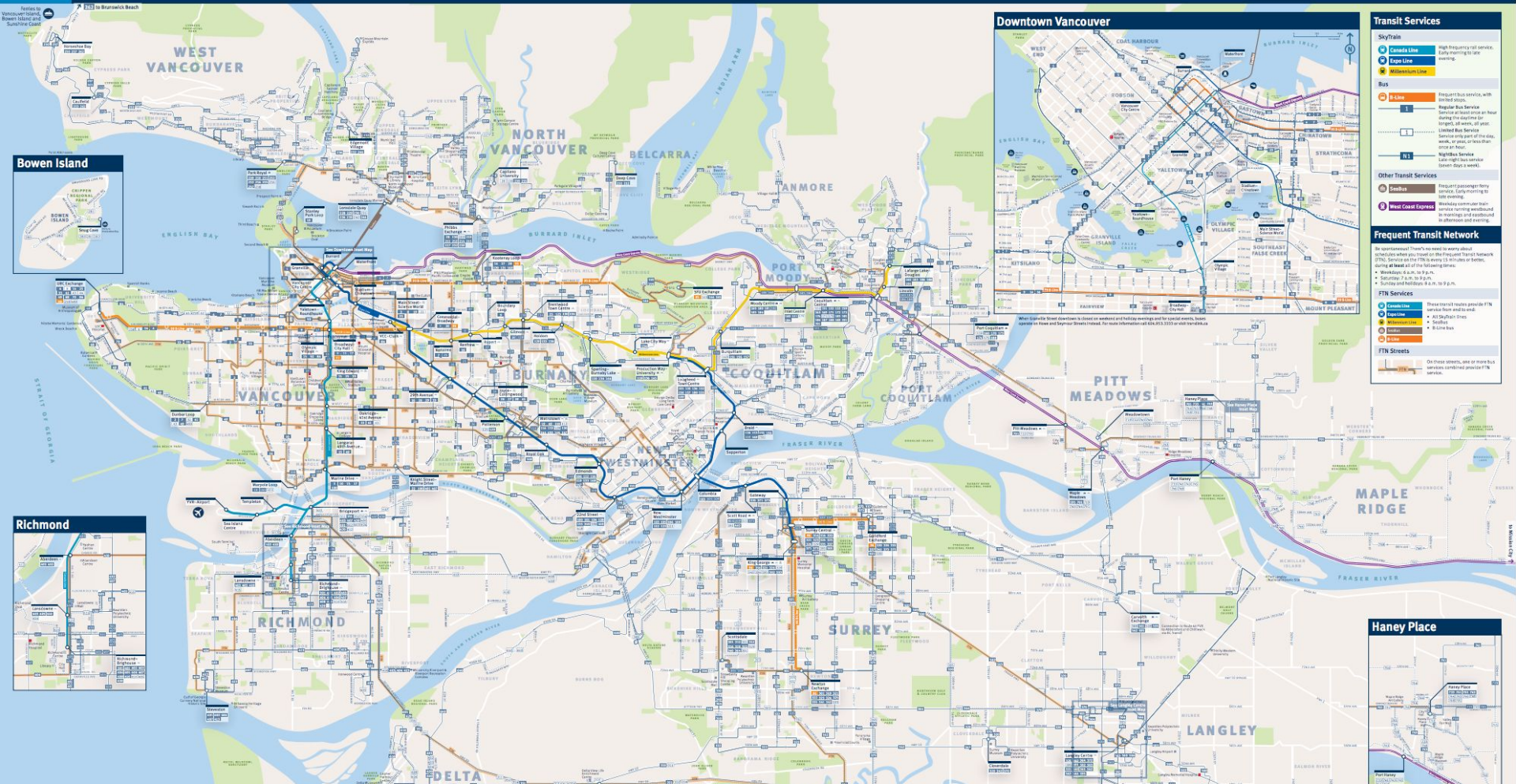
About Translink

TransLink is Metro Vancouver's regional transit and transportation authority.

Every day we move over 400,000 people on our transit system.



Metro Vancouver Transit Map



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About Translink

TransLink, by the numbers

- $2.0 billion operating budget, $5.0 billion assets
- $500 million fare revenue
- 7,000 employees
- 1,800 km sq service area (695 miles sq)
- 21 municipalities
- 436 million boardings per year (7.1% increase in 2018)

And introducing OXD

OXD is an end-to-end design and technology consulting firm.

We work with complex organizations to build up their internal capabilities while bringing new digital products and services to life.

We've helped industry leaders design for—and with—their customers to build digital services that people love to use.

The Transit Fare Review

Transit Fare Review

The problem

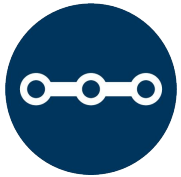
Current fare structure largely unchanged since the mid 1980's and was perceived as unfair, inflexible, and not reflective of how people travel.

Transit Fare Review

The opportunity

New possibilities to move towards a fare system that can work better for more people with Compass smartcard payment system.

We wanted to review all the ways we price transit



Distance Travelled
The price you pay depending on how far you travel

Service Type
The price you pay depending on what mode of transit you use

Time of Day
The price you pay depending on what time of day you travel

Fare Products
The type of ticket or pass you purchase based on frequency of travel

Discounts
The reduced fares available to riders based on defined eligibility criteria

Transfer Time
How many minutes you can travel on a single fare

Goal of the review

Explore changes to the fare structure that promotes exceptional customer experience where paying for transit…

- Is **simple**
- Is **fair**
- Is **affordable**
- Helps **grow ridership**
- Helps improve service by **reducing overcrowding**
- **Maintains revenue** from fares to help pay for service

Phase 1 Mid 2016	Phase 2 Early 2017	Phase 3 Late 2017	Phase 4 Mid 2018
Discover the issues	Define the broad range of options	Develop the best options	Finalize the recommendation

Stakeholder & Public Consultation

What do you like & dislike about the current system? What objectives should we have for a future system?	*Which of the many options do you prefer?*	*Which of the fewer refined options do you prefer?*	*What do you think about the recommendation and how can we make it better?*

Complex policy problems require many tools

Modelling and analysis to understand revenue and ridership impacts

Best practices and industry trends to understand what's worked elsewhere (or not) and why

Broad engagement and consultation to solicit input at every step of the process

User experience research and prototyping to "test drive" policy options, learn and iterate

Structured decision making to ensure a defensible, rigorous and transparent process

How did we make use of user experience research and prototyping?

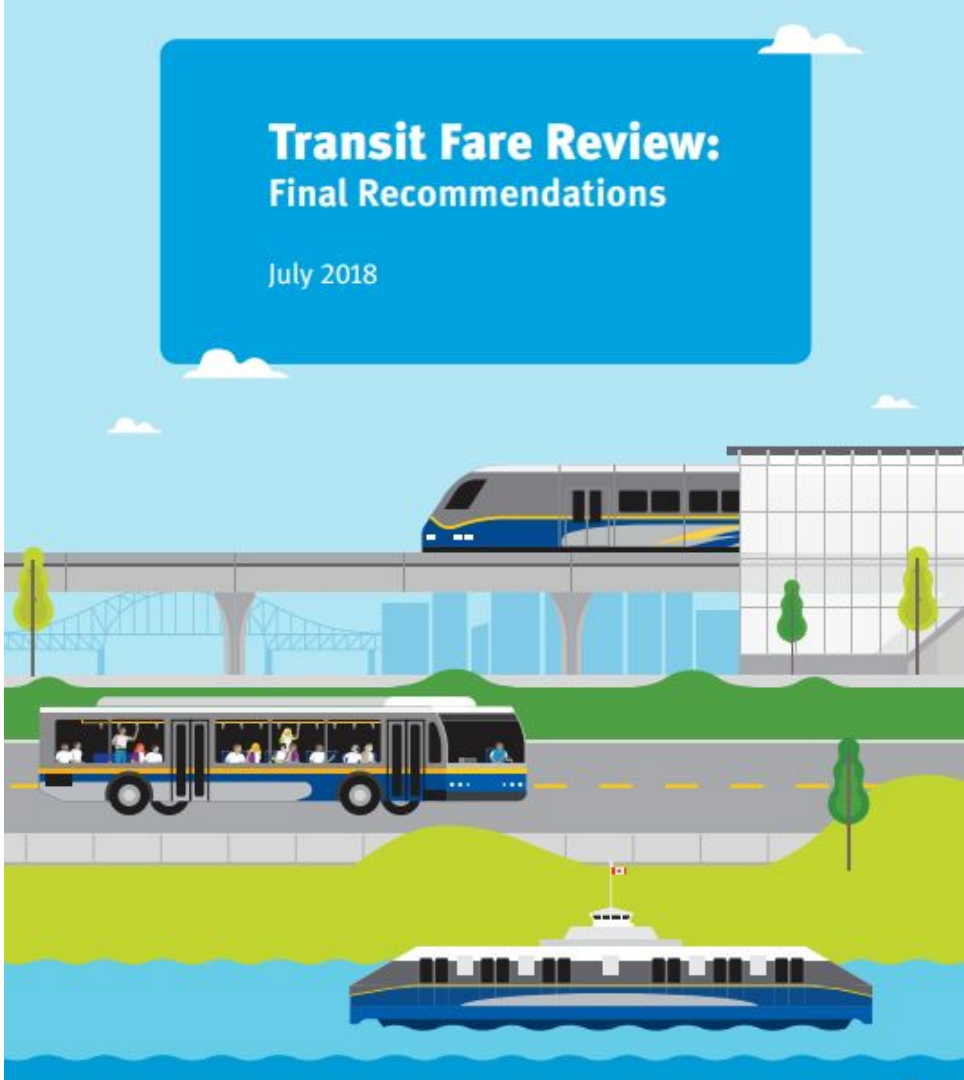
- **Understand pain/pinch points** in ways you can’t do through static surveys alone.
- **Refine our options**; what looks good on paper or in a model might have fatal flaws in a real world application.
- **Bring first-hand insight to technical analysis** in order to have a more comprehensive suite of information to make decisions on

Transit Fare Review

Where did we land?

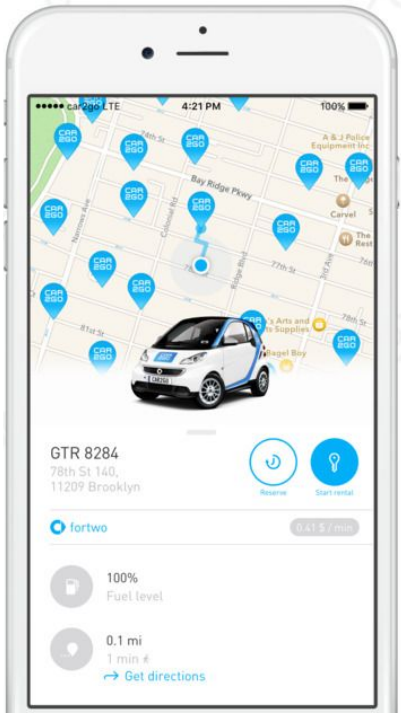
A balance between transformative and incremental changes.

- Move from zone system to distance-based/pay by station system
- Keep prepaid passes, but increase choice and options
- Expand time of day pricing structure
- Work with partners to deliver expanded discounts for low-income riders



Design for Policy

Product



Service

Services: what products are not

- Typically intangible, having no physical form, distributed in space and time
- Cannot be owned; artifacts involved in delivering are owned
- Cannot be stored or perish
- Consumed as they are produced and sold
- Customer needs to be present for service to be delivered
- Highly varied: banking, eating at a restaurant, taking the bus
- Economically dominant; 80% of USA's GDP (70% Canada)

Source: Lucy Kimbell, *Service Innovation Handbook*

User Experience

Experience between person and single touchpoint, usually a digital product

Service Experience

Orchestrated experience among all parts of the service, from people to objects to places to interfaces

Source: Jamin Hegeman, VP, Capital One Design, *Designing for Multi-Touchpoint Experiences*

design for social responsibility series
Design for
Policy
GOWER

The value of Design for Policy

1. Different approaches to understanding the public's problems
2. Co-design and collaboration with stakeholders in policy options
3. Devices that can give form to policy in practice

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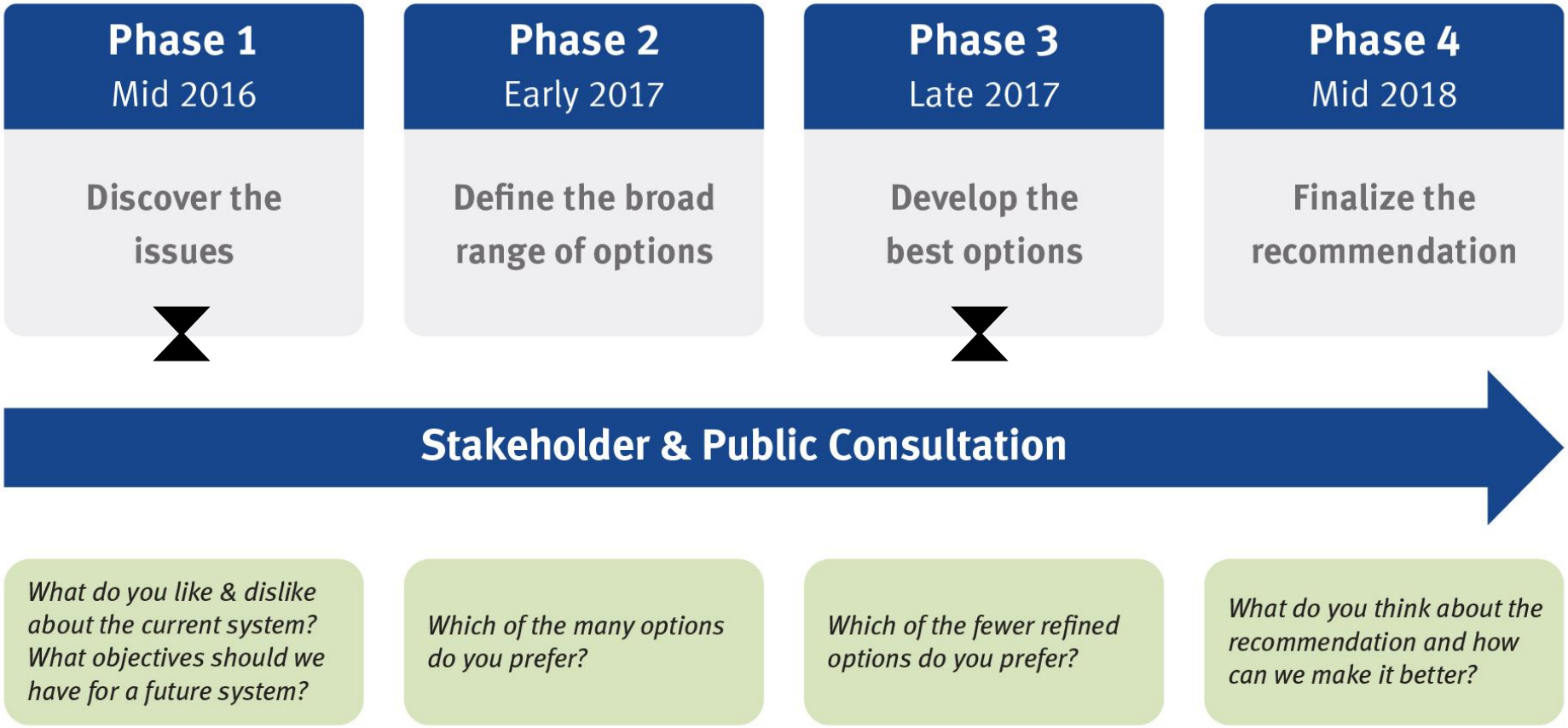
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Mid 2016
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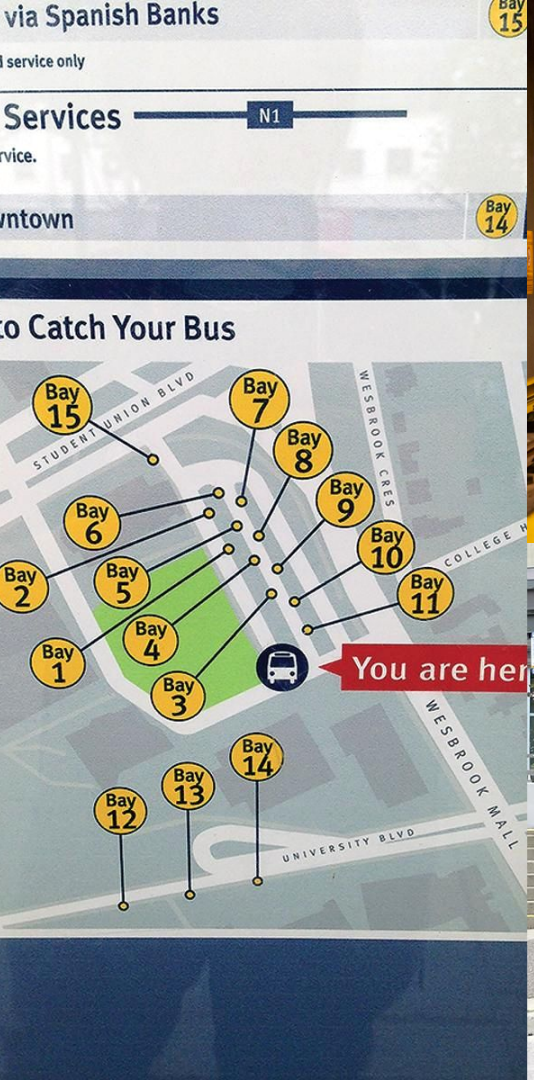
TransLink Website
LONDON DRUGS
Ad Space on Bus/Train
Compass Website
Chase payment tech
Temporary Sign Noting Extra Airport Fee
Fare Dealer
CUBIC
Compass Card Validation
Zone Boundary Diagram
Money + Info.
TRANSIT CUSTOMER
Bus Driver
Dispute Fare Infraction
Compass Card
Transit Police
Compass Card Purchase Machine
Rules and Offenses Sign with Tiny Print
Transit Information Line Representative
Fare Machine in Bus
Mayors' Council
TransLink Board
Eligibility
Bus Pass
Bus + Trains Operating
Universities in Metro
Ministry of Social Development
HandyDART Users Group
Low-Income Advocates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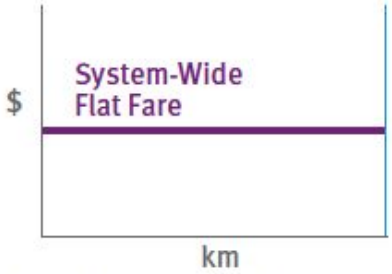
Bay 14
STUDENT UNION BLVD
WESBROOK CRES
COLLEGE
You are her
WESBROOK MALL
UNIVERSITY BLVD

BAY STREET
HORSESHOE BAY TERMINUS

Prototyping policy?

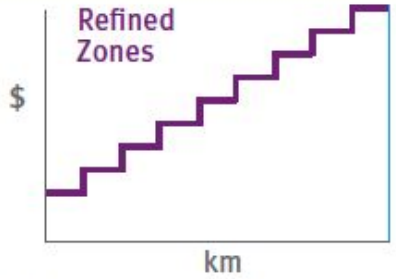
Options for varying fares by distance travelled

D1. Flat by distance



Eliminate boundary issues altogether by pricing all trip distances the same.

D2. Refined zones



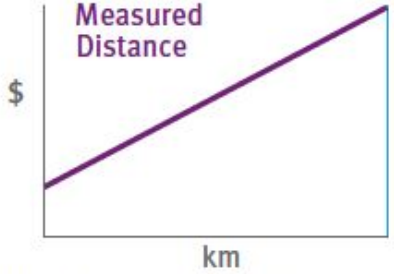
Refine zone system to address boundary issues through:

A. Overlapping zones to soften the sharp zone boundary edge

B. More zones so increase in price is gradual

C. Two-zone base fare where first zone boundary crossing does not incur an additional cost

D3. Measured distance



Vary fares based on the measured distance between journey origin and destination using either:

A. Kilometres

B. Number of stops/stations

ASE HOLD ON
Validate FareSaver
Transit Fares
REGULAR FARES
Zone Adult Concession
1 $2.75 $1.75
2 $4.00 $2.75
3 $5.50 $3.75
DISCOUNT FARES
Zone Adult Concession
1/2/3 $2.75 $1.75
EXACT COIN FARE REQUIRED
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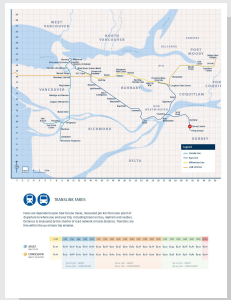
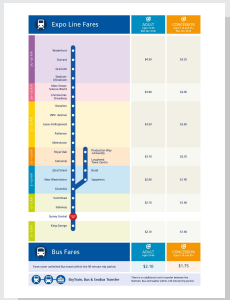
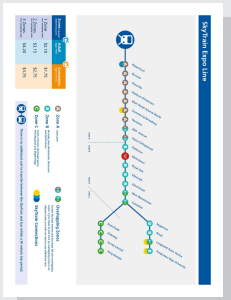
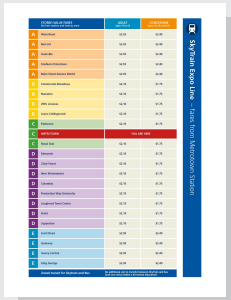
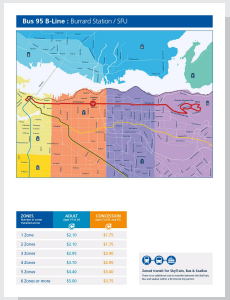
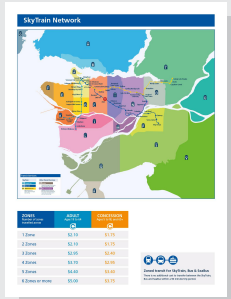


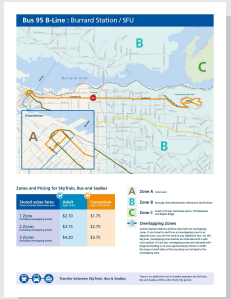


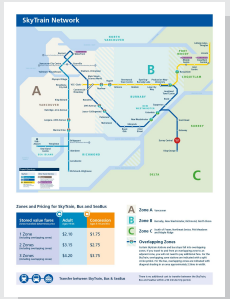


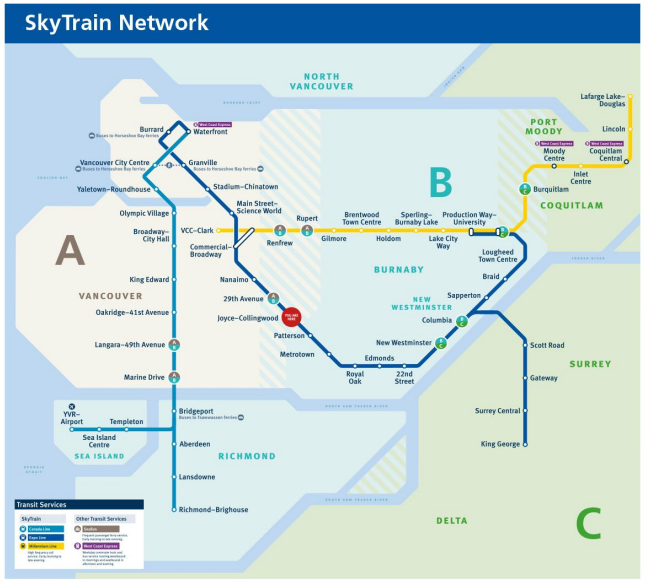












Zones and Pricing for SkyTrain, Bus and SeaBus

Stored value fares Zones travelled determines price	Adult Ages 19-64	Concession Ages 5-18 and 65+
1 Zone (including overlapping zones)	$2.10	$1.75
2 Zones (including overlapping zones)	$3.15	$2.75
3 Zones (including overlapping zones)	$4.20	$3.75

A **Zone A** Vancouver

B **Zone B** Burnaby, New Westminster, Richmond, North Shore

C **Zone C** South of Fraser, Northeast Sector, Pitt Meadows and Maple Ridge

Overlapping Zones

Certain Skytrain stations and bus stops fall into overlapping zones. If you travel to and from an overlapping zone to an adjacent zone, you will not need to pay additional fare. For the SkyTrain, overlapping zone stations are indicated with a split circle symbol. For the bus, overlapping zones are indicated with diagonal shading in an area approximately 2.5kms in width.

Transfer between SkyTrain, Bus & SeaBus

There is no additional cost to transfer between the SkyTrain, Bus and SeaBus within a 90 minute trip period.

1

Reflections

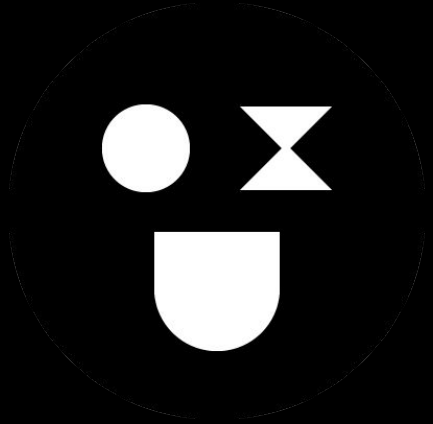
Andrew's takeaways

- New tools need time to socialize and demonstrate value
- Design works best when paired with other methods
- Design is best applied as early as possible

Gord's takeaways

- Qualitative methods in a quantitative world: explanation does not mean prediction
- How do we negotiate preference, explanation, and usage when understanding policy options?
- Without a service, does policy exist?

Make New Experiences Possible



Thank you

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Gordon Ross, Vice President and Partner, OXD
210-12 Water Street, Vancouver, BC V6B 1A5
gordonr@oxd.com
+1 604 694 0554 x103
oxd.com

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