

Fare Collection Improvement Strategies

Fare Collection Improvement Process

Customer Convenience

Ensure fare payment is clear and convenient

Fare Enforcement

Educate and prevent fare evasion and misuse



Data Collection/ Evaluation

Monitor fare evasion, evaluate/adjust customer and enforcement strategies

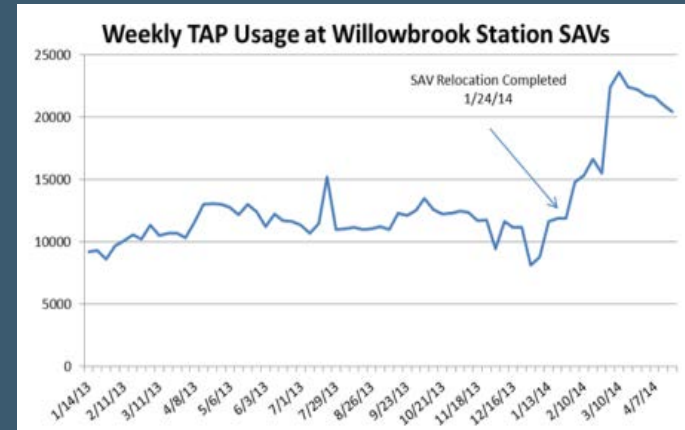
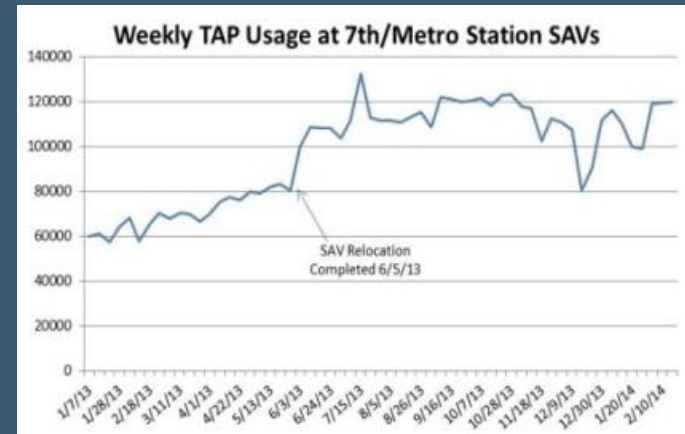
Increased Fare Collection Efforts

1. Customer Convenience

- Improved Access to TAP Cards
 - Increased Muni TAP participation
 - Recruit more TAP sales outlets
 - Distribution through senior centers and roving TAP sales units
- Increased marketing and information
- Simplify TVM screen design
- Rail Validator Relocation

SAV Relocation

- Conducted study to evaluate location of validators for ease of use
- Validators at 26 stations relocated to more visible, convenient locations
- TAPs doubled since relocation



Increased Fare Collection Efforts

2. Fare Enforcement

- Gate Latching
- Fare Enforcement Efforts
- Bus Boarding Camera

Gate Latching

- 50% of stations latched including all Red and Green Lines (72% Boardings)
- Ticket vending machine sales increased by \$9M between FY13 and FY14



Light Rail Gating Feasibility



Preliminary gating studies

- Blue Line – Nearing completion
- Gold Line – Currently underway

Detailed engineering studies underway

- Expo 1
- Orange Line

Detailed engineering studies completed

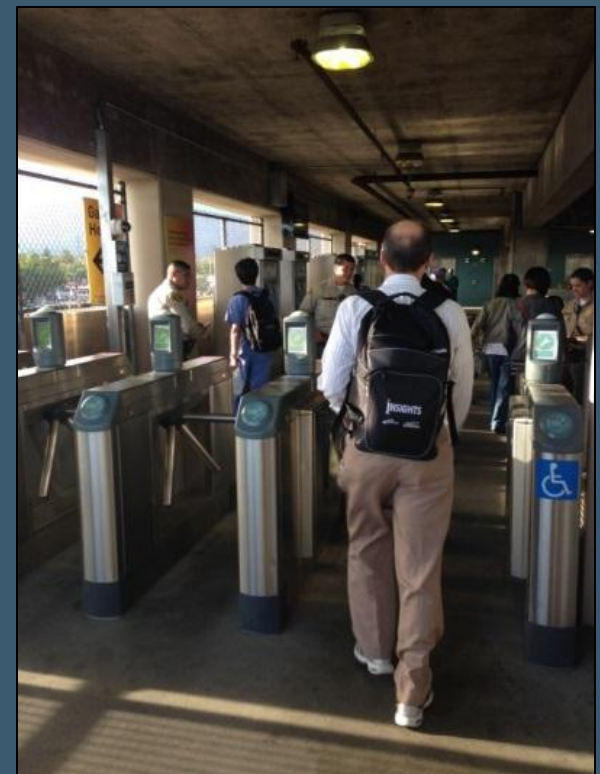
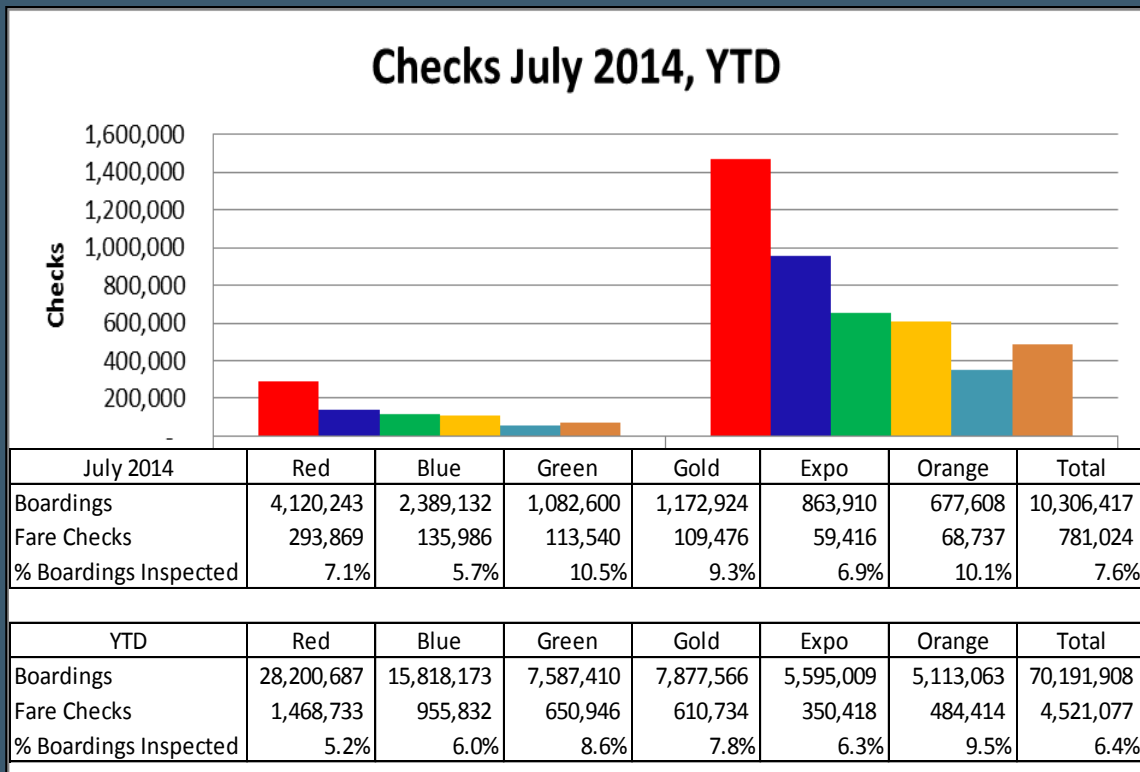
- Expo 2
- Foothill Extension

New stations now designed for gating

- Expo 2 (4 stations)
- Crenshaw

Non-Payment on Rail/BRT

- Fare enforcement officers check about 8% of daily boardings.



Bus Boarding Monitors

- Video monitors installed in three pilot buses showing customer images
- Helps address fare evasion and improve safety
- Buses assigned to Line 51 (Avalon Blvd), which ranks as one of the highest fare evasion bus lines in the system.



Metro

Increased Fare Collection Efforts

3. Data Collection/Evaluation

- Rail/BRT Station 100% Counts
- Bus “No Fare” Button

Non-Payment on Rail/BRT

- 100% Counts at major rail and BRT stations.
 - Significant decrease in fare evasion with continued checks.

Line	Date	Day	Stations	Green Checks	Red Checks	Fare Evasion	Fare Misuse
Orange	12/3/2013	Tuesday	N Hollywood, Van Nuys, Sherman Way	7,128	2,178	22%	9%
Orange	12/17/2013	Tuesday	N Hollywood, Reseda, Canoga	6,577	1,420	16%	6%
Orange	2/11/2014	Tuesday	N Hollywood, Van Nuys, Canoga	9,755	1,154	7%	5%
Blue	3/12/2014	Wednesday	103rd Street/Watts Towers, Compton, Willow St	3,988	1,161	26%	3%
Gold	3/19/2014	Wednesday	Atlantic, Highland Park, Lake	5,391	464	4%	4%
Expo	4/2/2014	Wednesday	Expo/Western, Expo/Crenshaw, Culver City	4,247	685	11%	4%

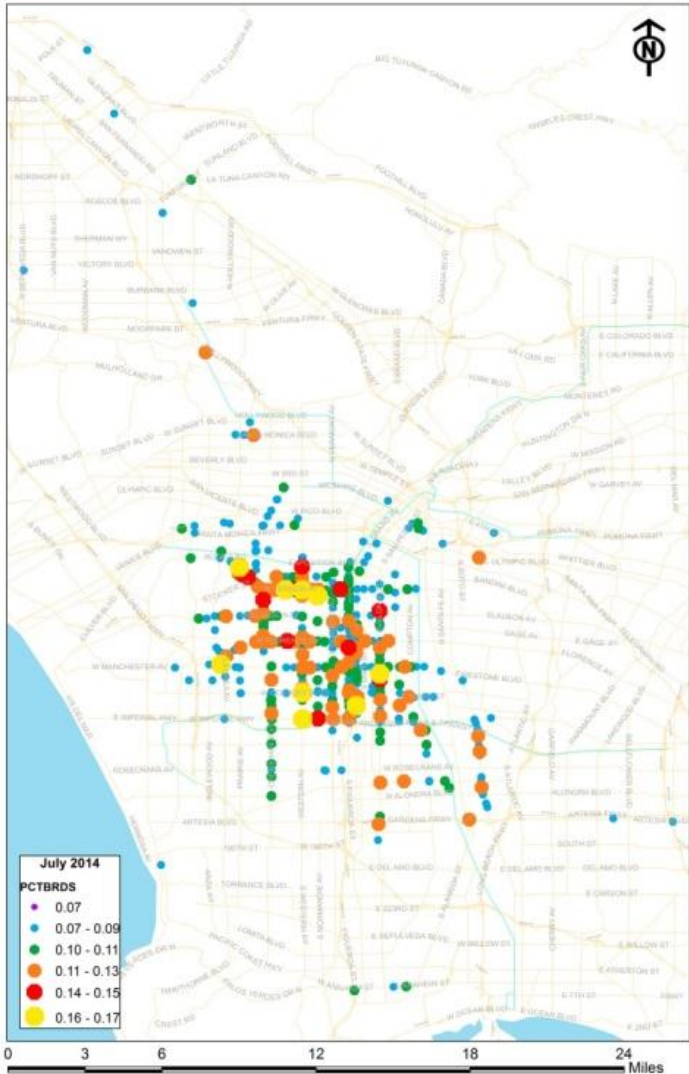


Non-Payment on Bus

Date Saved: 8/21/2014

Map Produced by Service Performance Analysis, LACMTA

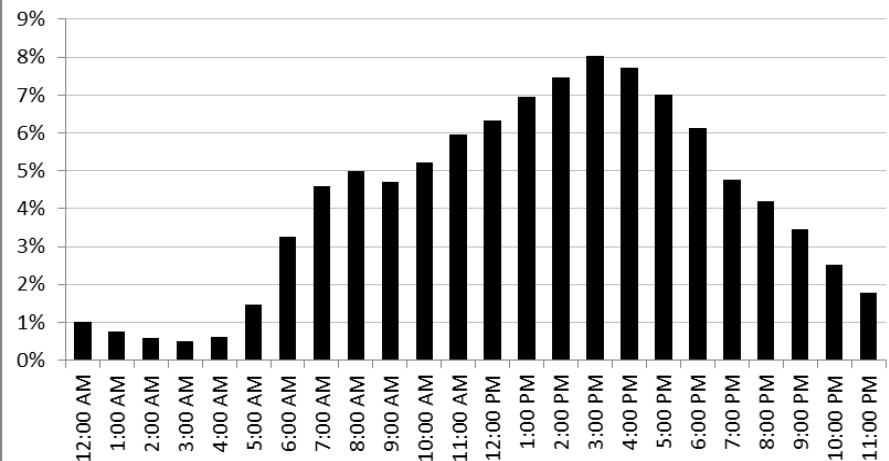
Bus Stops with a High Proportion of "No Fare" Boardings



- “No Fare” button allows operators to log incidents of fare evasion.
- Majority of “No Fare” incidents are at p.m. peak within the South service area.



Percent "No Fare" by Time of Day



Next Steps

Customer Convenience

- Focus customer convenience efforts based on analysis of fare evasion.
- Identify new fare payment incentives.



Fare Enforcement

- Focus enforcement efforts based on analysis of fare evasion.
- Identify new strategies to improve enforcement.

Data Collection/ Evaluation

- Rail Boarding Data – Augment manual rail boarding counts with TAP gate entries to provide more accurate and timely monthly boarding information for comparison with monthly fare revenues.
- Bus Revenue Data – Augment “No Fare” information with bus line level average fare per boarding data to refine estimates of fare evasion.