

Approved Fare Changes

Service Councils Meet & Confer
July 31, 2014



Metro

Fare Changes Timeline

- January 2014 – The Metro Board of Directors agreed to hold a public hearing in March 2014 to receive public comments on proposed fare increases. Incremental fare increases were proposed in 3 phases over 6 years.
- March 2014 – A public hearing was held where the Board of Directors heard feedback on the fare proposals from over 120 speakers. All board members were present at the hearing.
- May 2014 – The Board approved Phase 1 of the fare proposal. K-12 Student fares were frozen, and consideration of Phase 2 and Phase 3 was delayed pending further investigation by an APTA-coordinated peer review panel.
- September 15, 2014 – The approved fare increase will be implemented.

Board Approved Fares Effective September 2014

	Current Pricing	Approved FY 15
Regular		
Base Fare ¹	\$1.50	\$1.75
Day Pass	\$5.00	\$7.00
Weekly (7 Day)	\$20.00	\$25.00
Monthly (30 Day)	\$75.00	\$100.00
EZ Pass	\$84.00	\$110.00
Muni Transfers	\$0.35	\$0.50
Monthly Zone Upcharge (EZ/Silver/Express)	\$22.00	\$22.00
Student/College		
Student Cash ²	\$1.00	\$1.00
Student 30 Day ²	\$24.00	\$24.00
College 30 Day	\$36.00	\$43.00
Silver		
Regular Silver ¹	\$2.45	\$2.50
Silver Upcharge ³	\$0.25 - \$0.95	\$0.75
Express		
Express Fare ¹	\$2.20 - \$2.90	\$2.50
Express Zone Upcharge ³	\$0.70 - \$1.40	\$0.75

¹ Under the approved fare structure, base fare payments on a TAP card include 2 hours of transfers.

² Student fares are frozen at current levels per an approved Board motion.

³ The two Express zones have been consolidated into a single surcharge.

Board Approved Fares Effective September 2014

	Current Pricing	Approved FY 15
Senior/Disabled		
Peak ¹	\$0.55	\$0.75
Off-Peak ²	\$0.25	\$0.35
Day Pass	\$1.80	\$2.50
Monthly (30 Day)	\$14.00	\$20.00
EZ Pass	\$35.00	\$42.00
Muni Transfers	\$0.10	\$0.25
Monthly Zone Upcharge (EZ Pass)	\$9.50	\$9.50
Silver		
Senior/Disabled Silver	\$1.15	\$1.35
Senior/Disabled Off-peak Silver ¹	\$0.85	\$0.95
Senior/Disabled Silver Upcharge ²	\$0.60	\$0.60
Express		
Senior/Disabled Express Fare	\$0.85 - \$1.15	\$1.35
Senior/Disabled Off-Peak Express ¹	\$0.55 - \$0.85	\$0.95
Senior/Disabled Express Upcharge ²	\$0.30 - \$0.60	\$0.60

¹ Under the approved fare structure, senior/disabled base fare payments on a TAP card include 2 hours of transfers.

² Off-peak hours are weekdays 9 a.m. – 3 p.m. and 7 p.m. – 5 a.m. and all day on weekends and federal holidays. Peak hours are all other times.

³ The two Express zones have been consolidated into a single surcharge.

New Transfer Policy

- Payment of the base fare on a TAP card will include 2 hours of transfers (Regular and Senior/Disabled only)
 - Customers who want to take advantage of the free transfers must load stored value to TAP cards prior to boarding: at TVMs, TAP vendor locations, online, or via telephone
 - No loading of stored value to a TAP card on buses: this means neither tokens nor cash can be used to purchase 1 ride with transfers on bus
- To prevent round trips, transfers must be made to a different line – no consecutive boardings on the same line

Revenue Impact of Approved Fare Changes

The Board approved fare changes included a provision to freeze student fares at current levels, resulting in a total projected fare revenue increase of \$28.6 million annually.

- The fare model used to develop the fare restructuring proposal was developed by TranSystems, a transportation consulting firm that has assisted Metro in developing past fare changes.
- This model is considered to be reliable: in the past, TranSystems has accurately estimated the associated fare revenue increase associated with prior fare changes.
- The fare model only considers current ridership and does not include additional riders which may enter the system due to the new transfer policy and/or Metro's future system expansion; therefore, actual increase in revenues could possibly be more than reflected in the fare model.

Implementation of Approved Fare Changes

- The launch date for approved fare changes is 9/15/14
 - 2 hour transfers on a TAP card go into effect
 - Metro fare prices change (passes already on TAP cards will still be valid)
 - EZ Pass price change for sales (for passes valid beginning 10/1/14)
- Communications plan for informing the public of fare changes will be fully launched at least one month ahead of implementation (by 8/15/14)
 - Rail posters
 - Car cards on buses and Silver Line
 - Take-ones
 - Web banner
 - TVM decals
 - Farebox decals

Rider Relief Transportation Program (R RTP)

Mission Statement

To provide transportation assistance to the most economically vulnerable and transit dependent in Los Angeles County

- Eligible participants are pass holders whose household income is below the poverty level. Program eligibility levels as of July 1, 2014 are as follows:

	HUD Poverty Guidelines					
Persons in Household	1	2	3	4	5	6
Annual Income Threshold	\$28,500	\$32,600	\$36,700	\$40,750	\$44,050	\$47,300

- Coupons are distributed through a network of non-profit agencies
 - \$10 for a regular pass
 - \$6 for Senior/Disabled/Student passes

Increased Outreach for RRTP

Metro's RRTP marketing and outreach plan has been updated to address Board Motion #55 (May 2014) and Board Motion #70 (June 2014) and will be implemented in August 2014, prior to the increase in fares.

The approved Board Motions require the following expanded outreach and enhanced marketing:

- Multilingual advertising on buses and trains, at transit stations, and all points of sale for TAP cards and Metro passes
- On TAP purchase kiosks
- Through partnerships with community based organizations, social service agencies, senior centers, schools, churches and job training centers
- Through public service announcements on local media

APTA Peer Review

Metro is currently in the process of requesting an APTA peer review per an approved Board Motion that requires further investigation before the Board considers Phase 2 and Phase 3 increases.

The panel will look at:

- Providing guidance on fare restructuring strategies that optimize financial performance while minimizing burden on low-income riders
- Alternative revenue generation strategies
- Opportunities to expand ridership

Per the approved Board Motion, the results of the APTA-coordinated peer review panel will be reported to the Board of Directors by July 2015.