

# Fare Integration Task Force

February 16, 2021

Agenda Item 4a

## Policy Advisory Council Fare Coordination and Integration Subcommittee Report

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**Subject:** Summary of materials presented and discussions from the Policy Advisory Council Fare Coordination and Integration Subcommittee on January 22, 2021.

**Background:** At the Policy Advisory Council Fare Coordination and Integration Subcommittee meeting, the project team presented status updates on several topics for discussion and feedback, including:

**User Research:** The project team presented an update about ongoing user research activities including one-on-one interviews with transit users and the design and approach of an internet-based qualitative and quantitative survey. Subcommittee members were asked by the project team to assist in the distribution of the survey to members' networks and organizations.

**Pathways to Integration:** The framework of "Pathways to Integration", which house different management and delivery approaches to deliver fare policy changes, are a key component of the project team's approach to the study. The Subcommittee was briefed on the pathways and how they present a useful way to consider how different approaches to fare policy change in the Bay Area can be implemented under distinct management approaches.

**Alternative Fare Structures and Evaluation Framework:** The Subcommittee was presented with a detailed description and Q&A of each of the alternative fare policy frameworks under evaluation by the project team for inclusion in a "short list" of fare policy alternatives. These shortlisted alternatives will be subject to the business case analysis process examining ridership, financial, and user experience impacts of fare policy changes.

**Issues:** **User Research:** Subcommittee members voiced support for continuing robust user research activities and asked questions about the demographics of interview participants and how the forthcoming survey would be distributed and advertised around the Bay Area. Several members offered their support in sharing the survey once it was launched. Members also requested that staff continue to invite members of the public to participate in future user research work through an online database of interested participants.

**Pathways to Integration:** Subcommittee members generally recommended that the project team focus on pathways that would foster a more consistent and unified fare policy for the Bay Area. Members also were interested in understanding how the pathways' different management approaches fit into the discussions underway at the Blue Ribbon Transit Recovery Task Force.

**Alternative Fare Structures and Evaluation Framework:** The Subcommittee had a significant amount of feedback for the project team related to the various fare structures under consideration. Numerous members expressed support for the concept of accumulator caps and a fare policy system that made it easier for users to transfer between systems. Several members stated that equity considerations should be at the center of the analysis process and that fare policy changes could help transit deliver better service to the people who need service the most. Several members expressed concerns about possible impacts of a zone or distance-based fare structure on low income transit users who could be subject to a price increase under those models. The general consensus expressed by the Subcommittee was that the project should focus its analysis fare policy changes that would deliver significant improvements in the user experience rather than focusing on policies that may be more easily implemented in the current fare policy management framework in the Bay Area.

**Recommendation:** Information item for Task Force discussion and feedback.



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