

Fare Integration Task Force

April 19, 2021

Agenda Item 4a

Policy Advisory Council Fare Coordination and Integration Subcommittee Report

Subject: Summary of materials presented and discussions from the Policy Advisory Council Fare Coordination and Integration Subcommittee on March 12, 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 user research activities completed to date, including a narrative workshop, one-on-one interviews with transit users and an internet-based qualitative and quantitative survey. The project team also provided a summary of a report on barriers to transit, which explored themes of affordability, equity, value of transit, and quality of service.

Value Solicitation Exercise: The Subcommittee was asked to participate in an exercise in which they reviewed four sets of polarities related to fare policy design. Subcommittee members were asked to indicate their preference on spectrums that compared simplicity vs. complexity in fare structures, pricing consistency vs. cost of service, achieving equity through fare structure vs. fare programs, and knowledge vs. trust-based pricing.

Fare Policy Options Review: To support the development of variants within each of six fare policy options identified for further evaluation, the Subcommittee was asked to provide feedback on key “get rights,” potential pitfalls, and other considerations for each option.

Issues: **User Research:** Subcommittee members stressed the importance of capturing voices from vulnerable populations through user research activities. Subcommittee members were supportive of the project team’s effort to reweight survey data to emphasize voices from communities of concern. Other members reiterated their willingness with outreach for user research activities.

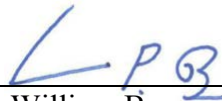
Value Solicitation Exercise: To streamline the activity, the exercise did not require an opinion from each subcommittee member for each question. On balance, subcommittee members valued simplicity over complexity, pricing consistency for customers over cost recovery for operators and structural equity over programmatic equity. There was a mix of preferences on knowledge vs. trust-based pricing. Although the polarity exercised was well-received in general, subcommittee members emphasized that the answers require a lot of nuance, and that a balance or mix of options may be required.

Fare Policy Options Review: The Subcommittee felt there was insufficient time to adequately review each option. It was decided to adjourn the meeting, and to reconvene when the options were further refined. There was also interest in meeting every month as the study nears completion.

Recommendation: Information item for Task Force discussion and feedback.



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