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Fare Change Proposal

Board of Trustees

May 22, 2019

Fare Integration Study

Improve Regional **Coordination**

Balance **Revenue** and **Ridership** Goals
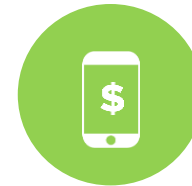
Improve **Passenger Experience**

Improve **Pass Distribution** & Sales

Make Transit An **Affordable Option**

Explore New **Fare Technologies**

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Proposed Fare Change

Regional coordination and simplification – The Wake Bus Plan developed service proposals at the regional scale. An easy-to-message regional fare structure removes barriers and confusion for passengers traveling across the region using different systems.

Issues with Current Pricing Structure – The 7-day pass is currently underpriced (based on pass usage data) and 31-day pass holders are overpaying for transit.
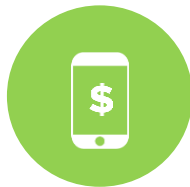
Improving the Customer Experience – The fare recommendation simplifies regional travel, offers free boardings to seniors (65+), makes express routes more accessible to price sensitive passengers, offers fare capping as a benefit, and introduces mobile ticketing—making transit a more attractive option for many.

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Proposed Fare Structure

Current GoTriangle Fare Structure			Proposed GoTriangle Fare Structure	
Fares	Regional	Express	Fares	Regional
Single Ride	$2.25	$3.00	Single Ride	**$2.50**
Day Pass	$4.50	$6.00	Day Pass	**$5.00**
7-Day	$16.50	$22.00	7-Day	**$24.00**
31-Day	$76.50	$102.00	31-Day	**$80.00**
Discount Single Ride	$1.00	$1.25	Discount Single Ride	**$1.25**
Discount Day Pass	$2.00	$2.50	Discount Day Pass	**$2.50**
Discount 7-Day	$7.50	$9.25	Discount 7-Day	**$12.00**
Discount 31-Day	$34.00	$42.50	Discount 31-Day	**$40.00**

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Proposed Fare Structure

Prosed price increase for 7-day pass is too high
Staff amended the fare change proposal and is recommending an incremental price increase for the 7-day pass-- $20 in FY20 and then revisiting an increase to the recommended $24 in FY21.

Does an increase in price negatively impact low income passengers?
Based on staff's analysis, more low income passengers benefit from the fare proposal than are negatively effected.

Will the stored value card still be available and easier to purchase?
The stored value card will continue to be available to customers and will be available at third party retailers, transit centers, and via smart phone (as will all fare media).

What is the cost of collecting fares/will mobile ticketing help save money?
Mobile ticketing helps reduce costs associated with printing paper tickets (roughly $20k/year is spent on card stock), and repairs to the farebox. More purchases made via smart phone mean less wear and tear on fareboxes, which—at $20k a piece to replace and $100k spent annually on repair—could result in significant savings.

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Proposed Fare Structure (amended)

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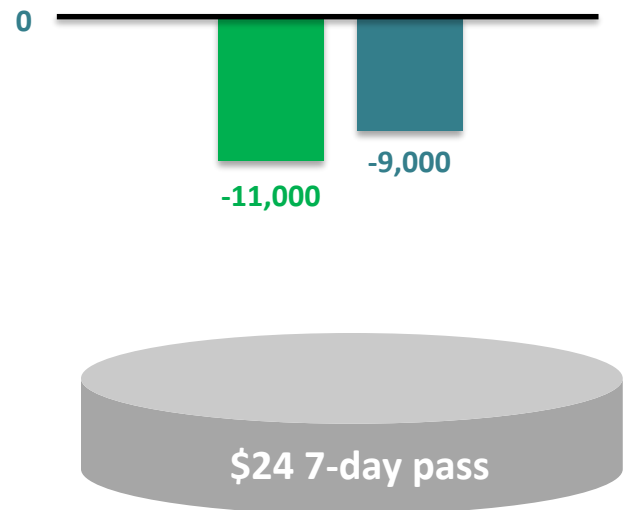
Proposed Fare Structure

Estimated Revenue loss

Reducing the cost of the express pass, offering free boardings for seniors and fare capping, all reduce farebox recovery. An increase in the base fare helps keep revenue loss to a minimum (0.6%).
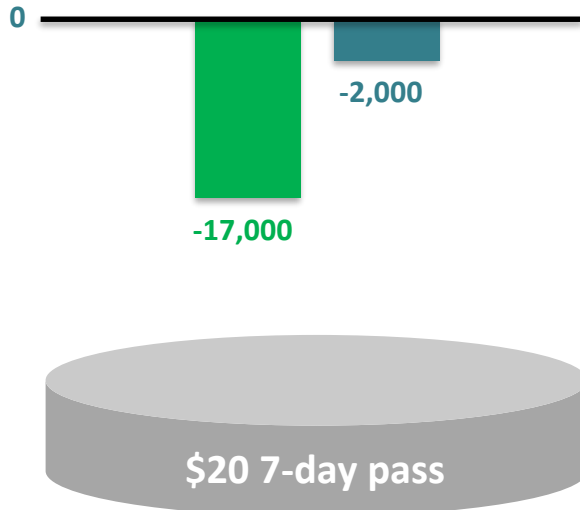
Estimated Ridership loss

Ridership impact estimates are based on changes in pass pricing alone and do not consider possible positive effects of mobile ticketing, increased availability of fares, and fare structure simplification.

0

-2,000

-17,000

● REVENUE

● RIDERSHIP

$20 7-day pass

0

-11,000

-9,000

$24 7-day pass

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August 2019

➡ Implement free senior boardings in conjunction with partner agencies

➡ Coordinate internally

➡ Build technology platform (using approved fare structure) with chosen mobile ticketing vendor

➡ Restructure GoPass program

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Implementation **Early 2020**

→ Implement mobile ticketing and fare capping

→ Pursue new sales partnerships

→ Implement proposed fare structure

→ Expand GoPass program

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Next Steps

- Board Approval

- Technology Procurement

- Implementation Planning

- Marketing and Outreach Activities

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