


# Fare Evasion: Can Transit Agencies really eliminate it?




**Anthony Marrero**  
*MARTA, Breeze Project Manager*  
*Atlanta, GA*



**2012 FARE COLLECTION WORKSHOP**



**The following presentation has been cumulated from a 'lessons learned' approach. It is based on actual fare evasion reduction initiatives which have been implemented at MARTA.**



# Overview

- Common Types of Fare Evasion
- Factors to Fare Evasion
- Initiatives to reduce Fare Evasion



# Estimated Financial Loss Due to Fare Evasion by time period

<b>Time Period</b>	<b>Number of Evasion</b>	<b>Loss \$</b>
AM Peak (5-9am)	569	200,346
Midday (9am-3pm)	918	323,230
PM Peak (3-7pm)	912	321,117
Early Evening (7-10pm)	374	131,686
Late Evening (10pm-1am)	213	74,998
<b>Overall</b>	<b>2,986</b>	<b>1,051,378</b>



# Common types of fare evasion

## 1. Illegal Entries

- Expired products
- Multiple riders using one card (weekly)
- Illegal entry through an open gate
- Jumping over or crawling under faregates with or without bars
- Passing back Breeze Cards



# Common types of fare evasion continued

## 2. Manipulation of the gates – which consists of

- Trigger the sensor to maintain the open gate
- Putting a hand behind the sensor to open as if exiting
- Physically forcing gates to open (squeeze through the gates)



## 3. Piggybacking – which includes

- People going behind each other
- Illegal entry when another patron is exiting

# Contributing factors to fare evasion

1. Limited presence of station attendants
  - Reduction in staff due to budget cuts
  - With the lack of station attendants there is an increase opportunity for fare evasion
2. Relax fare evasion policy
  - “Flash and Go”
  - “Let them Ride”



# Contributing factors to fare evasion

## continued

### 3. Multiple fare media types

- Breeze Media (Breeze Card and Breeze Ticket)



- Bus to Rail/Rail to Bus Transfers (AM/PM magnetics)





# Initiatives to eliminate fare evasion

**Hardware**



**Software**



# Hardware Changes

- Taller gate paddles to prevent gate jumping
- Install anti crawl devices to prevent going under



# Software Changes

1. Adjust speed and force of gate
  - Change speed of gate from the slowest speed to medium speed
  - This prevents piggybacking
2. Accept only Breeze Media
  - Removed all other types of media used to ride system
3. Require tap to exit



# Future Considerations

1. Eliminate ability to enter and exit same station
  - Purpose of this activity was to receive a free transfer. This allowed the patron to ride a regional partner without paying.
2. Change anti crawl device
  - New device will be a cross bar with a paddle, to address the space distance between the bar and the side of the fare gate.



# Future Considerations continued

## 3. Limits on period products

- Put a specific number of trips associated with weekly and monthlies

## 4. Reinstate Zero tolerance policy

# Conclusion

**No new technology or hardware changes can fully eliminate Fare Evasion. Controls must therefore be in place to protect fare revenue. The levels of controls and committed resources depends on the assumed level of fare evasion and the authorities attitude towards fare evasion whether in a lenient or stringent approach.**

