

# Recent Innovations in Fares



APTA ELP Group 7

---







# Emerging Leaders Group



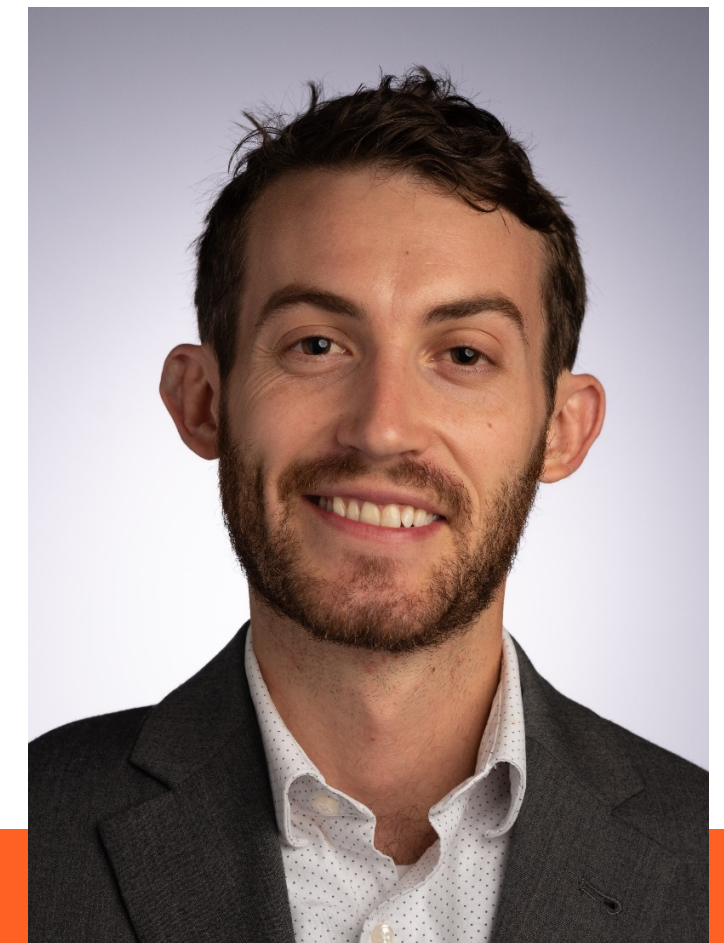
**Matt Broughton**  
Principal Data Scientist  
Metro Transit  
Minneapolis, MN



**Kelly Coughlin-Tran**  
Director of Marketing &  
Public Relations  
Ecolane USA, Inc.  
Jacksonville, FL



**Timothy Ruggles**  
Senior Staff Accountant  
Des Moines Area Regional  
Transit Authority  
Des Moines, IA



**Zach Sunderland**  
Senior Service Planner  
Central Ohio Transit Authority  
Columbus, OH





# Outline

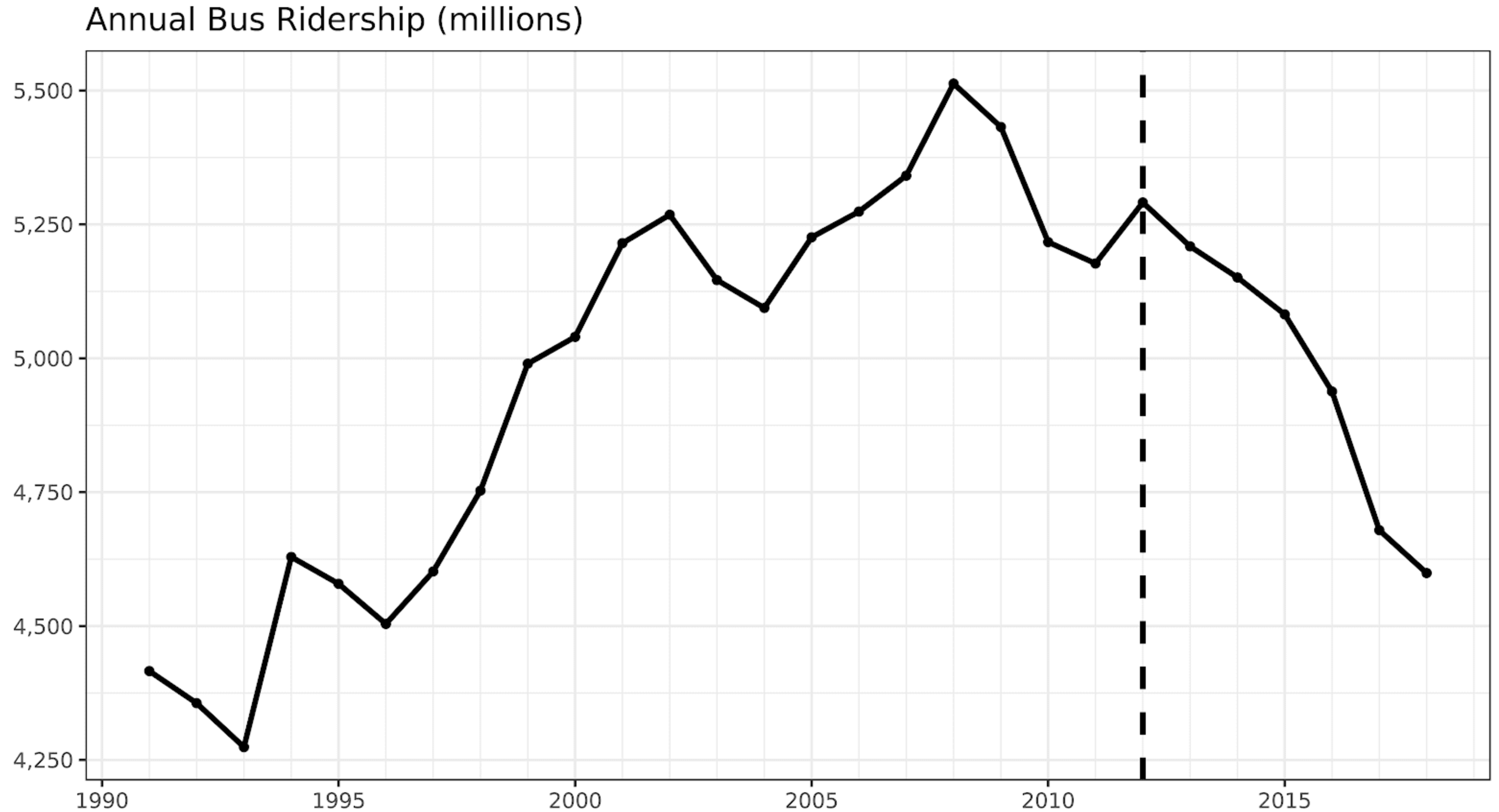
Motivation and Methods  
Survey  
Results  
Case Studies  
    Free fares  
    Fare capping  
    Mobile wallet





03

# Ridership







# Motivation

Implementation of more advanced fare collection systems  
Smart card AFC  
Open payment  
Account-based ticketing



Operations funding

Declining ridership

Emphasis  
on user experience

Trend toward simplifying  
fare structure



Exploration of novel fare  
policies and products

## Graphic

Adapted from  
Chu and Lemone  
[2020].



# Methods



**Group 7 Methodology**  
Data collection  
Survey  
Survey Questions





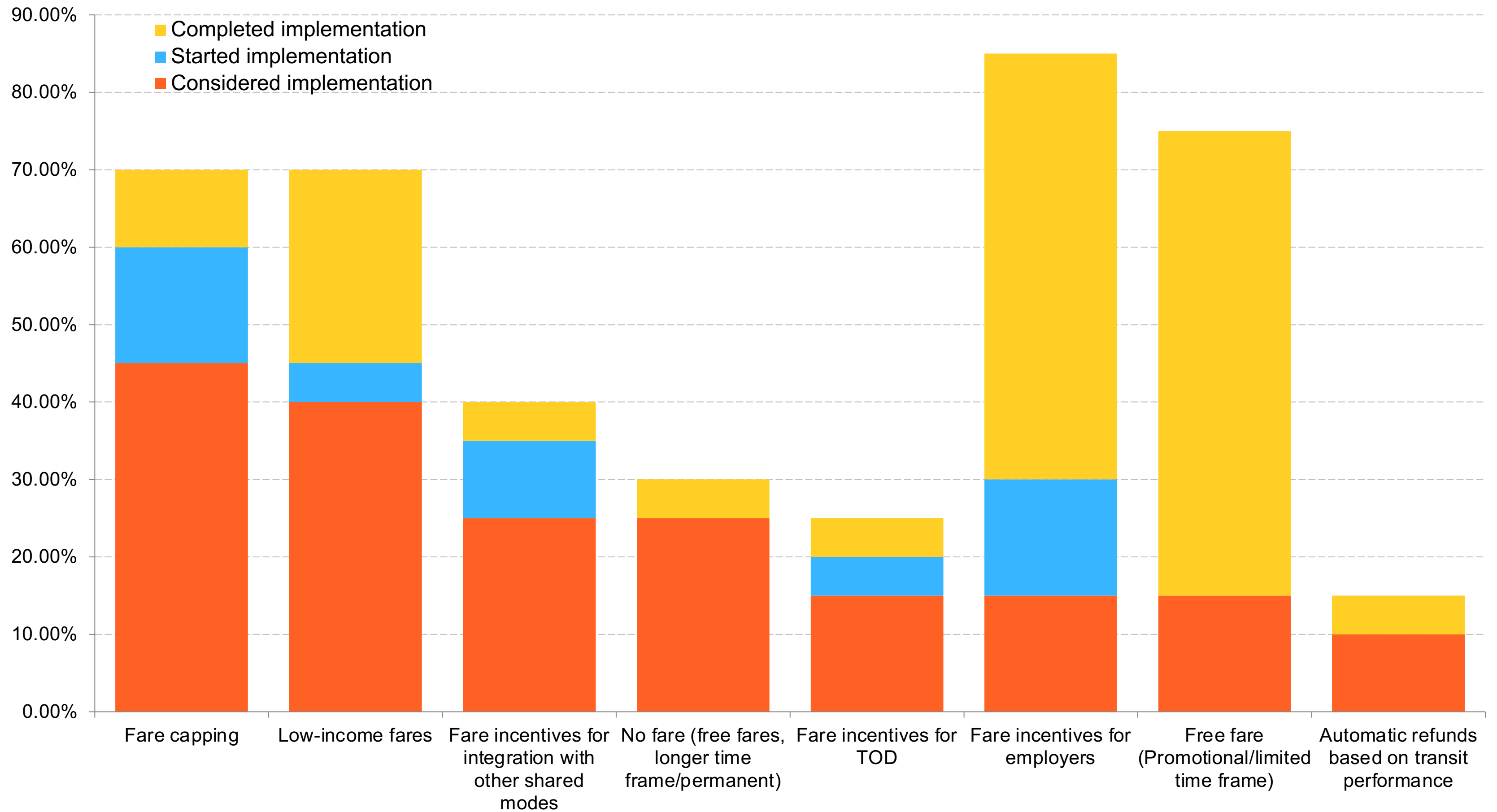
## Map of Agencies







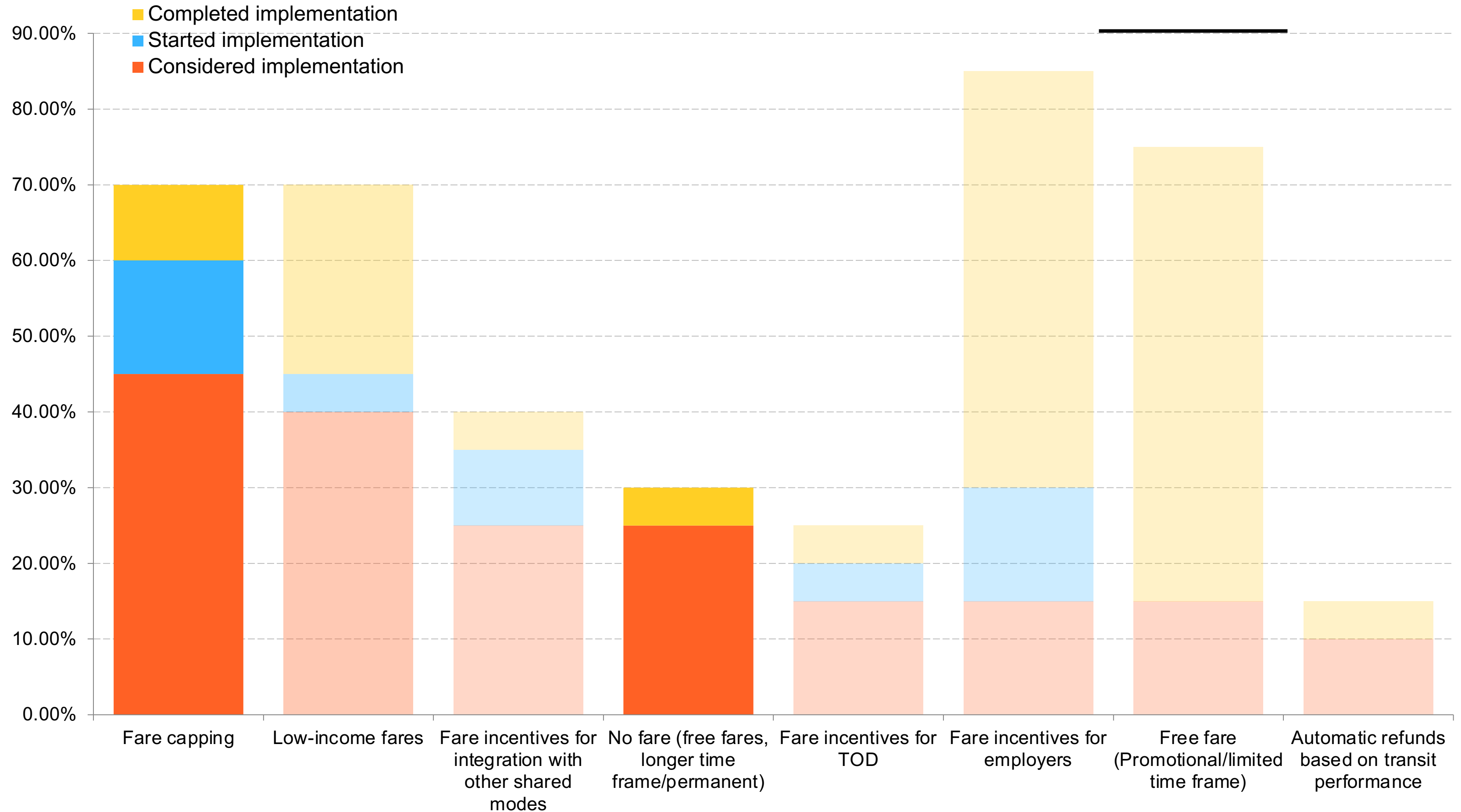
# SURVEY





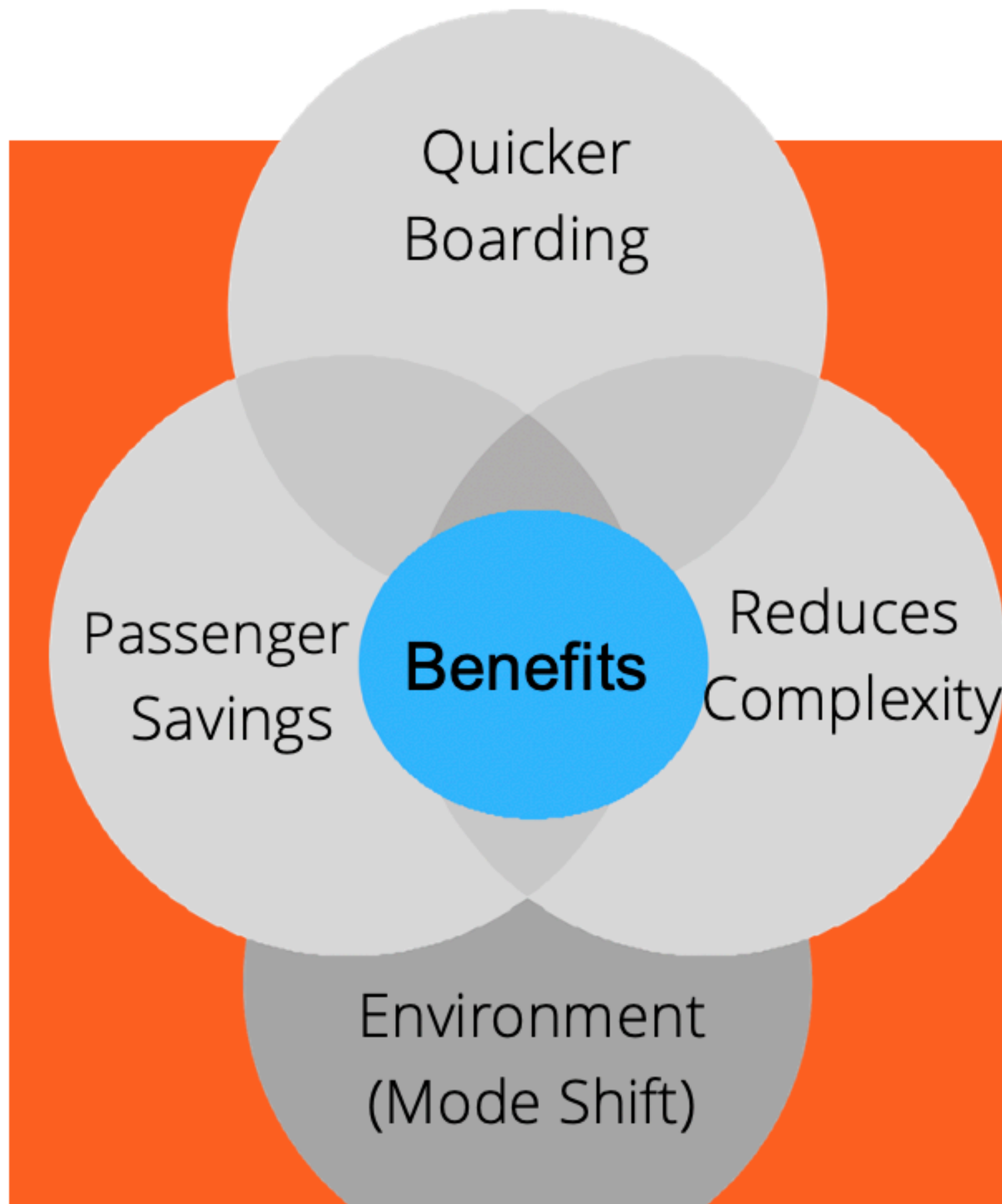


# SURVEY RESULTS





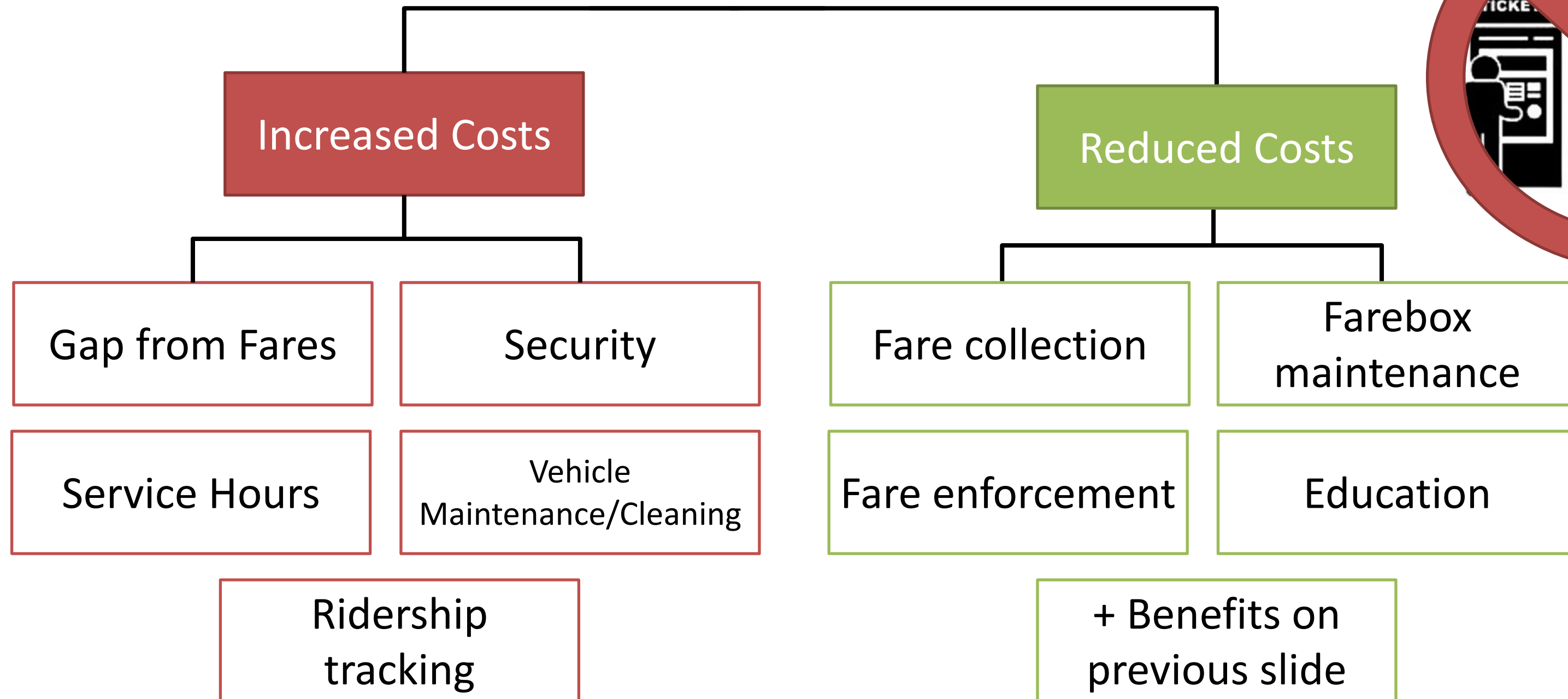
# Fareless Transit







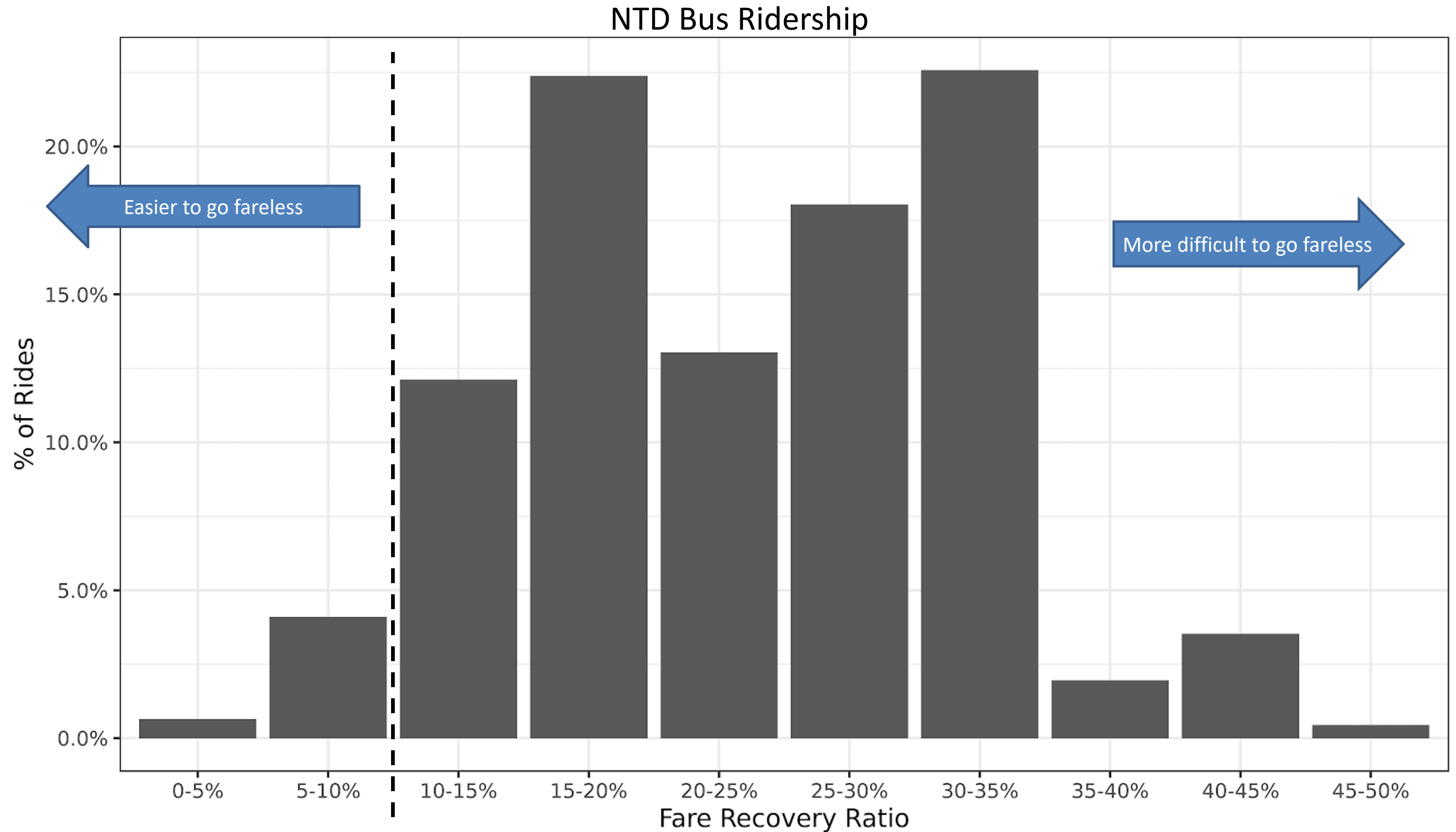
# No Fare Cost







# Fare Recovery Ratio







## PUBLIC PERCEPTION OF FARELESS TRANSIT

Overall mixed feelings.







## FARELESS TRANSIT ABROAD



# RESULTS OF FARELESS TRANSIT IN TALLINN



## Performance vs. Goal

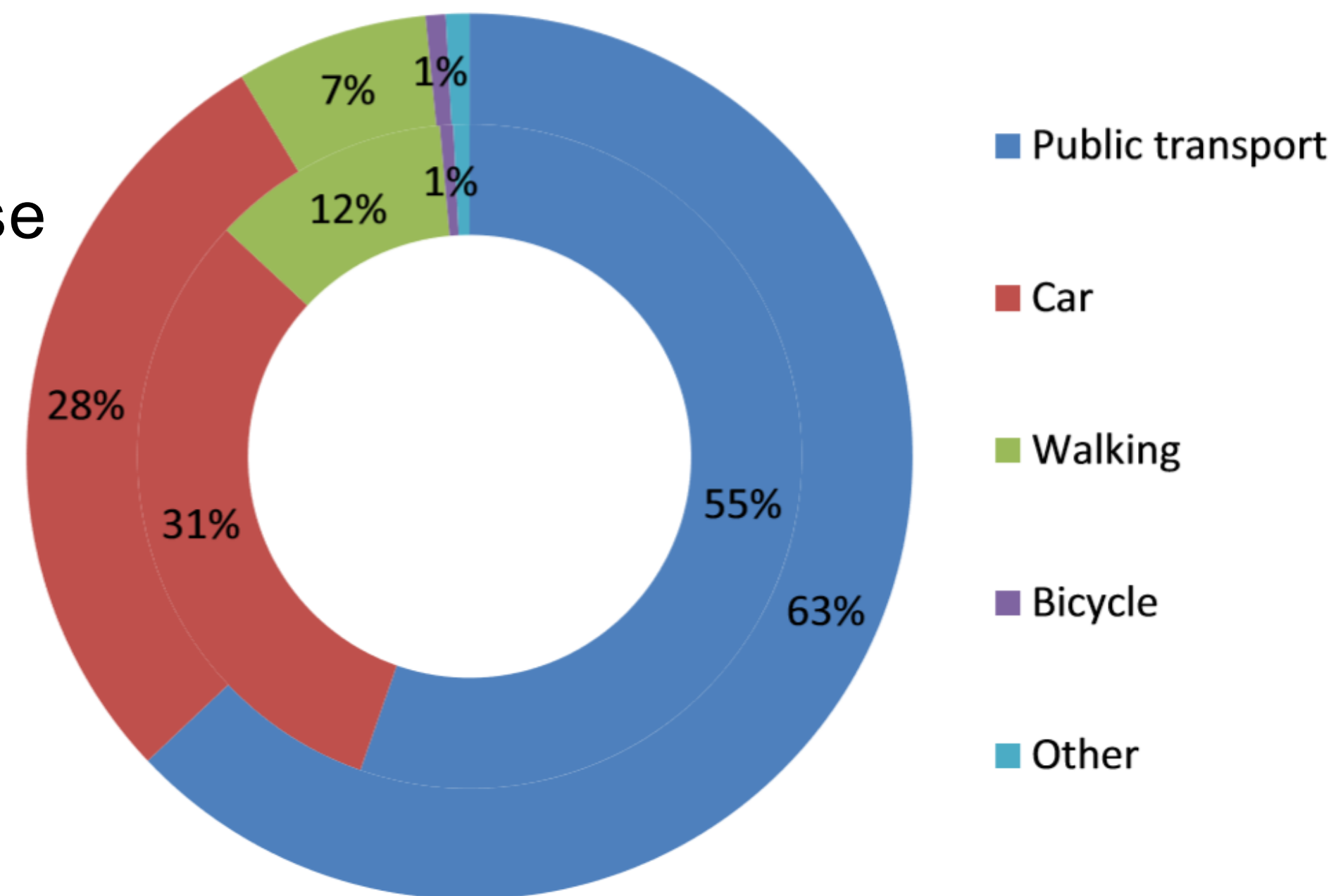
- Short-term ridership: 3% increase
- Mid-term mode choice: 14% increase
- Trip generation for low-income and unemployed residents

## Positive effect on public perception of

- Individual mobility
- Tallinn as a whole

## Caveats

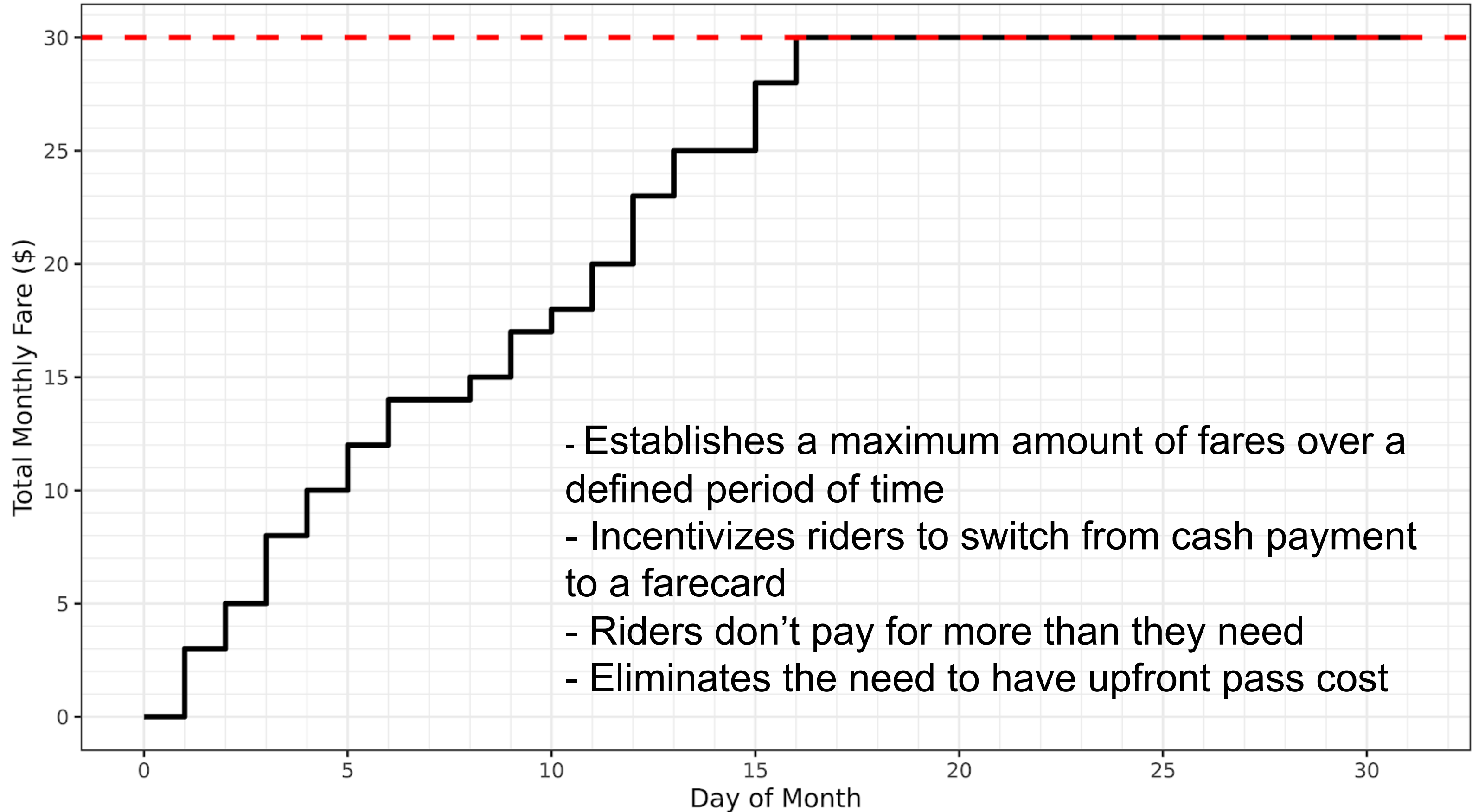
- Initial high mode share
- Large fraction of rides were already free







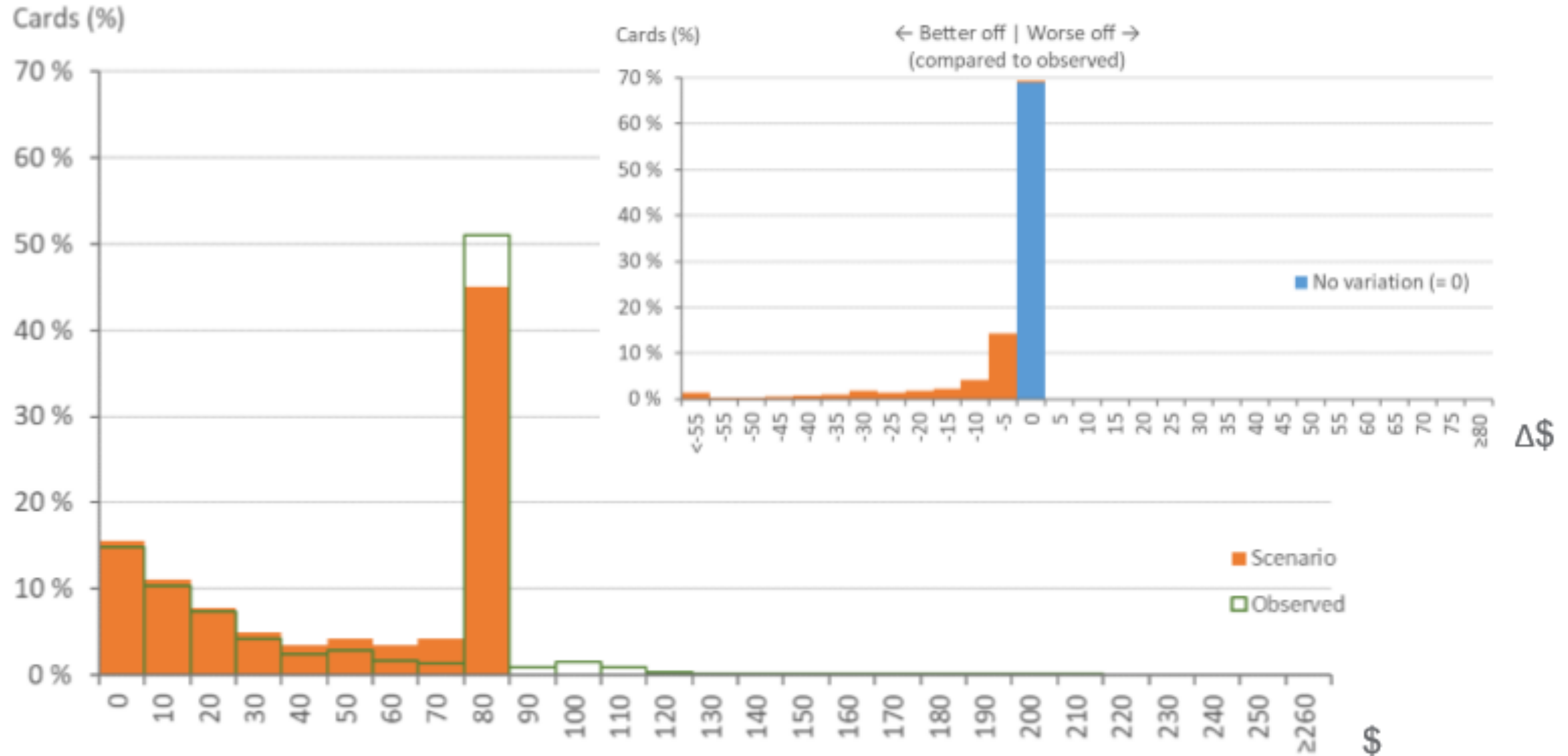
# FARE CAPPING





# SCENARIO 6 FARE CAPPING

## Scenario 6: + 30-day capping







What did they buy?			Who?	How much savings?			
Monthly pass	Short-term passes	Trip-based tickets only	Share of cards (%)	Share of overall savings (%)	Total savings (M\$)	Mean observed fare (\$)	Mean saving per card (\$)
X			31.6	58.0	1.09	82.00	24.72
	X		14.5	16.4	0.31	65.00	15.23
		X	34.2	8.2	0.15	31.88	3.22
	X	X	11.5	9.8	0.18	63.53	11.44
X		X	6.4	5.5	0.10	88.18	11.57
X	X		1.6	1.7	0.03	93.64	14.35
X	X	X	0.2	0.4	0.01	107.95	30.09
Total			100.0	100.0	1.89	60.91	13.47



## CONCERNS

- Uncertainties on passenger revenue
- Cost of fare technology upgrade
- Inequitable benefits across riders



## MOBILE WALLET

---

What is it?

Payment card information stored on a mobile device.

Benefits:

- Faster boarding
- Take advantage of fare capping

Things to Consider for Implementation:

- Infrastructure
- Fare policy updates





The impact on many of the topics in this presentation

Many agencies suspending fares:

- 1) reduce interaction with operator
- 2) reduce barriers for essential travel purposes

Will some agencies keep suspended fares on a permanent basis?

Re/Solidifying the importance of public transit  
Less ridership based

Will this ultimately change how agencies think about fare collection?



**COVID-19  
IMPACTS**

---





## IMPLICATIONS FOR THE FUTURE

---

Transit will continue to  
drive forward into the  
future.



# Thank you

---

**Matt Broughton**

**Zachary Sunderland**

**Timothy Ruggles**

**Kelly Coughlin-Tran**

