National Capital Region
Transportation Planning Board

TPB REGIONAL PUBLIC TRANSPORTATION SUBCOMMITTEE (RPTS)

Tuesday, September 26, 2023
12:00 – 2:00 P.M.

Chair: Nick Ruiz, VRE

VIRTUAL MEETING

AGENDA

12:00 P.M.   **1. WELCOME**

12:10 P.M.   **2. 2023 PBPP TRANSIT AGENCY SAFETY TARGETS UPDATE**
Pierre Gaunaurd, TPB Transportation Planner

12:20 P.M.   **3. 2022 STATE OF PUBLIC TRANSPORTATION REPORT UPDATE**
Pierre Gaunaurd, TPB Transportation Planner

12:30 P.M   **4. NATIONAL TRANSIT FARE AND EQUITY PROGRAMS**

  A. RTD's 2023 Systemwide Fare Study and Equity Analysis
  Chris Quinn, RTD Denver Project Manager

  B. Evolution of Fare Free Transit in Albuquerque
  Leslie Keener, ABQ Ride Transit Director

  C. SEPTA's Expanding Key Advantage Fare Program
  Thomas Kelly, SEPTA Senior Director of Financial Operations

  D. Boston's Two Year Fare Free Bus Pilot
  Steven Povich, MBTA Director of Fare Policy and Analytics

1:50 P.M.   **8. OTHER BUSINESS**

2:00 P.M.   **9. ADJOURN**

The next regular meeting of the RPTS is October 24, 2023 and is in-person/hybrid.

2023 TRANSIT AGENCY SAFETY TARGETS – 09.23 DRAFT

Performance-Based Planning and Programming

Pierre Gaunaurd
TPB Transportation Planner

TPB Regional Public Transportation Subcommittee
September 26, 2022

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Presentation Items

- Transit Agency Safety Plans Rule

- Transit Safety Performance Measures

- Applicability

- Adopted 2022 Regional Targets

- 2022 Safety Performance

- Under Development 2023 Regional Targets

- Next Steps

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Federal Requirement – Transit Agency Safety Plans

- Federal Performance Based Planning and Programming (PBPP) regulations requires applicable providers of public transportation to develop and certify an agency safety plan

- Applicable transit providers are required to annually set targets for four (4) Transit Safety performance measures

- MPOs set annual regional targets for the metropolitan planning area following state/agency adoption of its Transit Safety targets

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Transit Safety Performance Measures

	Performance Measures
Fatalities	Total number of reportable fatalities and the rate per total vehicle revenue miles by mode
Injuries	Total number of reportable injuries and the rate per total vehicle revenue miles by mode
Safety Events*	Total number of reportable events and the rate per total vehicle revenue miles by mode
System Reliability	Mean distance between major mechanical failures by mode

*Collisions, derailments, fires, or life safety evacuations

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Applicable Regional Agencies

- Transit safety requirements apply to providers of public transportation that are recipients and sub-recipients of federal Section 5307 funding:
  - **WMATA:** Metrorail, Metrobus, MetroAccess
  - **DDOT**: DC Circulator, DC Streetcar
  - **MDOT-MTA:** MTA Commuter Bus
  - **PRTC:** Bus and paratransit
  - and local systems in Suburban Maryland:
    - **VanGo** (Charles Co.)
    - **Transit** (Frederick Co.)
    - **Ride On** (Montgomery Co.)
    - **The Bus** (Prince George's Co.)

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2022 Regional Transit Safety Targets

- **Final targets for the region adopted by the TPB on December 21, 2022**

	Fatalities		Injuries		Safety Events		Reliability
	Number	Rate	Number	Rate	Number	Rate	MDBF
Heavy Rail (HR)	0	0	255	0.29	23	0.04	14,000
Streetcar Rail (SR)	0	0	0	0.00	4	0.27	1,000
Urban Bus (MB)	0	0	268	0.49	404	0.74	10,918
Commuter Bus (CB)	0	0	4	0.06	2	0.03	18,596
Demand Response (DR)	0	0	46	0.24	39	0.20	22,903
Vanpools (VP)	0	0	4	0.04	0	0.00	53,000

Rate - Per 100,000 Vehicle Revenue Miles   MDBF = Mean Distance Between Failures

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2022 Regional Transit Safety Data

- **From the FTA NTD Safety & Security time-series data:**

	Fatalities*		Injuries		Safety Events	
	Number	**Rate**	**Number**	**Rate**	**Number**	**Rate**
Heavy Rail (HR)	2	0.00	81	0.15	103	0.19
Streetcar Rail (SR)	0	0	1	0.82	7	5.72
Urban Bus (MB)	7	0.01	299	0.52	317	0.55
Commuter Bus (CB)	0	0	0	0	3	0.04
Demand Response (DR)	0	0	35	0.17	63	0.31
Vanpools (VP)	0	0	0	0	0	0

Rate - Per 100,000 Vehicle Revenue Miles; * Excludes suicides

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2023 Regional Transit Safety Targets

* Under Development – Need info. for four more agencies/jurisdictions, follow-ups

	Fatalities		Injuries		Safety Events		Reliability
	Number	Rate	Number	Rate	Number	Rate	MDBF
Heavy Rail (HR)	0	0	146	18.30	41	5.20	25,000
Streetcar Rail (SR)	0	0	0	0.00	4	0.27	1,000
Urban Bus (MB)	0	0	270	0.47	257	0.45	150,027
Commuter Bus (CB)	0	0	0	0	0	0	0
Demand Response (DR)	0	0	49	0.24	59	0.29	0
Vanpools (VP)	0	0	0	0	0	0.00	0

Rate - Per 100,000 Vehicle Revenue Miles   MDBF = Mean Distance Between Failures

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2023 Safety Target Schedule

- <u>Now</u> – Collect 2023 targets and previous year's performance vs. target information from applicable Transit Agencies

- <u>Today</u> – TPB Regional Public Transportation Subcommittee briefed on draft 2023 targets

- November – Technical Committee briefed on requirements and draft 2023 regional safety targets

- November – TPB briefed on requirements and draft 2023 regional safety targets

- December – TPB will be asked to adopt resolution with final regional transit safety targets

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Calculation of Regional Safety Targets

- Targets for the region are based on those adopted or identified by each provider of public transportation

- Measures are calculated for each mode:

  - Number of Fatalities/Serious Injuries/Incidents – total number for all providers of that mode

  - Rate of Fatalities/Serious Injuries/Incidents – total number for all providers of the mode divided by the total number of Vehicle Revenue Miles (VRM) for that mode (reported in rate per 100,000 VRM)

  - Mean Distance Between Failure (MDBF) – the total number of VRM for that mode divided by the total number of failures for all providers of the mode

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2022 STATE OF PUBLIC TRANSPORTATION REPORT

Pierre Gaunaurd
Transportation Planner

TPB Regional Public Transportation Subcommittee
September 26, 2023

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Agenda Item # 2

Presentation Items

- Purpose of the 2022 State of Public Transportation (SOPT) report

- Sections

- 2021 National Transit Database (NTD) Data

- Highlights from 2022

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Purpose of the 2022 SOPT Report

- Snapshot of public transportation activities in the region

- Highlights regional accomplishments during CY2022

- NOTE: Relies on 2021 transit ridership and financial data taken from the 2021 National Transit Database

- Other data and content comes from TPB RPTS meetings, input from organizational representatives, and web research

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Sections of the Report

Part I: Summary

- General summary of the state of public transportation operations of the various jurisdictions and transit agencies operating in the National Capital Region in 2022

Part II: COVID-19's Impact on Public Transportation

- Overview of health, safety impacts and responses from service providers and ridership levels through end of 2022

Part III: Fixed Route Transit Services

- Profile sheets provide overview of ridership, operational expenses, revenue sources, recent accomplishments and system characteristics

Part IV: Other Public Transit Services

- Overview of additional transit services such as paratransit and commuter services and their recent accomplishments

Part V: Regional Public Transportation Organizations

- Information on organizations that operate, provide research or project development for public transportation

Part VI: Public Transportation Accomplishments

- Major studies planned, in progress or completed and significant operational achievements occurring during 2022 by service provider

Part VII: Transportation Planning Board

- Overview of how the TPB assists with regional public transportation including RPTS, PBPP and Visualize 2045

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Review of the 2022 SOPTR

Public Transportation in the TPB Region

Highlights: Part I – Summary

- 13 local bus transit operators

- Bus transit continues to be the primary means of public transportation

- In 2021, 79 percent of all public transportation rides in the region were delivered by WMATA, mostly via Metrobus

- The top three agencies (Metrobus, Ride On, and Fairfax Connector) accounted for 91 percent of local bus trips in the NCR

- In 2022, heavy rail and commuter rail/bus continued to slowly rise out of pandemic ridership declines

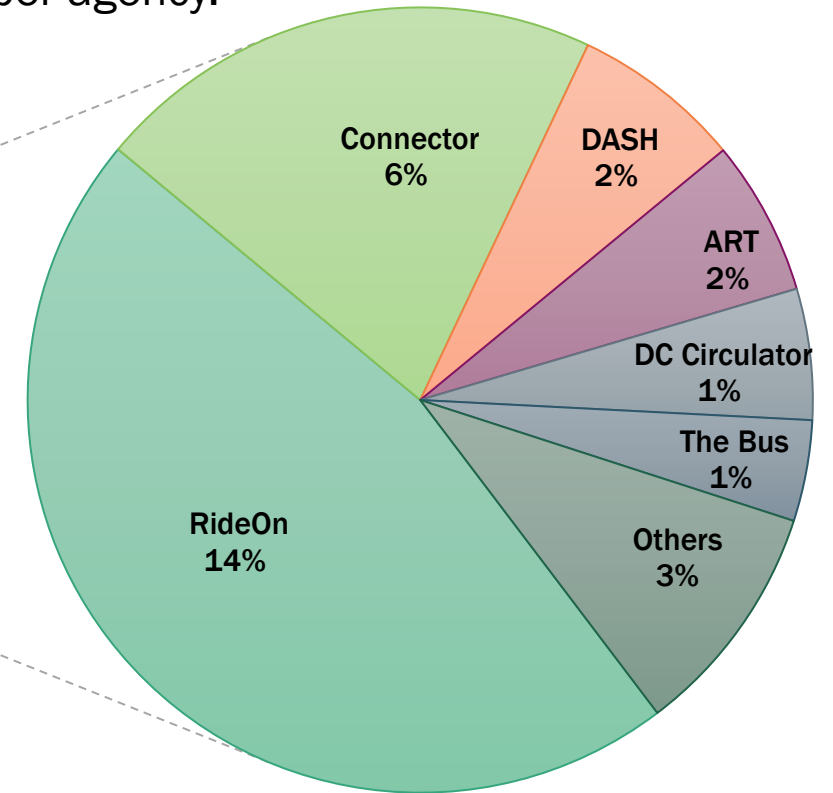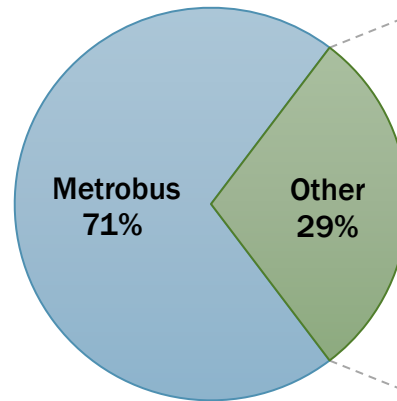National Capital Region
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2021 NTD Data NCR Overview

Over **112 MILLION UNLINKED PASSENGER TRIPS** across modes in 2021, appx. **65% less** vs. 2020
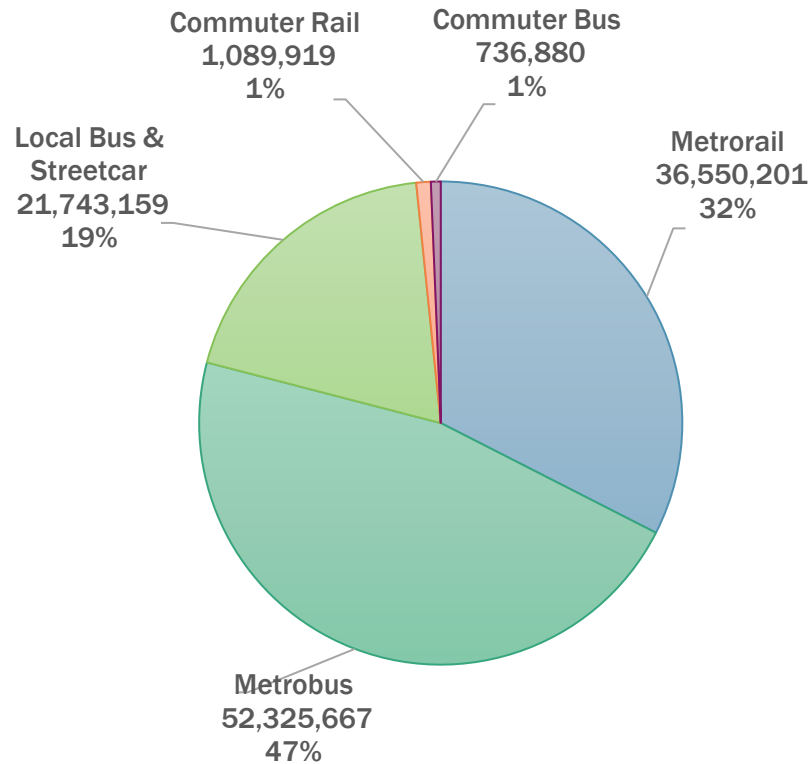
Over **65%** of trips in the region occurred **by LOCAL BUS or STREETCAR.** Below are regional bus ridership shares per agency.

Commuter Rail
1,089,919
1%

Commuter Bus
736,880
1%

Local Bus &
Streetcar
21,743,159
19%

Metrorail
36,550,201
32%

Metrobus
52,325,667
47%

Metrobus
71%

Other
29%

Connector
6%

DASH
2%

ART
2%

DC Circulator
1%

The Bus
1%

Others
3%

RideOn
14%

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Highlights: Part II – COVID-19 & Transit

Covid-related agency tweets in 2022

DC Streetcar @DCStreetcar · Apr 15
The federal mask mandate has been extended for all transportation networks through May 3 and #DCStreetcar wants you to be safe! Please continue to wear your mask while #RidingWithUs.

DC Streetcar @DCStreetcar · Apr 21
Mask wearing is now optional for @DCCirculator and #DCStreetcar riders.

@DDOTDC #DCSAlerts

Ride On Bus @RideOnMCT · Dec 8
Masks are encouraged on public transportation and remain available on our buses.

Attention: Ride On Passengers
Face masks are encouraged but no longer required.
Drivers will provide riders a mask if needed.
MCDOT   RideOnBus.com   Ride On

DC Circulator @DCCirculator · Mar 4
We understand the importance of keeping riders safe, which is why we prioritize frequently cleaning all 72 of our buses with high-grade disinfectants to eliminate the spread of COVID-19. See what else @DCCirculator is doing. #YourRideOurPriority hubs.la/Q015nXP00

Virginia Railway Express @VaRailExpress · Apr 19, 2022
Effective immediately, VRE passengers and crew members will no longer be required to wear a mask onboard the train.

Masks are optional and VRE will continue to support those passengers and crew members who wish to wear a mask.

We would l manager.everbridge.net/pub/2692158515...

HIGHLIGHTS

- Agencies continued many of the safety measures implemented in 2020

- On April 18, 2022, the federal masking mandate for public transportation was found to be unconstitutional

- Fare free service contributed to increases in ridership

- By the end of CY22, DASH, CUE, OmniRide, TransIT, and VanGO offered fare free service

- State and federal grant funding critical for supporting most fare free programs

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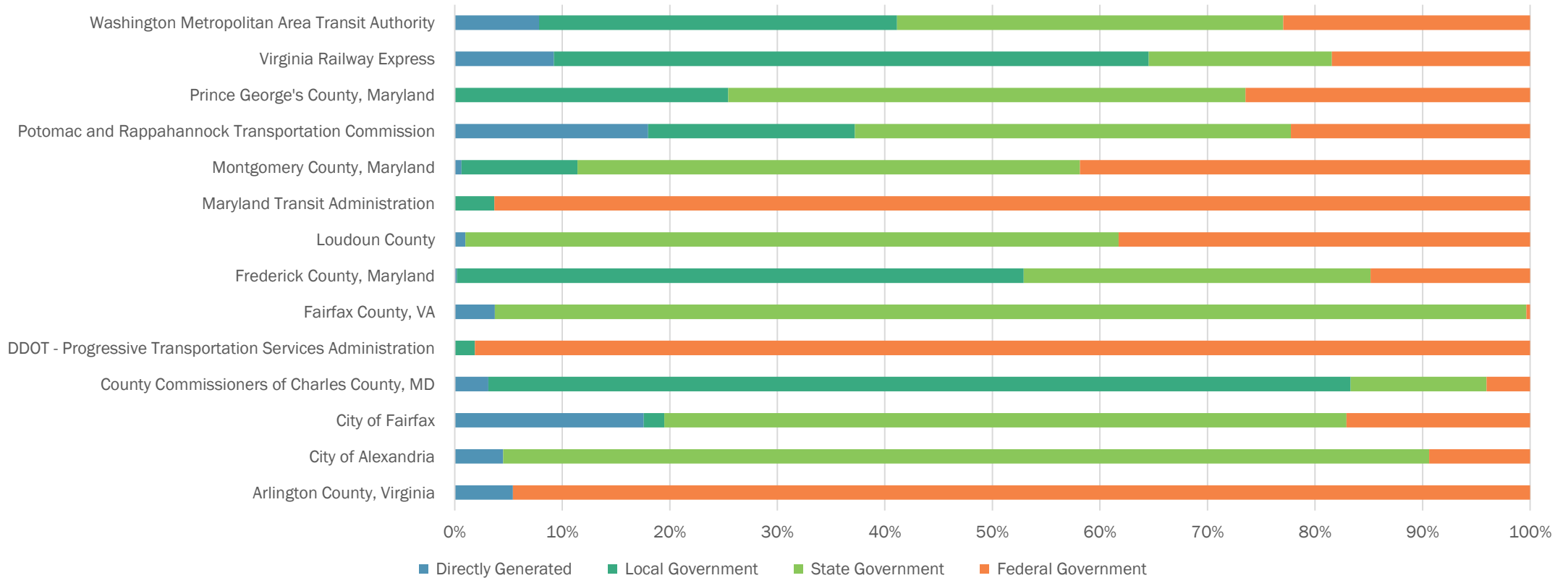# Highlights: Part III – Agency Profile Sheets

HIGHLIGHTS

- DASH: Increased ridership by 117% between Aug. 2021 and Aug. 2022

- DDOT: 16th Street Bus Priority Project

- CUE: Branding Update

- OmniRide: Inaugurated a microtransit service in Manassas Park

- Ride On: Opened the Brookville Smart Energy Bus Depot

- VanGo: Eliminated fares in January 2022

- WMATA: Opened Phase Two of the Silver Line to Dulles Airport and Loudoun County

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Highlights: Part III – Agency Profile Sheets

NCR Transit Service Providers'
FY21 Revenue Sources

Legend: Directly Generated, Local Government, State Government, Federal Government

Agencies (top to bottom):
- Washington Metropolitan Area Transit Authority
- Virginia Railway Express
- Prince George's County, Maryland
- Potomac and Rappahannock Transportation Commission
- Montgomery County, Maryland
- Maryland Transit Administration
- Loudoun County
- Frederick County, Maryland
- Fairfax County, VA
- DDOT - Progressive Transportation Services Administration
- County Commissioners of Charles County, MD
- City of Fairfax
- City of Alexandria
- Arlington County, Virginia

Highlights of Part IV – Other Public Transit

HIGHLIGHTS

- Alexandria DOT

  - Partnered with Via to offer customers app-based service

- RTA of Central Maryland

  - Offered fare free service for September and October 2022

  - Reinstated multiple services paused because of the pandemic

Highlights of Part V – Regional Organizations
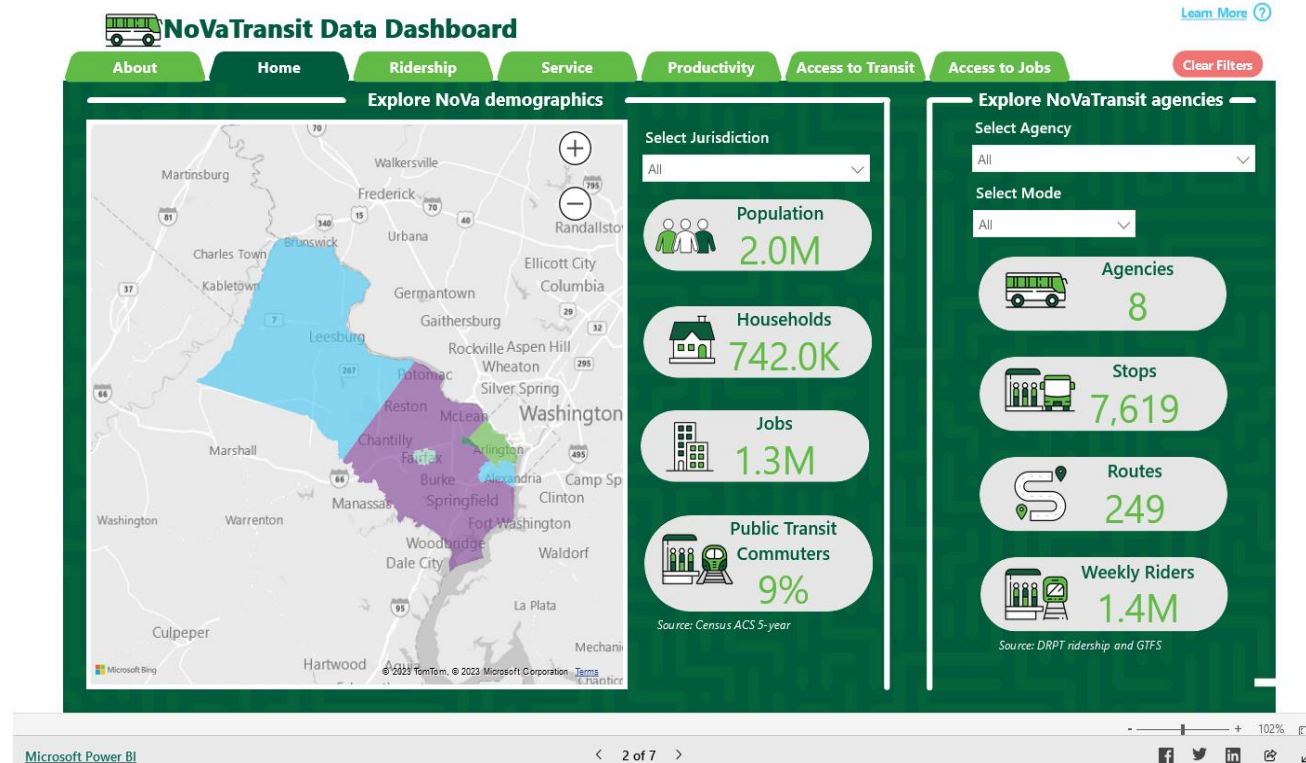
HIGHLIGHTS

- NVTA

  - Released the 2022 update to the TransAction regional transportation plan

- NVTC

  - Launched its Transit Dashboard compiling and visualizing wide range of data from member transit agencies

  - Completed a report analyzing the impact on and response by member transit agencies to the COVID-19 pandemic

Highlights of Part VI – Major Accomplishments

Better Bus Initiatives

Better Bus Will Deliver…

Purpose: Transform bus into a fast, frequent, reliable, affordable system that feels unified

Outcomes: 26 recommendations + Action Plan

District Department of Transportation

DC Circulator Transit Development Plan 2020 Update

July 6, 2022

Frederick County Transit Development Plan

Final Report – June 2022

KFH Group, Inc.
Bethesda, MD | Austin, TX | Seattle, WA

HIGHLIGHTS OF STUDIES

- DC Circulator completed three major planning projects (TDP Update, Electrification Plan, and TAM)

- TransIT released its 2022 Transit Development Plan

- VRE completed multiple studies and plans, including its 2022 Transit Asset Management Plan and a Solar Power Generation Study

- WMATA Better Bus and Bus Network Redesign

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Highlights of Part VII – TPB Activities
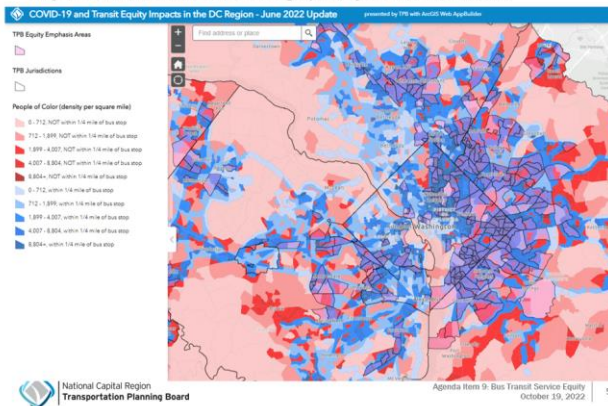

HIGHLIGHTS

- Approval of Visualize 2045 and FY 2023 – 2026 TIP

- Transit Equity Analysis 2022 Update

- Annual Transit Safety Targets; Transit Asset Management Targets (part of PBPP)

- Transit Within Reach Program

- Regional Public Transportation Subcommittee (seven meetings in 2022, including in-person in December)

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Next Steps

- Please share any comments on the draft report before October 3 (next week)

- Report finalized on October 6 & published on MWCOG website

- Begin preparation for 2023 report

  - Questionnaires going out in December

Draft 08.2023

STATE OF PUBLIC TRANSPORTATION
2022 Report

DRAFT

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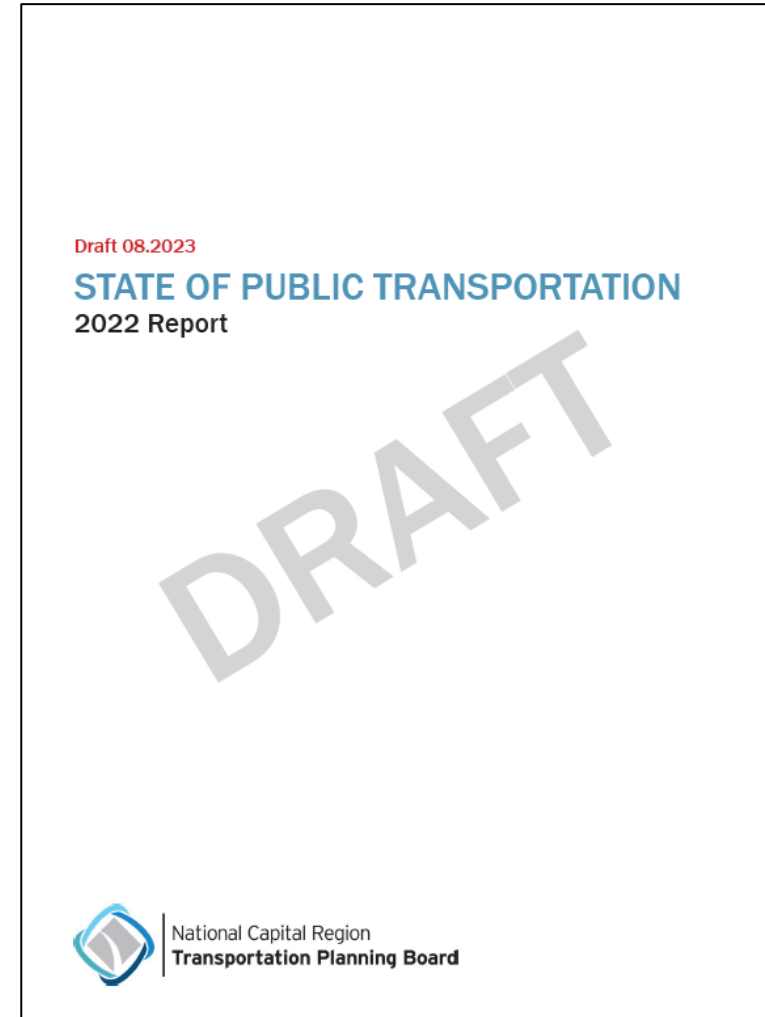
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Photo Credits

- Slide 1: Multiple bus stop signs in Arlington County, VA (Pierre Gaunaurd/COG)
- Slide 5:
    - DC Circulator Bus at National Zoo (DC Circulator)
    - Metrobus leaving Vienna, VA Metrorail station (Pierre Gaunaurd/COG)
- Slide 8:
    - Covid-19 mask mandate related tweets (DCStreetcar/X)
    - Covid-19 mask related tweet (RideOnMCT/X)
    - Covid-19 safety protocol related tweet (DCCirculator/X)
    - Covid-19 mask mandate related tweet (VaRailExpress/X)
- Slide 9:
    - Washington-Dulles Intl. Airport Silver Line Station (COG)
    - CUE Bus Agency Rebranding (Ryan Visci/CUE)
    - Brookville Smart Energy Depot (AlphaStruxure and Montgomery County, MD/USDOT - FHWA)
    - OmniRide Connect Microtransit Vans (OmniRide)
- Slide 11: Tweet regarding transit service changes (transitRTA/X)
- Slide 13
    - WMATA Better Bus Network Presentation Slide (WMATA)
    - DC Circulator 2020 Transit Development Plan Update Cover Page (DC Circulator)
    - Frederick County, MD TransIT 2022 Transit Development Plan Cover Page (TransIT/Frederick County)

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The next regular meeting of the RPTS is October 24, 2023 and is in-person/hybrid.

We Make Lives Better Through Connections.

Zero Fare for Better Air/ Fare Study and Equity Analysis

Chris Quinn
Planning Project Manager

RTD Overview

- Created by state legislature in 1969
- Primary provider of transit in eight counties, including all of Boulder, Denver and Jefferson counties, most of Broomfield, with western Adams and Arapahoe counties, northern Douglas County and a small piece of southwest Weld County
- **2,342 square miles**
- 3.1 million population
- Services include:
  - Bus/Rail (10 rail lines, 100+ bus routes, 24 Flexride areas)
  - ADA Paratransit
  - Demand responsive services

RTD
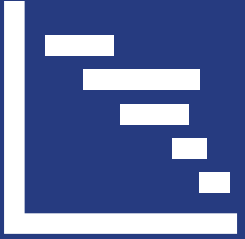
Zero Fare for Better Air

July 11, 2023

Ozone Season Free Transit Grant Program

SB22-180 established the Ozone Season Free Transit Grant Program, which provides funding to provide free transit services for at least 30 days during the ozone season (June 1 – August 31).

State of COLORADO

CASTA Colorado Association of Transit Agencies

$3 million per year for 2 years

RTD

$11 million per year for 2 years, 20% local match required

Planning

Anticipated additional needs during Zero Fare for Better Air:

Additional cleaning of vehicles and facilities due to increased use

Additional security

Increases to rail capacity

Ridership

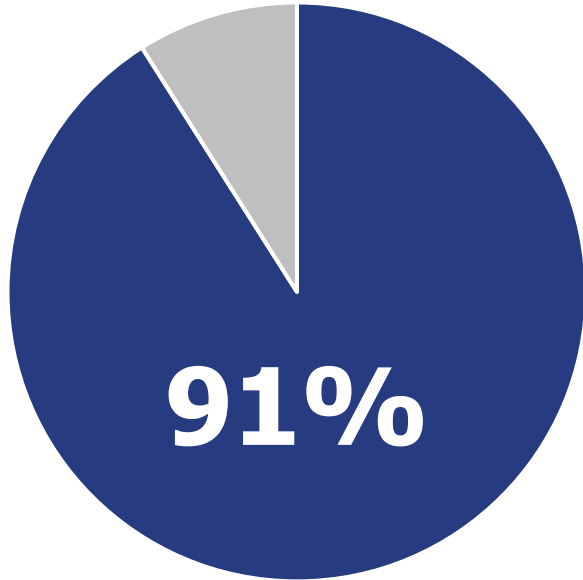Weekday Average Ridership
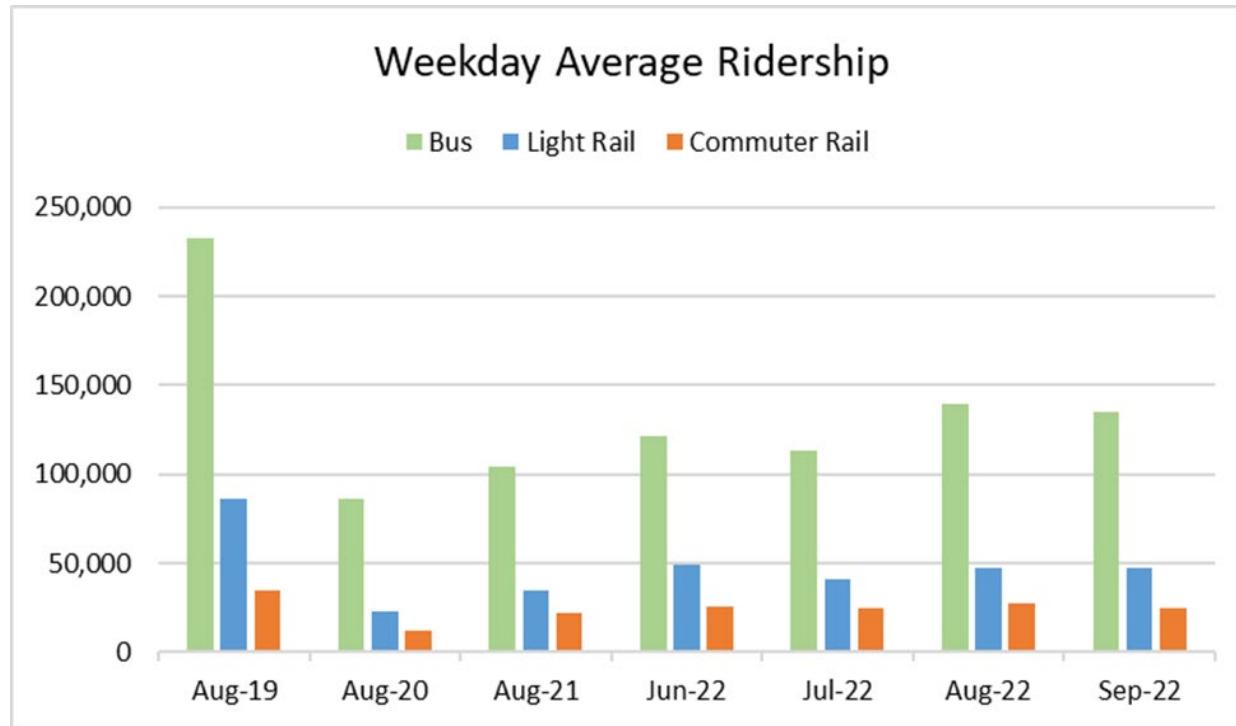
- Overall ridership increased 22%* from July 2022
- Much was retained in September 2022

*Between 2016 and 2021, August ridership was between 2% and 12% higher than July ridership

Customer Survey

91%

of respondents previously used RTD

55%
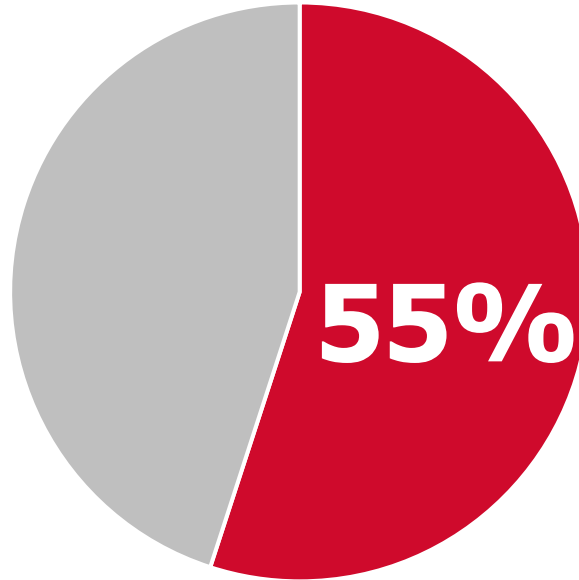
of respondents increased usage during ZFBA

60%
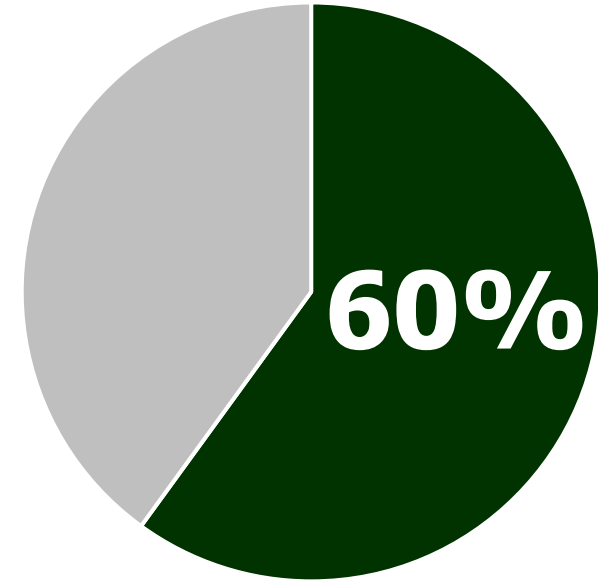
of respondents motivated by cost

Impact Analysis

- Regular transit ridership increased, but catalysts are unclear.

- RTD absorbed the increased ridership without substantial increases in service.

- No major increase in quality of life/crime incidents.

- Extensive use of paratransit services may have significant cost implications.

- Impacts to air quality are difficult to quantify.
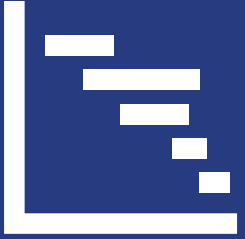
Fare Study and Equity Analsyis

July 11, 2023

What RTD Heard: Fare Structure

Study Goals and Process

July 11, 2023

Goals

Equity

- Support transit reliant/financially burdened customers
- Provide equitable and fair access to fares, products, and discounts
  - Regardless of race, color, national origin, income status, and for other marginalized communities

Affordability

- Align fares with service value

Simplicity

- Make fares easy to understand
  - Standardized discounts and streamlined fare payment options

Outreach – Feedback Panels

■ **Purpose:** Use customer input to consider/improve options and identify trade-off choices between alternatives

Equity Feedback Panel	Pass Program Feedback Panel	Jurisdiction Feedback Panel
• BIPOC • English language learners • Refugees/immigrants • Low-income • Houseless • Youth, Seniors • Seniors • People with disabilities • LGBTQ	• Employer EcoPass • Neighborhood EcoPass • CollegePass • Colleges not participating in CollegePass program • Schools • Nonprofit program (governmental/nonprofit agencies) • Employment centers	• State • County • City • Denver Regional Council of Governments • Transportation management associations/organizations

Activities and Feedback

Website*, Study Materials, and Social Media

- 4,600+ unique website views
- 63,000+ social media impressions in targeted ad campaign
- New website (English/Spanish) with detailed fare structure alternatives overview
- Fact sheets (English/Spanish)

Customer and Community Meetings

- Virtual Zoom webinars/meetings
- 87 attendees
- English/Spanish

Community Partner Focus Groups

- Led by six community partners
- 84 participants
- English/Spanish

Stakeholder Groups

- Targeted Focus Groups
- Feedback Panels (3): Equity, Pass Programs, and Jurisdiction

Online Survey*

- 3,900+ respondents
- In-person surveys conducted by community partners
- English/Spanish

Community-Based Organization Survey*

- 53 respondents
- English/Spanish

*Language assistance and communications tools were implemented

Final Recommendations

July 11, 2023

What the Fare Structure Means For Customers

Customers would pay an Airport fare for A Line and SkyRide trips that leave from or arrive at Denver International Airport.

<u>All other destinations</u> in the RTD service area would use the Standard fare, which combines all current Local and Regional services.

Monthly Pass customers would travel <u>anywhere</u>, including to and from the airport, for one price.

Fare Structure Summary

	Current			Proposed				
	Full Fare			Full Fare		Discount Fares*		
	Local	Regional	Airport	Standard	Airport	Local	Regional	Airport
3-Hour Pass	$3	$5.25	$10	$2.75	$10	$1.35		
Day Pass	$6	$10.50	$10.50	$5.50	$10	$2.70		
Monthly Pass (Multiple of 3-Hour Pass)	$114 (38x)	$200 (38x)	$200 (19x)	$88 (32x Local / Regional)		$27 (20x)		

*Discount Fare includes older adults (65+), people with disabilities, Medicare recipients, and customers enrolled in LiVE

July 11, 2023

17

Access-A-Ride Fares

	Current			Proposed				
	Full Fare			**Full Fare**		**LiVE Enrolled**		
	Local	**Regional**	**Airport**	**Standard**	**Airport**	**Local**	**Regional**	**Airport**
One-Way Fare	$5	$9	$20	$4.50	$19	$2.25		$9.50
6-Ride Tickets	$30			$27		$13.50		

RTD

LiVE Program

- Increase discount from 40 to 50% to align with fares for older adults, people with disabilities, and Medicare recipients

- Increase income threshold from 185 to 250% of Federal Poverty Level (FPL)

- Establish comprehensive outreach/engagement action plan

- Explore expanding means testing beyond current system

RTD

Current Pass Programs

- **Proposal for EcoPass, CollegePass, and NECO Pass**
  - Contracts will have two-year, utilization-based, fixed pricing
  - Contract minimums reduced to lower participation barriers
  - New pricing for 2024
  - Simplify EcoPass pricing matrix

Zero Fare for Youth Pilot

- Introduce no-cost transit for youth ages 19 and younger
  - One-year pilot program
  - External funding required after year one to continue

Current Fare Structure
(Youth Discount, ages 6 - 19)*

	LOCAL	REGIONAL	AIRPORT
3-HOUR	$0.90	$1.60	$3.20
DAY	$1.80	$3.20	
MONTHLY	$34.20	$60.00	

*Children ages 5 and younger currently ride for free.

Recommended Fare Structure
(Zero Fare for Youth, ages 19 and younger)

	ANY DESTINATION IN THE RTD SERVICE AREA
3-HOUR	
DAY	$0
MONTHLY	

RTD

Semester Pass

- Create a Semester Pass for students at community colleges, technical schools or other colleges and universities not currently participating in CollegePass

  - Based on age or income, students may qualify for lower fares, such as LiVE or Zero Fare for Youth

Recommended Semester Pass
Compared to other recommended Monthly Pass options

MONTHLY PASS (Full Fare)	MONTHLY PASS (SemesterPass)	MONTHLY PASS (LiVE)
$88	$70	$27

Transit Assistance Grant Program and Bulk Discounts

- Create $1 million transit assistance grant program

  - Supports nonprofits and social service agencies serving community members with immediate transit needs

- Provide 10% discount on all Full and Discount fare products purchased in bulk ($1,500 minimum)
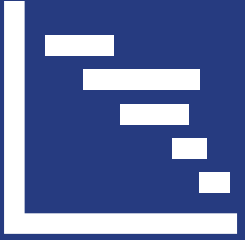
Fare Equity Analysis: Findings

- The analysis found **no disparate impact or disproportionate burden** in the recommendation

- Low-income and minority customers would experience a 22-23% decrease in average fare prices

- While the ~20% decrease is slightly lower than the decrease for all customers, the recommendation:

  - Responds to customers' requests for simplicity

  - Increases equity through other programs and policies

Ridership and Revenue Impacts

	2024 Ridership (millions)	2024 Fare Revenue (millions)
No Fare Structure Change	65	$77
Proposed Fare Structure*	73 to 74	$61 to $64
Percent Change from Existing Structure	+11% to +13%	-21% to -17%

*Ranges in expected ridership and fare revenue reflect potential impacts of Zero Fare for Youth pilot

RTD

Implementation/Next Steps

Time Line

July 2023
Board Approval

September 2023
Zero Fare for Youth commenced

Q1 2024
Full implementation

RTD
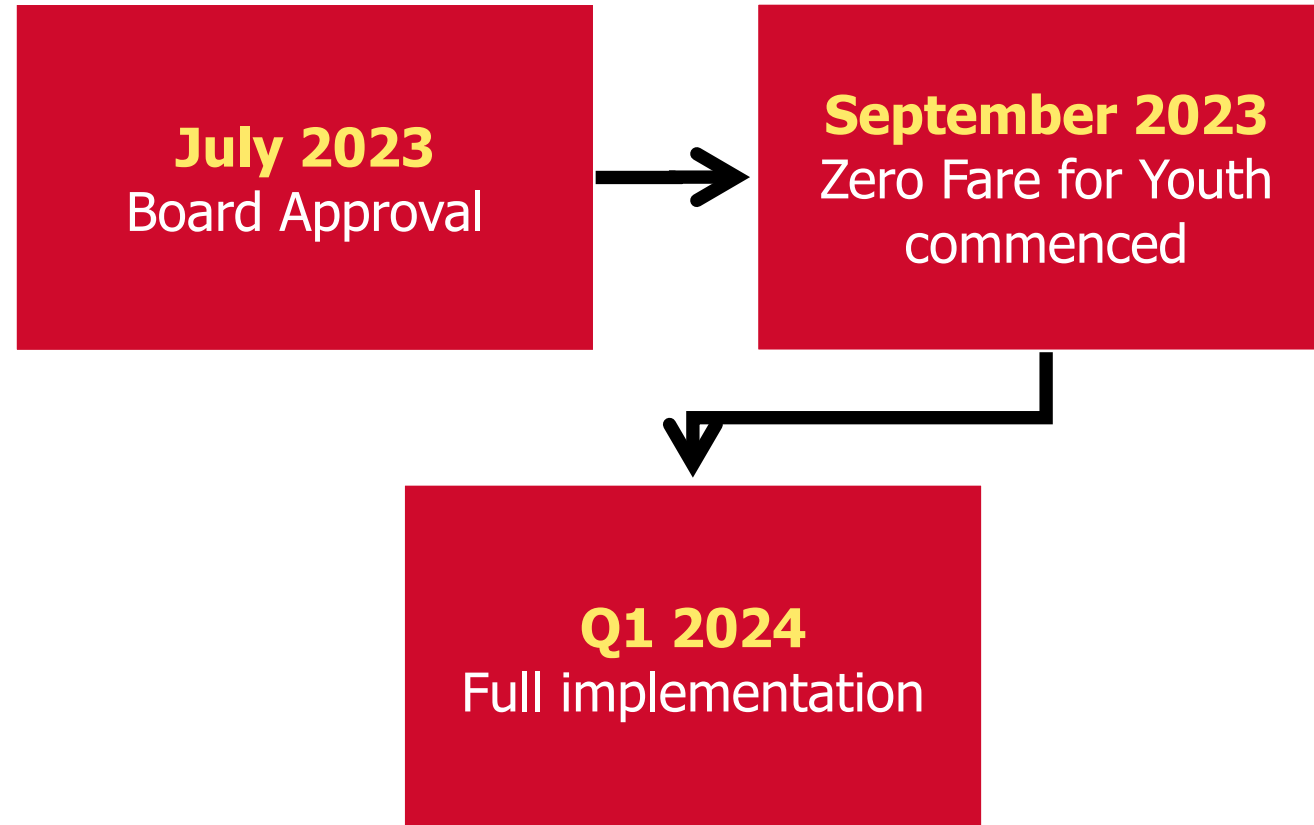
Thank you.

The Evolution of Zero Fares
Leslie Keener, ABQ Ride Transit Director

FARE REVENUE

FY 19……………$3,490,000

FY 20……………$2,890,000

FARES

Fixed Route………………$1

Sun Van……………………$2

ABQ RIDE
BEFORE
ZERO FARES

- FY 21 Administration & Council Budget Priority
  - Began process of eliminating transit fares
  - Reduce barriers and improve economic opportunity and prosperity for transit users

- As of March 1, 2021 began moving toward Zero Fares
  - Anyone over the age of 60 (with valid ID)
  - All students under the age of 25 (with a valid school ID or school schedule)

ZERO FARES

PROS

- Drivers no longer have to check various forms of ID or collect fares

- Public transit becomes more equitable and affordable

  - 70% of our riders have household incomes less than 150% of the federal poverty level

- Possible ridership increase

- Less negative interactions with passengers as they board

- Faster load and unload times at front of bus

- Fare collection costs eliminated

- Low farebox recovery

CONS

- Potential increase in ridership means possible increase in costs related to security, maintenance, operations etc.

- Potential increase in vandalism, graffiti, and rowdiness, which have been know discourage "choice rider" ridership

- Potential increase in incidents/altercations as a result of higher ridership

- "Zero fares" may equate to "zero rules apply" mentality for some passengers

- Crowded conditions can discourage ridership

- CNM/UNM Contracts

- Constraints on level of service provided due to staffing shortage for both buses and Sun Van

ZERO FARES PILOT PROGRAM

PATH TO ZERO FARES

WHY IMPLEMENT A ZERO FARES PILOT PROGRAM?

- Reduce environmental impact
- Equity
- Encourage ridership

ACTION TAKEN BY CITY ADMINISTRATION AND CITY COUNCIL

- In September 2021, City Council passed and adopted legislation to implement The Zero Fares Pilot Program to commence on Jan 2, 2022 for 12 months

- The pilot program was extended 6 months thru June 30, 2023

- November 2022, council began discussions on a zero fare pass program

- February 2023, Zero Fares Continues until

  - Analysis & Recommendation provided (9/30)

  - Council ordains to continue or eliminate

- April 2023, City Council passed and adopted legislation to establish permanent zero fare on ART and SunVan
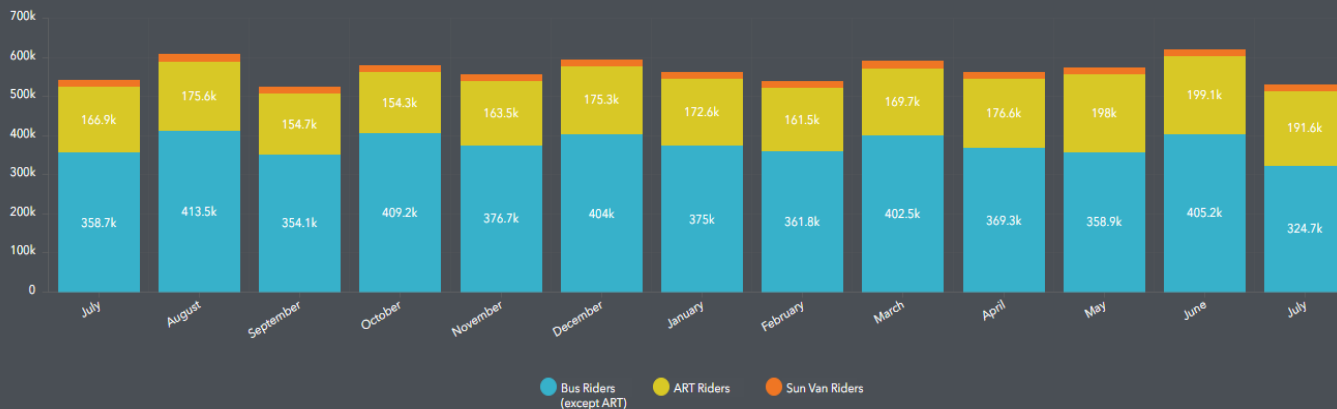
ZERO FARES PILOT PROGRAM

Ridership FY '23 & FY '24

Bar chart (July through July) with Bus Riders (except ART), ART Riders, Sun Van Riders:

Month	Bus Riders (except ART)	ART Riders
July	358.7k	166.9k
August	413.5k	175.6k
September	354.1k	154.7k
October	409.2k	154.3k
November	376.7k	163.5k
December	404k	175.3k
January	375k	172.6k
February	361.8k	161.5k
March	402.5k	169.7k
April	369.3k	176.6k
May	358.9k	198k
June	405.2k	199.1k
July	324.7k	191.6k

Legend: Bus Riders (except ART); ART Riders; Sun Van Riders

FY '22 5.1M Fixed Route Riders

FY '23 6.7M Fixed Route Riders

FY '22 1.6M ART Riders

FY '23 2.1M ART Riders

FY '22 156.3k SunVan Riders

FY '23 184.2k SunVan Riders — Reporting 12 months of service this Fiscal Year

July '23 516.3k Fixed Route Passengers

Fixed Routes = ART and regular routes

July '23 14.8k Sun Van Passengers

Percentage of Total Ridership by Transit Mode - July '23

Pie chart:
- Bus Riders (except ART) 66.5%
- ART Riders 30.9%
- Sun Van Riders 2.5%

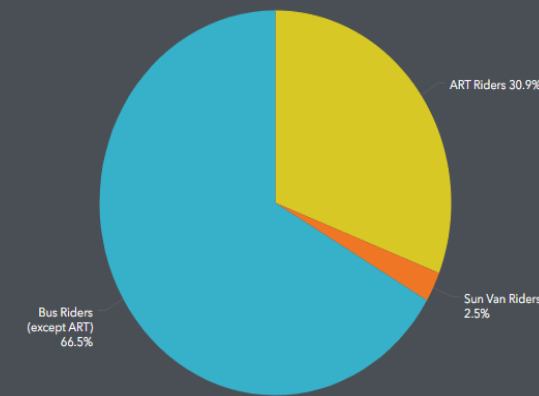## Fixed Route Ridership

Area/line chart Jan '18 to May '23. Legend: Fixed Route Riders; ART Riders.
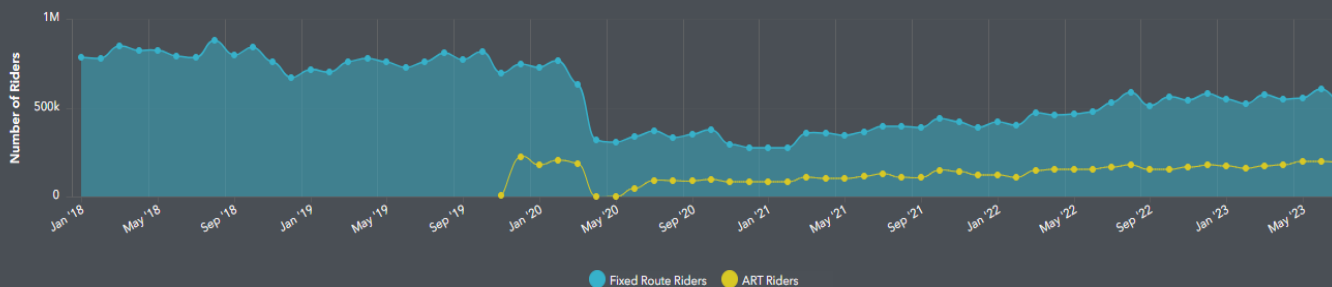
Fixed Route Ridership counts all passengers on regular routes and ART service. 2018 to present

SunVan Ridership

Area chart Jan '18 to May '23.

2018 to present

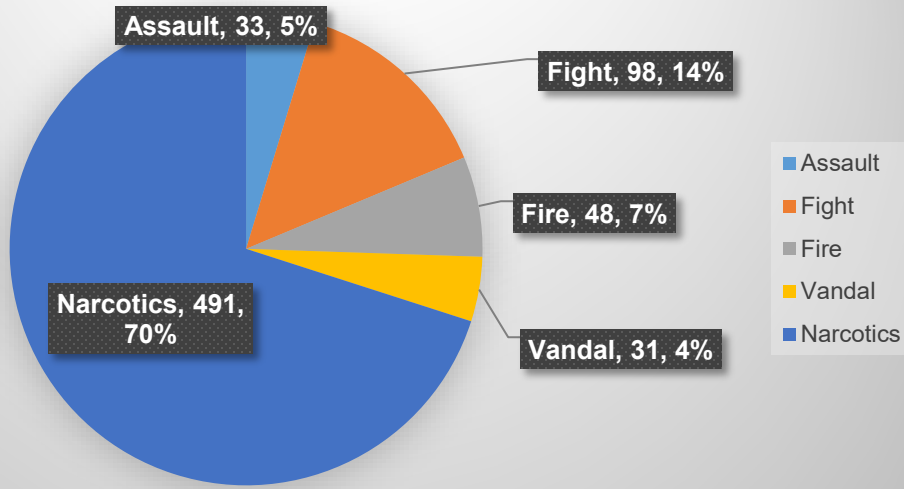| Date	Bus Riders (except A...	ART Riders	Sun Van Riders	Total Riders
Jul '22	358,668	166,861	13,623	539,152
Aug '22	413,530	175,570	16,343	605,443
Sep '22	354,137	154,740	15,423	524,300
Oct '22	409,174	154,250	15,611	579,035
Nov '22	376,728	163,504	14,949	555,181
Dec '22	404,024	175,341	14,208	593,573
Jan '23	375,029	172,633	14,855	562,517
Feb '23	361,795	161,525	15,359	538,679
Mar '23	402,454	169,688	16,903	589,045
Apr '23	369,303	176,622	15,507	561,432
May '23	358,869	198,032	15,901	572,802
Jun '23	405,201	199,052	15,549	619,802
Jul '23	324,694	191,619	14,760	531,073

Increased Safety & Security Presence

ABQ RIDE continues to build our relationship with APD, Metro Security, AFR, and other safety partners through weekly meetings to discuss and find solutions to safety concerns.
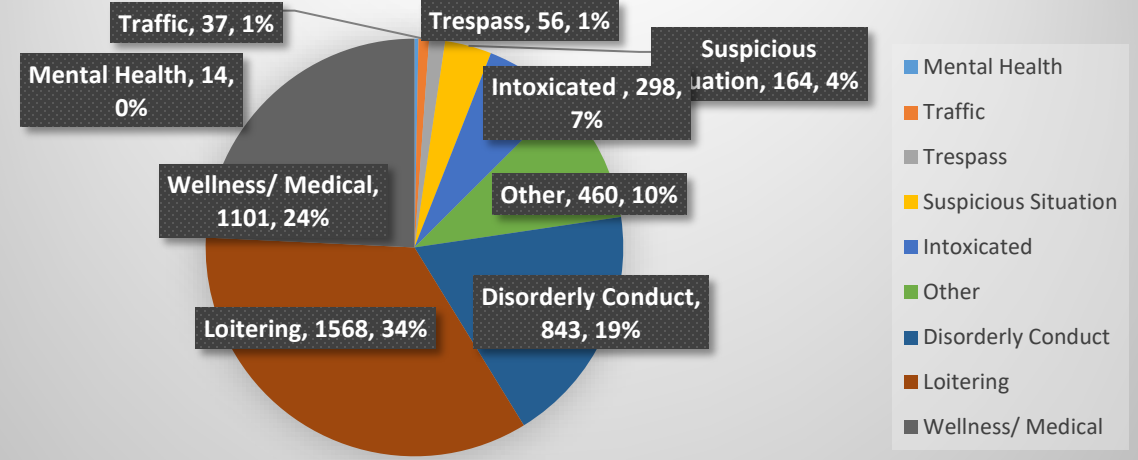
We take data from ABQ RIDE Accident & Incident Reports, Metro Security, and APD to identify trends that are used to come up with new solutions to create a safer transit system for staff and passengers.
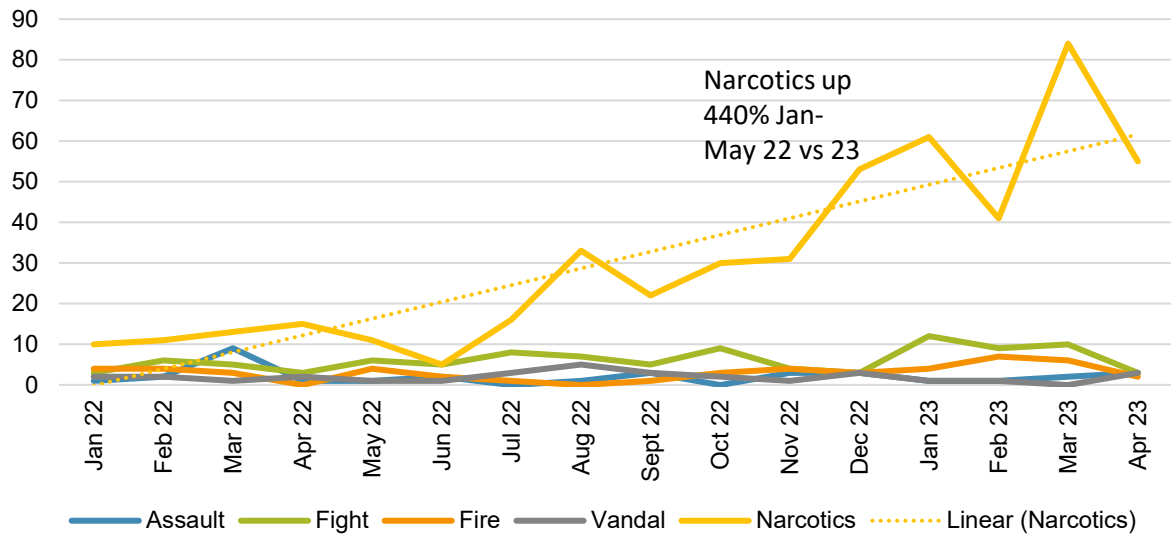
Metro Security Calls

Legend: Calls — Proactive Checks — Total Metro Security — Linear (Calls) — Linear (Proactive Checks)

ABQ RIDE Transit Safety & Security

Group A Incidents since Zero Fares
(Jan 22 - May 23)

- Assault, 33, 5%
- Fight, 98, 14%
- Fire, 48, 7%
- Vandal, 31, 4%
- Narcotics, 491, 70%

Legend: Assault, Fight, Fire, Vandal, Narcotics

Group B Incidents Since Zero Fares
(Jan 22 - May 23)

- Traffic, 37, 1%
- Trespass, 56, 1%
- Mental Health, 14, 0%
- Suspicious Situation, 164, 4%
- Intoxicated, 298, 7%
- Wellness/ Medical, 1101, 24%
- Other, 460, 10%
- Disorderly Conduct, 843, 19%
- Loitering, 1568, 34%

Legend: Mental Health, Traffic, Trespass, Suspicious Situation, Intoxicated, Other, Disorderly Conduct, Loitering, Wellness/ Medical

Group A incidents since Zero Fares by Month
(Jan 22 - May 23)

Narcotics up 440% Jan-May 22 vs 23

Legend: Assault, Fight, Fire, Vandal, Narcotics, Linear (Narcotics)

Group B incidents since Zero Fares by Month
(Jan 22 - May 23)

Loitering up 156% Jan-May 22 vs 23

Legend: Mental Health, Traffic, Trespass, Suspicious Situation, Intoxicated, Other, Disorderly Conduct, Loitering, Wellness/ Medical

Possible Future Outcomes

- Will fixed route remain Zero Fares?

- Will a Zero Fare Identification-Pass Program get implemented?

- Will a fare be re-established?

QUESTIONS

SEPTA key advantage

Regional Public Transportation Subcommittee Meeting
September 26, 2023

SEPTA key

SEPTA key advantage

Background and Inception

> **In 2016, conceived by SEPTA's Youth Advisory Council (YAC) and Transit Forward Philadelphia through a Universal Pass Collaborative**
>> **Initial concept proposed and rejected due to logistical complexity and lack of urgency**

> **In 2020/21, the state of the system changed during COVID**
>> **Legacy pass accounts were converted to Key system**
>> **Lowered ridership meant that providing Universal Passes wasn't only feasible but would be a good solution to bring back ridership**
>>> **SEPTA's Ridership Recovery Strategy**

Background and Inception

> Partnership with EConsult Solutions arose from this, and an economic model was developed

>> Funded by an APTA Local Coalition Grant with support from Transit Forward Philadelphia in addition to SEPTA's Youth Advisory Council (YAC)

>> Guidelines for employer program were developed

> In May 2022, pilot initiated with Penn Medicine, Wawa, and Drexel University

>> SEPTA Board officially approved program that summer

> In November 2022, pilot ended and program officially launched

SEPTA key ad✓antage

Employer Program: How it works

> A universal transit benefit program, similar to offering a health benefit

> Utilizes SEPTA Key card

>> Open-loop, smart card

>> MasterCard branded

> Must have a registered Key card to load an "All-Access" Pass

>> Contractor (Conduent) had to develop a new fare product and application for the program

SEPTA key

5412 7501 2345 6789

GOOD THRU 12/22

Valid only in US prior to ID verification

debit   mastercard

![SEPTA Key advantage logo]

Mutually Beneficial

Employer Benefit

> Aids in Employee Retention

> Aids in Employee Recruitment

> Offered equitably to all employees

> Relatively low-cost benefit in labor agreements

Agency Benefit

> Aids in Ridership Recovery

> Induces demand as employee considers free benefit

> Builds towards revenue neutrality

> Supports business, government, and university models

SEPTA key advantage

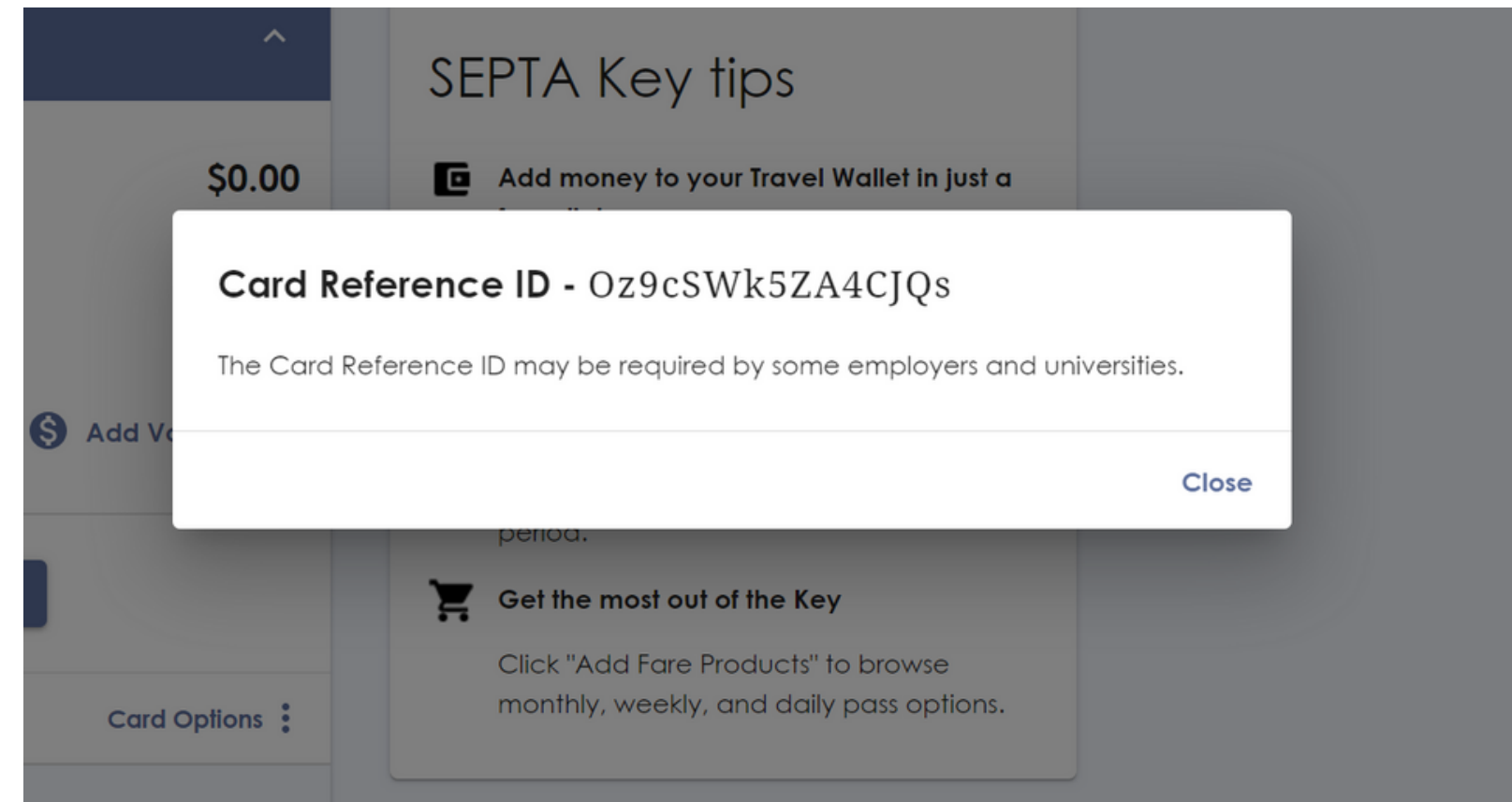## *Employer Program: Technology Needed*

- 6-month contact periods; first contract period at the introductory price
  - Need ability to isolate trips to specific accounts, and by mode
  - Streamlined back office of program
    - Standardized agreement
    - Automated invoices
    - Direct debit (ACH)
- Program would not have been possible with SEPTA's legacy pass products
  - Disposable passes had no way to track utilization to set next contract price

Technology challenges

> **Participant registration: Card Reference IDs**

>> **Unique code other than PAN or serial number must be used in order to be PCI-compliant**

>> **Alphanumeric Card Reference ID can be difficult to locate, as well as long and complex, which creates errors in linking cards**

> **Initially there was a high error rate among participants**

> **Needs to be updated whenever card is replaced**

SEPTA Key tips

$0.00

Add money to your Travel Wallet in just a

Card Reference ID - Oz9cSWk5ZA4CJQs

The Card Reference ID may be required by some employers and universities.

Close

period.

Add V

Get the most out of the Key

Click "Add Fare Products" to browse monthly, weekly, and daily pass options.

Card Options

SEPTA key advantage

Technology challenges

> **Partnered with a third-party benefits administrator**

>> Implemented customer discovery and User Experience (UX) research practices

>> Solved challenge around unique Card Reference ID patterns

>> Provided customer service support and real-time chat to participants

>> Increased speed of onboarding new accounts

> **Saw a significant drop in sign-up error rate**

>> **From >12% to <1%**

SEPTA key advantage

Statistics and metrics: September 2023

Monthly revenue
> **$1.12 million**

Number of employers
> **26**

Total recorded trips in September*
> **610,000** *projected

Covered Employees
> **54,000+**

Utilization rate (of cards loaded)
> **85%**

Trip breakdown
> **transit 79%, rail 21%**

The offering of this transit benefit to 100% of a workforce supports efforts to induce demand by employees who may not have otherwise tried public transit, now that it is a free benefit.

Key Advantage revenue since program inception
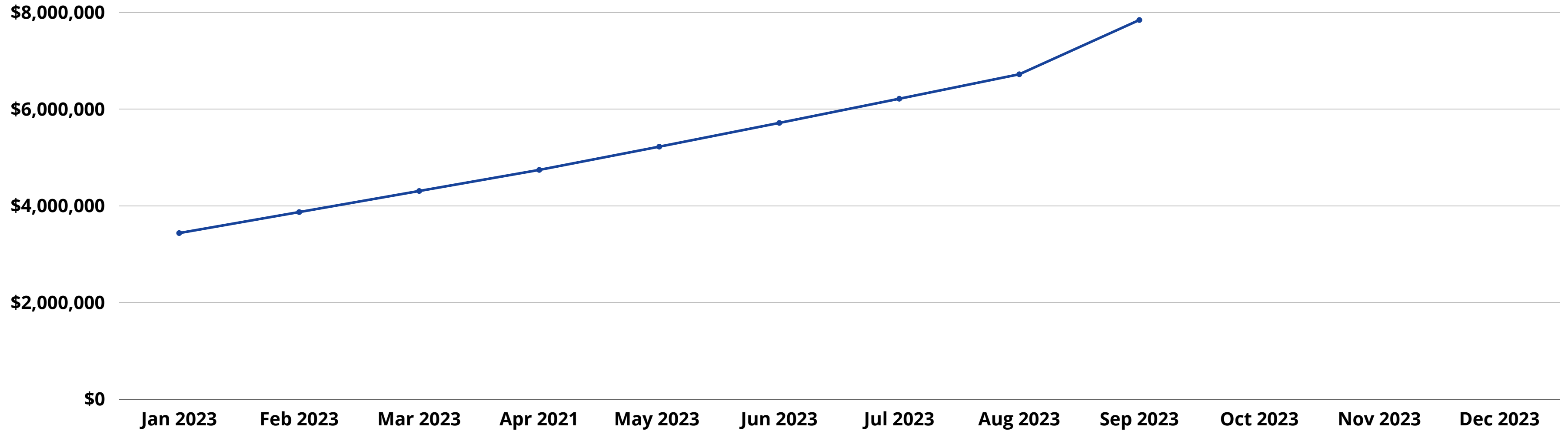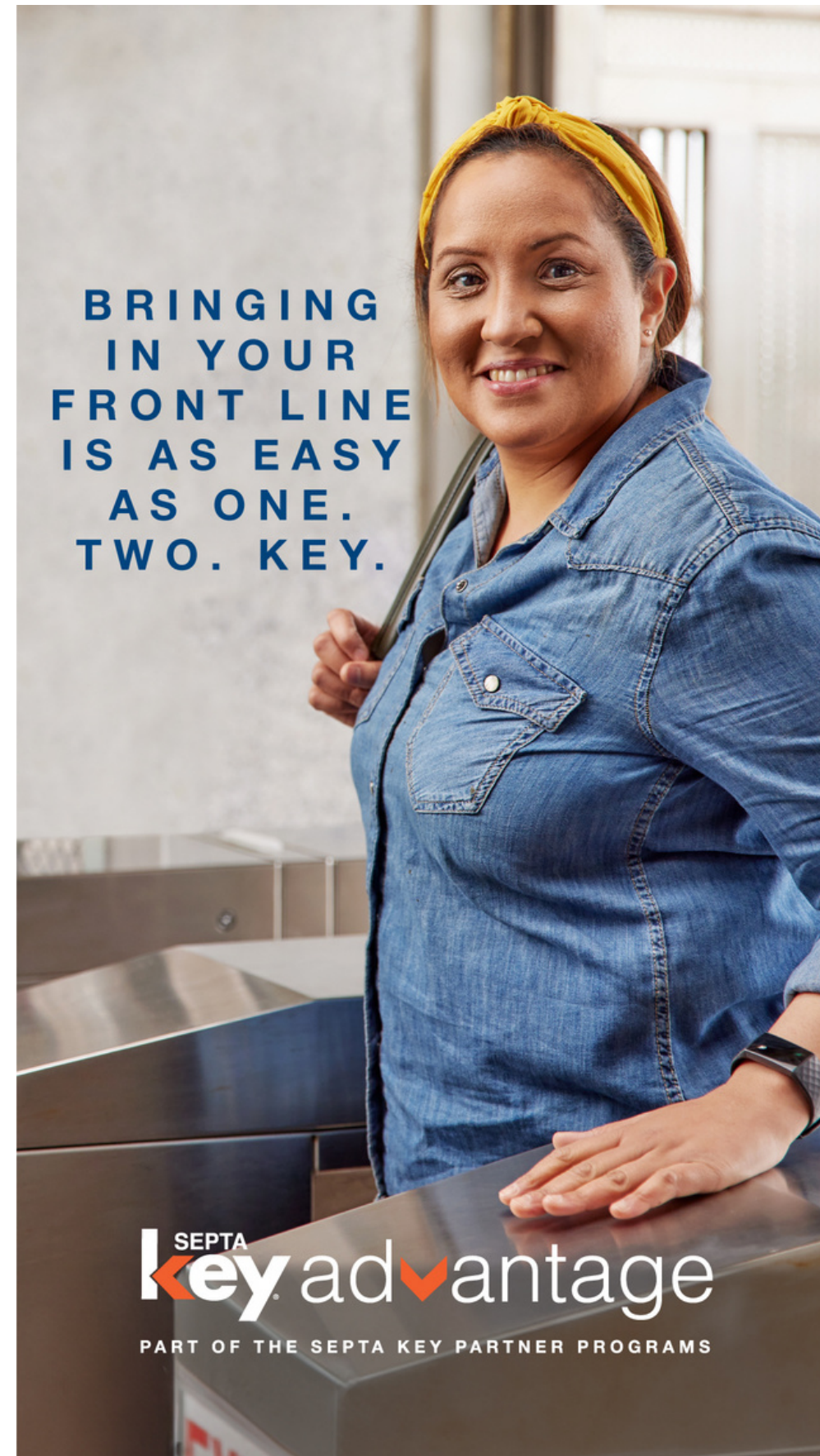
DECISION-MAKER
Ad Campaign

BRINGING IN TOP TALENT IS AS EASY AS ONE. TWO. KEY.

SEPTA Key Advantage is a unique and premium program that gives your employees all-day, everyday access to the entire SEPTA system — whether they're heading into the office or out on the town. Learn how easy it is to offer this valuable and attractive benefit at SEPTA.org/PartnerPrograms.

SEPTA **key** ad♥antage
PART OF THE SEPTA KEY PARTNER PROGRAMS

BRINGING IN YOUR FRONT LINE IS AS EASY AS ONE. TWO. KEY.

SEPTA **key** ad♥antage
PART OF THE SEPTA KEY PARTNER PROGRAMS

BRINGING IN THE BEST & THE BRIGHTEST IS AS EASY AS ONE. TWO. KEY.

SEPTA Key Advantage UPass Program is a unique and premium program that gives your students all-day, every day access to the entire SEPTA system — whether they're heading into class or out for a concert. Learn how easy it is to offer this valuable and attractive benefit at SEPTA.org/PartnerPrograms.

SEPTA **key** ad♥antage
PART OF THE SEPTA KEY PARTNER PROGRAMS

GROWTH MANAGEMENT
CRM Request and Process

> **Purpose of a CRM**
>> **Help track growth of existing accounts**
>> **Increase outreach to potential new partners**
>> **Assist with managing interactions with growing customer base**

> **CRM Requirements**
>> **Integrate with existing software (Office 365)**
>> **Automate Key Advantage account management**
>> **Track changes in account status-contracts/renewals**
>> **Store data, including e-signed agreements and addendums**

SEPTA key advantage

Looking Ahead

> **UPass Program** launched in Fall Semester 2023

>> **First participant: Swarthmore College - 1600 students**

>> **Two pricing models for city/suburban schools**

> **Multifamily Residential Program** launching in late 2023

>> **Currently developing guidelines of the program**

>>> **One pass per unit**

>>> **Cost of pass can be added to HOA, Rent Fees, etc.**

MBTA Fare-Free Bus

Steven Povich

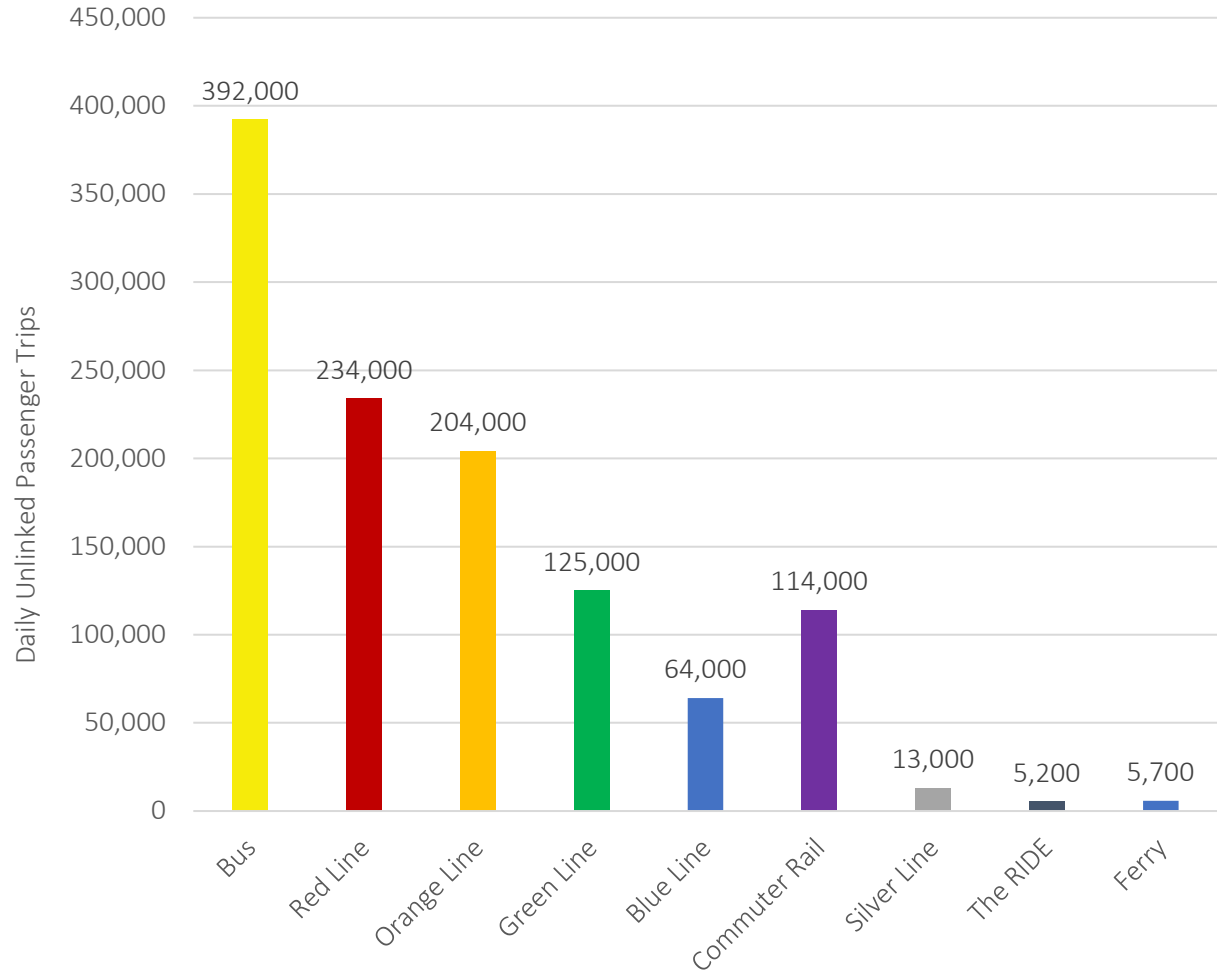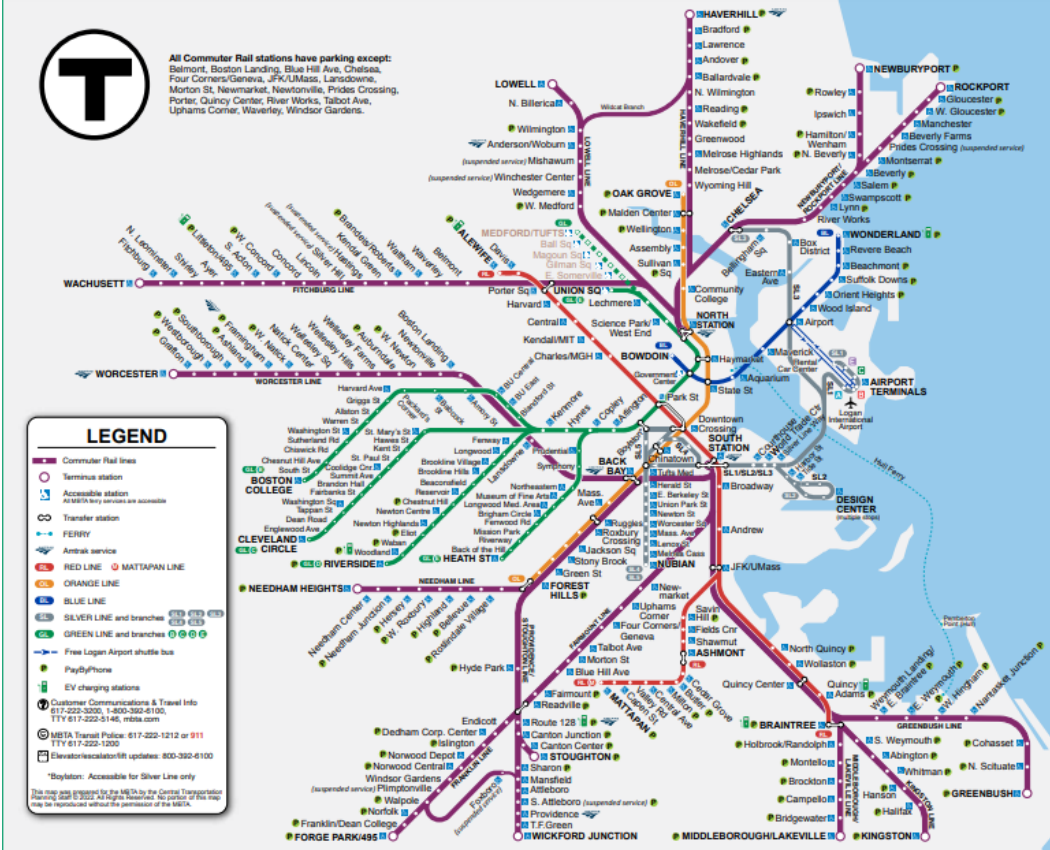Director of Fare Policy & Analytics

MBTA Context

Fare-Free Bus Programs

Fare-Free Bus Outcomes

Baseline Ridership by Mode

Daily Unlinked Passenger Trips

Mode	Daily Unlinked Passenger Trips
Bus	392,000
Red Line	234,000
Orange Line	204,000
Green Line	125,000
Blue Line	64,000
Commuter Rail	114,000
Silver Line	13,000
The RIDE	5,200
Ferry	5,700

Average Daily Ridership by Month

Ridership as % of Same Month in 2019

Legend: Heavy Rail, Light Rail, Bus, Commuter Rail, Ferry, Total
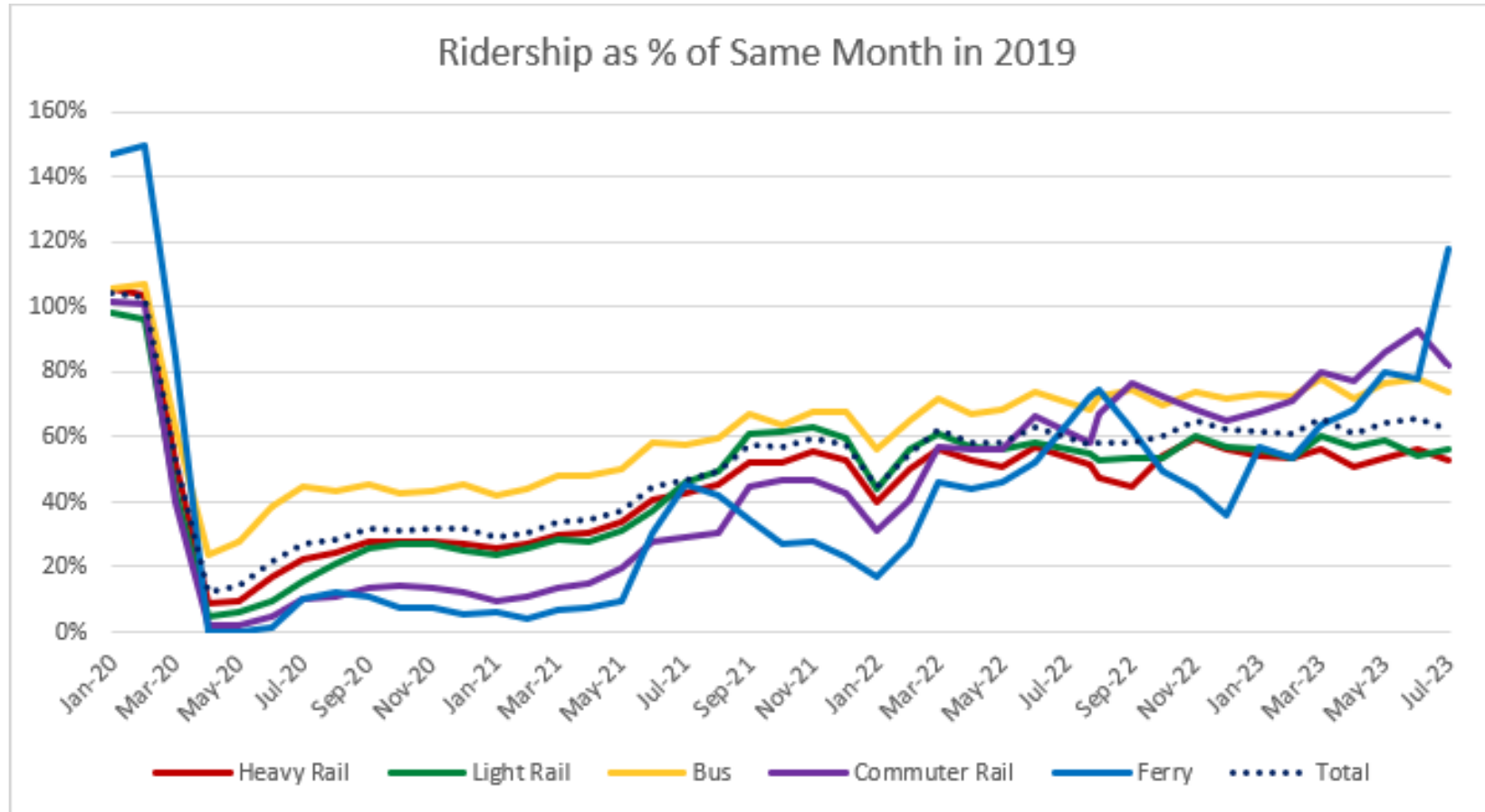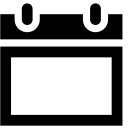
MBTA Key Fare Facts (Pre-Covid)

$700 million total fare revenue (30-40% of operating budget)

➢ FY24 budget: $418 million

~50% monthly passes

➢ ~50% of passes purchased through the Perq Corporate Program

5 - 10% weekly and daily passes

40 - 45% stored value and single ride tickets

MBTA Context

Fare-Free Bus Programs

Fare-Free Bus Outcomes

Fare-Free 28 Pilot Overview

Impact: Signed MOU with the City of Boston to provide fare-free service on bus route 28. Fare-free RIDE trips that start and end within ¾ of a mile of this route

- Route selected based on location entirely within Boston and rider demographics

Dates: August 29, 2021 through February 28, 2022

- 6 month pilot

Funding: $500 thousand of ARPA funds

Fare-Free 23-28-29 Program Overview

Impact: Signed MOU with the City of Boston to provide fare-free service on bus routes 23, 28, and 29. Fare-free RIDE trips that start and end within ¾ of a mile of these routes

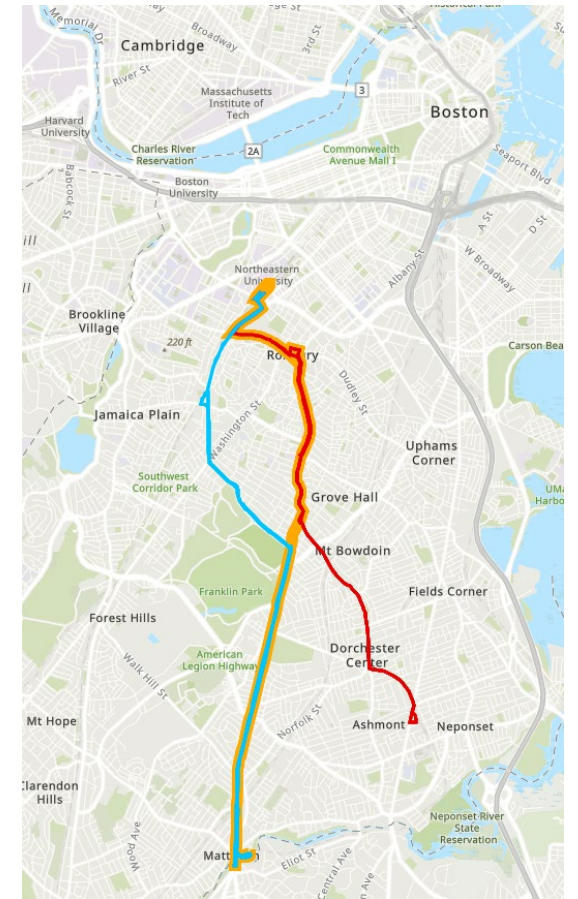- Routes selected based on location entirely within Boston and rider demographics

Dates: March 1, 2022 through February 29, 2024
- Technically a permanent fare change lasting >6 months

Funding: All costs paid for by the City of Boston (estimated total cost of $8 million)

Route 23
Route 28
Route 29

Fare-Free 23, 28, 29: Route Detail

Route	Current Weekday Ridership	Route	Demographics	
			% Minority	% Low Income
23	~9,000	Ashmont - Ruggles	85%	59%
28	~11,000	Mattapan - Ruggles	92%	65%
29	~1,500	Mattapan – Jackson Square	91%	70%
The RIDE	~200	¾ radius around fare-free routes		

City Partnership and Funding

- The City of Boston is reimbursing the MBTA for the cost of the program, estimated to be **$8 million total** over the two-year period, but dependent on ridership. Components of the cost include:

  - Routes 23, 28, and 29: Lost fares per rider, increased operating costs if demand warrants increased service
  - The RIDE: Lost fares, increased operating costs
  - Other costs: administrative costs, cost of 3rd party equity analysis

- The City continues to study the impacts of free fares through surveys and other data collection methods

MBTA Context

Fare-Free Bus Programs

Fare-Free Bus Outcomes

Fare-Free 28: Pilot Outcomes

Ridership: The free fares successfully encouraged increases in ridership (+20%), some of which came from trips that would have been car trips (5%) or wouldn't have happened at all (2%)

Service: Route 28 absorbed a material increase in ridership with minimal negative impacts on travel times and reliability. Notable reduction in dwell times per rider (-20%) as compared to similar routes for all riders.

Economic Impact: This pilot cost the City of Boston $500,000. All riders of the 28 experienced operational benefits, but few saw direct economic benefit.

Survey collection and data analysis of the Fare-Free 23, 28, 29 Program remains ongoing.

Fare-Free 28: Summary of Rider Savings

While the service benefits were shared across all riders, the economic benefits were felt by narrow groups based on behavior, rather than based on need. Beneficiaries of the program were 28-only, non-monthly pass riders; in other words, riders saved based on where they go and if they transfer

Per Month Rider Savings

Saved >$20 | Saved $0-20 | Saved $0

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
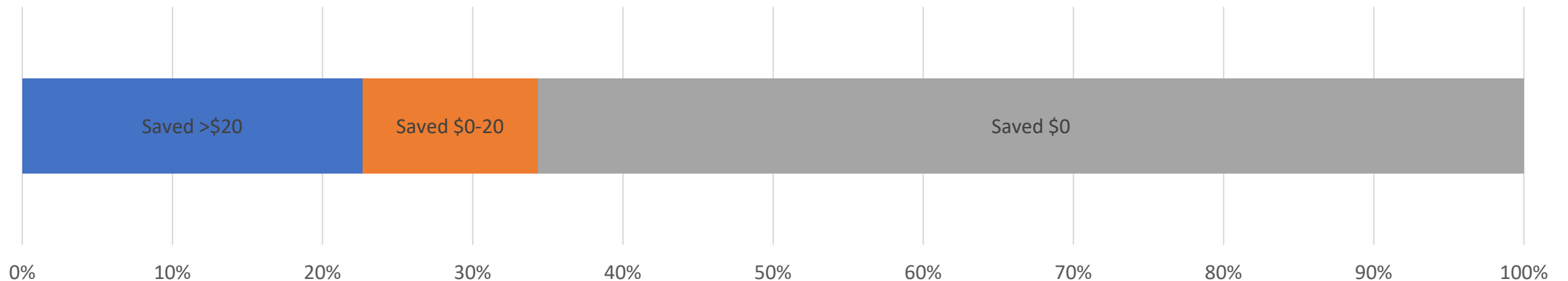
Fare-Free Bus: Discussion

Fare-Free Bus saves few riders significant money, distorts use of the MBTA network toward an imperfect subset of the complete service offering (bus-only and The RIDE), and poses serious concerns for Paratransit operations. While popular, it is not an effective policy to achieve fare affordability for most riders in need.

Pros	Cons
• <u>Simple:</u> Reduces barrier to use bus system; simple to understand; limited administrative burden • <u>Dwell Time:</u> Bus operations performance improvements	• <u>Very Limited Effectiveness:</u> Offers very limited economic impact as **only paratransit and bus-only** riders save money. Does not address affordability for fixed-route riders outside of the bus network. • <u>Disrupts Network:</u> Distorts the fare incentives relative to system design, pushing riders to bus instead of the complete network • <u>Operational Burden:</u> Risk of crowding on buses • <u>The RIDE Challenge:</u> The RIDE has a highly variable cost structure and the MBTA is required to serve every trip

Thank you!

Steven Povich

spovich@mbta.com