



Update for Citizens Advisory Committee on Regional Fare Coordination and Integration Study

Citizens Advisory Committee

June 17, 2020

Agenda Item #8

Regional Fare Coordination/Integration Study

- Study Objectives:
 - Develop goals for the regional fare system that will support an improved user experience, increased transit ridership and build on robust public outreach;
 - Identify barriers, especially barriers related to fares and the user experience, that are impeding increased ridership;
 - Identify opportunities to increase transit ridership by improving the regional fare system through regional fare coordination and integration strategies; and
 - Develop a detailed implementation plan, including funding plan, for recommended improvements.

MTC and Transit Operators Working Together

- Project Ownership: Fare Integration Task Force
- Co-Project Managers: MTC & BART staff
- Transit Operator Staff Working Group
- Consultant team led by Steer
- Policymaker and Stakeholder Engagement:
 - Policymaker Forum on Fare Coordination/Integration
 - MTC Policy Advisory Council Subcommittee on Fare Coordination/Integration

Fare Integration Task Force



San Francisco Bay Ferry



Project Scope

- Transit operators and MTC staff jointly developed the project scope, comprised of seven key tasks:
 1. Problem Statement and Goals
 2. Existing Conditions and Background Research
 3. Barriers to Transit Ridership
 4. Alternative Solutions
 5. Alternatives Analysis
 6. Recommendations and Implementation Plan
 7. Stakeholder Engagement and User Research

Estimated Project Schedule*

- Summer 2020: project kick-off, and development of goals and problem statement
- Summer/fall 2020: existing conditions and background research, stakeholder engagement, and user testing
- Fall/winter 2020: development of alternative fare coordination and integration strategies
- Winter/spring 2021: Detailed analysis of alternatives
- Spring/summer 2021: Implementation strategies, final report and recommendations

Caltrain Involvement in Study

- Caltrain is actively participating in this regional study in coordination with our transit agency partners and MTC.
 - Staff is participating in the project's Staff Working Group.
 - Caltrain's Executive Director is Chair of the Fare Integration Task Force.
- It is anticipated that this regional study's recommendations will be strongly considered by Caltrain and are likely to inform future fare changes for Caltrain.

A Note on Studying Distance-Based Fares

- Caltrain staff recognize the interest from members of the CAC and the public in studying a changed approach to Caltrain's fare pricing structure: moving from a zone-based pricing system to a distance-based pricing system.
- This sort of change to Caltrain's pricing system would be considered for study after conclusion of the Regional Fare Coordination and Integration Study.
- Any potential future changes to Caltrain's fare pricing structure would be considered in context of recommendations from Regional Fare Coordination and Integration Study.

Thank you!