

RIPTA Fare Study 2015

*An Evaluation of
RIPTA's Fare Policies,
Fare Products and
Fare Payment Systems*



Public Listening Sessions: April 14, 2015

Study Team Introductions



Greg Nordin, Fare Study Project Manager
Amy Pettine, Executive Director of Planning
Kevin Perry, Farebox Specialist

Consulting Team



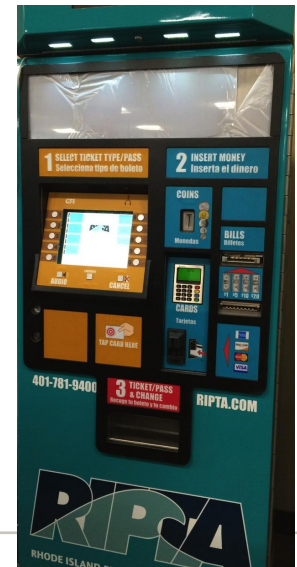
John McGee, Consultant Project Manager



Anne Galbraith, Project Planning

Purpose of Study

- Age and reliability of equipment
- RIPTA fare policies and equipment circa 2008
- Proposed legislation directs us to study MBTA fare integration
- Ticket vending machines soon to be installed
- Opportunity to:
 - Simplify fare products
 - Consider best practices of peer transit agencies



Topics for Today

- **Purpose of RIPTA Fare Study**
- **Opportunity to Provide Your Thoughts on:**
 - Where and how you buy RIPTA fare products
 - The variety, price and convenience of fare products
 - The process of fare payment when you get on a bus
 - Whether you use both RIPTA and MBTA services
- **Overview of Evolving Fare Payment Technologies**
- **Next Steps in Study**

Take Our Survey

- Survey now through May 1
- Available on-line (www.ripta.com)
- For each statement, place an “X” in the column that best describes your opinion.

RIPTA Transit Fare Study -- Customer Survey
April 2015

LET US KNOW YOUR THOUGHTS ON TRANSIT FARES

The goal of RIPTA's Transit Fare Study is to develop an affordable, attractive, and convenient fares to encourage transit use. We are seeking passengers' opinions on transit fares. Survey responses will be anonymous and reviewed as part of RIPTA's Fare Study. Thank you for taking the time to share your opinions about RIPTA's fares.

Please write an "X" in the column that best describes your opinion about each of the following statements.

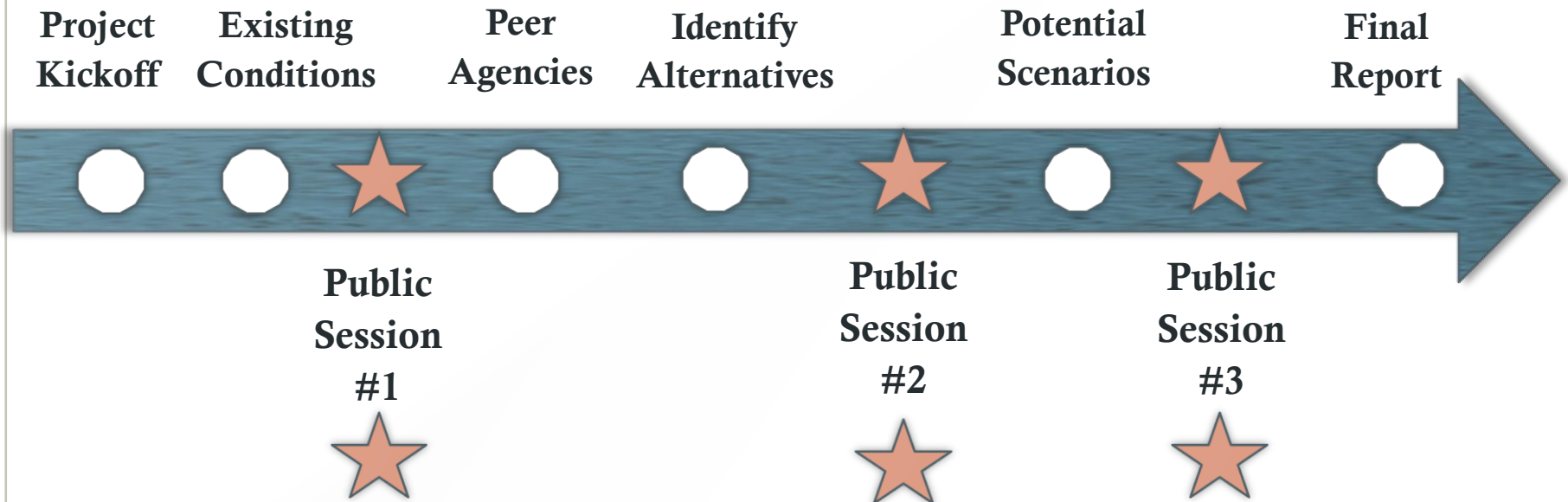
	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
Price						
RIPTA is a good value.						
Seniors, people with disabilities, and students should receive reduced rates.						
All trips, regardless of length, should cost the same amount.						
Express service should cost the same as regular service.						
Flex service should cost the same as regular service.						
Transfers should require an additional charge.						

	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
Fare Products						
RIPTA's fare products are easy to understand.						
RIPTA's fare products are available for purchase at many different places.						
RIPTA currently has fare products that meet my needs.						
It is easy for me to trick the farebox and not pay a fare when I board the bus.						
I would like to be able to pay with my cell phone when I board the bus.						
I would like to be able to pay with a credit/debit card when I board the bus.						

	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	Don't Know
Ease of Use						
The farebox is easy to use and understand.						
Using a transfer to board another bus is easy to do.						
I use other services beyond RIPTA on a regular basis (GATRA, SRTA, MBTA).						
RIPTA's fareboxes are always working when I board the bus.						

Thanks again for participating in this survey and your continuing support of RIPTA.
Further information is available at <http://www.ripta.com/featured-project> or by calling 401-781-9400

Study Schedule



What we hope to hear from you today:

1. *What do you think about our current fare policies and payment system?*
2. *What aspects do you like or not like?*
3. *Do you have ideas for change?*



Where to Purchase Fares

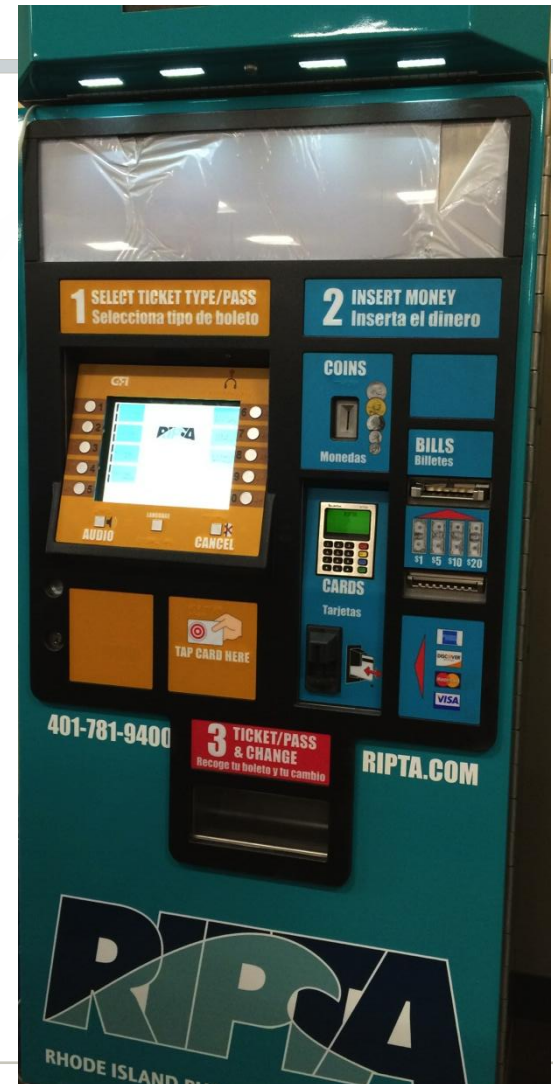
- **Fare products available:**
 - Kennedy Plaza
 - RIPTA website
 - RIPTA offices (705 Elmwood Ave)
 - 18 supermarkets
 - Gateway Center (day passes only)
 - Through Schools & Employers
- **RIPTA 7 Day Pass only available on board buses and at certain hospitals and social service agencies**



Coming soon...

Ticket Vending Machines

- Four to be deployed at Kennedy Plaza
- Will function as a new way to purchase fare products
- May reduce cash fares at Kennedy Plaza and boarding times



Comments on Purchasing Fares?

- *Is is convenient to obtain RIPTA products today?*
- *How do new riders learn about fare options?*
- *Other ideas for sales outlets?*
- *Where should additional vending machines be located?*



RIPTA Fare Products

- Cash
- RIPTIKS
- One-Day Pass
- Seven-Day
- 15-Ride Pass
- Monthly Pass
- Smart Cards:
 - Senior Disabled Half Fare/No Fare
 - U-Pass
 - Eco-Pass



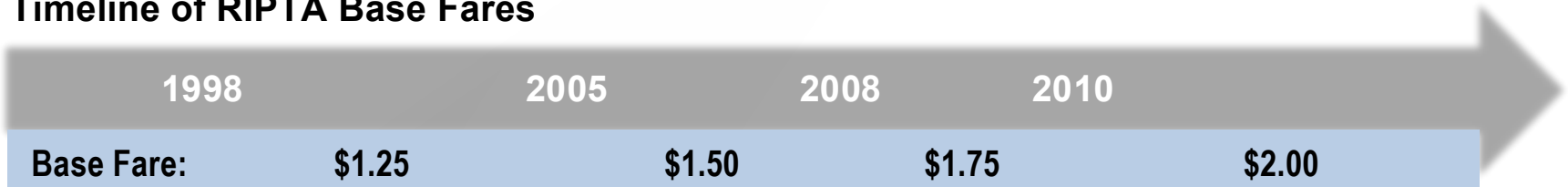
Base Fare Price

One-way Cash Fare \$2.00

Transfer: \$0.50

Senior/Disabled Half Fare: \$1.00/\$0.25 transfer

Timeline of RIPTA Base Fares



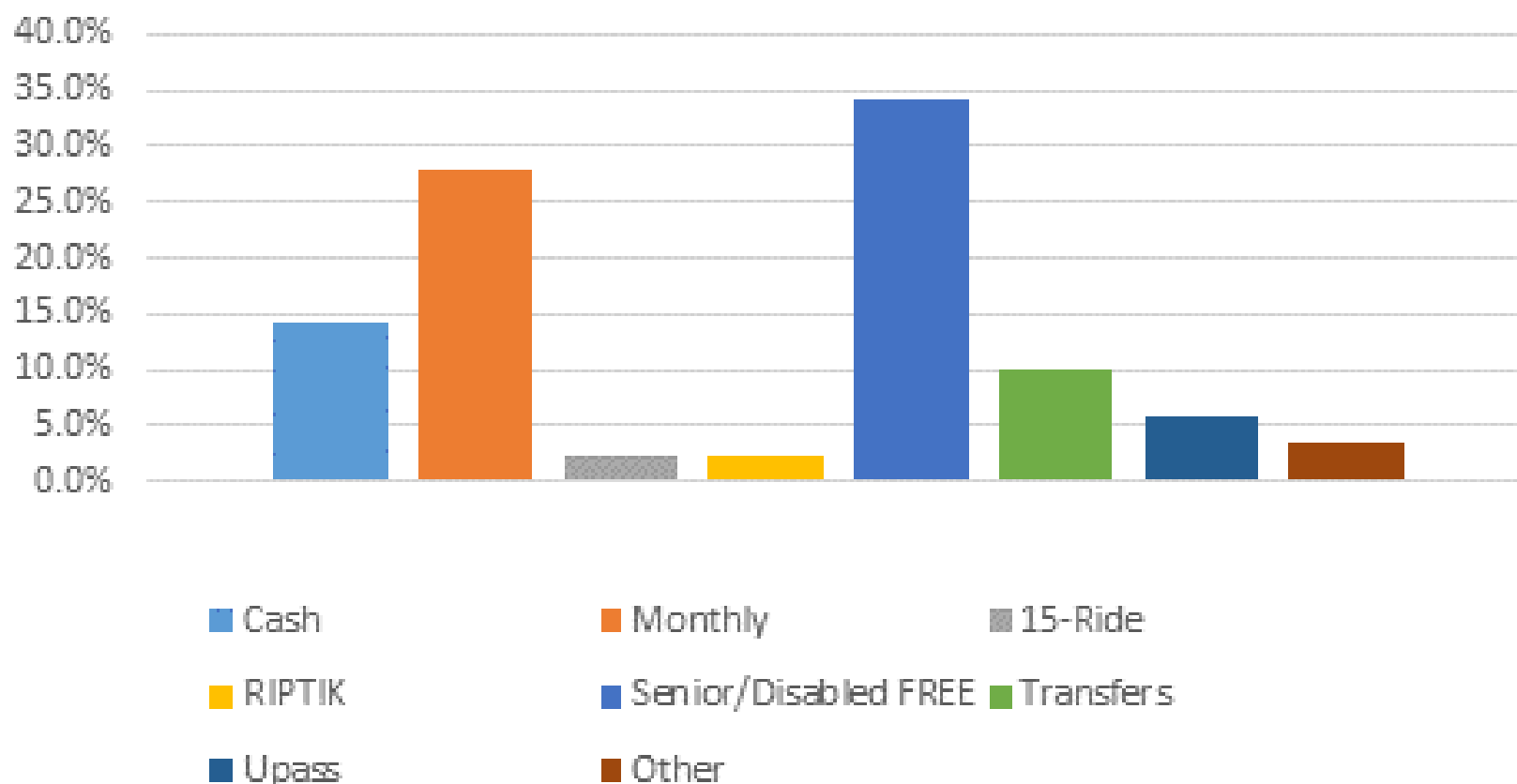
Fare Products

Average Price per Trip

Product	Price	Average Price /trip	Transfers
Cash	\$2.00	\$2.00	One within 2 hrs @ \$.50
Riptiks	\$20.00	\$2.00	Unlimited within 2 hrs
1 Day Pass	\$6.00	\$1.81	Unlimited
7 Day Pass	\$23.00	\$1.34	Unlimited
15-Ride Pass	\$26.00	\$1.73	One within 2 hrs.
Monthly Pass	\$62.00	\$1.53	Unlimited
Senior/Disabled Half Fare(off-pk)	\$1.00	\$1.00	One within 2 hrs. @ \$.25
Senior/Disabled No Fare	\$0.00	\$0.00	Unlimited

Fare Product Usage

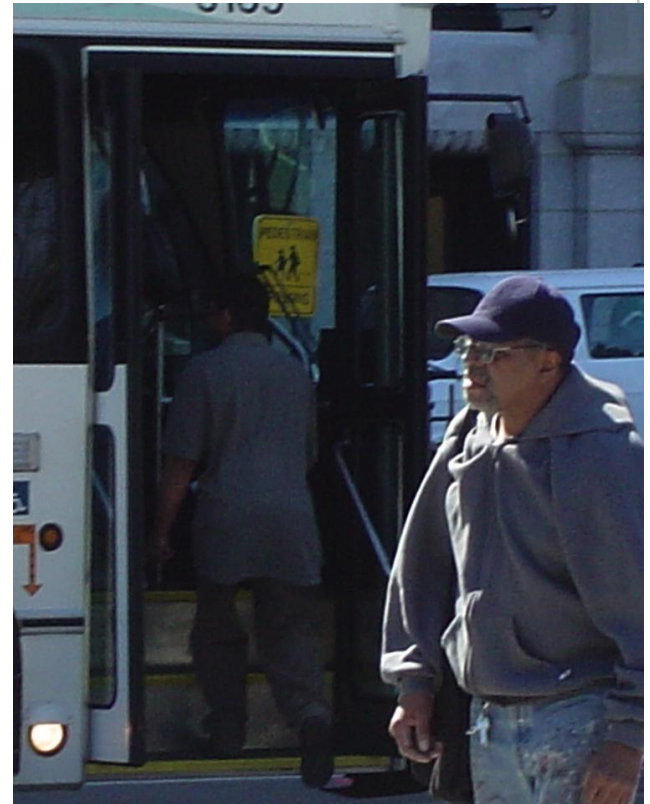
Average Fare Products Used per Month (2014)



Transfer Policy

Different policies for different products:

- Cash (\$0.50) or 15 Ride Pass:
One transfer within 2 hour time frame
- Riptiks: Unlimited transfers within 2 hour time frame
- Pass products: Unlimited transfers



Comments on Policy & Pricing?

- *Are fare products convenient to use?*
- *Do transfer policies work?*
- *Do passes meet your needs?*
- *Do you think “one state one rate” is reasonable for all trips?*
- *Should everyone pay a fare?*



Farebox Capabilities

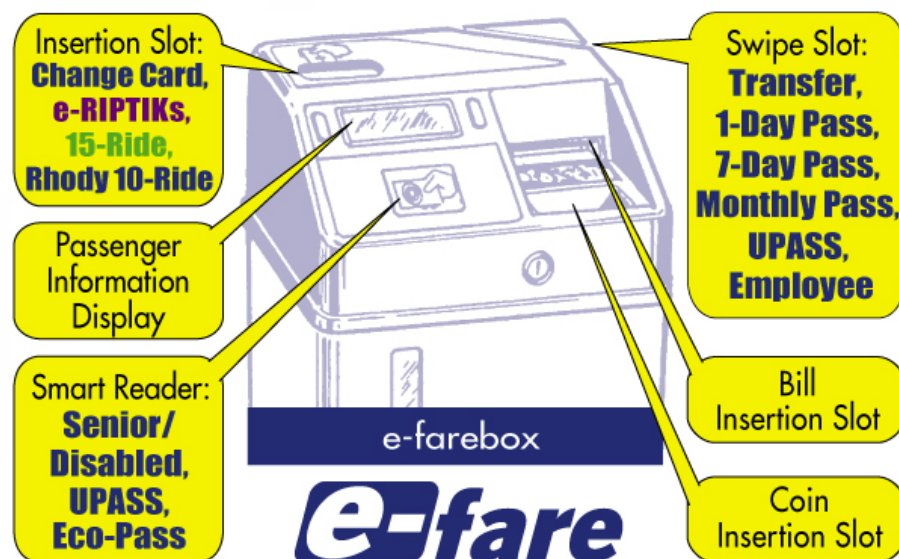
- **Accepts:**

- Cash
- Swipe Cards
- Smart Cards
- E-tickets (Riptiks, 15-Ride)

- **Issues:**

- Transfers
- 1 Day Pass
- 7 Day Pass
- Change Cards

- **Validates payment / Rejects bad passes and currency**



Farebox Issues

Maintenance Concerns

- Almost half of all vehicle service calls are associated with farebox issues

Operational Issues

- Requires driver intervention
 - Pushing buttons for special fares/overrides
 - Visual check of photo ID's
 - Must deal with broken equipment
- Farebox transactions can slow passenger boardings



Comments on Fare Payment?

- *Is on-board fare payment convenient?*
- *Do farebox breakdowns affect service?*
- *Does everyone comply with fare rules?*
- *Do you have other insights or concerns?*



Fare Integration

- Requires Interagency/Interstate Cooperation
- Revenue-sharing and fare collection implications
- May require phased implementation



Comments on Fare Integration?

- *Do you ride the MBTA service now?*
- *Would you benefit from a RIPTA/MBTA Interagency Fare for travel within Rhode Island?*
- *Would you benefit from a RIPTA/MBTA Interagency Fare for travel to Massachusetts?*



Evolving Fare Payment Technology

- **Open Payments technology**
 - Accepts what customers have in their wallet (e.g. credit or bank card)
- **Mobile Payments technology**
 - Google Wallet, Apple Pay and other apps
- **Use of Third Party Retail Network**
 - Use system in place for gift cards
 - Purchase at convenience store, pharmacy



**Additional
comments?**



Next Steps in Study

- **Peer Agency Review**
- **RIPTA / MBTA meeting to discuss fare integration**
- **Develop & evaluate fare structure alternatives**
- **Opportunity for public input once fare structure alternatives are developed**