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

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Consulting Team

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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.
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 it 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

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</thead>
<tbody>
<tr>
<td>Base Fare:</td>
<td>$1.25</td>
<td>$1.50</td>
<td>$1.75</td>
<td>$2.00</td>
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## Fare Products
### Average Price per Trip

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
<th>Average Price /trip</th>
<th>Transfers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$2.00</td>
<td>$2.00</td>
<td>One within 2 hrs @ $.50</td>
</tr>
<tr>
<td>Riptiks</td>
<td>$20.00</td>
<td>$2.00</td>
<td>Unlimited within 2 hrs</td>
</tr>
<tr>
<td>1 Day Pass</td>
<td>$6.00</td>
<td>$1.81</td>
<td>Unlimited</td>
</tr>
<tr>
<td>7 Day Pass</td>
<td>$23.00</td>
<td>$1.34</td>
<td>Unlimited</td>
</tr>
<tr>
<td>15-Ride Pass</td>
<td>$26.00</td>
<td>$1.73</td>
<td>One within 2 hrs.</td>
</tr>
<tr>
<td>Monthly Pass</td>
<td>$62.00</td>
<td>$1.53</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Senior/Disabled Half Fare(off-pk)</td>
<td>$1.00</td>
<td>$1.00</td>
<td>One within 2 hrs. @ $.25</td>
</tr>
<tr>
<td>Senior/Disabled No Fare</td>
<td>$0.00</td>
<td>$0.00</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>
Average Fare Products Used per Month (2014)

- Cash
- Monthly
- 15-Ride
- RIPTIK
- Senior/Disabled FREE
- Transfers
- Upass
- Other
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