



RHODE ISLAND PUBLIC TRANSIT AUTHORITY

RIPTA Board of Directors Meeting

Fare Study Progress Update

May 18, 2015

# Fare Study Timeline

## Project Tasks

- Project Initiation – complete
- Review Existing Fare Structure – complete
- **Review Peer Agencies– in progress**
- **Identify Alternate Fare Structures – in progress**
- Develop Evaluation Methodology
- Evaluate Alternatives
- Provide Recommendations



# Review Existing Fare Structure

## Methods

- Interviews with key staff from every department – 20+ staff
- Public outreach sessions – 2 sessions with approximately 30 attendees
- Public surveys – 740+ respondents
- Driver surveys – 38 respondents (still in progress)
- Outreach to Ride drivers – occurring in June
- Outreach to ATAC – met in April, occurring in June

RIFTA Transit Fare Study - Customer Survey  
April 2015

LET US KNOW YOUR THOUGHTS ON TRANSIT FARES

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

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

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

**Fare Products**

Statement	Strongly Agree	Agree	Neutral	Disagree	Don't Know
RIFTA fare products are easy to understand.					
RIFTA fare products are available for purchase at many different places.					
RIFTA currently has fare products that meet my needs.					
It is easy for me to load the fare onto my card 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.					

**Use of fare**

Statement	Strongly Agree	Agree	Neutral	Disagree	Don't Know
The fareless is easy to use and understand.					
Using a transfer to board another bus is easy to do.					
Use other services beyond RIFTA as a transfer from LOCAL, RIFTA, METRA.					
RIFTA's fareless are always working when I board the bus.					

Thank you for participating in this survey and your continuing support of RIFTA.  
Further information is available at <http://www.rifta.com/featured-project> or by calling 407-751-6400

# Review Existing Fare Structure

## General Highlights

- No single location where passenger can purchase all fare products.
- Passengers use change cards as value-loadable cards.
- 33.5% of all surveyed passengers use neighboring transit services regularly.
- 78.3% of all surveyed passengers believe RIPTA is a good value.
- 61.8% of all surveyed passengers like the One State, One Rate policy.
- Transfer policy creates confusion about what qualifies as a transfer.

# Review Existing Fare Structure

## Senior/Disabled Pass Highlights

- No-fare pass users represent 22% of all peak trips and 31% of off-peak trips.
- Enrollment peaked in 2010, but has been increasing within the past year.
- Average fare is \$0.45/trip, compared to \$1.55/trip for all riders.
- Though program is funded at \$2.5M annually by DEA, RIPTA loses around \$6M annually in unfunded service.



# Review of Peer Agencies

## Agencies with Similarities to RIPTA

- Cleveland, OH – interoperability with other regional transit agencies
- Cincinnati, OH – zone fares and integration of a new streetcar with an existing bus network
- Kansas City, MO – creating a regional fare structure with neighboring agencies
- Salt Lake City, UT – extensive smartcard deployment with discounts for smartcard usage

# Review of Peer Agencies

## Agencies with Similarities to RIPTA

- Buffalo, NY – zone and distance-based fare structures
- Philadelphia, PA – transition from zone-based fares to fares based on route type (express vs. local vs. BRT)
- New Jersey – zone-based fares
- Houston, TX – unique pass program



# Next Steps

## Moving Away from Data Collection to Recommendations

- LTK Engineering will develop several sets of alternative fare structure scenarios.
- Public outreach for these fare structures will occur.
- LTK will develop criteria for the evaluation of each alternative to determine potential ridership and revenue impacts of each scenario.
- Scenarios will be evaluate with final recommendations made.
- Depending on recommendations, BOD approval and public hearings may be necessary.



# Public Outreach Plan

## Public Engagement Will Occur at Key Points

- Meet with ATAC to review further impacts to the disabled community.
- Meet with RIPTA Riders Alliance.
- Statewide public meetings will occur with the identification of alternative fare structures.
- Statewide public meetings will occur with the recommended structure prior to board approval.
- Upon board approval of the recommended structure, public hearings will occur.