

New Fare Technology Coming!

Will launch prior
to BRT (Fall 2024)



metro transit

Masabi Overview

There will be some decisions that may need to be made along the way

No fares will increase

Draft pricing is based on existing Metro fare items

Masabi System

- Account-based fare system
- Automatic fare capping - so riders always get Metro's best deal
- No need to purchase passes or multi-ride cards in advance



Masabi System

Fare readers installed at all doors on every bus

- Boarding at all doors will speed up BRT
- Increased speed will outweigh instances of fare evasion
 - ➔ Research shows increased boarding speed offsets lost fare revenue
- Drivers will be trained how to handle fare evasion

Boarding BRT Stations

Board at all doors using:

- New Metro Fast Fare Card
- Single ride tickets or day passes purchased at kiosk
- Cash accepted at kiosks but not on buses



BRT Platform Kiosks

Instructions in English and Spanish

- Purchase single ride ticket
- Purchase 1-day pass
- Reload smartcard
- Accepts credit cards, bills and coins, but doesn't give change



Fast Fare
TICKETS

↓ TAKE TICKET HERE ↓



Local Buses

(Regular Metro Stop)

- Current fareboxes will be at front of all 40-foot and 60-foot buses
- Can use old fare media and cash when boarding **local** routes
- Readers will be installed at back door of bus for rear door boarding at later date

When boarding a **LOCAL** route (regular Metro stop)

- Board at front of bus
- Can use cash or old fare media



Local Routes

Future Plans

- At some point, we'll be phasing out old fare media
- Fare boxes will only collect cash
 - Paper transfers no longer issued

Some local routes will use 60-foot buses and board at BRT stations

- F and R on west side
- All door-boarding, ticket purchased at kiosk, no old fare media



Masabi System

Get Fast Fare Card (free through 2024)

- Metro main office
- Through mail
- Sales outlet

Add Money to Your Card

- Online account
- Sales outlet
- Kiosk BRT station



Tap Your Fast Fare Card Every Time You Ride

- The system will deduct \$2
- Ride multiple times, get Metro's current multiple ride discounts along the way through **fare capping**





What is Fare Capping?

- Rider puts money in account
- Buys tickets until reach a pass price (day pass, weekly charge, 31-day pass)
- At pass price, fare is capped - free rides through remaining day, week, month
- Pay as you go - savings realized automatically
- Don't need to buy special passes



Fare Equity Through Fare Capping

- Removes cost barriers of paying for fares up front
- Rider who pays separately gets same discounts as rider who pays in advance

Fare Cap Pricing

Multiple-ride discounts based on single ride fare, day pass, and 31-day pass prices

Current Pricing

- Single Ride: \$2.00
- Day Pass: \$5.00
- 31-Day Pass: \$65.00

#of Rides/Passes	Draft Pricing
Single Fare	\$2.00
3 rides (Day Pass) (3x \$2 = \$6)	\$5.00 (capped at a day pass price, no charge rest of day)
4 day passes in week (4 x \$5 = \$20)	\$16.25 (capped at weekly price, no charge rest of week) Weekly price based on 1/4 of 31-day pass (1/4 x \$65 = \$16.25)



Transfers

- **Valid for 2-hour window** (just tap card, transfer will serve as 2-hour pass)

Zero Balance Accounts

- If account runs low, system will allow you one more ride
- Will need to reload card
- Don't throw card away → \$2 replacement fee
- Auto reload coming later in 2024



Fare Media

- Start out using Fast Fare smartcard
- Single ride tickets (purchased from kiosks on BRT platforms)
- Will release an app in the future that allows reloading media and QR code to board
- In March 2025, tap credit cards, Google Pay, Apple Pay



Sales Outlets

- Will introduce new set of sales outlets where you can purchase and reload smartcards
- New outlets
 - Includes Walgreens and other popular retailers
- Will contact current sales outlets to see if there's interest in new system





Discounted Fare Capping

Current Discounts:

- Youth
- Senior/Disabled
- Low Income

To make it easier to understand,
propose a single half price fare





Proposed Half Price Fare

Based on Low Income Pass Pricing (31-Day Pass: \$28.00)

#of Rides/Passes	Draft Half Price Fare Cap Pricing
Single Fare	\$1.00
3 rides (Day Pass) (3x \$1 = \$3)	\$2.50 (capped at day pass price, no charge rest of day)
4 day passes in week (4 x \$2.50 = \$9)	\$7.00 (capped at weekly price, no charge rest of week)
4 weekly passes in month (4 x \$7 = \$28)	\$28 (capped at low-income pass rate)

Staff will need to create a process for people to register for a ½ price fare cap.



Future Roll Outs

December 2024

- Auto account reload

2025

- Tap credit cards
- Apple Pay/Google Pay credit card wallets
- Paratransit

Into 2026

- NFC on app





Transition Process

- Switch everyone to smartcards
- Free card to all new users
 - (\$2 card fee starting 2025)
 - \$2 replacement fee
- Will do promotion this summer encouraging people to bring in old fare items - load dollar value onto smartcard

Social Service Agencies

- Will need to work with social service agencies to figure out the best way to distribute new fare media



Discussion at Future Meetings

- Public hearing scheduled for Wednesday, March 31 at 6:00 pm.