TARTA Fare Update

Lucas Boehm
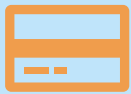
Finance Committee

October 12, 2023

Progress last 14 months

- Reviewed and adjusted our fare structure (2021 / 2022)

- Installed new fareboxes

- Brought back fares (August 2022)

- Installed mobile payment validators on all owned revenue vehicles

- Re-visited our ticket resellers

Coming soon in 2024...

Account Based Ticketing (ABT)

Fare Capping

Account-Based Ticketing (ABT)

- **ABT** is a 'ticketless' way of allowing people to travel on public transport. ABT enables passengers to simply tap or scan a **secure token**, linked to an **account** in the back office to make a journey.

- The fare is automatically calculated based on a number of factors, such as location and amount of taps during a time window, and is then charged to the passenger post journey. ABT means that riders no longer need to **buy a ticket** in advance or understand fares before traveling.
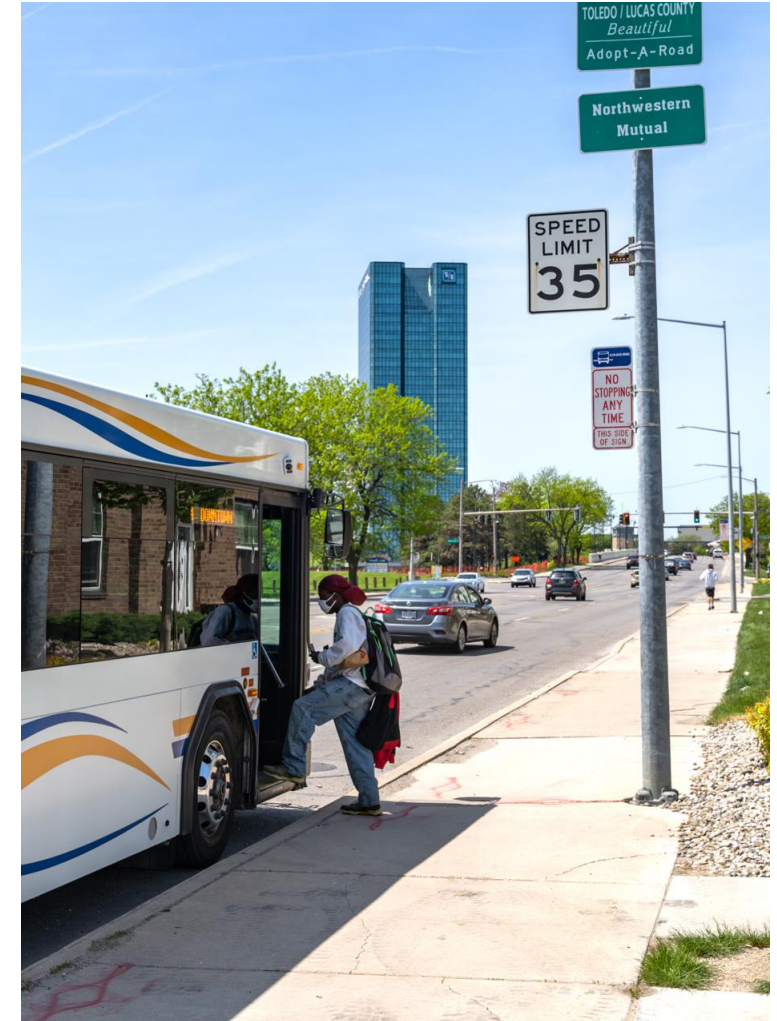
ABT Breakdown

We are adding tokens! But not **those** tokens..

- Tokens in ABT are essentially a type of media used to pay when riding the bus. Each application such as EZFare and TransitApp are considered a token.

Model	Tokens	Riders	Ticket experience
Pre-purchase Fare Capping	Mobile only	Mobile users only	Purchase tickets in advance
Account-based Ticketing Fare Capping	All tokens (Smartphones, smartcards, contactless bank cards.)	All riders	Simply tap

Current Example

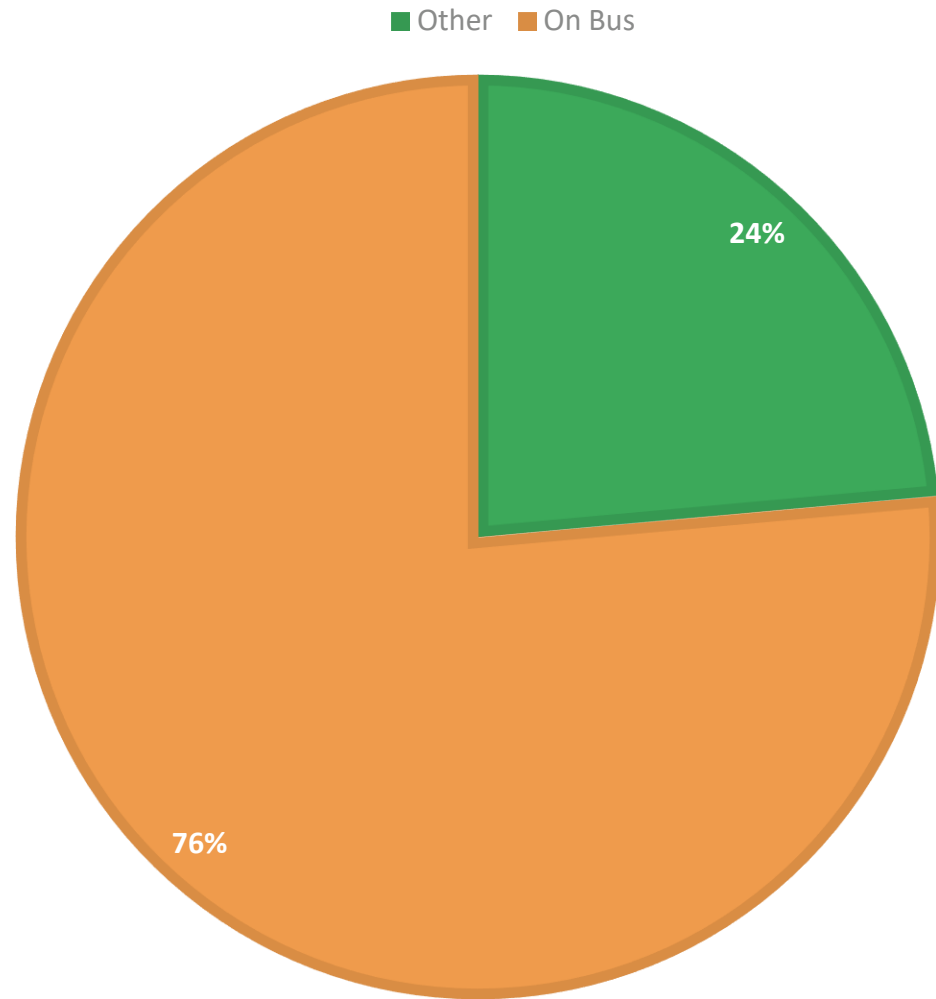If a passenger traveled to and from a single place each day in September

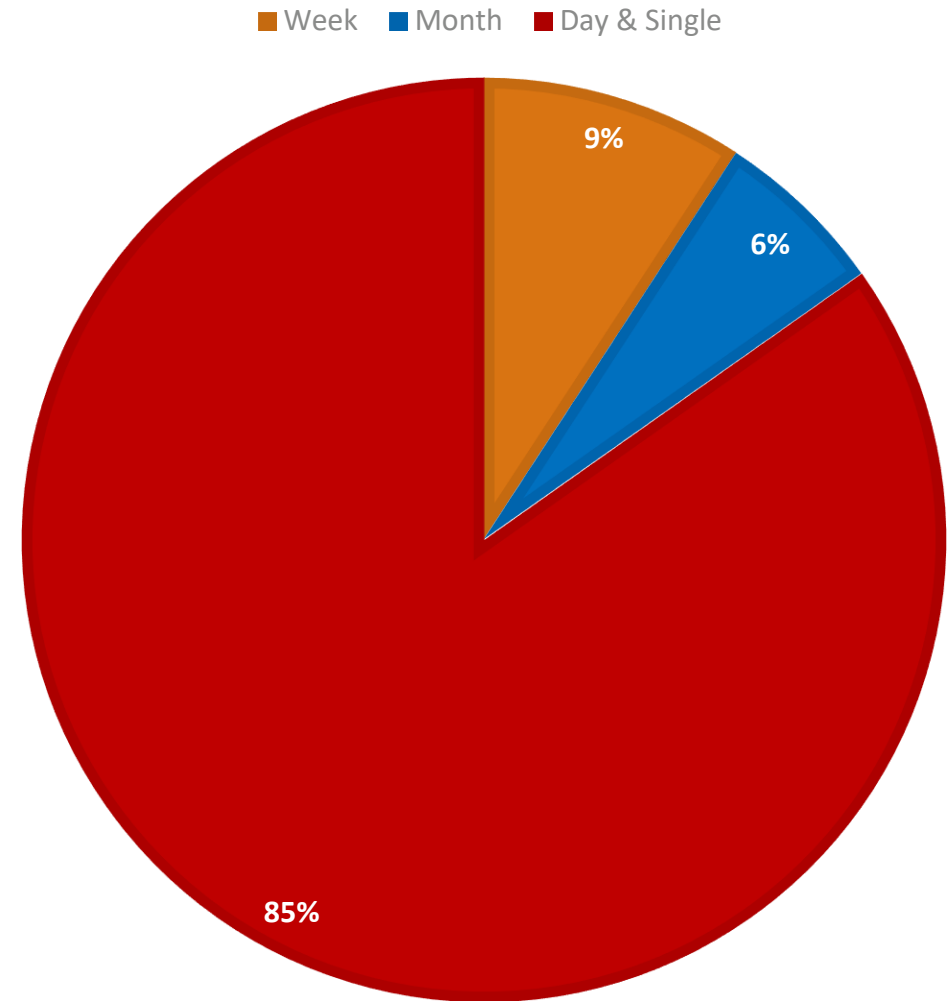30 days (Sept) x $3 (Day Pass or two Single Passes) = **$90**

Monthly Pass: $45

WOW!!! I bet we would have a lot of people who prefer a monthly pass!!!!

FARE TRANSACTIONS - SEPTEMBER 2023

■ Other ■ On Bus

24%

76%

FARE TYPE - SEPTEMBER 2023

■ Week ■ Month ■ Day & Single

9%

6%

85%

TARTA

Fare Capping

Fare capping will always guarantee the rider is getting the best deal over a period of time.

- Single Trip - 1.50
- Day - $3 (24 hours)
- Week - $15 (7 Days)
- Month - $45 (31 Days)

Each time a passenger rides they will pay a maximum of $1.50. We will keep track and move them to the correct pass based on how much they have paid within a day, week or month.

TARTA

Scenario

If a passenger rides:

- Twice on **Monday** they will pay $3
- Twice on **Tuesday** they will pay $3. **Total paid: $6**
- Three times on **Wednesday** they will pay $3 (Each time they ride its only charging 1.50 until they reach the daily cap of $3). **Total paid: $9**
- 10 times on **Thursday** they will pay $3. **Total Paid: $12**
- Twice on **Friday** they will pay $1.50. **Total paid: $15 (max for the week set by weekly pass)**
- Twice on **Saturday** they will pay $0 (since weekly limit has been hit). **Total paid: $15**
- 100 times on **Sunday** they will pay $0. **Total paid: $15**

Instant Benefits

- Over 75% of our riders could be able to save money, depending on how much they ride.

- Would help TARTA promote moving to a cashless system

- Can provide Refillable Smart Cards to riders who do not have a cellphone

Questions?