

2019 Proposed Fare Changes Final Staff Recommendations

August 7, 2019

Presentation Overview

- Background
- Staff's Draft Proposal on Fare Changes
- Public & Board Comments – Staff Responses
- Summary of Title VI and CEQA Findings
- Final Staff Recommendations
- Ridership & Budget Impacts – Draft vs. Final Proposal
- Implementation Timeline

Background

- **End of 2018:** SamTrans Fare Study completed
- **January:** Fare Policy adopted
- **April & May:** Draft proposal of fare changes presented
- **May to July:** Community outreach and public notices
- **July:** Public hearing

Proposed Fare Changes

- Keep adult base fare at \$2.25
- Introduce free 2-hour transfers on SamTrans Mobile App and Clipper
- Reduce cost of day pass to twice the base fare – From \$5.50 to \$4.50; Youth/ED from \$2.75 to \$2.00
- Replace adult and youth coin tokens with paper tokens
- Remove bundle token discount.

Proposed Fare Changes

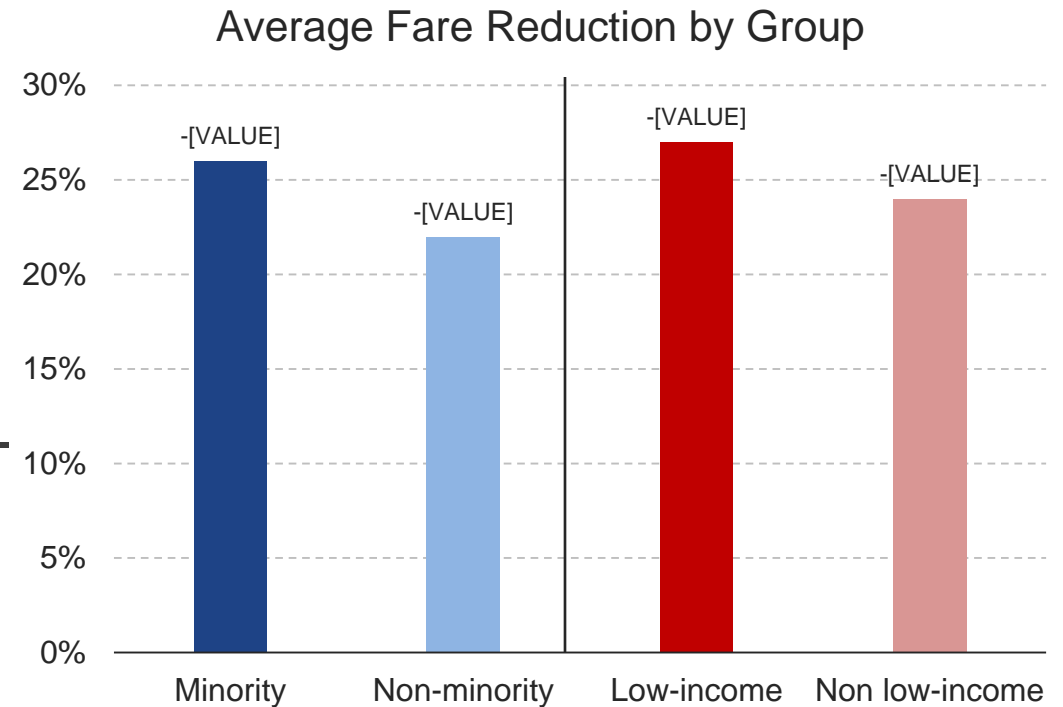
- Eliminate change cards
- Remove “Out-of-SF” Fare
- Add express bus fares and service definition
- Remove 50-ticket ride book product
- Remove group sales practice
- Add “Microtransit” and “Taxi Voucher” service definition

Title VI Analysis Methodology

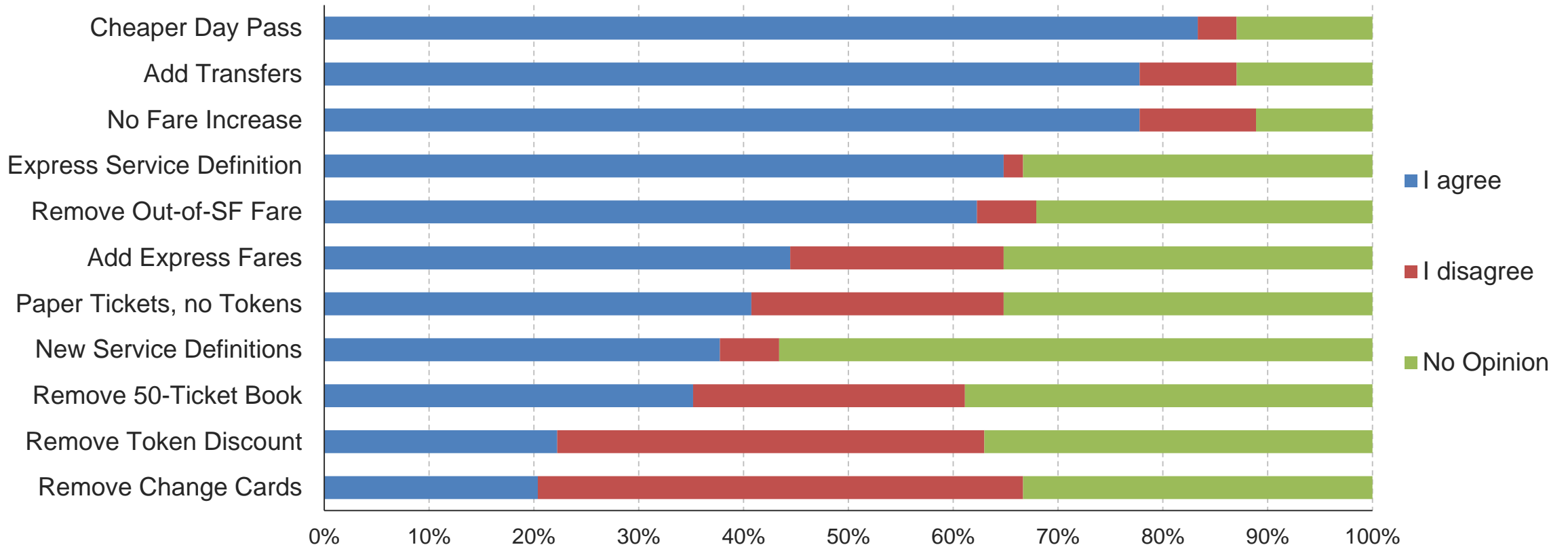
- Title VI Policies
 - Impact threshold: 20%
 - Disparate Impact Policy: minority (non-white) riders
 - Disproportionate Burden: low-income (<\$25,000 annual household income) passengers
- Fare Equity Analysis
 - SamTrans 2018 Triennial Passenger survey
 - Compared the change in average fare between minority/non-minority and low-income/not low-income groups

Title VI Analysis Findings

- **Minority passengers:**
 - 4% greater *decrease* than non-minority riders.
- **Low-income passengers:**
 - 3% greater *decrease* than non-low-income riders



Summary of Public Outreach Feedback



Final Staff Recommendations

- Youth Day Pass
 - Original proposal: \$2.20
 - Revised proposal: \$2.00
- Change Cards
- Use of Tokens

Ridership & Budget Impacts

- Ridership: 2% increase - 222,000 more trips per year
- Revenue: 4% decrease - \$570,000 less revenue per year
 - Cost per new rider: \$2.50
 - FY18 subsidy per rider: \$9.00
 - FY18 revenue per rider: \$1.50
- Implementation costs:
 - Clipper (transfers): \$80,000
 - Farebox: \$7,000

~~Implementation Timeline~~

~~■ 1st wave: January 1, 2020~~

- ~~– Day pass~~
- ~~– Express Fares~~
- ~~– Token Discount~~
- ~~– Transfers~~
- ~~– Change cards~~

~~■ 2nd wave: July 1, 2020~~

- ~~– Transition coin tokens to paper tickets~~

Implementation Timeline

- Effective: January 1, 2020
 - Begin transition away from change cards
 - Continue issuing until April 1, 2020
 - Last change card expires on March 31, 2021
 - Begin switch to paper tickets from coin tokens
 - Tokens sold for as long as current supplies last
 - Tokens already in circulation will be honored
 - Eliminate Token Discount
 - Reduce cost of Day Pass
 - Implement Express Fares
 - Implement Transfers
 - Eliminate the sales of the 50-ticket pack