

# 2019 Proposed Fare Changes Public Hearing

SamTrans Board Meeting

July 10, 2019

# Presentation Overview

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- Background
- Proposed Fare Changes
- Approval Process and Timeline

# Background

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- SamTrans Fare Study completed in 2018
- Fare Policy adopted January 2019
- Proposed fare changes will:
  - Save Riders Money
  - Modernize the System
  - Enable Innovation

# Proposed Fare Changes

# Adult Base Fare

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- Keep adult base fare at \$2.25
  - Most SamTrans riders make lower income compared to per capita median income in San Mateo County

# Transfers

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- Introduce free 2-hour transfers on SamTrans Mobile App and Clipper
  - 30% to 40% of passengers make at least one transfer per trip
- Reduce cost of day pass to twice the base fare – From \$5.50 to \$4.50
  - Currently, the day pass is 2.5x the fare
  - Option for cash paying customers; also available on Mobile App

# Tokens

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- Replace adult and youth coin tokens with paper tokens
- Remove bundle token discount.
  - Tokens are sold at an approximately 20% discount from the base fare in bundles of 10.

# Change Cards

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## Eliminate change cards

- Although it is not advertised, passengers can receive a change card when they overpay their fare.
- Issuing change cards can create unreasonably long dwell time at stops and create distracting customer service situations for operators.



# Out of San Francisco Fare

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- Remove “Out-of-SF” Fare
  - Currently, trips going to San Mateo County from SF on route 292, 397, and 398 are \$4.
  - Out-of-SF fare category is confusing for passengers & complicates the fare structure/business rules.
  - Fare reduction for routes 292, 397, 398
  - Allows for implementation of express fares.

# Express Bus Fares

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- Base fare
  - Cash: \$4.50
  - Clipper: \$4.00
- Premium price point aligns with premium service level

# Group Sales

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- Remove 50-ticket ride book product
  - This change would eliminate the fifty-ticket ride book in favor of a simple bulk order of tokens.
- Remove group sales practice
  - A 20% discount on tickets is afforded to groups of 25+ that pre-order.
  - This change would eliminate the practice of group sales in favor of simply purchasing a bulk order of tokens.

# Misc. Administrative Changes

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- Add “Microtransit” service definition
- Pilot microtransit service launched in Pacifica.
- Add “On-Demand Taxi Voucher” service definition The on-demand taxi subsidy pilot program offers same-day, curb to curb taxi and accessible taxi service at a reduced rate in the program area. Available to older adults (age 65+) and people with disabilities.

# Approval Process and Timeline

# Previous Outreach

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- May 29 | 4:30-5:30p
  - SamTrans HQ
- June 4 | 10:30-11:30a
  - South San Francisco
- June 5 | 5:00-6:00p
  - Half Moon Bay
- June 18 | 11:00a-12:00p
  - Virtual Meeting
- Public Hearing (today)  
July 10 | 2:00p  
SamTrans HQ

# Approval and Implementation

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- Public comments and the Title VI equity analysis will be presented to the Board at the August 7<sup>th</sup>, 2019 meeting.
  - SamTrans Board will then vote on proposed changes
  - If approved, staff will implement the majority of changes January 1, 2020

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Thank you