Agenda

• Background
• Study Goals
• Methods
• Schedule
• Work Underway
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Background

- District’s strategic goals to improve revenue and farebox recovery.
- Constrained financial resources.
- No recent comprehensive fare analysis.
- Ongoing District efforts to simplify and streamline service.
Study purpose is to answer:

• How do current SamTrans riders understand the existing fare structure?
• What are their impressions of the different fare products?
• How will changes in price affect their travel behavior?
Study Goals

• Recommend a fare structure that will:
  • generate revenue
  • optimize relationship between ridership and revenue
  • be transparent, logical, and data-driven
  • be simple to understand, administer, and justify

• Use the information and data gathered from the study to develop a fare policy for Board consideration and adoption.
Methods

• Survey (in person and online) will ask current riders how fare changes affect their travel behavior.
• Survey results will be used to create an elasticity of demand model.
• Elasticity model based on survey results will be used to evaluate fare structure concepts.
Schedule

• April 2018: Survey fieldwork

• April – June 2018: Fare elasticity modeling

• Summer 2018: Draft and Final Report
Work Underway

- Finalized Existing Conditions document – historical fare prices, ridership, etc.
- Established project website on SamTrans.com
  - http://www.samtrans.com/Planning/Planning_and_Research/SamTrans_Fare_Study.html
Work Underway

- Finalizing survey instrument and preparation/logistics for survey fieldwork.
  - Sampling plan – 11 routes which constitute approximately 70% of system ridership; demographics of ridership on these routes are representative of overall SamTrans ridership (per 2015 Triennial Survey).
  - Consultant team will hire and manage temporary survey staff for in-person fieldwork.
Look Ahead

- On-board survey begins second week of April.
- Elasticity Modeling: April to early Summer.
- Staff will return to the Board with an update in early Summer.
- Board review of draft recommendations and final adoption in late summer/early fall.