

Modification to the SamTrans Codified Tariff

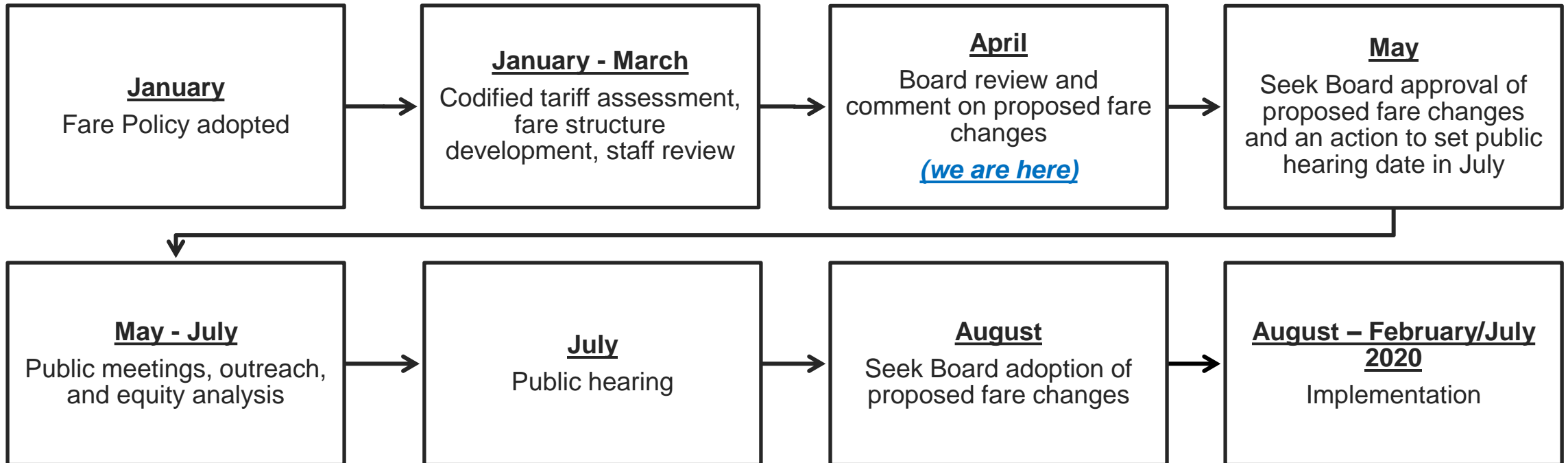
Draft Proposal

SamTrans Board of Directors Meeting
April 3, 2019

Objective

- Align Codified Tariff with Board-adopted Fare Policy
- Outline current proposed fare changes and collect any feedback
- Understand impact of proposed fare changes to both ridership and revenues

Status



Fare Change Overview

- Responsive to changing ridership patterns of current SamTrans riders.
- Makes SamTrans easier and more affordable to ride if making transfers in a journey are needed.
- Reduce administrative overhead by consolidating and removing certain fare products that are expensive to administer.
- Administrative changes to codified tariff which are necessary to implement express bus, microtransit, and the pilot taxi voucher program.

Proposed Fare Changes- Base Fare

Keep adult base fare at \$2.25

- Indefinitely postpone the adult base fare increase to \$2.50
- Most SamTrans riders make lower income compared to per capita median income in San Mateo County

Proposed Fare Changes – Transfers and Day Pass

Introduce free 2-hour transfers on SamTrans Mobile App and Clipper

- Approximately 30-40%* of passengers make at least one transfer per trip.
 - 25% of passengers making at least one transfer pay with Clipper cash
 - 32% with cash
 - 24% with month pass (Clipper)

Reduce cost of day pass to twice the base fare

- Currently, the day pass is 2.5x the fare
- Option for cash paying customers; also available on Mobile App

Proposed Fare Changes - Tokens

Replace adult and youth coin tokens with paper tokens

- Approximately \$300,000 in annual savings from token processing/handling.

Remove bundle token discount.

- Tokens are sold at an approximately 20% discount from the base fare in bundles of 10.
- Potential impact to special populations via social service institution sales.

Proposed Fare Changes – Change Cards

Remove 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.

Proposed Fare Changes – Out of SF Fare

Remove out-of-SF Fare

- Currently, \$4 for trips originating in San Francisco and ending in San Mateo County. This does not apply to Youth or ED customers.
- Out-of-SF fare category is confusing for passengers, complicates the fare structure/business rules, and is difficult to enforce.
- Fare reduction for out-of-SF passengers on 292, 397, 398
- This change provides room in the fare structure for implementation of the Express Bus fare.

Proposed Fare Changes – Express Fare

Express Service fares

- Premium fare price point in order to align with premium service level
- 10% Clipper discount pursuant to codified tariff and agreements with MTC to promote Clipper
- Base fare
 - Cash: \$4.50
 - Clipper: \$4.00

Proposed Fare Changes – Group Sales

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.

Proposed Fare Changes

Add “Microtransit” service definition

Pilot microtransit service launching 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.

Budget impact, cost, and implementation

- Aggregate annualized impact of all changes
 - Ridership: 2% increase, or 234,000 more trips per year
 - Revenue 4% decrease, or \$629,640 less revenue per year
 - Cost per new rider: \$2.69/person (system average: \$7.34/person)
- One-time cost to implement (Clipper): Approx. \$200,000
 - Transfers, express bus fare configurations
- Costs may be offset by potential administrative savings from removing coin tokens – approx. \$300,000 per year
- Time to implement: 6-12 months
 - Mostly driven by Clipper, though some changes will be shorter or immediate upon Board approval.

Next Steps

- Receive Board feedback
 - Revise recommendations, if necessary
- Return to the Board in May
 - Review final proposed changes
 - Action to set the public hearing in July
- Public comment process begins
- Hold public hearing in July; seek approval in August