

Retail and Customer Program Pass Options

Transportation
Committee

February 13th, 2017

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The Customer Experience – Fare Payment

- “We make it easy for customers to pay fares and we treat those funds with respect.”

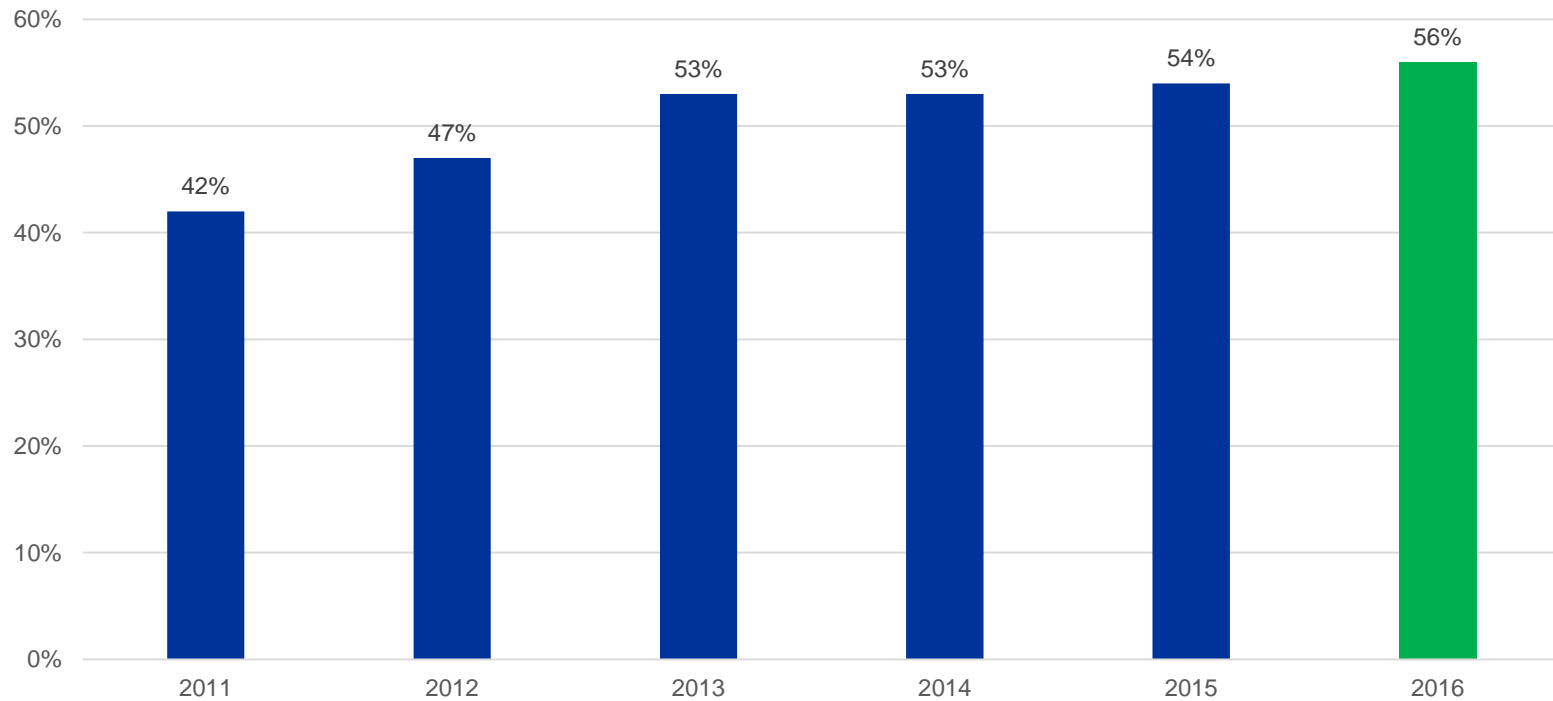


The Go-To Card

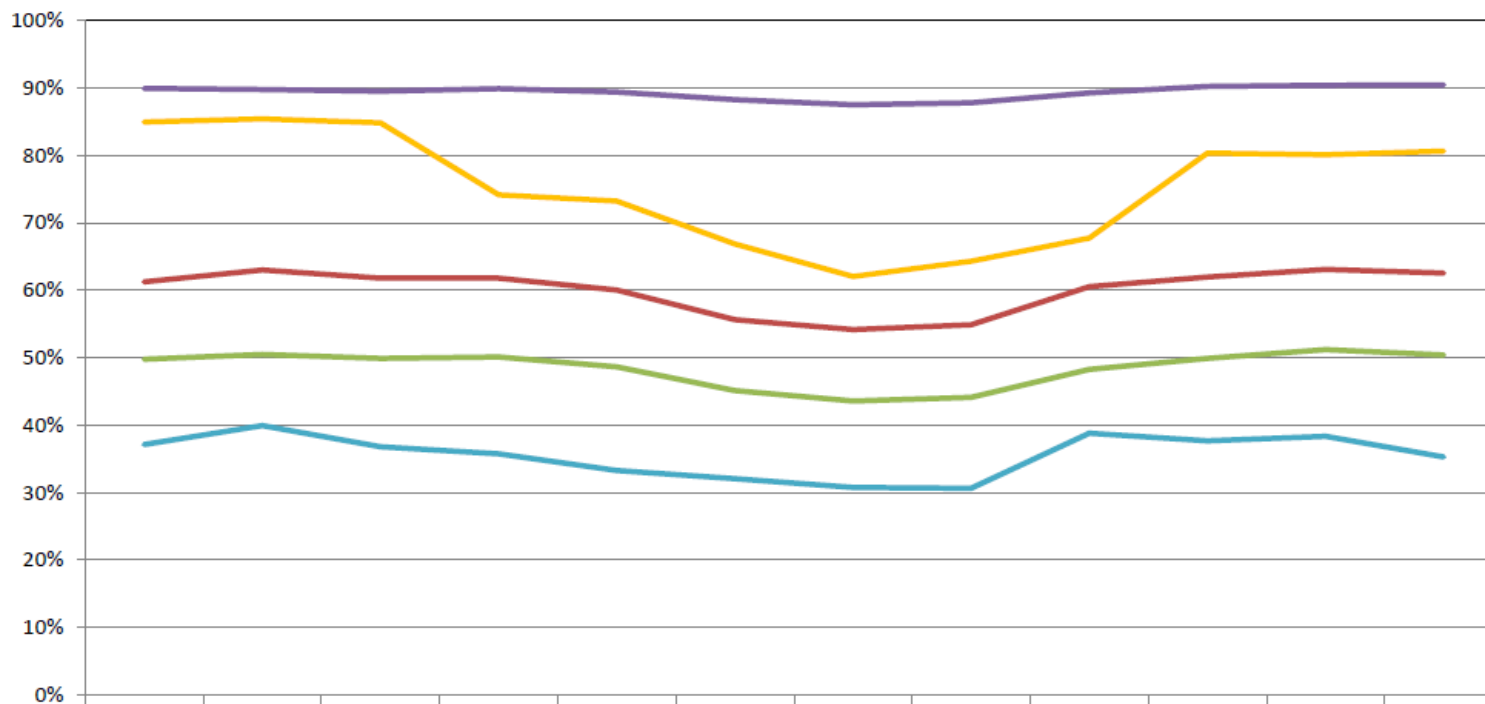
- 564,000 unique cards used in 2016



% of Total Rides using Go-To Cards



Metro Transit Go-To Card % By Service Type – 2016






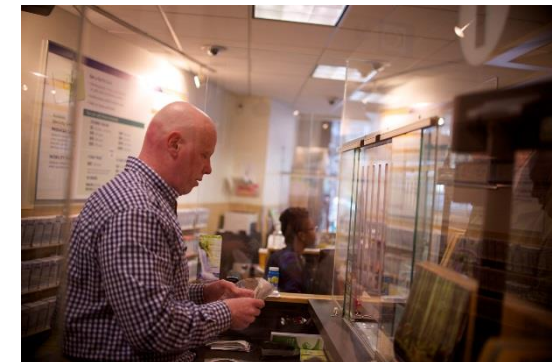
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Express Bus	90%	90%	90%	90%	89%	88%	88%	88%	89%	90%	90%	90%
Local Bus	61%	63%	62%	62%	60%	56%	54%	55%	61%	62%	63%	63%
Suburban Bus	50%	50%	50%	50%	49%	45%	44%	44%	48%	50%	51%	50%
Northstar	85%	85%	85%	74%	73%	67%	62%	64%	68%	80%	80%	81%
Light Rail	37%	40%	37%	36%	33%	32%	31%	31%	39%	38%	38%	35%

Where Do I Buy or Recharge a Go-To Card?

- Retail locations
 - Metro Transit Service Centers located in downtown Minneapolis and St. Paul (\$3.0 million sales in 2016)
 - Over 120 retail locations throughout Twin Cities (\$6.5 million)
- store.metrotransit.org (\$11.7 million)
 - Order a new Go-To card
 - Add value or a pass to an existing Go-To card
 - Sign up for Auto Refill

Metro Transit Store

		
New Go-To Card Click For Price	Add Value Click For Price	Visitor Pass \$4.50
Order a new Go-To Card with a pass and/or stored value.	Add value to an existing Go-To Card, Metropass, College Pass, U-Pass or Student Pass.	Unlimited rides until 2 a.m. after first use.



Where Do I Buy or Recharge a Go-To Card?

METRO Ticket Vending Machines

- Used for ticket purchases and Go-To reloads on
 - Blue Line
 - Green Line
 - Northstar Line
 - Red Line
 - A-Line*
- 2016 Sales (cash/credit):
 - \$13.5 million in ticket purchases
 - \$5.4 million in Go-To reloads
 - Over 60% of purchases use credit cards
- Approximately 234 TVMs in use



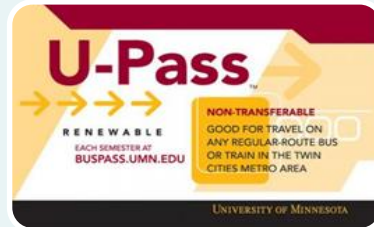
*A-Line TVMs do not currently allow for recharging Go-To cards



How Much Do Customers Pay?

Local Bus, A Line & METRO Fares		Non-Rush Hours	Rush Hours Mon.-Fri.: 6-9 am & 3-6:30 pm
Adults (ages 13 to 64)	Local Bus / A Line / METRO	\$1.75	\$2.25
	Express Bus	\$2.25	\$3.00
Reduced Fare			
Seniors (ages 65+) Photo ID with "T" endorsement required	Local Bus / A Line / METRO	\$0.75	\$2.25
Youth (ages 6 to 12) Ages 5 and under ride free (limit 3) and must ride with a fare-paying customer			
Medicare card holders Medicare card and Minnesota driver's license/state ID required	Express Bus	\$0.75	\$3.00
Mobility Fare			
Persons with Disabilities State ID with an "A" or "L" endorsement or a Metro Mobility ID card	Local Bus / A Line / METRO	\$0.75	\$0.75
	Express Bus	\$0.75	\$0.75
Downtown Zone Transfers not available with these fares	Bus / METRO	\$0.50	\$0.50

Customer Programs



333 companies and
36,091 active cards

\$ 31.3 million in revenues
in 2016 (32%)

Biggest companies are
US Bank (3,075 cards)
Ameriprise (2,981)
Target (2,877)

\$76/month (pre-tax)

19,061 UPass cards sold
in Fall 2016

4.1 million rides, \$3.8
million in revenues in
2016 (all semesters)

\$100 per semester
student cost

12,685 CPass Sold in
2016 (37 schools)

2 million rides in 2016

\$140 or \$175 per
semester cost depending
on school

10,282 cards issued in
2016

4.2 million rides in 2016

\$87.50/quarter

Regional Fare Payment Data (2016)

	Off-Peak Local	Peak Local	Off-Peak Express	Peak Express
% of Rides by Fareset	52%	33%	2%	13%
% Paying Cash	22%	10%	8%	3%

- Other payment options include:
 - Stored value (includes 10% bonus on loads \$10 or greater)
 - Selection of pass products to choose from
 - Tokens and coupons
 - Qualified free rides (disabled veterans, uniformed officers, etc.)

Multi-Day and Other Pass Products

31-Day and 7-Day Full-Fare Passes



- \$113.50, \$85, and \$59 (31-day passes); \$22 (7-day pass)
- Good for unlimited use within the appropriate fareset
- Customers can supplement with stored value

31-Day Mobility Fare Pass



- \$31.50 for 31-days
- Good for unlimited rides on fixed route and METRO system
- Must provide proper ID to qualify

10-Ride Stored Ride Passes



- \$18.50 (full-fare); \$13.50 (young adult)
- Good for \$3.00 (young adult) and \$2.25 faresets (full-fare)

Pass Pricing

- Multi-day passes – A great value for those that ride frequently
 - Based on a 10% - 20% cash fare discount for 42 rides by fareset
- Stored ride passes – A great value if you don't ride everyday
 - Based on 10 rides and a 15% discount off full cash fare cost
- Customer programs passes
 - Based on actual ridership levels for each program
- Go-To stored value
 - 10% bonus given for loads of \$10 or greater
 - Almost \$2 million in additional value given in 2016

Jobseeker and Homeless Programs

- Jobseekers - Discounted fares to agencies that help individuals seek employment
 - Program offers a 50 percent subsidy on select fare products
 - \$3.2 million in sales (gross) in 2016
- ECO Program - Discounted fares to charitable organizations that assist homeless individuals
 - Program offers a 50 percent subsidy on the purchase of select products
 - \$1.4 million in sales (gross) in 2016
- Transit Assistance Program (Pilot)
 - Partnership with Metro HRA and area social service agencies
 - Analyzing opportunities for permanent program

Fare Change Schedule

Task	Date
Title VI Analysis	In progress
Individual Suburban Transit Provider Meetings	January - February
Transportation Committee Update on Work Completed	February 27th
Regional Fare Committee Meeting	Early March
Transportation Committee Update - Review Options and Impacts	March 13th
Public Engagement Approval - Transportation Committee	March 27th
Public Engagement Approval - Metropolitan Council	March 29th
Public Engagement Process	March - May
Council Approval of Fare Increase	Mid June
Programming and Communication	June - August
Revenue Service Implementation	September 1 st , 2017

Thank you!

