



# ***Regional Fare Policy Overview***

*December 9<sup>th</sup>, 2019*

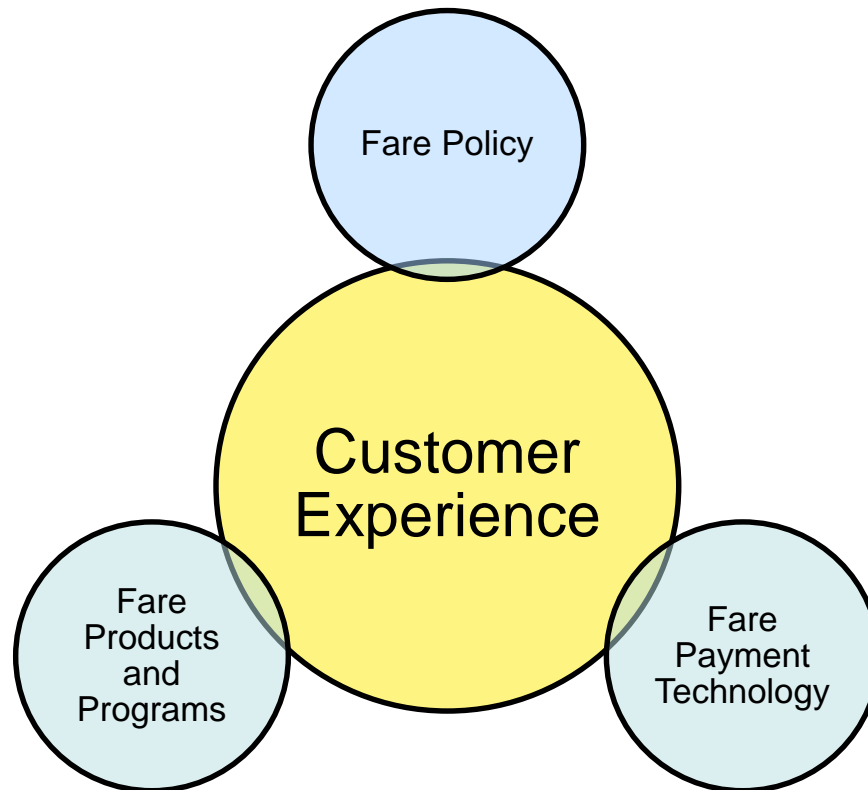
*Nick Eull, Sr. Manager  
of Revenue Operations*





# The Customer Experience

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



# Fare Policy

- The Council shall establish and enforce uniform fare policies for regular route transit in the metropolitan area, including:
  - Base fares
  - Surcharges for peak hours and distance of service
- Fare and fare collection systems shall be established and administered to accomplish several things, including:
  - To encourage and increase transit and paratransit ridership
  - To restrain increases in the average operating subsidy per passenger
- More information is available:
  - Minnesota Statute 473.408
  - Council Policy 3-2-6



Local Bus & METRO Fares		Non-Rush Hours	Rush Hours Mon.-Fri.: 6-9 am & 3-6:30 pm
<b>Adults (ages 13 to 64)</b>	<b>Local Bus / METRO</b>	<b>\$2.00</b>	<b>\$2.50</b>
	<b>Express Bus</b>	<b>\$2.50</b>	<b>\$3.25</b>
<b>Reduced Fare</b>			
<b>Seniors (ages 65+)</b> Photo ID with "T" endorsement required	<b>Local Bus / METRO</b>	<b>\$1.00</b>	<b>\$2.50</b>
<b>Youth (ages 6 to 12)</b> Ages 5 and under ride free (limit 3) and must ride with a fare-paying customer			
<b>Medicare card holders</b>  Medicare card and Minnesota driver's license/state ID required	<b>Express Bus</b>	<b>\$1.00</b>	<b>\$3.25</b>
<b>Mobility Fare</b>			
Persons with disabilities	<b>Local Bus / METRO</b>	<b>\$1.00</b>	<b>\$1.00</b>
State ID with an "A" or "L" endorsement, Limited Mobility ID card or a Metro Mobility ID card	<b>Express Bus</b>	<b>\$1.00</b>	<b>\$1.00</b>
<b>Downtown Zone</b> Transfers not available with these fares	<b>Bus / METRO</b>	<b>\$0.50</b>	<b>\$0.50</b>

## Regular Route Fares



*Plymouth Metrolink*





# Fare Payment Technology

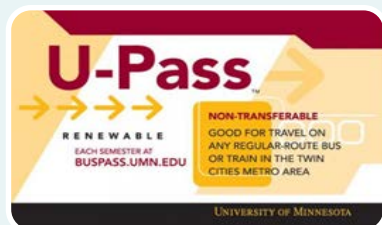


## The Go-To Card



- Officially launched in 2006
- Uses near field communications (NFC) technology
- Hardware and software provided by Cubic Transportation Systems, Inc.
- Nearly 600,000 Go-To Cards used in 2018
  - 56% all of rides in 2018 (1% increase over 2017)
- Current software version in place since 2009

# Fare Programs and Products



14,136 Upass  
cards sold in Fall  
2018

3.4 million rides,  
\$3.7 million in  
revenues in 2018  
(all semesters)

373 companies and  
37,650 active cards  
(Dec 31, 2018)

\$37 million in  
revenues in 2018

Biggest companies:  
Ameriprise (3,090),  
Target (3,053), and  
U.S. Bank (3,032)

10,041 College  
Passes sold in  
2018  
(34 schools)

1.4 million rides in  
2018

10,426 cards  
issued in 2018

4 million rides in  
2018

# Multi-Day and Other Pass Products



## 31-Day and 7-Day Passes – Full Fare

- \$120, \$90, and \$64 (31-day passes); \$24 (7-day pass)
- Good for unlimited use within the appropriate fareset
- Customers can supplement with stored value



## 31-Day Pass - Mobility Fare

- \$36 for 31-days
- Good for unlimited rides on fixed route and METRO system
- Must provide proper ID to qualify



## 10-Ride Pass

- \$20.50 (full-fare); \$15 (young adult)
- Good for \$3.25 (young adult) and \$2.50 faresets (full-fare)

\* Other payment methods include the Transit Assistance Program (TAP), Go-To stored value, mobile app tickets, one-ride tokens, one-ride coupons, and qualified free rides.



# Transit Assistance Program (TAP) Transportation Committee

December 9, 2019



# Transit Assistance Program overview –

Provides a year long reduced fare on a Go-To card to people with lower incomes allowing them to ride for \$1





# Transit Assistance Program



- \$1 rides on all regular route buses and light rail
- Substantial discount on Northstar
- We accept 22 documents for income eligibility (like EBT, WIC)
- Works and looks like a regular Go-To card
- Lasts one year – then it can be renewed



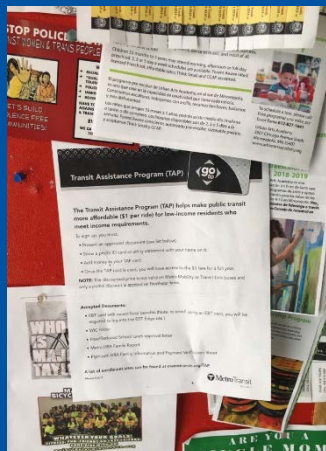
## How do customers get a TAP Go-To card?

- At one of four Transit Service Centers
- Enroll online
- Attend an open enrollment event or community gathering
- Through one of our 50+ community partners



Minneapolis Adult Education, South Campus

# Levels of TAP Partnership



Promotion



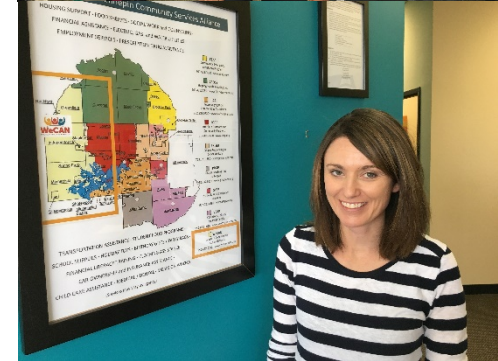
Set up income  
verification  
document



Distribution

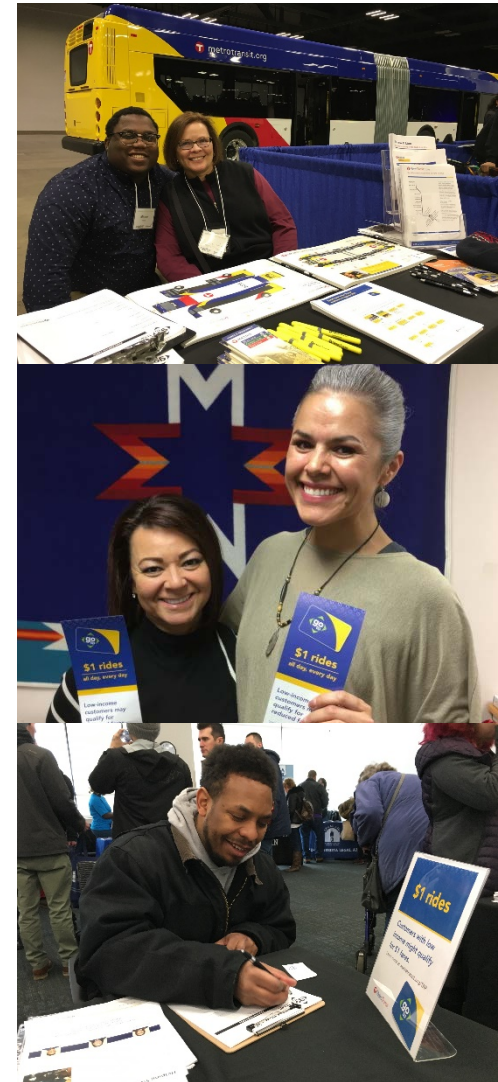
# Who are our TAP partners?

- Food shelves
- Clinics and hospitals
- Tribal governments
- Homeless shelters
- Schools and Adult Education programs
- Housing agencies and organizations
- Local government
- Immigrant and refugee organizations
- Women's shelters
- Corrections agencies
- Employment agencies



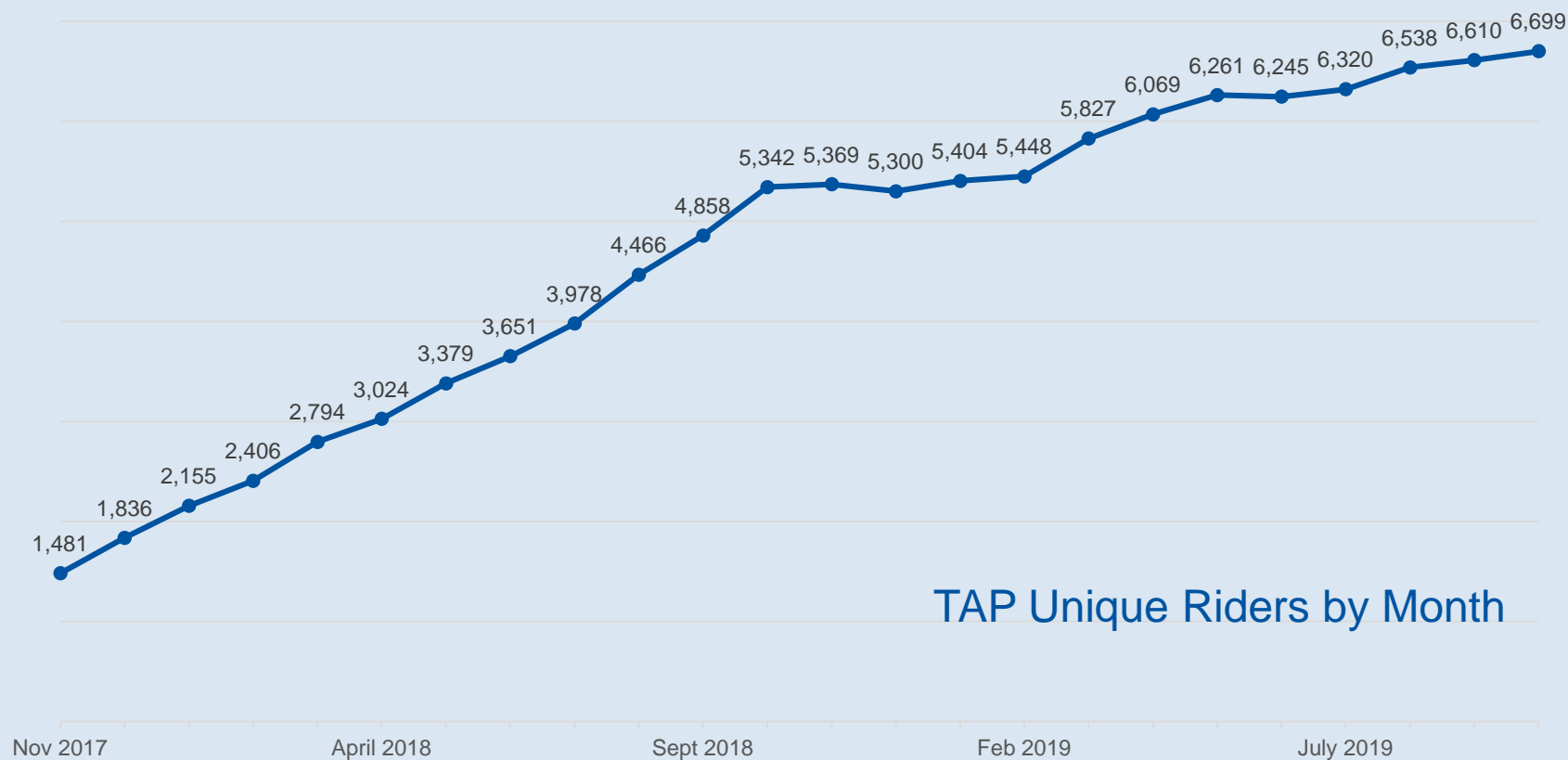
# TAP Review

- 624,000 eligible people with lower incomes in the seven-county metro
- Unique cards used at least once this year 15,060 vs 10,643 in 2018
- Over 6,600 TAP riders per month
- 1.8M rides since inception
- Average ~30 rides per month
- Discount to riders \$2.3M
- Average TAP load is \$10

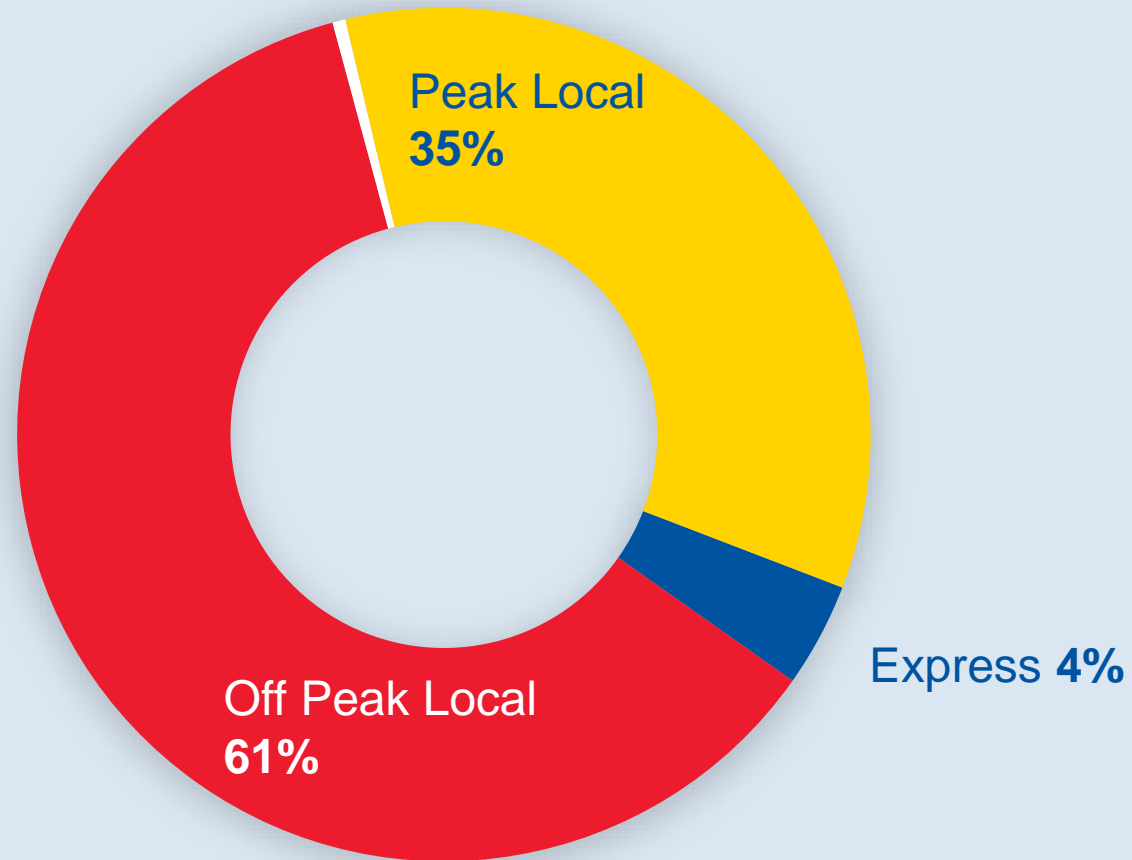




# Growth continues but less rapidly



## Off peak ridership is key



# Strategic Criteria

Areas of  
concentrated  
poverty

New or high  
ridership  
corridors

Racial equity &  
underserved  
communities

Immigrants &  
refugees

Adult  
education/GED  
programs

Corrections

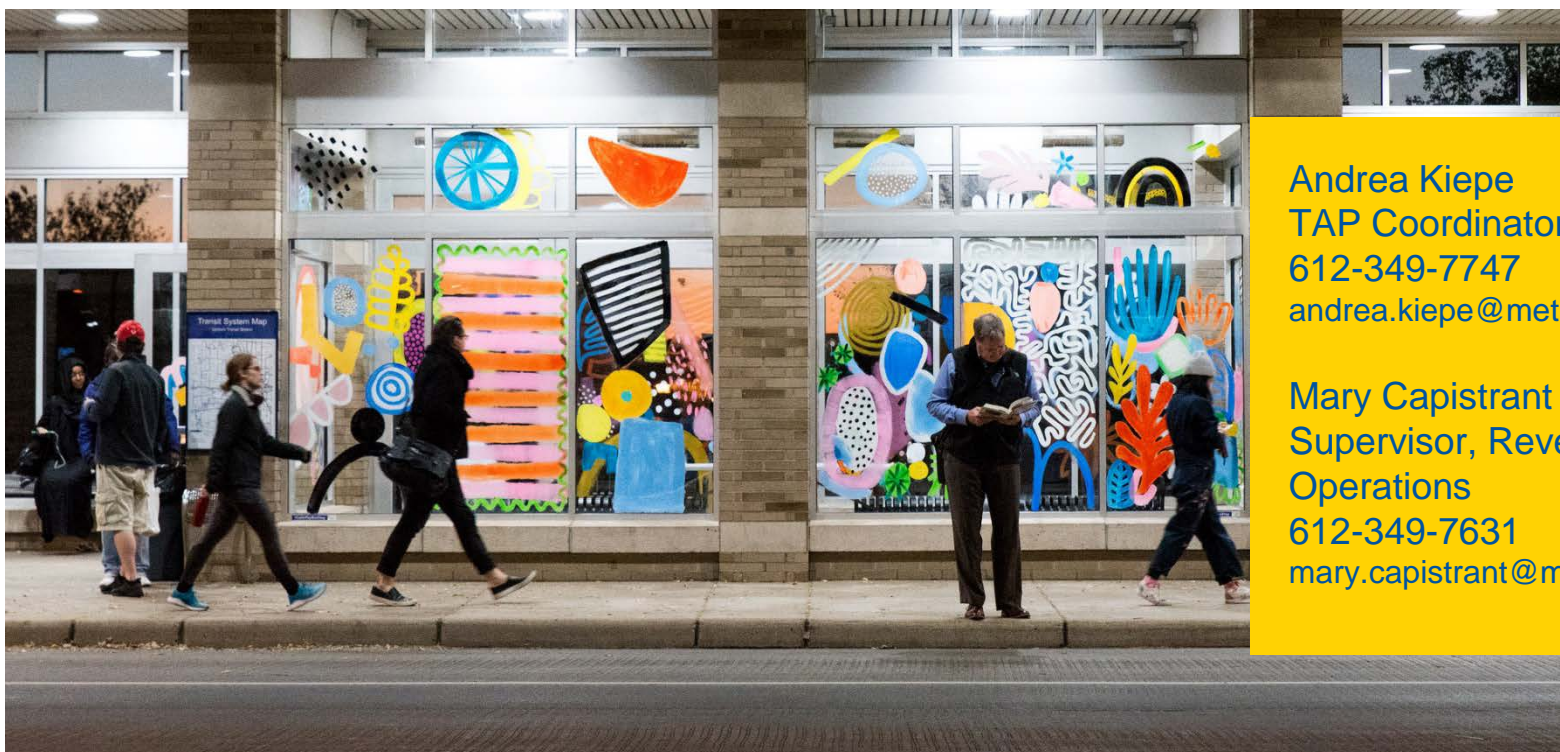
Food support &  
nutrition

Housing &  
homelessness

Mental health &  
recovery

# Questions?

# Thank you! Contact us to learn more about the Transit Assistance Program.



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