MOD Fare Integration for Transit
2:00-2:30pm ET
Speakers: Romic Aevaz and Alice Grossman, PhD
Moderator: Paul Lewis

NEXT WEBINAR
A Century of Fighting Congestion in Los Angeles
October 15
2:00pm ET
Mobility on demand (MOD) refers to transportation services that can be hailed in real-time for an impending trip.

- $8 million from the FTA to 11 unique projects
- $1.3 million awarded to two-region partnership between Los Angeles and the Puget Sound Regions and a MOD provider
- Data sharing between transit agencies, MOD provider, and research institutions
Fare System Overview

Fare System

Fare Policy
Guides pricing scheme, hardware/software procurement, and fare collection management

Fare Structure
Fare Strategy
Flat or differentiated fares, free or priced transfers
Fare Payment
Types of fare products (single vs multiride tickets, period passes, stored value)
Fare Pricing
Price of fare products, special discounts

Fare Technology
Fare Collection
Turnstiles, pay-on-boarding, conductor validation, proof of payment, etc.
Fare Media
Paper tickets, smart cards, mobile ticket, cash, bank card
Typical Fare Collection Methods by Transit Mode

<table>
<thead>
<tr>
<th>Collection Method</th>
<th>Light Rail</th>
<th>Heavy Rail</th>
<th>Commuter Rail</th>
<th>BRT</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proof of Payment</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Barrier</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>Pay on Boarding</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Conductor Validated</td>
<td></td>
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</tbody>
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- MOD services and app-based fare collection methods are notably missing
- Recent emergence of new, app-based modes and service types has led transit agencies to reconsider how to collect fares on new vehicles and through third party apps
Fare Integration

Many agencies have moved to integrate fare payment with other regional operators

**Fare integration efforts can include:**

- Regionally integrated fare payment systems
  - Riders do not need to pay multiple fares if transferring between more than one operator
- Creating regional fare media
  - Riders can use a single card/ticket across multiple providers (i.e. SmartTrip/Charm card in Washington, D.C. and Baltimore)
- Collecting fares through third-party apps
  - Riders can purchase tickets or other fare products through a third-party app (i.e. Transit, Uber, Lyft)
Fare Integration Purpose

• Enhance rider experience
• Simplify transfers
• Increase ridership
• Improve accessibility of transit services
• Track travel behavior across regional transit systems

The MOD pilot in Los Angeles/Puget Sound had a stated goal of fare integration between the agencies and Via to enable service to lower income and unbanked populations.
Recent Example of Fare Integration Efforts: Chicago Region

Ventra

- Single fare payment system across three agencies (CTA, Pace, Metra)
- Riders can pay with credit/debit cards, Ventra Card, single tickets, or mobile payment
Recent Example of Fare Integration Efforts: Denver Region

RTD Fare Integration with Transit App and Uber

• Riders can plan trips and purchase fares directly through Transit App or Uber
• Partnership between RTD and Masabi’s Justride fare payment platform
Case Studies: Los Angeles and Puget Sound Regions
Puget Sound Fare Payment: ORCA system

• ORCA = One Regional Card for All
• Single card accepted by seven agencies (bus, ferry, rail)
• Can be loaded with:
  o Regional passes
  o Agency-specific passes
  o Stored value
• In the process of moving from card-based system to account-based system
Puget Sound Pilot Fare Basics

• Focus on integrating Via with ORCA + more options
• Dedicated fleet of Via vehicles allowed from ORCA reader installation
• Payment options:
  o ORCA card
  o Mobile payment (Transit GO)
  o credit/debit/pre-paid card
Challenges and Successes in Puget Sound

Successes

• Rudimentary integration through Portable Fare Transaction Processors (PFTP)
• Un- and Under-banked payment options
• Free transfers and reduced fares
• Robust travel behavior data collection
• Avoid County approval for new fare collection

Challenges

• Delayed credit/debit/pre-paid card payment
  Agencies ultimately received an exemption to the King County Policy
• Sensitive, in low supply, and not replaceable PFTPs
  Installing the readers required significant cooperation, trust, and accountability processes between the agencies and Via
• Riders paying with credit/debit/pre-paid cards unable to receive free transfers due to lack of full integration between Via and ORCA
Los Angeles Fare Payment

TAP ➔ TAPForce

An electronic fare-payment system for multi-modal travel across LA County

A cloud-based account system built on the Salesforce platform
Case Study: Los Angeles

- Fare integration between Via and TAP only partially realized
- LA Metro utilized default Via app to collect fares
  - Riders entered their TAP card number into the app
  - Look up tables connected TAP number to user
  - Allowed for free transfers and reduced fares for eligible riders
- All Via rides became free soon after launch, eliminating the need for fare collection
  - The TAP number entry field was removed from the Via app to reassure riders that the pilot was truly fee, but sacrificing travel behavior data
Challenges and Successes in Los Angeles

Successes
• TAP card number look-up table enabled, reduced fare payment, free transfers
• Free rides increased equitable FMLM access
• TAPForce will allow for further future integration

Challenges
• Fare payment technology did not allow for full integration under card-based system
• LA Metro’s TAP office was already planning TAPForce, but timelines were misaligned
• Removing TAP card number reduced travel behavior data collected
Recommendations

• Prioritize project goals
• Use the benefits of positive partnerships
• Design adaptable fare systems
• Coordinate early and often with the agency staff who are responsible for fare collection and media
• Recognize the utility of fare payment data
• Consider fare-free and free-transfer options
MOD Fare Integration for Transit: A Case Study in Los Angeles and Puget Sound Regions:
https://www.enotrans.org/eno-resources/modfareintegration/

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Q&A Session
What are your questions?