



Fare Capping

Presented to: Ad-Hoc Technology Committee
September 16, 2024

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Why Fare Capping?

- Enables more customers to benefit from unlimited-use pricing (all-day, 7-day, and monthly)
 - Customers don't need to know in advance how much they will ride in the current day, week, or month
 - No need to pay up front for a whole day, week, or month
 - Improves affordability and equity for low-income customers

Elements of Improved Fare System

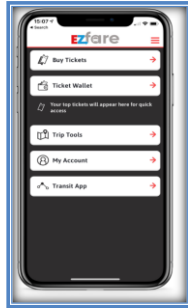
- Implement Account Based Ticketing (ABT)
- Enable Fare Capping (Requires Board approval)
- Update Fare Media
 - Smartcards
 - Ticket Vending Machines
 - Retail sale

GCRTA Fare System

JustRide Validators



Farebox



Code/Policies/
Procedures

Mobile
Apps

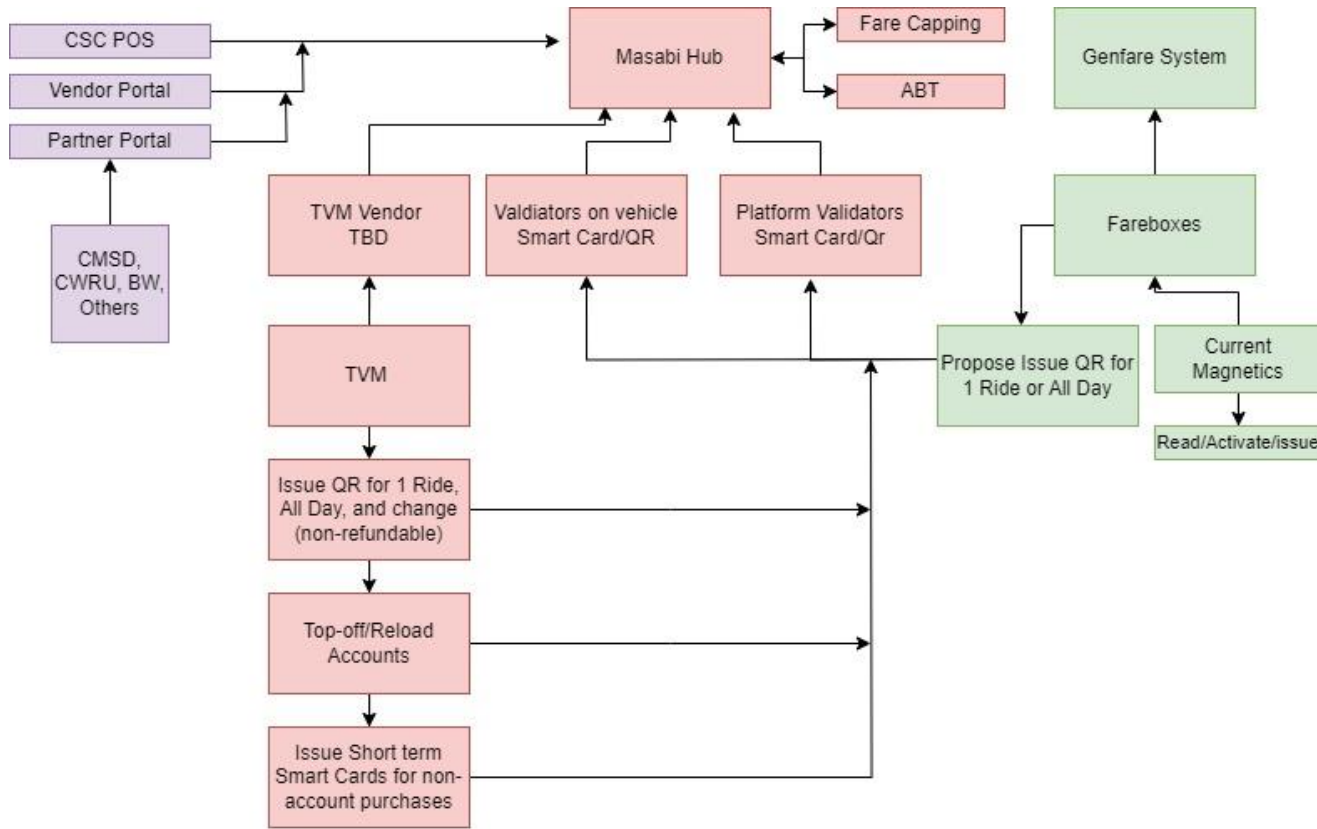
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Ticket Vending Machines

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Back Office



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Account Based Ticketing (ABT)



- Account Based Ticketing relies on a back-office account linked to a ticket/token.
- Customer taps/scans the token; fares are calculated based on usage.
- Fare capping is an optional feature enabled by ABT
- Fare capping requires accounts linking fare payments to customers.
- Accounts can have entitlements (*discounts for seniors, students, etc.*)
- Tokens include smartcards and mobile devices.



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Daily Fare Cap

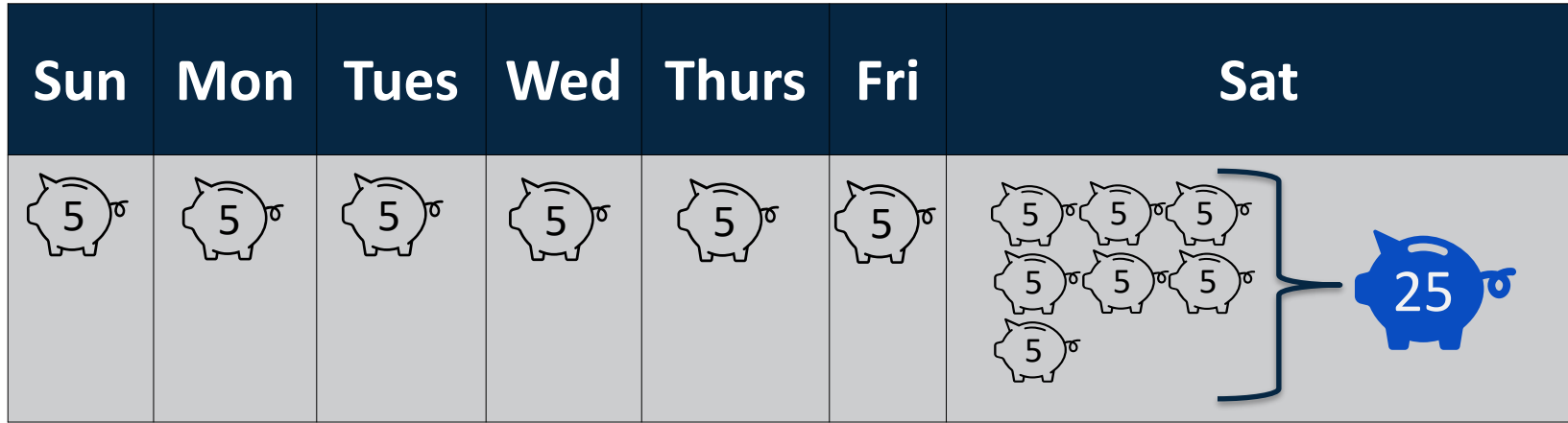
Sun	Mon
	

Per Ride Total= 3 rides x \$2.50 = \$7.50

Fare Capping Total = \$5.00

Savings = \$2.50

Rolling 7 Day Fare Cap



Per Ride Total= 7 All day passes X \$5.00 = \$35.00

Fare Capping Total = \$25.00

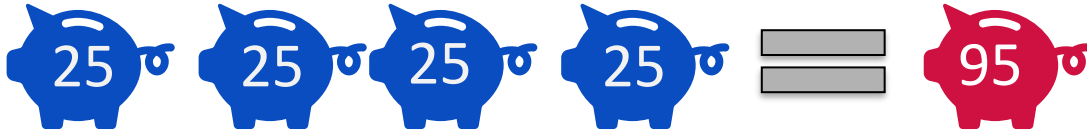
Savings = \$10.00

Fare Capping Summary

All Day



Rolling 7 day



Monthly

Phased Implementation Plan

- Implement fare capping to mobile apps and smartcards
- Open payment (explained next slide)

Open Payment (non-account)

- Open payment's secure ticket/token associated with a device/item
- Back-office links the ticket/token trips together.
- Customer taps/scans the token; fares are calculated based on usage.
- Token devices/items include:
 - debit/credit cards, QR codes, smartwatches, & mobile devices.
- **Limitations:**
 - *Riders must use the same device/item to benefit from fare capping.*
 - *This option cannot be combined with entitlements (discounts for seniors, students, etc.)*

Questions

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