



GRTC Transit System

Initial Discussion – Fare Structure and Opportunities for Advancement

Today's Discussion

- Customer Experience
- Technology Advancement
- Policy Roadblocks
- Revenue Recovery

Customer Experience – Fareset Complexity

- 18 Different Pass Types sold at Outlets
- Complex Fareset especially express upgrades and options
- Current Unlimited Passes open to abuse/misuse
- Equitable Access to all fare types
- No Change Cards

GRTC FARE GUIDE					
FARE TYPE	LOCAL ROUTE	LOCAL REDUCED SENIOR DISABLED MEDICARE MINOR	EXPRESS ROUTE 19 PEMBERTON HENRICO ROUTES	PETERSBURG EXTENDED EXPRESS	EXTENDED EXPRESS CHESTERFIELD 81 & 82
ONE RIDE	\$1.50	\$0.75	\$2.00	\$3.50	\$6.00
ONE RIDE PLUS	\$1.75	————	————	————	————
ONE DAY PASS	\$3.50	\$1.75	\$4.50	\$7.00	————
7 DAY PASS	\$17.50	\$8.25	\$22.50	\$35.00	————
30 DAY PASS	\$60.00	\$35.00	\$80.00	\$130.00	————
PASS UPGRADE FEE BY ROUTE					
FARE TYPE	LOCAL ROUTE	LOCAL REDUCED SENIOR DISABLED MEDICARE MINOR	EXPRESS ROUTE 19 PEMBERTON HENRICO ROUTES	PETERSBURG EXTENDED EXPRESS	EXTENDED EXPRESS CHESTERFIELD 81 & 82
ONE RIDE PLUS TO:	FREE	————	\$0.50	\$2.00	\$4.50
ONE DAY PASS TO:	FREE	————	\$0.50	\$2.00	\$4.50
7 DAY PASS TO:	FREE	————	\$0.50	\$2.00	\$4.50
30 DAY PASS TO:	FREE	————	\$0.50	\$2.00	\$4.50
REDUCED ONE DAY PASS TO:	————	FREE	\$0.50	————	————
REDUCED 7 DAY PASS TO:	————	FREE	\$0.50	————	————
REDUCED 30 DAY PASS TO:	————	FREE	\$0.50	————	————
ONE DAY EXPRESS PASS TO:	FREE	————	FREE	\$1.50	\$4.00
7 DAY EXPRESS PASS TO:	FREE	————	FREE	\$1.50	\$4.00
30 DAY EXPRESS PASS TO:	FREE	————	FREE	\$1.50	\$4.00
ONE DAY PETERSBURG EXPRESS TO:	FREE	————	FREE	FREE	\$2.50
7 DAY PETERSBURG EXPRESS TO:	FREE	————	FREE	FREE	\$2.50
30 DAY PETERSBURG EXPRESS TO:	FREE	————	FREE	FREE	\$2.50

Technology Advancement

- Current Infrastructure
 - Farebox
 - TVM
 - Mobile Pay 1.0
 - Disposable Smart Cards
- Coming Solutions
 - Mobile Pay 2.0
 - Account-Based Paratransit Fare Collection

Policy Roadblocks/Revenue Recovery

- Fares have not had an increase since 2004
 - Title VI
 - Jurisdictional Approval
- Limited ability to set special fares

Current Base Fare from other Transit Agencies:

Hampton (HRT) \$2.00

Lynchburg (GLTC) \$2.00

Washington (WMATA) \$2.00

Arlington (ART) \$2.00

Alexandria (DASH) \$2.00

Petersburg (PAT) \$1.75

Williamsburg (WATA) \$1.50

Possible Goals

- Simplified Fare Structure
- Defining Farebox Recovery
- Equitable Access
- Easy Customer Experience
- Multi-Modal Scalable

Policy Decision - Fare Capping “Pay as you go”

- Need defined fare rules for different cap levels
- Jurisdictional approval
- Title VI approval
- Requires Account-based fare system

Policy Decision – Account Based System

- Methods of reloading account (ensuring access to all)
- Possible Staffing needs in Finance, Customer Service, and Farebox
- Recognizing Revenue
- Cost of Cards

Possible Next Steps

- Development of Internal Working Group
- Policy Decision by the Board
- Full Development of Scope Schedule Budget of Related Projects
- Public Outreach