Agenda - Final
Capital Metropolitan
Transportation Authority
Board of Directors

Monday, July 25, 2022  12:00 PM

Public Hearing on Capital Metro Fare Structure and Proposed Capital Budget Amendment

I.  Call to Order

II.  Discussion Items:

1.  Fiscal Year 2022 Capital Budget Amendment Public Hearing Presentation
2.  Capital Metro Fare Structure Public Hearing Presentation

III.  Public Comment:

IV.  Adjournment

ADA Compliance

Reasonable modifications and equal access to communications are provided upon request. Please call (512) 369-6040 or email ed.easton@capmetro.org if you need more information.

BOARD OF DIRECTORS: Jeffrey Travillion, Chair; Ann Kitchen, Vice Chair; Leslie Pool, Secretary; Becki Ross; Eric Stratton, Wade Cooper and Matt Harriss.

The Board of Directors may go into closed session under the Texas Open Meetings Act. In accordance with Texas Government Code, Section 551.071, consultation with attorney for any legal issues, under Section 551.072 for real property issues; under Section 551.074 for personnel matters, or under Section 551.076, for deliberation regarding the deployment or implementation of security personnel or devices; arising regarding any item listed on this agenda.
Fiscal Year 2022 Capital Budget Amendment Public Hearing Presentation
Public Hearing
FY2022 Budget Amendment

Public Hearing 7/25
FY2022 Budget Amendment Overview

• Capital Budget Amendment
  – $6,000,000 for Project Connect Program Manager Owner Representative
    – Increase in funding for augmentation of staff resources
  – $1,000,000 for Project Connect Orange Line
    – Increase in funding for additional Orange Line engineering design and environmental
  – $1,000,000 for Project Connect Blue Line
    – Increase in funding for additional Blue Line engineering design and environmental
  – $8,000,000 of offsetting funding from the Austin Transit Partnership
FY2022 Budget Amendment Summary

FY2022 AMENDED BUDGET - MARCH
$691.1m
Numbers are in millions

- CAPITAL IMPROVEMENTS: $315.3
- TRANSPORTATION: $194.6
- PERSONNEL: $59.4
- SERVICES: $44.5
- PMTS TO GOV ENTITIES: $42.1
- OTHER: $23.0
- FUEL: $12.2

FY2022 AMENDED BUDGET - JULY
$699.1m
Numbers are in millions

- CAPITAL IMPROVEMENTS: $323.3
- TRANSPORTATION: $194.6
- PERSONNEL: $59.4
- SERVICES: $44.5
- PMTS TO GOV ENTITIES: $42.1
- OTHER: $23.0
- FUEL: $12.2
Thank you!
Board of Directors  

**Item #:** AI-2022-503  
**Agenda Date:** 7/25/2022

Capital Metro Fare Structure Public Hearing Presentation
Fare & Customer Payment Systems
Agenda

- Project Overview
  - Amp Account-Based System
  - Fare Capping
  - Equifare
- Title VI Equity Analysis
- Community Engagement & Pilot
- Implementation Timeline
- Overview of Board Actions
Fare Strategy Review

Incorporates alternative fare structures (e.g., capped fares for all riders)

Supports equity in future fare adjustments in alignment with Project Connect Integrated Financial Model

Encourages contactless payments, other innovations and integrations

Addresses transit affordability and other population needs (i.e., low income and per Title VI, race, color, etc.)

Encourages increased ridership while maintaining sustainable revenue stream

Maintains and creates programs for various demographics (e.g., senior citizens, military, employer-sponsored, ILAs)

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Supports equity in future fare adjustments in alignment with Project Connect Integrated Financial Model

Encourages contactless payments, other innovations and integrations

Addressess transit affordability and other population needs (i.e., low income and per Title VI, race, color, etc.)

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Maintains and creates programs for various demographics (e.g., senior citizens, military, employer-sponsored, ILAs)
Proposed Changes

Two proposed programs powered by Amp (account-based system technology that enables contactless payments)

Fare Capping
A pay-as-you-go system to reduce or "cap" customer spending on fares in a day or month

Equifare
A new discounted fare category for income-eligible customers

Both of these proposed items align and support CapMetro’s goal of making our fares and transit system more equitable
What is Amp?

• Amp is our new account-based system
• Uses a physical smart card or the new CapMetro app to pay for rides
  • Pay-as-you-go
• Reload payment directly to your account
  • Stored money is protected in a registered account in case card or phone is lost or stolen
• Fare capping is available on every physical Amp card, regardless of account registration
• Provides access to discount program benefits for income-eligible customers once customers register for an Amp account
What is Fare Capping?

Eliminates up-front costs for customers by replacing passes with a pay-as-you-go.

Customers never pay more than:

• Total cost of a day pass in a calendar day
  • Pay for 2 local rides or 2 commuter rides in one day → ride free with that service for the rest of the day

• Total cost of a monthly pass in a calendar month
  • Pay for 33 local service single rides in one month → ride free local service for the rest of the month
  • Pay for 28 commuter service single rides in one month → ride free commuter & local service for the rest of the month

HOW FARE CAPPING WORKS - 1 DAY

- Ride 1: Single Ride = $1.25
- Ride 2: Single = $1.25
- Ride 3: FREE
- Ride 4: FREE

You’ve reached your Daily Cap!

Daily Cap = $2.50
What is Equifare?

- A new discounted fare category for income-eligible customers
  - Our current Reduced Fare program will remain
  - Children under 18 still ride free
- Customers may apply online, at the Transit Store, and at other in-person opportunities
  - Eligibility modeled on City of Austin customer assistance program eligibility (utility discounts)
  - Customers can also show proof of enrollment in COA customer assistance program to become enrolled
  - Includes customers within 200% of Federal Poverty Level
- Equifare customers receive a discounted fare through a registered Amp account
  - Equifare customers also access fare capping – adding further savings each month

<table>
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<tr>
<th></th>
<th>Current standard fare</th>
<th>PROPOSED</th>
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<tbody>
<tr>
<td><strong>PASS TYPE</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>LOCAL BUS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single Ride</td>
<td>$1.25</td>
<td>$1.00</td>
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<tr>
<td>Day Pass</td>
<td>$2.50</td>
<td>$2.00</td>
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<tr>
<td>Month Pass</td>
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<td>$33.00</td>
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<tr>
<td><strong>COMMUTER BUS + RAIL (incl. Local Bus)</strong></td>
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<td></td>
</tr>
<tr>
<td>Single Ride</td>
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<td>$3.00</td>
</tr>
<tr>
<td>Day Pass</td>
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<tr>
<td>Month Pass</td>
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Title VI Equity Analysis - Overview

Title VI Equity Analysis is required for all proposed fare changes

- Required for any fare change including decreasing or increasing fares, or adding elements to fare policy and structure
- If an impact or burden is identified, CapMetro must identify whether the impact or burden can be mitigated, avoided or minimized
- Analysis is submitted to the FTA upon completion

Components of the Title VI Equity Analysis

- **Review of Proposed Changes** – including requirements to enroll in the new discount category Equifare and the introduction of fare capping
- **Average Fare Analysis** – assesses the effects of the changes on the average fare paid per boarding
- **Cash Retail Network Analysis** – assesses the population's proximity and access to the Amp retail network
Title VI Equity Analysis

Result: No Title VI Equity impacts found

Average Fare Analysis Findings
- The systemwide change resulted in less than 1% disparate impact between minority and non-minority customers, and between low-income and non-low-income riders (within the 2% of the CapMetro threshold)

Cash Retail Network Analysis Findings
- The proposed reload locations are expected to benefit minority and low-income customers to a greater degree than non-minority and non-low-income customers
- Not impacted by private retailer’s decision to not participate in CapMetro distribution
Community Engagement (April – July 2022)

• Phase 1: Education & Engagement
  • Informed and educated the community (riders, non-riders and CapMetro staff)
  • Collected feedback and comments
  • Forming partnerships with local CBOs and partner agencies

• Phase 2: Pilot Engagement
  • Recruit Pilot participants
  • Collaborate with partners for education, training, and enrollment

• Phase 3: Implementation
  • Continue to education and collect community feedback
  • Assess enrollment strategies
Community Engagement Summary

Community Engagement
• Virtual and in-person community meetings
• In-person outreach – tabling, at-stop outreach
• Presentations Community Advisory Committees

Partner Agencies, CBOs, Community Leaders
• Partner Agency & CBO meetings
• 1:1 meetings with community leaders
• Presentations to city boards & commissions

Internal Engagement
• All-staff meeting, Town Hall, Advisory Committees
• Front-line staff engagement & emails
Community Engagement Summary

Multimedia Outreach
- Social media campaigns
- Email blasts through Listservs
- PublicInput.com (engagement platform)
  - Educational webpage
  - Comment log
  - Presentation recording

Communications & Marketing
- Bus Placards (English and Spanish)
- Media Coverage (TV, Radio, Digital)
- Paid Advertisements
- CapMetro & PublicInput.com Webpages
Pilot

• Internal Pilot – Launched July 2022
  • Recruit from various departments, especially those that will be directly involved (customer service, operators, eligibility, community engagement)

• External Pilot – Launch Fall 2022
  • Projected launch in Fall and estimated to run 3-months
  • Use ongoing feedback forms and systems to integrate input and issues before the systemwide launch
  • Various segments to test different program systems (virtual Amp, Equifare, etc.)

• Pilot Partnership Opportunities
  • Potential Partners: Central Health, Austin Area Urban League (AAUL), Progressive Impaccct, Austin ECHO
  • Auto-enrollment opportunities or train-the-trainers for staff and community leaders
  • Pop-up events and enrollment events in collaboration with existing opportunities
Proposed Implementation Timeline

- **March 2022**: Community Engagement on Proposed Changes
- **April 2022**: Partnership Pilot Recruitment
- **May 2022**: Internal Pilot
- **June 2022**: Customer & Partnerships Pilot
- **July 2022**: Pilot Analysis & Adjustments
- **August 2022**: Systemwide Launch
- **September 2022**: Customer Feedback
- **October 2022**: Begin Community Education & Enrollment w/ Amp Account
- **November 2022**: Touchpoint w/ CapMetro Board
- **December 2022**: Finalize Systemwide Launch
- **2023**: Continue Customer Feedback

Timeline:
- **March 2022**
- **April 2022**
- **May 2022**
- **June 2022**
- **July 2022**
- **August 2022**
- **September 2022**
- **October 2022**
- **November 2022**
- **December 2022**
- **2023**
Summary of Board Agenda Items

• Public Hearing

• Board Action: resolution amending the CapMetro Fare Policy to allow for Fare Capping and Equifare

• Board Action: resolution amending the CapMetro Fare Structure to allow for a new fare category, Equifare
Thank you!