




Potential Fare Programs

June 2022

Agenda

- **2 Proposed Fare Programs**
 - **Fare Capping** – A new way to pay for rides and save money as you go
 - **Equifare** – An additional fare program for income-eligible customers
- **Title VI Analysis**
- **Community Engagement and Education Efforts**
- **Next Steps**





CapMetro wants to make our fares more equitable.

We know that our customers pay for their transit passes **one trip at a time** instead of taking advantage of the savings that come with **day or monthly passes**.

Agency Fare Strategy Considerations

- Equity
- Ridership
- Programs
- Technology
- Revenue
- Fare Structure



Introducing Fare Capping

Fare capping limits how much you pay for all your trips in a day or month.

Fare capping makes sure that customers:

- Never pay more than the total cost of a Day Pass in a calendar day
- Never pay more than the total cost of a Monthly Pass in a calendar month

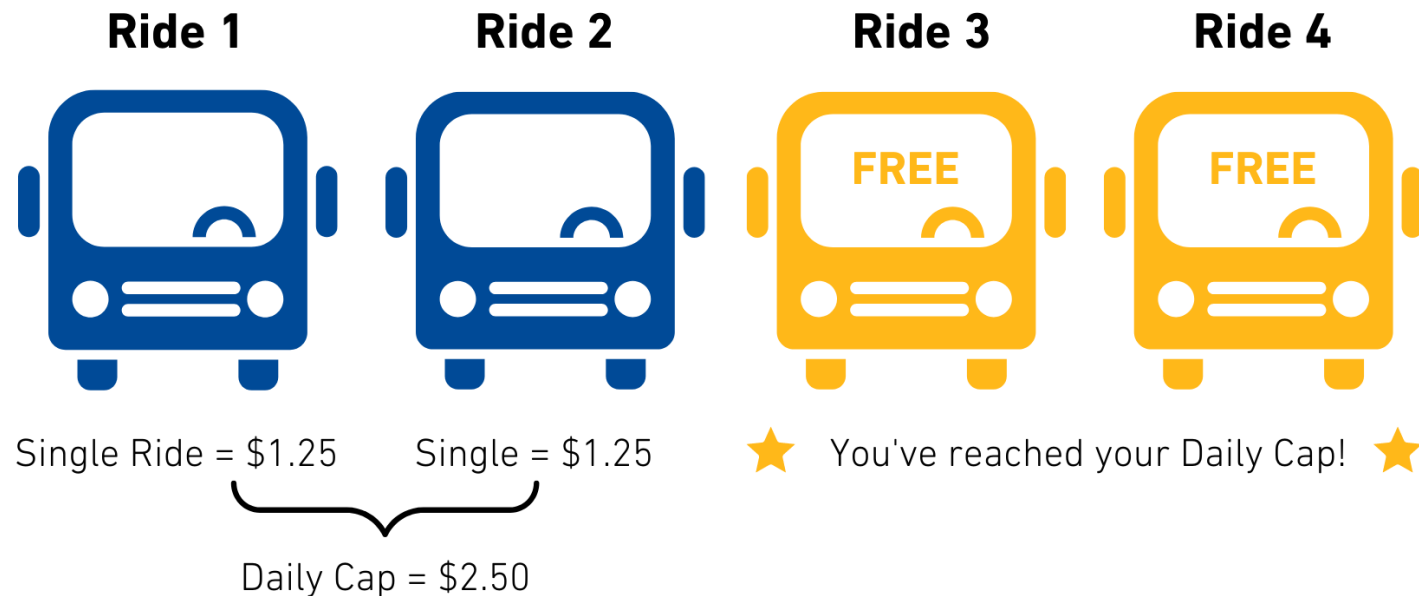


Fare Capping – Daily Cap

When you pay for **2 single rides** in one day, you earn a **Daily Cap** and ride free the rest of the day.

- Your daily spending is **capped** at \$2.50 total!

HOW FARE CAPPING WORKS - 1 DAY

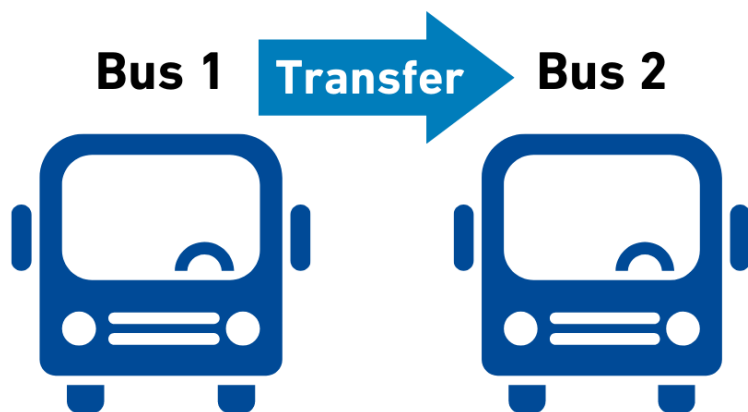


Daily Cap Example

- Victoria's commute to work requires a transfer from one bus to another each morning
- By paying for 2 rides, Victoria earns a Daily Cap before 9 AM
- Instead of paying \$5 per day for her round-trip back home, she only pays \$2.50 per day

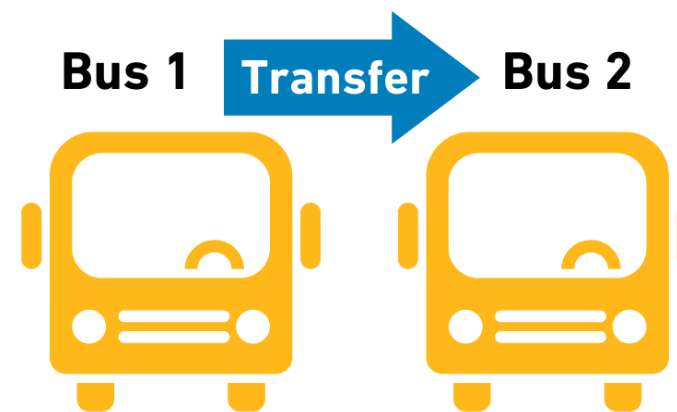
DAILY CAP EXAMPLE

Victoria's Trip to Work



Victoria earns Daily Cap with 2nd bus ride

Victoria's Trip Back Home



Victoria's trips home are free!

Fare Capping - Monthly Cap

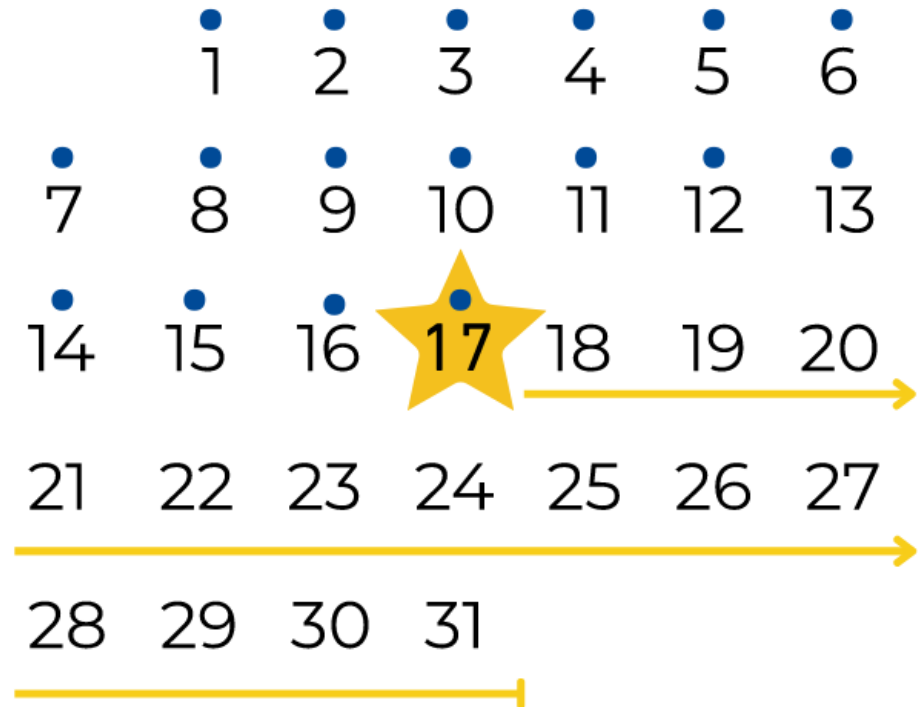
When you **pay for 33 single rides** in a **calendar month**, you earn a Monthly Cap, and ride free the rest of the month.

- Your monthly spending is capped at \$41.25 total!
- Monthly Cap
 - 33 Paid Rides
 - 17 Days of Riding
- **Benefit:** ride free up to 14 days per calendar month

Monthly Cap Example

- Victoria is a daily rider and takes the bus on the weekends too!
- By the 17th day, Victoria earns a Monthly Cap and rides the bus free the rest of the month
- Instead of paying \$75 to ride the bus for the entire month, her spending is capped at \$41.25 for the calendar month

Earning a Daily Cap each day to earn a Monthly Cap



How to Get Fare Capping: Amp Account

- Get Amp, by physical card or CapMetro App
- Load money to your account - this is called **stored value!**
- Tap your card or scan your app to pay from your stored value, reducing your balance by the cost of a single ride
- Amp tracks how many single rides you pay for to give you a Daily or Monthly Cap
- Re-load money to Amp as needed online or at one of 250+ participating retailers or the Transit Store
- **You cannot use fare capping without Amp**



Amp vs. Pass



- Re-loadable card or app to store value, allowing you to pay as you ride
- Tracks rides so you can earn Daily or Monthly Cap
- Save money by riding free after reaching Daily or Monthly Cap



- Paper card with set value and limited use
- Does not participate in fare capping
- No free rides

Amp: Card vs. App

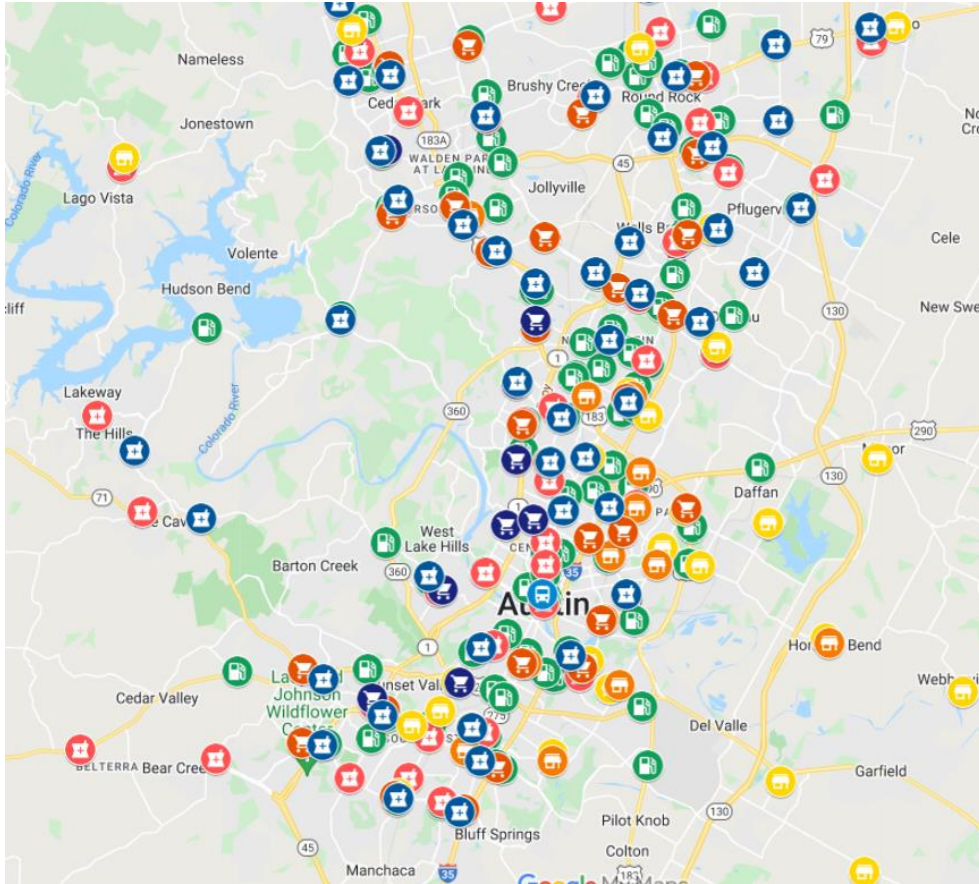
Amp Card – Physical Card

- Get an Amp card
- Register your Amp account (optional)
 - Recovers stored value if you lose your card!
- Load initial funds
- Use the card to pay-as-you go and earn Daily or Monthly Caps
- Re-load your card online or use cash at a retail store (250+ locations) or Transit Store
- Continue paying as you go!

CapMetro App – Virtual Card

- Access Amp via CapMetro App
- Register account and tie a credit card to your Amp account in the App
 - This is your stored value!
- Use your App to pay-as-you go and earn a Daily Cap or Monthly Cap
- Re-load your App with the attached credit card
- Continue paying as you go!

Retail Map



CapMetro Retail Network



DOLLAR GENERAL®



Walgreens

Amp & Fare Capping Example

- Jeremy wants to save on his commute like Victoria, so he registers for an Amp account
- Jeremy requests a physical Amp card
- He takes his Amp card to his local 7-Eleven and loads \$5 to his stored value
- Jeremy rides the MetroBus to work the next day
- He taps his Amp card at the fare box to pay for a single ride, reducing his balance from \$5 to \$3.75
- When Jeremy pays for one more ride, Amp tracks \$2.50 in spending so he earns Daily Cap and rides free
- To add money to his stored value, he can visit a retailer, Transit Store or re-load online



Track the Stored Value on Jeremy's Amp Card

+\$5 Stored Value

-\$1.25 = \$3.75 Stored Value

-\$1.25 = \$2.50 Stored Value

\$2.50 = Total Spending
→ Daily Cap

What Else Does Amp Do?

In addition to fare capping, Amp gives eligible customers access to our TWO discounted fare programs:

Current: Reduced Fare

- 50% off Standard Fare transit passes for:
 - Seniors 65 and older*
 - Medicare card holders*
 - Active-duty military personnel
 - Riders with disabilities*
- **50% rate required by FTA for these categories*

Additional: Equifare (*Proposed*)

What is Equifare?

- A potential fare program that offers discounted fares for eligible customers
- Eligible customers may apply online or at the Transit Store, and once they enroll, they will receive a discounted fare through the Amp account
- Equifare customers will also be able to take advantage of fare capping – adding additional savings to riders each month



Current Fare Categories

- **Standard Fare**
 - The full rate for a transit pass for local or commuter fares
 - **Reduced Fare**
 - 50% off Standard Fare transit passes
 - Who is eligible?
 - Seniors 65 and older*
 - Medicare card holders*
 - Active-duty military personnel
 - Riders with disabilities*
- *50% rate required by FTA for these categories*

		CURRENT FARE TYPES	
	PASS TYPE	Standard	Reduced
LOCAL BUS Bus & Rapid	Single Ride	\$1.25	\$0.60
	Day Pass	\$2.50	\$1.25
	Month Pass	\$41.25	\$20.60
COMMUTER Rail & Express	Single Ride	\$3.50	\$1.75
	Day Pass	\$7.00	\$3.50
	Month Pass	\$96.25	\$48.10

Potential New Fare Structure

Proposed Category: Equifare

		Current standard fare		PROPOSED^
	PASS TYPE	Standard		Equifare
LOCAL BUS	Single Ride	\$1.25		\$1.00
	Day Pass	\$2.50		\$2.00
	Month Pass	\$41.25		\$33.00
COMMUTER BUS + RAIL (incl. Local Bus)	Single Ride	\$3.50		\$3.00
	Day Pass	\$7.00		\$6.00
	Month Pass	\$96.25		\$77.00

*Equifare customers will be upgraded to a Daily Pass after 2 trips in a day or a Monthly Pass after 33 trips

How Should We Determine Eligibility?

- Potential programs that could verify eligibility*
 - Medicaid Program
 - Supplemental Nutrition Assistance Program (SNAP)
 - Children's Health Insurance Program (CHIP)
 - Telephone Lifeline Program
 - Travis County Comprehensive Energy Assistance Program (CEAP)
 - Medical Access Program (MAP)
 - Supplemental Security Income (SSI)
 - Veterans Affairs Supportive Housing (VASH)
 - Homeless Management Information System (HMIS)

*Same eligibility requirements used for City of Austin Customer Assistance Program utility discounts.

Family Size	138% FPL	200% FPL	250% FPL	300% FPL	400% FPL
1	\$17,609	\$25,520	\$31,900	\$38,250	\$51,040
2	\$23,791	\$34,450	\$43,100	\$51,720	\$68,960
3	\$29,974	\$43,440	\$54,300	\$65,160	\$86,880
4	\$36,156	\$52,400	\$65,500	\$78,600	\$104,800
5	\$42,338	\$61,360	\$76,700	\$92,040	\$122,720
6	\$48,521	\$70,320	\$87,900	\$105,480	\$140,640
7	\$54,703	\$79,280	\$99,100	\$118,920	\$158,560
8	\$60,886	\$88,240	\$110,300	\$132,360	\$176,480
	+\$4,480 per person above 8				

OR if you Household income less than
200% of Federal Poverty Level

Potential Equifare Best Practices

- Self-verification (honor-based)
- Online enrollment and application – best practices
- Pop-up events
- Income Verification documentation
- Social service programs and organizations
- Address and eligibility verification through local organization
- 24-month rolling enrollment

We want to hear from you: What else should we consider?

Enrollment Questions & Considerations



- What do we need to consider when we're thinking about enrollment process?
- What organizations or groups can we partner with for roll-out and implementation?
 - Agencies: How can CapMetro partner to help you enroll your clients?
- What communities do we need to consider that would be impacted by these changes?

Title VI Analysis

Result: Uncovered no Title VI Equity impacts

Average Fare Analysis Findings

- The systemwide change resulted in less than 1% difference between minority and non-minority customers, and between low-income and non-low-income riders (within the 2% of the CapMetro threshold)

Retail Access 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

Find more at capmetro.org/fare-programs



Extensive Community Engagement & Partnerships

- CapMetro will partner with community organizations and leaders to support the implementation of new fare programs
- Staff will work with non-profits and agencies that provide housing, healthcare, education and unhoused services to educate and enroll their clients in person, including:
 - Foundation Communities
 - Austin Area Urban League
 - Casa Marianella
 - ECHO
 - and many more



Communications & Community Engagement

- Webpage
- Social Media
- Retailer Map
- Media
- Graphics
- Flyers – Educational/Informational
- Bus Message Center
- Public Input Email
- Public Input Webpage
- Spanish-language Media
 - Univision Townhall, El Mundo, etc.
- At-Stop Outreach
- In-Person Events
- Community Events
- Agency and Nonprofit 1:1
- Stakeholder Groups
- Partnerships
- Committees
- Internal Engagement
 - Front-line and administrative staff

Next Steps

Before we present to the board on July 25th . . .

- Conducting virtual meetings
- Gathering input from Board Advisory Committees and DEI Advisory Group in April and May
- Meeting with staff at COA, Travis County and partner cities to gain input on the process for verifying customer eligibility for Equifare program
- Engaging with customers on transit, and activations and monthly “Meet CapMetro” events
- Beginning discussions with social service organizations on how to engage their clients in the enrollment process
- Exploring database integrations for online eligibility verification to potentially reduce the manual process





Share your program feedback:

publicinput.com/fare-programs

For questions or to request a meeting:

engage@capmetro.org

CapMetro

Thank you!