



Regional Transit Planning Committee

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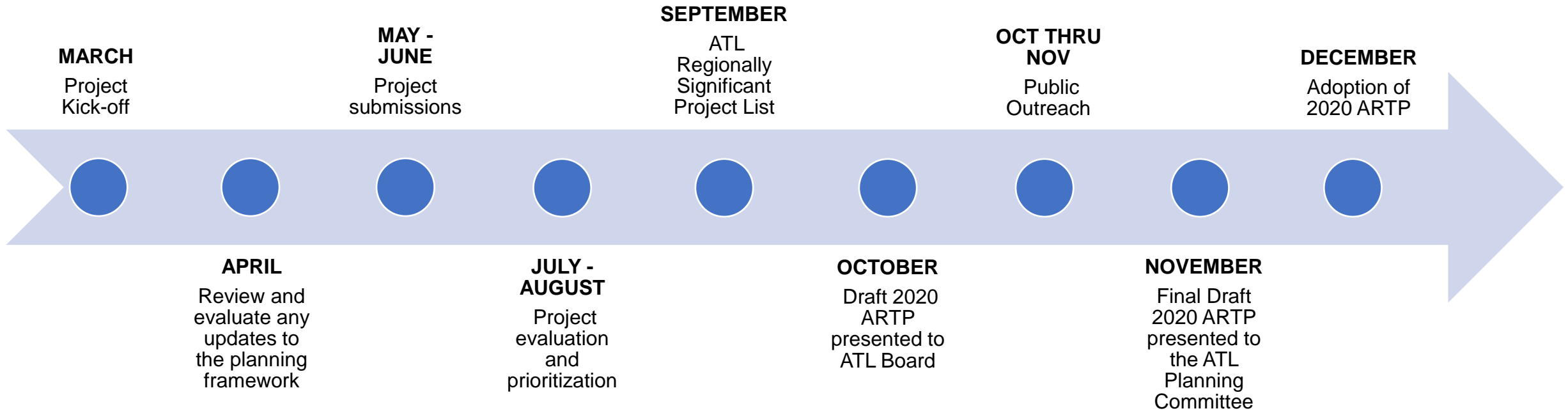
March 5, 2020

PLANNING COMMITTEE WORK PROGRAM



- ▶ 2020 Annual Report and Audit
- ▶ 2020 ATL Regional Transit Plan Update
- ▶ ATL Roadmap
- ▶ Regional Funding and Financing Strategy
- ▶ Regional Fare Policy

2020 ARTP TIMELINE



2020 ANNUAL REPORT AND AUDIT TIMELINE





ATL Regional Fare Policy Development Study

Adelee Le Grand

March 5, 2020

FARE POLICY OVERVIEW

What is a Regional Fare Policy?

“

To establish guidelines for setting a **uniform, fair, and equitable areawide fare structure** consistent with revenue-producing requirements and established budgets.

”

Board Policy No. 29, San Diego Association of Governments (SANDAG)



Source: MARTA

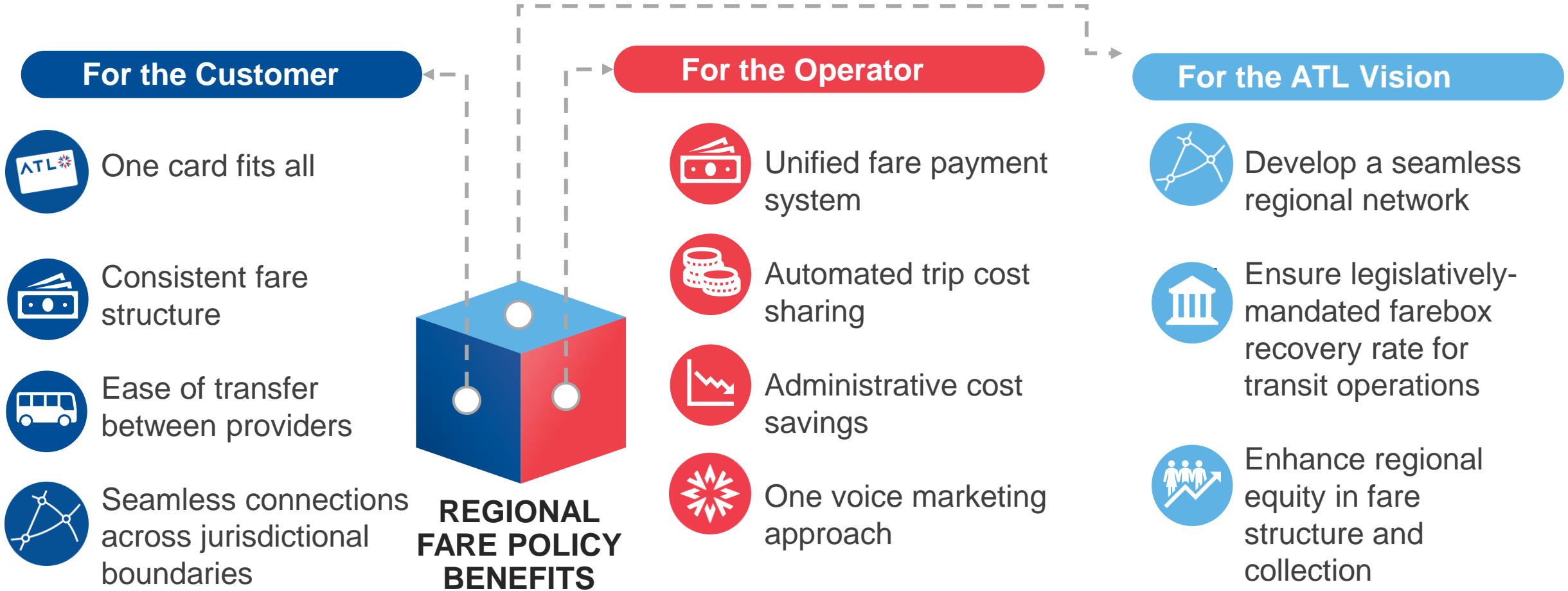


Source: SRTA



Source: WABE

WHY DEVELOP A REGIONAL FARE POLICY?



FARE POLICY COMPONENTS



FARE POLICY COMPONENTS

Transit Agency Background Reviews

- Understand existing fare structures of local agencies and how they interact
- Research fare structures of nationwide peer agencies, including best practices
- Compile relevant evaluation criteria for potential fare policies



Fare Structure and Technology Evaluation

- Brainstorm potential fare structure options and scenarios
- Determine customer elasticity within Atlanta region
- Develop fare model and run scenarios
- Evaluate impacts to ridership and revenue streams

FARE POLICY TYPES

Regional Flat Fare

One flat fare for all trips, similar to MARTA fare structure today



Zone-Based Fare

Similar to distance-based fare, but measures by number of geographic zones crossed

Time-Based Fare

Fixed fare within certain time limit, such as day passes



Fare Capping

Similar to time-based fare, except fares are capped at a certain value per day, week, or month

Regional Fare Policy Examples

Distance-Based Fare

Fares based on distance traveled, typically set within ranges



Peak / Off-Peak Fare

Fare for trips during peak periods set higher than same trips during off-peak periods

FARE POLICY COMPONENTS

Stakeholder Engagement

- Seek input from local transit operators throughout the evaluation process
- Coordinate with ATL Board and Committees throughout the process



Title VI Fare Equity Analysis

- Investigate potential impacts and disparate burdens to minority, low-income, and/or Limited English Proficient (LEP) persons
- Recommend measures to mitigate potential disproportionate impacts
- Targeted outreach to these groups

FARE POLICY STUDY TIMELINE

Fare Concept and Evaluation Memorandum ←

