

# IndyGo Fare Modernization



# Where we've been

- Cash on Bus
  - Exact change must be used
  - Only 1Trip and 1Day passes are available
- Paper Fare Passes
  - 1Trip, 1Day, 10 trips, 7 Days, 31 Days
- Purchasing Options
  - On bus
  - Transit Center & partner locations
  - Order online or by phone



# Process

## 2017 IndyGo Fare Study (Goals)

- Maintain/Increase ridership
- Maintain/Increase Revenue
- Ensure equity of opportunity and access
- Ensure policies are easily understood
- Reduce fare enforcement burden upon operators
- Modernize to:
  - Promote ease of use
  - Promote coordination between services
  - Secure efficiencies
  - Improve data collection



# Procurement

## Seven Required Elements

1. Account-based back office
2. Mobile ticketing application
3. Fare media
4. Ticket vending machines
5. Station platform validators
6. On-board validators
7. Fare enforcement equipment



# Procurement

## Hybrid approach to RFP

- Mix of technical requirements & desired outcomes
- Flexibility and adaptability (with policies and partnerships) were key considerations
- Selected Flowbird (d/b/a Parkeon in June 2018)





## Updated Fare Policies

### **No change:**

- Single trip fare remains \$1.75; Cash accepted on local routes

### **Changes:**

- Free transfer within two hours
- Weekly fare capping at \$15.75 (equivalent to 9 rides)
- Daily fare cap of \$4
- Eliminate period passes (week pass, month pass)

# Fare Capping

- Alternative to passes (day, week or month)
- Pay-as-you-go
  - Removes barrier of high upfront cost
- Automatic the best value
- “Caps” amount to be deducted from user accounts
- Does not apply to Paratransit

# Other payment info

- Cash On-Board
  - \$1.75 single trip w/ 2-hour transfer card
  - \$4 day pass initially offered, to be discontinued at some point  
(Cash transactions on-board do not count toward weekly cap)
- \$5 Minimum Credit Card Transactions
- \$2 Card issuance fee at TVM or Customer Service
  - Fee credited to account with registration
- Deposit Bonus of \$1 for \$20+ deposit
  - Intended to reduce transaction fees



# Required: Title VI Analysis

Per IndyGo's Title VI policies, consistent with the Title VI requirements of the Federal Transit Administration, major fare policy changes require IndyGo to perform a fare equity analysis.

Baseline scenario (only Red Line station TVMs) did create unequal access for minority populations.

Two options were evaluated to mitigate:

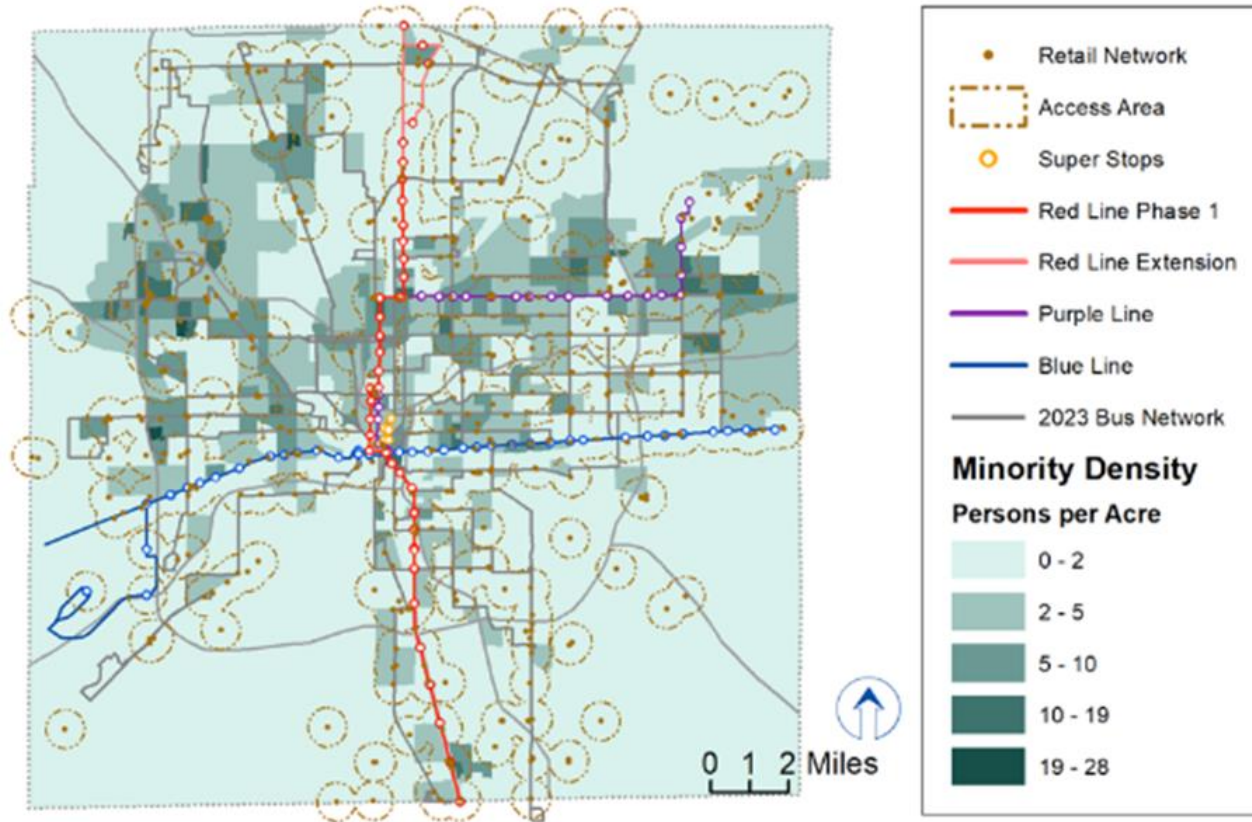
- Additional TVMs
- Retail network

# Evaluation of options

- Option 1: TVMs in strategic locations
  - Limited impact in card access
  - More equitable, but still unequal
  - Significant costs for infrastructure and hardware
- Option 2: Retail Network
  - Very large gains in card access
  - Less equitable, but twice as much access for minority populations, compared with option 1
  - Significantly lower costs (technology/service fees only)
  - Staff recommends option 2



# Retail Network



# What's next?

A better way to pay + ride IndyGo!

- New fare system is launching this month
- Customer service point of sale
- Sponsored rides & partnership opportunities
- Retail network (details being finalized)
- Exploring mobility payment integration opportunities