



SMART FARE STRUCTURE UPDATE

Board Workshop
February 11, 2015

SMART FARE STRUCTURE COMPLETED TO DATE

Payment Options Tackled First

- **May 2014 SMART Board Elects to Participate Exclusively in Clipper®**
 - Clipper® equipment and software will allow either flat or zone fare
 - Clipper® budget will allow the possibility of two pass types
 - Clipper® provides retail network locations for purchase
 - Clipper® has social service and institutional (business/education) program services to provide equitable access to Clipper® products
 - Clipper® exploring mobile ticketing (smart phone) with SMART as a pilot program
 - Clipper® being replaced by new system in 2019 (C2)



SMART FARE STRUCTURE

- **Clipper® involves significant software programming and long lead times**
- **Clipper® deadline to SMART to decide flat or zone fare structure of February**

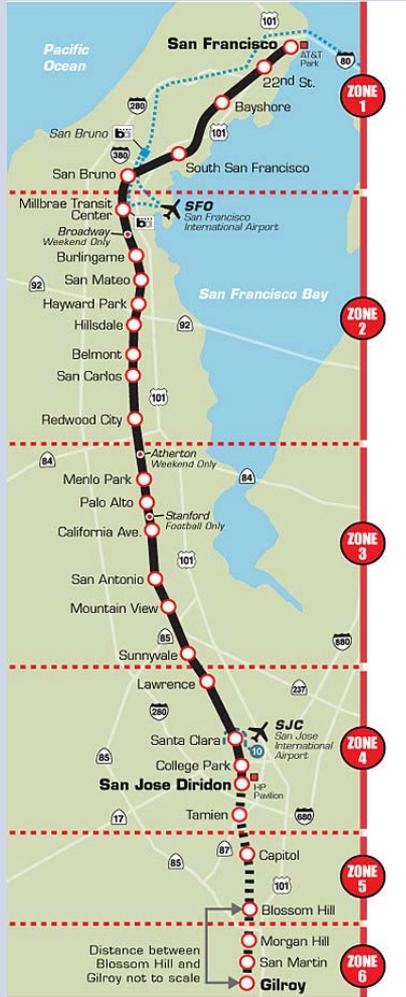


Flat Fare systems have one price regardless of distance traveled (Example: Marin Transit)

Zone Fare systems charge base fare for the first zone and a “zone increment” for each additional zone traveled through (Example: Sonoma County Transit)

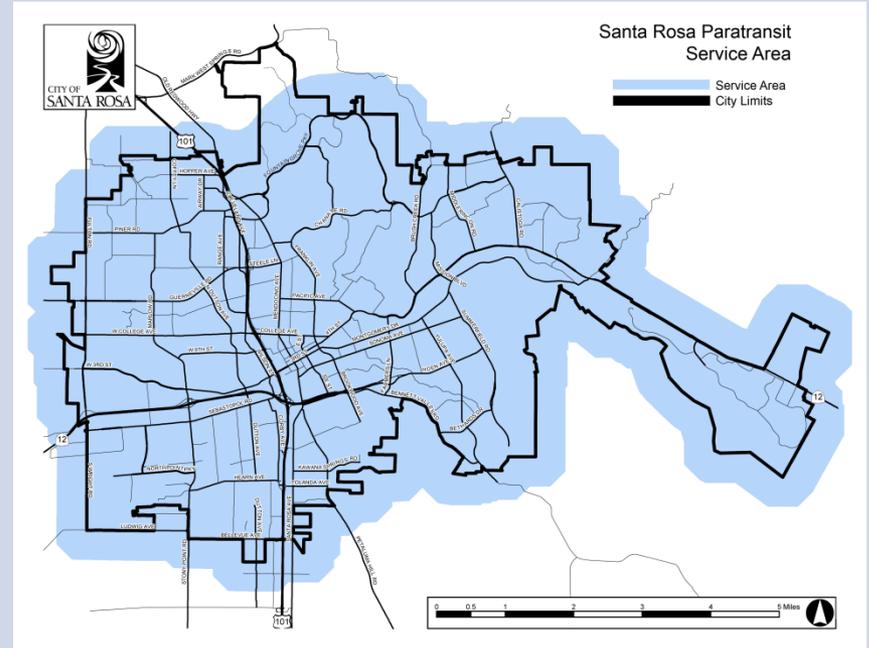
ZONE Fare Example

Caltrain:



FLAT Fare Example

Santa Rosa CityBus:



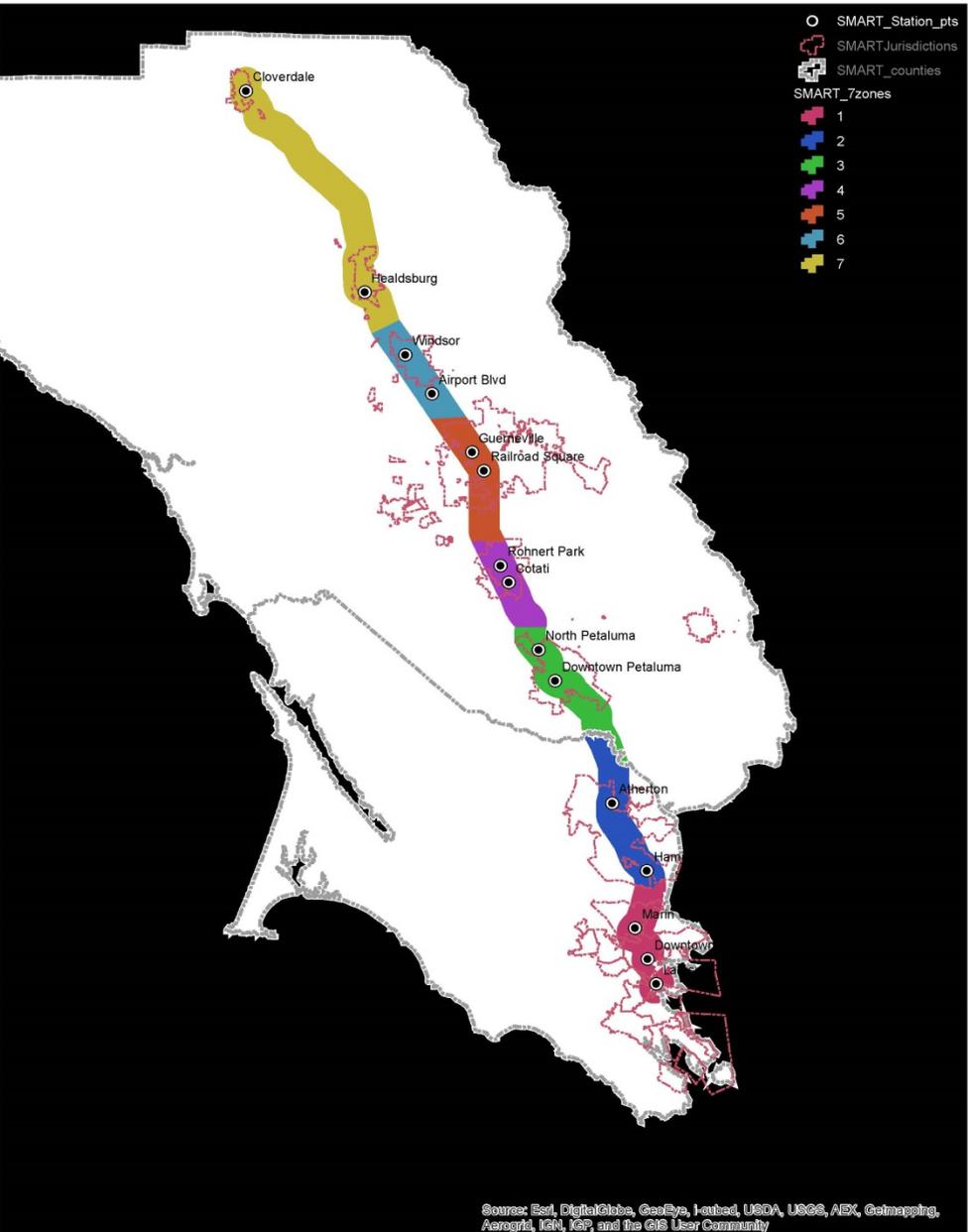
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SMART Staff Modeled Various Options and Recommending Zone Structure

- Flat fare over 70-miles would result in either over-pricing short trips or under-pricing long trips, each resulting in loss of revenue and equity concerns
- Zones blended between Golden Gate Transit and Sonoma County Transit, modified for rail system (i.e., no single stop zones)
- SMART at full rail build out recommending 7-zone system
- SMART at Phase 1 recommending 5-zone system

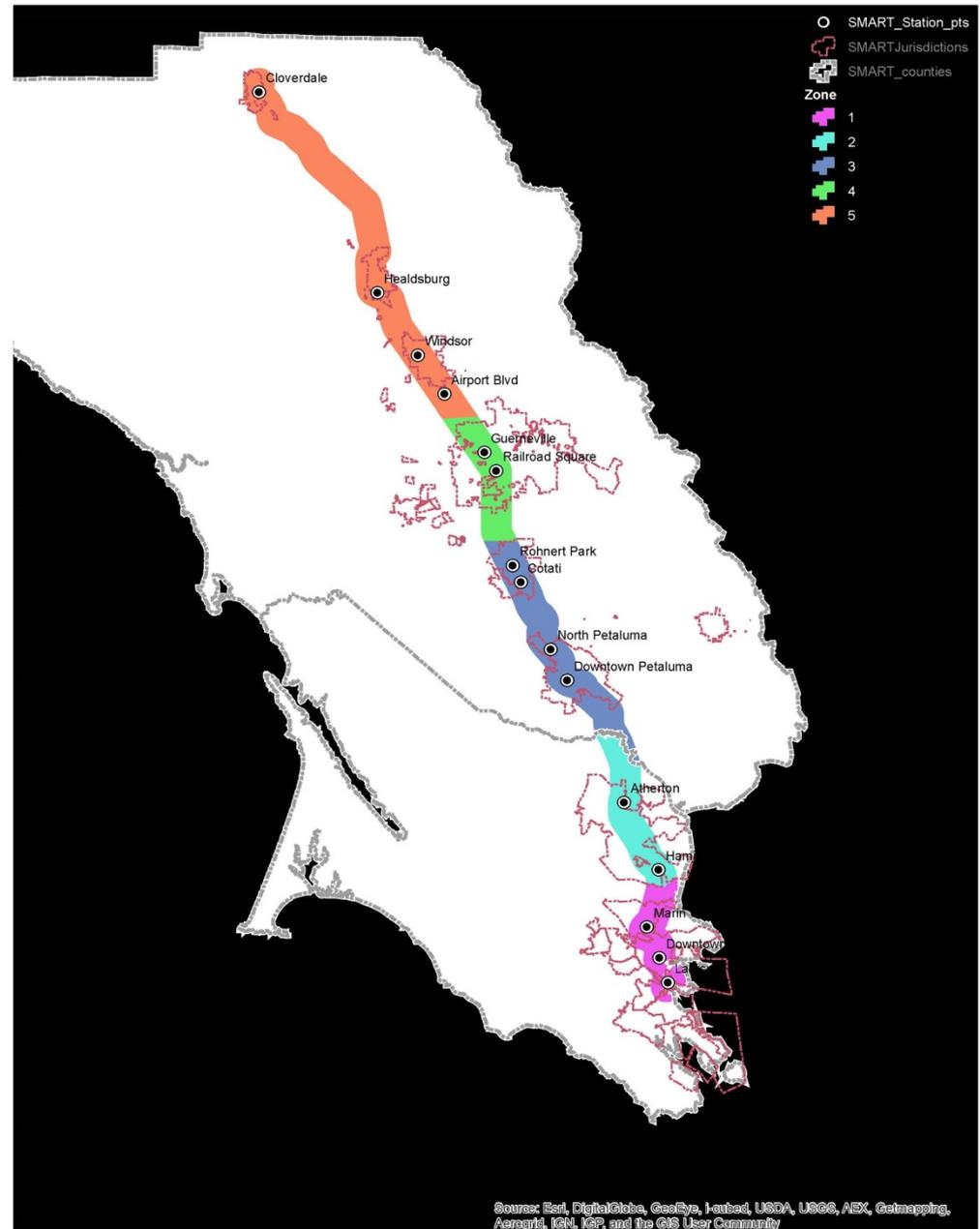
SMART FARE STRUCTURE

SMART At Rail Build Out
Proposed 7-Zones



SMART FARE STRUCTURE

SMART At Phase 1
Proposed 5-Zones



SMART FARE STRUCTURE

Next Steps

- **SMART – Local Bus/Ferry Operator Business Rule Working Group and General Managers met over 6 months to develop consensus over fare rules (August 2014 – January 2015)**
- **SMART Board to consider Flat versus Zone fare structure (February 18)**
- **SMART Board to consider business rules developed by inter-operator consensus (March 4)**
- **SMART Board to consider remaining fare policy elements (TBD)**



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