



Metro

Los Angeles County
Metropolitan Transportation Authority

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August 7, 2014

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AL*
CHIEF EXECUTIVE OFFICER

FROM: NALINI AHUJA *NA*
EXECUTIVE DIRECTOR, FINANCE AND BUDGET

SUBJECT: FARE RESTRUCTURING IMPLEMENTATION

ISSUE

The effective date of implementing the fare restructuring plan is September 15, 2014.

DISCUSSION

On May 22, 2014, the Board approved to adopt Phase 1 of the fare restructuring plan effective September 1, 2014. Staff has reviewed the plan and will be implementing the change effective September 15, 2014 to coincide with the sales date of EZ passes. The EZ monthly passes are sold for a calendar month with sales beginning on the 15th of the previous month. Changing all prices on September 15th will make the changes easier to convey to both our customers and our third party vendors. The October EZ monthly pass will be sold at the new price beginning September 15th. All fare products purchased at the current price before September 15th will be honored. The 2 hour transfer fare will go into effect on September 15th when used on a TAP card. The 2 hour transfers will apply for regular riders, senior/disabled riders, and student (K-12 and College/Vocational) riders with value pre-loaded on their designated TAP card type.

Customers are being notified of the new fare structure beginning August 11, 2014 through on-board posters in English and Spanish, on-board brochures in 10 languages, and posters at Metro's network of more than 400 pass sales outlets. Other notifications include information on Transit TV on buses, on video monitors in rail stations, on Metro's telephone "on-hold" messages, in the monthly "Metro Briefs" newspaper ads, in communications to Employee Transportation Coordinators throughout the County, and on Metro's website. In addition, all customer materials regarding the new fares include a referral to information about fare subsidy programs.

NEXT STEPS

Staff will continue to respond to the requirements of Motion 55 from the Regular May Board Meeting:

- **Rider Relief Transportation Program:** In September 2014, staff will report back on how to expand outreach and enhance marketing for the program. In May 2015, staff will report back to the Board with assessments on whether additional funding should be allocated to meet growing demand.
- **APTA-Coordinated Peer Review:** A letter of invitation has been submitted to APTA for the peer review which will be convened this year to provide guidance on fare restructuring strategies, options for alternative revenue generation, and recommendations to expand ridership.
- **Establishment of Rider's Advocate Position:** The Inspector General will research the establishment of a Rider's Advocate that will monitor and assess customer related issues and evaluate future fare structuring strategies.
- **Diversion Program:** In September 2014, staff will report back to the Board on implementation of an enhanced comprehensive diversion program.