



**SFMTA**  
Municipal  
Transportation  
Agency

# Fare Program Overview Policy and Governance Committee

August 2016

# Current Snapshot of Payment

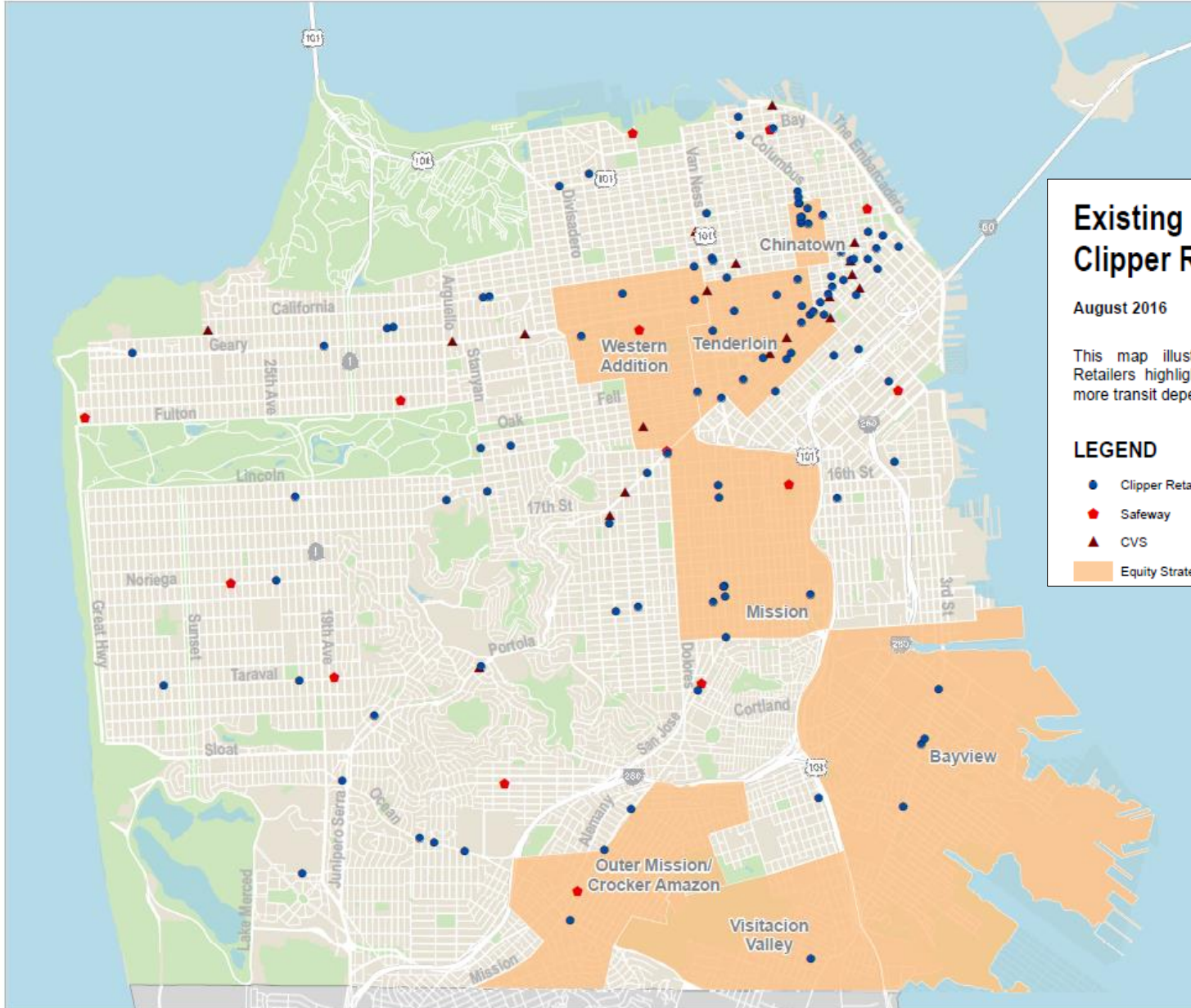


## What we know:

- Antiquated farebox
- Expensive to collect revenue
- Most vulnerable population qualify for free/discounted fares



# Clipper Vendor Recruitment



## Existing and Potential Clipper Retailers

August 2016

This map illustrates existing and potential Clipper Retailers highlighting communities of concern that are more transit dependent.

**LEGEND**

- Clipper Retailers
- Safeway
- ▲ CVS
- Equity Strategy Neighborhoods



# Who is Paying Cash on MUNI?

12% to 14%

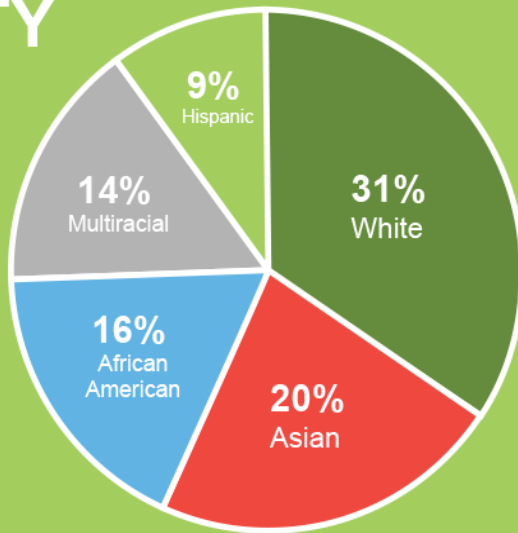
PAY WITH  
CASH  
OR  
LIMITED-USE  
TICKETS

Customers currently using  
free or discount pass programs

80,000



## ETHNICITY



AGENCY IS INVESTING

\$12.9

LIFELINE  
2016



MILLION OF ITS  
OPERATING BUDGET IN  
FREE MUNI PROGRAMS  
IN CURRENT FISCAL YEAR.

40% reported household income <25k

# Fare Changes in the Forecast

## September 2016:

- Monthly Pass increase based on indexing

## January 2017:

- Cash Fare increase based on differential
- Passports
- Some Monthly Passes

## July 2017:


- Single Ride
- Monthly Passes
- Paratransit Fare

## January 2018:

- Passports

**Public Transit and Paratransit Fares**  
(Fare Changes Highlighted)

Fare Type	FY 2016 Current Fares	Effective 9/1/16	Effective 1/1/17	Effective 7/1/17	Effective 1/1/18
Adult Single Ride Fare (Clipper® and Mobile Ticketing)	\$2.25	\$2.25	\$2.25	\$2.50	\$2.50
Adult Single Ride Fare (Cash and Limited Use Card)	\$2.25	\$2.25	\$2.50	\$2.75	\$2.75
Discount Single Ride Fare (Youth to 17* years, Seniors and People with Disabilities) (Clipper® and Mobile Ticketing)	\$1	\$1	\$1	\$1.25	\$1.25
Discount Single Ride Fare (Youth to 17* years, Seniors and People with Disabilities) (Cash and Limited Use Card)	\$1	\$1	\$1	\$1.35	\$1.35
Tokens for Non Profits serving Needy Populations	\$2.25	\$0	\$0	\$0	\$0
Free Muni Program – Low/Moderate Income Youth, Seniors, People with Disabilities (SF Residents - Enrollment Required)	\$2.25	\$0	\$0	\$94	\$94
Adult "A" Monthly Pass (Includes BART within SF)	\$70	\$70	\$73	\$75	\$75
Adult "M" Monthly Pass (Muni Only)	\$70	\$70	\$38	\$38	\$38
Adult "M" Monthly Pass for Non Profits serving Needy Populations	\$70	\$70	\$38	\$38	\$38
Discount (Youth/Senior/People with Disabilities) Monthly Pass (Muni Only)	\$7	\$7	\$7	\$7	\$7
Adult Lifeline Monthly Pass (Low Income)	\$32	\$32	\$32	\$32	\$32
Cable Car Single Ride	\$31	\$31	\$31	\$25	\$25




# Customer Benefits



- Savings of \$0.25 on single ride fares
- Faster boarding
- Multi system use
- Convenient
- Flexible
- Secure







## In the Know

### Monthly Muni Pass Increases Take Effect Thursday, September 1, 2016 September Passes go on sale August 17 with increases reflected

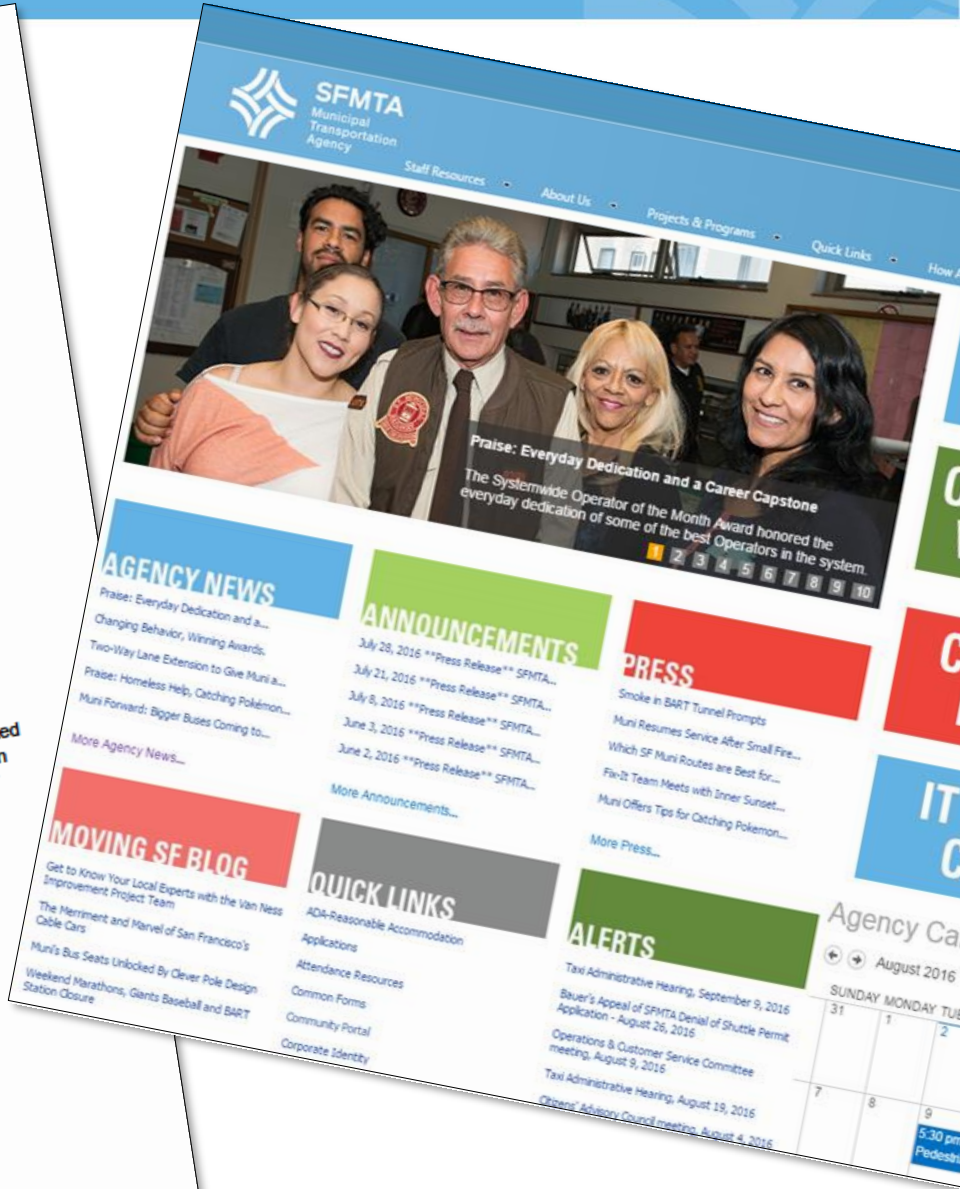
The SFMTA announces the first of four increases in fare pricing beginning September 1. Prices will increase for different types of tickets and passes at different times, and not all fares will be affected by each increase. The September 1 increase only affects several categories of monthly passes. Single fare, cash and limited use cards remain the same.

The September 1 increases are part of the SFMTA Board mandated indexing policy which are part of the two-year Operating Budget. The methodology used is based on the Operating Budget Labor Cost for the Bay Area from the California Department of Finance. Revenue from the fare increases goes to the general SFMTA operating fund which allows the SFMTA to hire more than 700 new operators, increase Muni service by 10%, construct 26 miles of safer pedestrian and bicycling avenues, and purchase 147 new energy-efficient buses among a host of other vital improvements to the SFMTA system and services.

**Monthly pass fare increases effective Sept. 1, 2016:**

Rate increases going into effect next month are only for monthly passes on fares that specify unlimited ridership on all Muni service (Adult M) or extends unlimited ridership to include BART services within the City (Adult A), or for those with qualifying youth, seniors, people with disabilities, adult lifeline or Class Pass status. Any subsequent fare changes will become effective Jan. 1, 2017.

Fare Type	2016 Current Fares	Monthly Fares Effective 9/1/2016
Adult "A" Monthly Pass (includes BART within SF)	\$83	\$86
Adult "M" Monthly Pass (Muni Only)	\$70	\$73
Adult "M" Monthly Pass (Nonprofit serving Needy Populations)	\$70	\$73
Discount Monthly Pass (Youth/Senior/People with Disabilities - Muni only)	\$24	\$25
Adult Lifeline Monthly Pass (Income)	\$35	\$36



**SFMTA** Municipal Transportation Agency

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**Praise: Everyday Dedication and a Career Capstone**  
The Systemwide Operator of the Month Award honored the everyday dedication of some of the best Operators in the system.

**AGENCY NEWS**  
Praise: Everyday Dedication and a...  
Changing Behavior, Winning Awards.  
Two-Way Lane Extension to Give Muni a...  
Praise: Homeless Help, Catching Pokémon...  
Muni Forward: Bigger Buses Coming to...  
More Agency News...

**ANNOUNCEMENTS**  
July 28, 2016 \*\*Press Release\*\* SFMTA...  
July 21, 2016 \*\*Press Release\*\* SFMTA...  
July 8, 2016 \*\*Press Release\*\* SFMTA...  
June 3, 2016 \*\*Press Release\*\* SFMTA...  
June 2, 2016 \*\*Press Release\*\* SFMTA...  
More Announcements...

**PRESS**  
Smoke in BART Tunnel Prompts  
Muni Resumes Service After Small Fire...  
Which SF Muni Routes are Best for...  
Fix-It Team Meets with Inner Sunset...  
Muni Offers Tips for Catching Pokémon...  
More Press...

**MOVING SF BLOG**  
Get to Know Your Local Experts with the Van Ness Improvement Project Team  
The Merriment and Marvel of San Francisco's Cable Cars  
Muni's Bus Seats Unlocked By Clever Pole Design  
Weekend Marathons, Giants Baseball and BART Station Closure

**QUICK LINKS**  
ADA-Reasonable Accommodation Applications  
Attendance Resources  
Common Forms  
Community Portal  
Corporate Identity

**ALERTS**  
Taxi Administrative Hearing, September 9, 2016  
Bauer's Appeal of SFMTA Denial of Shuttle Permit Application - August 26, 2016  
Operations & Customer Service Committee meeting, August 9, 2016  
Taxi Administrative Hearing, August 19, 2016  
Citizens' Advisory Council meeting, August 4, 2016

Agency Ca...  
August 2016  
SUNDAY MONDAY TUE...  
31 1 2  
7 8 9  
5:30 pm  
Pedestri...

# Outreach



**Phased Approach:**  
September 2016 to  
January 2018

**Blended Approach:**  
Marketing &  
Customer Education

**Community Partnerships**

**Ambassadors**

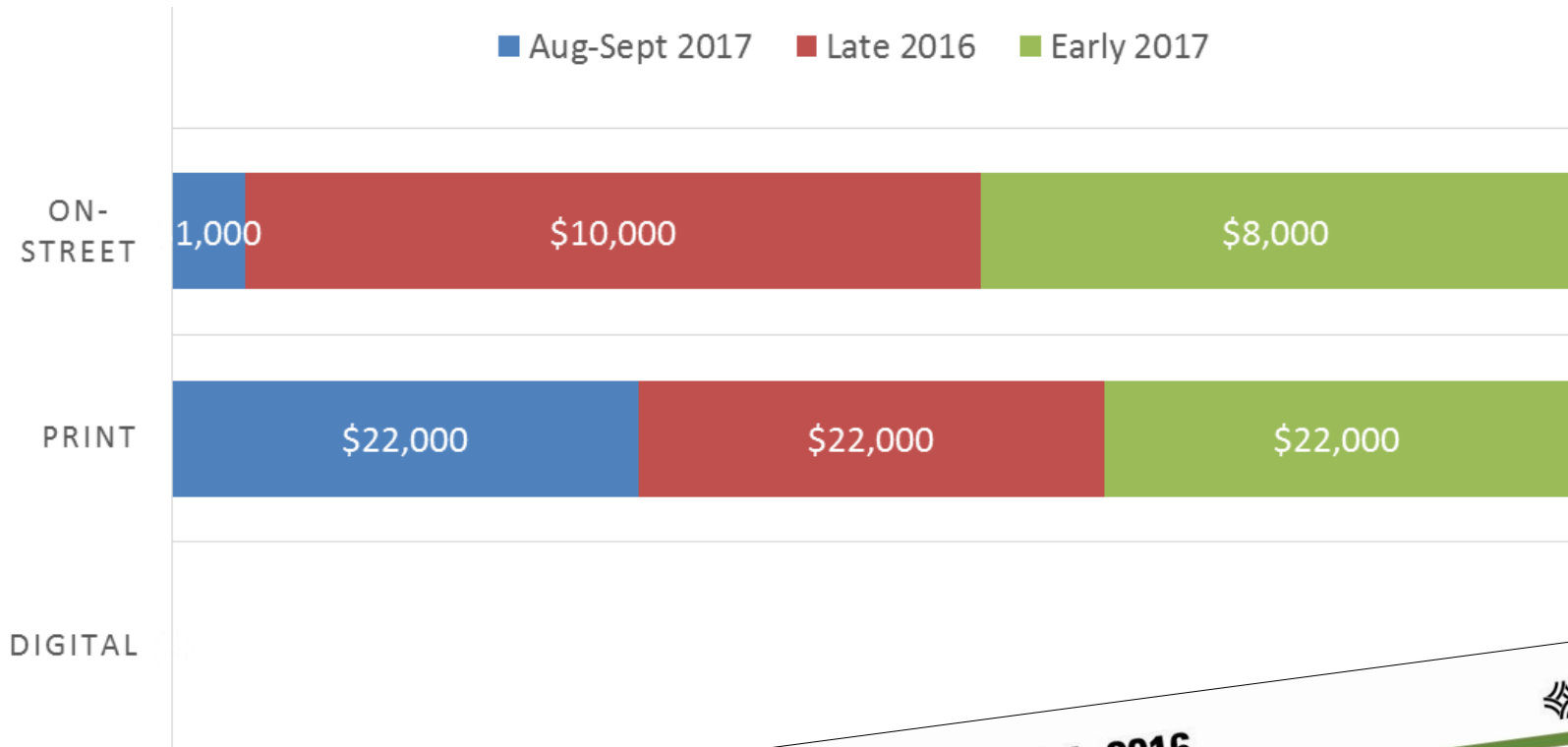




# Marketing

- **Digital:**
  - SFMTA website
  - Social media
  - Digital ad buys
  - Gov Delivery emails
- **Print**
  - Interior bus ads
  - Station banners
  - Newspaper ads
- **In-Person**
  - Ambassadors at partners events

# Marketing



**MUNI MUNI PASS PRICES SEPT. 1, 2016**

**ADULT "A" MONTHLY PASS** **\$86.00**  
INCLUDES BART WITHIN SF  
成人 "A" 月票 (三藩市内可乘坐BART) • Passe mensuel "A" para Adulto (include BART dentro de SF) • 大人用 "A" マンスリーパス (SF内のBARTを含む) • 성인 "A" 월 पास (SF내 BART 포함) • Adult "A" na Buwanang Pases (Kabilang ang BART sa loob ng SF) • Вспомогательный проездной билет категории "А" (включая BART внутри СФ) • Titre mensuel pour adulte « A » (inclut BART dans SF) • The Thing Ngunit Ion "A" (Bao góm BART trong SF) • А взрослый "А" проездной билет (включая BART внутри СФ) • "A" Muni Pass (includes BART within SF)

**ADULT "M" MONTHLY PASS** **\$73.00**  
MUNI ONLY  
成人 "M" 月票 (只適用於Muni) • Passe mensuel "M" para Adulto (Muni unicamente) • 大人用 "M" マンスリーパス (只Muniのみ) • 성인 "M" 월 पास (Muni 전용) • Adult "M" na Buwanang Pases (Muni Lamang) • Вспомогательный проездной билет категории "М" (только Мuni) • Titre mensuel pour adulte "M" (Muni seulement) • The Thing mensuel ion "M" (Chi Muni má thò) • Adult "M" na Buwanang Pases (Muni lamang) • "M" Muni Pass (Muni only)

**DISCOUNT MONTHLY PASS** **\$25.00**  
YOUTH/SENIOR/PEOPLE WITH DISABILITIES  
折扣 (青少年/長者/殘障人士) 月票 (只適用於Muni) • Passe mensuel con descuento (Bajo ingreso) • 大人用ラフランマンスリーパス (只低所得) • 성인 할인월간 할 पास (저소득층) • Adult Lifeline na Buwanang Pases (Mababang Kita) (para mababang kita) • Titre mensuel Sweet Lifeline pour adulte (faible revenu) • The Thing Lifeline Ngunit Ion (Thao thap thap) • Adult "M" na Buwanang Pases (Muni lamang) • Вспомогательный проездной билет категории "М" (для людей с особыми условиями проезда) • "M" Muni Pass (discounted)

**LIFELINE MONTHLY PASS** **\$36.00**  
LOW INCOME ADULT  
成人 Lifeline 月票 (低收入) • Passe mensuel Lifeline para Adulto (Bajo ingreso) • 大人用ラフランマンスリーパス (只低所得) • 성인 할인월간 할 पास (저소득층) • Adult Lifeline na Buwanang Pases (Mababang Kita) (para mababang kita) • Titre mensuel Sweet Lifeline pour adulte (faible revenu) • The Thing Lifeline Ngunit Ion (Thao thap thap) • Adult "M" na Buwanang Pases (Muni lamang) • Вспомогательный проездной билет категории "М" (для людей с особыми условиями проезда) • "M" Muni Pass (discounted)

# Thank you

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