



Legislation Text

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Mountain Metropolitan Transit Fare Study

Presenter:

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Summary:

The Mountain Metropolitan Fare Study is a comprehensive analysis of Mountain Metro's current fare system, including fare structure, policies, and technologies for both fixed-route and demand-response (ADA paratransit) services. It builds upon the last fare study completed in 2012.

The overall purpose of the study is to evaluate the current condition of Mountain Metro's fare structure and policies and to develop recommendations to make payment of the fare less complicated for current and new customers, increase ridership, minimize impacts to fare revenue and collections, simplify fare payments by reducing reliance on cash, and enhance equity among passengers.

The study resulted in recommendations for fare pricing and structure adjustments, fare policy changes, and fare-related technology for Mountain Metro Transit.

Previous Council Action:

N/A

Background:

The City's Transit Services Division, operated as Mountain Metropolitan Transit (MMT), provides bus and complementary ADA paratransit service to the community. Late last summer, MMT commenced a study to perform a comprehensive analysis of MMT's current fare system, conduct a scan of new fare technologies, perform a review of comparable, peer agencies' fare structures/policies, solicit information from system stakeholders and bus operators, and provide recommendations for technology and policy changes (transfers, pricing, new fare media, mobile ticketing, etc.). Key to the study is recognizing and knowing the delicate balance between increasing ridership and achieving financial targets.

Besides the *Introduction*, the Final Report is organized into four chapters: *Existing Conditions*, *Best Practices*, *Fare Scenarios*, and *Recommendations*. Several Appendices are also included that address other agencies' fare policies, vendor agreements, and guidelines.

Details of the Fare Study, including the DRAFT final report and the Executive Summary can be found on MMT's website:

<https://coloradosprings.gov/mountain-metro/page/transit-planning-studies?mld=8631>.

The presentation will provide additional background on the study's goals, findings, recommendations, and next steps.

The study recommendations are consistent with City Strategic Plan Initiatives 2C-04 (to improve and expand transit services), 1C (to make it easy to do business with the City), and 4B (to leverage technology to improve service delivery).

Financial Implications:

N/A

Board/Commission Involvement:

MMT staff briefed and received comments from the Citizens' Transportation Advisory Board and the Transit Passenger Advisory Committee at regular intervals during the study period.

Stakeholder Process:

MMT staff sought input from members of the Citizens' Transportation Advisory Board and the Transit Passenger Advisory Committee (TPAC). This feedback provided valuable information to MMT staff and the consultant team.

Alternatives:

N/A

Proposed Motion:

N/A

N/A