

MARTA PROPOSED FARE POLICY CHANGES – FY2017-FY2019

Section	Current Fare Policy	Proposed Fare Policy	Comments
I.	STATE MANDATED FARE POLICY The MARTA Act and its requirements	STATE MANDATED FARE POLICY The MARTA Act and its requirements	No Changes
II.	GUIDING PRINCIPLES MARTA's six Guiding Principles for determining Fare Policy	GUIDING PRINCIPLES MARTA's six Guiding Principles for determining Fare Policy	No Changes
III	BASE FARE LEVELS MARTA's Base Fare: limited by the Consumer Price Index, and reviewed every other year.	BASE FARE LEVELS MARTA's Base Fare: limited by the Consumer Price Index, and reviewed annually.	
	In addition to the Farebox Recovery rate analysis addressed in the MARTA Act, MARTA's base fare is to be recalculated in alternating fiscal years, beginning with FY 2016. The base fare is to be tied to the Consumer Price Index (Current Base, Not Seasonally Adjusted, All Items, South Region Size Class A – BLS Series ID CUURA300SA0). In order to accomplish this, the base fare shall be set to be equal to 1.10% of the CPI, rounded up to the nearest \$0.05, as of January 1st during the fiscal year preceding that during which the Budget will take effect. However, in the event of a decrease in the CPI due to deflationary pressures, MARTA's base fare will not decrease.	In addition to the <u>Revenue</u> Recovery rate analysis addressed in the MARTA Act, <u>MARTA's maximum base fare is to be recalculated every fiscal year, beginning with FY 2017.</u> The base fare is to be tied to the Consumer Price Index (Current Base, Not Seasonally Adjusted, All Items, South Region Size Class A – BLS Series ID CUURA300SA0). In order to accomplish this, <u>the maximum base fare shall be set to be equal to no more than 1.20% of the CPI, as of September during the fiscal year preceding that during which the Budget will take effect, rounded up to the nearest \$0.05.</u> . However, in the event of a decrease in the CPI due to deflationary pressures, MARTA's base fare will not decrease.	Term changed to mirror the MARTA Act language. Analysis conducted every year instead of bi-annually. Creation of an upper limit of the CPI Percentage from an exact figure of 1.1% to determine base fare to no more than 1.2%.
IV	FARE STRUCTURE RELATIONSHIPS Other fare payment method prices tied to the Base Fare by formula	FARE STRUCTURE RELATIONSHIPS Other fare payment method prices tied to the Base Fare by formula	
	For MARTA's current fare policy, the relationships between MARTA's base fare and the other major fare payment methods are set by formula, as follows. These fare structure relationships, including their actual existence, are subject to Board-approved changes, after undergoing the processes outlined in Section V of this document.	For MARTA's current fare policy, the relationships between MARTA's base fare and the other major fare payment methods are set by formula, as follows. These fare structure relationships, including their actual existence, are subject to Board-approved changes, after undergoing the processes outlined in Section V of this document.	No Changes
	The Base Fare (\$2.50) applies to Full Fare Stored Value, Full Fare Stored Trip (including One-Trip, Two-Trip, and Ten-Trip Passes), and Full Fare Cash (no Breeze Media, Bus Only, One Trip Only).	The Base Fare applies to Full Fare Stored Value, Full Fare Stored Trip (including One-Trip, Two-Trip, and Ten-Trip Passes), and Full Fare Cash (no Breeze Media, Bus Only, One Trip Only).	Current fare deleted
	The 30-Day Pass price (\$95.00) is set at 38.0 times the base fare, rounded up to the nearest dollar.	The 30-Day Pass price is to be set at <u>36.1 to 39.9</u> times the base fare, rounded <u>off</u> to the nearest dollar.	Current fare deleted. Range of multiple of base fare established. Rounding rule changed to nearest dollar.

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	The 7-Day Pass price(\$23.75) is set at 9.0 times the base fare, rounded up to the nearest quarter.	The 7-Day Pass price is to be set at <u>8.55 to 9.45</u> times the base fare, rounded off to the nearest quarter.	Current fare deleted. Range of multiple of base fare established. Rounding rule changed to nearest quarter.
	The 4-Day Pass price (\$19.00) is set at \$4.00 plus 6.0 times the base fare, rounded down to the nearest dollar.	The 4-Day Pass price is to be set at \$4.00 plus 6.0 times the base fare, rounded down to the nearest dollar.	Current fare deleted
	The 3-Day Pass price (\$16.00) is set at \$4.00 plus 5.0 times the base fare, rounded down to the nearest dollar.	The 3-Day Pass price is to be set at \$4.00 plus 5.0 times the base fare, rounded down to the nearest dollar.	Current fare deleted
	The 2-Day Pass price(\$14.00) is set at \$4.00 plus 4.0 times the base fare, rounded down to the nearest dollar.	The 2-Day Pass price is to be set at \$4.00 plus 4.0 times the base fare, rounded down to the nearest dollar.	Current fare deleted
	The 1-Day Pass price(\$9.00) is set at \$4.00 plus 2.0 times the base fare, rounded down to the nearest dollar.	The 1-Day Pass price is to be set at \$4.00 plus 2.0 times the base fare, rounded down to the nearest dollar.	Current fare deleted
	The Discounted 20-Trip Pass price (\$42.50) is set at 17.0 times the base fare, rounded up to the nearest quarter.	The Discounted 20-Trip Pass price is to be set at <u>16.15 to 17.85 times</u> the base fare, rounded off to the nearest quarter.	Current fare deleted. Range of multiple of base fare established. Rounding rule changed to nearest quarter.
	The K-12 Student 10-Trip Pass price (\$14.00)is set at 5.75 times the base fare, rounded up to the nearest nickel.	The K-12 Student 10-Trip Pass price is to be set at 5.75 times the base fare, rounded up to the nearest nickel.	Current fare deleted
	Monthly/Annual passes provided through the Partnership Program and through the University Pass Program shall have the same face value as the 30-Day Pass, but shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.	Monthly/Annual passes provided through the Partnership Program and through the University Pass Program shall have the same face value as the 30-Day Pass, but shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.	No Changes
	Group sales of 1- Day, 2-Day, 3-Day, 4-Day, and 7-Day passes may be made for specific time periods in quantities of 200 or more, and shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.	Group sales of 1- Day, 2-Day, 3-Day, 4-Day, and 7-Day passes may be made for specific time periods in quantities of 200 or more, and shall be subject to different sets of discount tiers, depending on the numbers of passes purchased, as determined by MARTA staff.	No Changes
	The Legal Clinic Program 7-Day Pass and 2-Trip Pass are priced (to the distributor) at 0.5 times the prices of the corresponding regular 7-Day and 2-Trip passes described above, but are to be provided free of charge to the special populations that are served.	The Legal Clinic Program 7-Day Pass and 2-Trip Pass are priced (to the distributor) at 0.5 times the prices of the corresponding regular 7-Day and 2-Trip passes described above, but are to be provided free of charge to the special populations that are served.	No Changes

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	Other fare payment method prices tied to the Base Fare by formula	Other fare payment method prices tied to the Base Fare by formula	
	<p>The Reduced Fare Program passes (1-Trip, 2-Trip, 10-Trip, and 20-Trip), along with Reduced Fare Stored Value usage, are priced at no more than 0.4 times the prices of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media for these prices to be in effect.</p>	<p>The Reduced Fare Program passes (1-Trip, 2-Trip, 10-Trip, and 20-Trip), along with Reduced Fare Stored Value usage, are to be priced at no more than <u>0.5 times the prices</u> of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media for these prices to be in effect.</p>	Multiplier of base fare increased.to Federal standard
	<p>The Mobility (Demand Response) passes (1-Trip, 20-Trip, and 30-Day), along with Mobility Stored Value usage, are priced at no more than 1.6 times the prices of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media in order to ride on the Mobility service, but may be accompanied for free by a Personal Care Attendant. Any other companions must also pay the Mobility fare.</p>	<p>The Mobility (Demand Response) passes (1-Trip, 20-Trip, and 30-Day), along with Mobility Stored Value usage, are to be priced at no more than <u>2.0 times the prices</u> of the corresponding regular passes and base fare described above, subject to acceptance of the customer into this program. The customer must use specially designated Breeze media in order to ride on the Mobility service, but may be accompanied for free by a Personal Care Attendant. Any other companions must also pay the Mobility fare..</p>	Multiplier of base fare increased.to Federal standard
	<p>The following categories of customers may ride MARTA fixed route Bus and Rail for free: Mobility customers with proper identification; children under 46" tall; uniformed police officers and fire fighters.</p>	<p>The following categories of customers may ride MARTA fixed route Bus and Rail for free: Mobility customers with proper identification; <u>a maximum of two qualifying children (46" and under) per paying adult; uniformed police officers and fire fighters.</u></p>	Change reflects current MARTA policy.
	<p>Although there is no charge for reloading fares (stored value, stored trips, or stored time) on Breeze Media, the purchase of a new piece of extended-use Breeze media carries a \$1.00 inventory fee, and the purchase of a new piece of limited-use Breeze media carries a \$.50 inventory fee.</p>	<p>Although there is no charge for reloading fares (stored value, stored trips, or stored time) on Breeze Media, the purchase of a new piece of extended-use Breeze media carries a <u>\$2.00 inventory fee, and the purchase of a new piece of advanced limited-use Breeze media carries a \$1.00 inventory fee. If new fare payment technologies are introduced, MARTA reserves the right to adopt similar technology fees, within the guidelines set forth within this Fare Policy.</u></p>	Increase in Breeze card and ticket fare media fees. Clause added to include any future introduction of new fare media types that may require fees for technology updates.

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V	<p>FARE STRUCTURE CHANGES AND TITLE VI STATEMENT</p> <p>Procedures for evaluating whether MARTA fare structure changes conform to Federal standards for protecting certain demographic groups, including:</p> <ul style="list-style-type: none"> • Comparison of percentage changes in price for various payment methods • Analysis of demographic differences in usage rates for various payment methods 	<p>FARE STRUCTURE CHANGES AND TITLE VI STATEMENT</p> <p>Procedures for evaluating whether MARTA fare structure changes conform to Federal standards for protecting certain demographic groups, including:</p> <ul style="list-style-type: none"> • Comparison of percentage changes in price for various payment methods • Analysis of demographic differences in usage rates for various payment methods 	
	Introduction	Introduction	No Change
	<p>In general, the Title VI fare equity data analysis shall be based on the examination of the proposed fare structure change using MARTA's internal Fare Elasticity Model, in conjunction with demographic data from MARTA's internal Quality of Service survey of customers. The FTA Circular C 4702.1B, Chapter IV-19 requires that fare equity analyses be completed using a four step process, as follows.</p> <ol style="list-style-type: none"> 1. Determine the number and percent of users of each fare medium being changed. 2. Review fares before the change and after the change, and compute the percentage increase associated with each. 3. Compare the differences for each particular fare medium between protected population users and other "general" users. 4. Compare the differences for each particular fare medium between low-income users and other "general" users. 	<p>In general, the Title VI fare equity data analysis shall be based on the examination of the proposed fare structure change using MARTA's internal Fare Elasticity Model, in conjunction with demographic data from MARTA's internal Quality of Service survey of customers. The FTA Circular C 4702.1B, Chapter IV-19 requires that fare equity analyses be completed using a four step process, as follows.</p> <ol style="list-style-type: none"> 1. Determine the number and <u>percentage</u> of users of each fare medium being changed. 2. Review fares before the change and after the change, and compute the percentage increase <u>(or decrease)</u> associated with each. 3. Compare the differences for each particular fare medium between protected population users and other "general" users. 4. Compare the differences for each particular fare medium between low-income users and other "general" users. 	Minor changes for greater clarification.

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	<p>For MARTA, the fare types to be analyzed are: a) Base Fare media; b) Discounted 20-Trip Pass 30-Day, Monthly, and Annual Passes as a group; e) Reduced Fare Program media as a group; f) Mobility Program media as a group. Categories “e” and “f” are by definition for protected populations, while the other categories are used by protected populations and low-income populations to a greater or lesser extent. Approximately 95.1% of all paid passenger boardings on MARTA are made using one of these six categories.</p>	<p>For MARTA, the fare types to be analyzed are: a) <u>Base Fare media</u>; b) <u>Discounted 20-Trip Pass</u>; c) <u>1-Day to 4-Day and 7-Day Passes as a group</u>; d) <u>30-Day, Monthly, and Annual Passes as a group</u>; e) <u>Reduced Fare Program media as a group</u>; f) <u>Mobility Program media as a group</u>. Categories “e” and “f” are by definition for protected populations, while the other categories are used by protected populations and low-income populations to a greater or lesser extent. Approximately <u>95.1% of all paid passenger boardings on MARTA are made using one of these six categories.</u></p>	<p>Minor changes for greater clarification.</p> <p>Adjustment of the percentage of all boardings used in the analysis from 96% to 95.1%.</p>

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	<p>The thresholds for Minority Disparate Impact and Low-Income Disproportionate Burden are set in two steps as follows.</p> <p>A. If the percentage increase in fare from the existing fare structure to the proposed fare structure for a particular fare payment method is more than 5.0 percentage points greater than the base fare percentage increase, then the particular fare payment method will be subject to a statistical analysis.</p> <p>B. In the statistical analysis, if the protected population’s usage proportion for that same fare payment method is tested to be statistically greater than the general riding population’s usage proportion for that fare payment method, then the proposed increase in the particular fare payment method will be determined to have a disparate impact or disproportionate burden. The statistical test to be used is the Difference in Means (Chi-Squared) test for two dichotomous variables at the 95% significance level.</p> <p>In a case where disparate impact or disproportionate burden is found, MARTA will implement that fare change only if there is a substantial legitimate justification, and will describe the available alternatives to minority and/or low-income populations affected by the fare change, including taking steps to avoid, minimize, or mitigate adverse impacts where practical. These steps will be undertaken as part of MARTA’s public engagement process, including public hearings, as described in detail in the Minority Disparate Impact and Low-Income Disproportionate Burden policy document referred to above.</p>	<p>The thresholds for Minority Disparate Impact and Low-Income Disproportionate Burden are set in two steps as follows.</p> <p>A. If the percentage increase in fare from the existing fare structure to the proposed fare structure for a particular fare payment method is more than 5.0 percentage points <u>different from the base fare percentage increase</u>, then the particular fare payment method will be subject to a statistical analysis.</p> <p>B. In the statistical analysis, if the protected population’s usage proportion for that same fare payment method is tested to be statistically greater than the general riding population’s usage proportion for that fare payment method, then the proposed increase in the particular fare payment method will be determined to have a disparate impact or disproportionate burden. The statistical test to be used is the <u>Difference in Proportions test for two dichotomous variables</u> at the 95% significance level.</p> <p>In a case where disparate impact or disproportionate burden is found, MARTA will implement that fare change only if there is a substantial legitimate justification, and will describe the available alternatives to minority and/or low-income populations affected by the fare change, including taking steps to avoid, minimize, or mitigate adverse impacts where practical. These steps will be undertaken as part of MARTA’s public engagement process, including public hearings, as described in detail in the Minority Disparate Impact and Low-Income Disproportionate Burden policy document referred to above.</p>	<p>Minor changes for greater clarification.</p>