

Future Fare Policy

Future Fare Policy Changes Following Completion of Account-Based Fare System and Development of Comprehensive Retail Distribution Network

The changes listed below are not proposed to take effect on August 1, but are recommended for adoption in conjunction with completion of the new fare collection system. They follow previous direction provided by the Nashville MTA Board relative to the implementation of our modern, account-based fare collection system. Given the lead time for equipment acquisition and design, the elimination of magnetic fare media is recommended after full transition to the new smart media system. Magnetic media slow down boarding time, are prone to system failure, and detract from revenue yield. With an expanded distribution network for smart media, availability of mobile payment options, and a sufficient transition period before phase-out, this transition should be smooth for most customers. These policy changes are approximately revenue-neutral overall, but are contingent on the implementation of the new fare collection system and establishment of the associated third-party retail distribution network. Supplemental hearings and Board actions will occur closer to the implementation date.

<i>Item</i>	<i>Recommendation</i>
<i>Transfers</i>	Replace onboard paper/magnetic transfer tickets with automated transfers on smart media. Transfers would be in the form of a two-hour pass automatically activated when smart media is used on a bus.
<i>Onboard Sale of Passes</i>	Cash will continue to be accepted on board vehicles as an accepted fare payment for a single ride. In order to speed the boarding process, no fare media will be sold on board vehicles.
<i>Magnetic Media</i>	Phase out magnetic media once the new system is implemented and all existing products are supported.
<i>Existing Products</i>	Support all existing fare products on the new fare system (i.e.: period and multi-trip passes and tickets).
<i>Stored Value</i>	Introduce Stored Value on transit accounts. Stored Value allows customer to add cash to their accounts in increments of their choice, rather than having to purchase specifically priced products.
<i>Reduced Fare Media</i>	After application process, issue reduced fare (senior/ADA and youth) cards (or register virtual/mobile cards as reduced cards) at WeGo Central ticket window. Require all reduced fare products be purchased/loaded to a qualifying reduced fare card/account. Currently, only customers requesting a discount fare on the basis of disability are required to go through an application process.
<i>Support Third-Party Payment Systems</i>	Design the system to be capable of accepting payment through widely available third-party payments systems, such as ApplePay, Google Wallet, etc.