

Cash-Free Bus Program

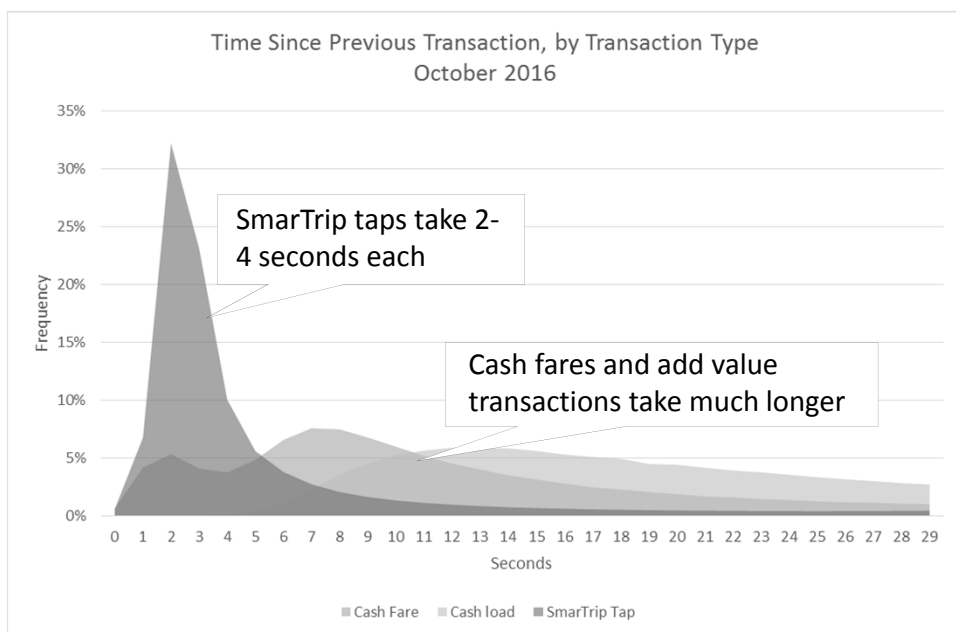
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Purpose

To brief the Riders' Advisory Council on the upcoming pilot of cash-free boarding on MetroExtra route 79 and the accompanying public hearing on cash-free boarding on all limited-stop routes.

Cash transactions on bus are slow



- Cause delays for all customers
- Decrease efficiency and increase Metro's operating costs
- Slow service tied to declines in ridership

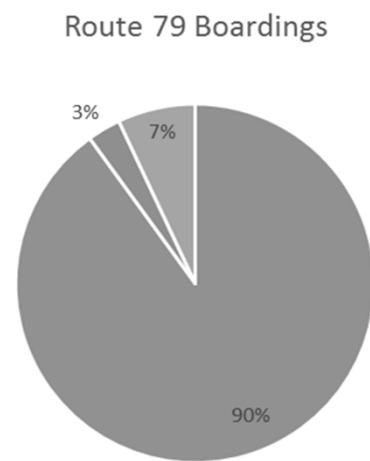
Cash-Free Boarding

- Reduces travel times for passengers and saves operating costs for Metro
- Moves towards industry best practices for Bus Rapid Transit (BRT) style service
- Provides data and on-the-ground experience for future bus service improvements



MetroExtra Route 79 Pilot

- Proposed MetroExtra 79 six-month pilot to start in June
- Alternatives available for cash customers:
 - Local route 70 at the same stops
 - 6 rail stations with fare machines
 - Several retail locations, TRiPs Store, Metro Center Sales Office
- Extensive outreach planned



■ SmarTrip ■ Cash Fare ■ Add Value



Timeline

June 24, 2018

- Begin 6-month pilot on MetroExtra route 79

Summer/Fall 2018

- Conduct public hearing on the Cash-Free Bus Program

Fall 2018

- Report to Board on Program hearing and route 79 Title VI analysis to potentially:
 - Make cash-free boarding permanent on route 79
 - Establish the Cash-Free Bus Program

Future

- Consider expansion options

Questions?