

Greater Portland Transit METRO



Proposed Fare Pricing Changes, NEW Automatic Fare Payment Options.

Greater Portland Transit METRO is seeking public input on a number of proposed fare policy changes. Background information, public meeting dates, and opportunities for offering feedback below and on back of page.

Background

- Greater Portland METRO has not increased fares since 2010.
- METRO's fare policy and technology goals:
 - Grow Ridership
 - Improve simplicity and convenience of fare payment
 - Reduce use of cash; speed up passenger boarding process
 - Improve equity in passenger's cost of using transit
 - Balance the cost of service between taxpayers and riders



Proposed Fare Changes:

- Introduction of Automated Fare Technology.
- Smart Card and Mobile App fare payment options replace paper-based passes and tickets.
- NEW 90 minute unlimited access pass when paying for single ride with Smart Card or Mobile App.
- Introduction of reduced fare monthly option for Seniors (65+), Persons with Disabilities, and now Youth (ages 6-18).
- Introduction of "fare capping" with Smart Card or Mobile App.
- Riders will never pay more than \$6/day and \$60/month for local service.
- Smart cards will be available at retail outlets where cash can be loaded onto a card or linked to a bank account.
- **Cash will continue to be accepted on all buses.**

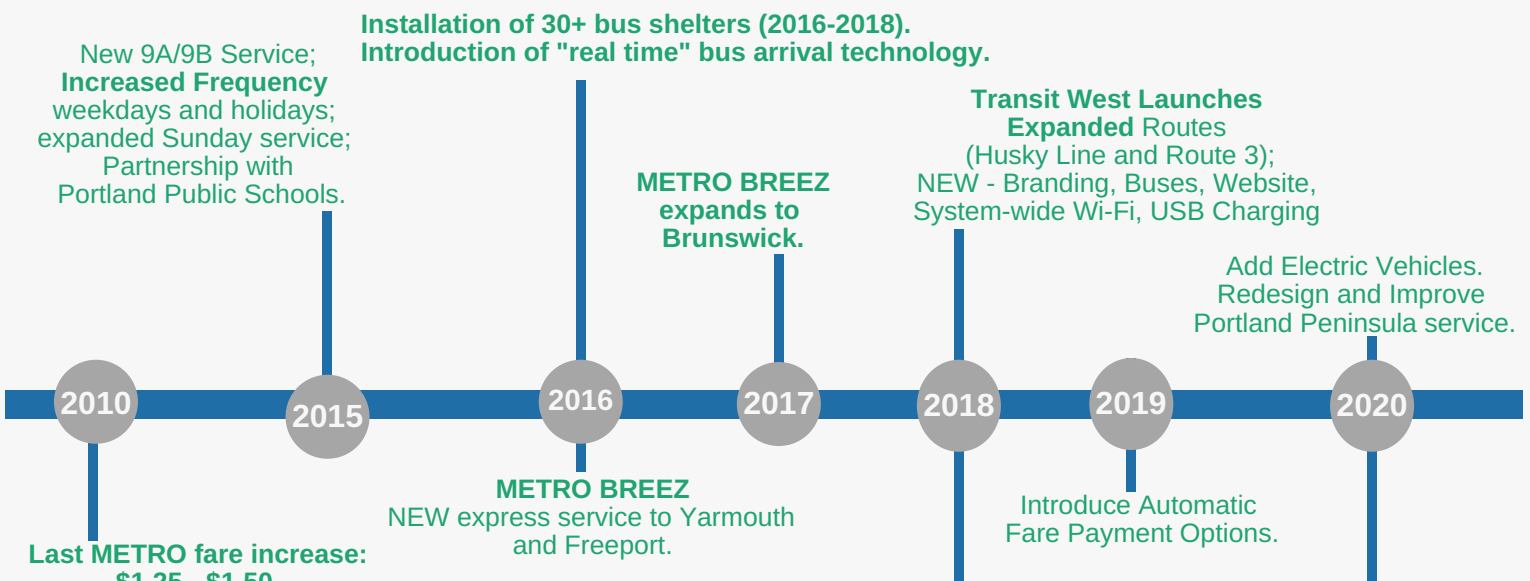
PROPOSED FARE PRICES

LOCAL-Single Ride

- Full Fare \$2.00
- Reduced Fare \$1.00
- NEW - Youth Fare \$1.00
- Transfers Not Available
- NEW - 90 Minutes Pass

BREEZ - Single Ride

- Full Fare \$4.00
- Reduced Fare \$2.00
- NEW - Youth Fare \$2.00
- Transfers Not Available
- NEW - 2 hour pass



Ridership Record -- 1.9 MILLION and GROWING!



Greater Portland Transit METRO

METRO is proposing new payment options that will allow riders to pay fares using either a smart card or mobile app. The proposal includes a fare increase; introduction of reduced fare options for seniors, people with disabilities, and now youth (6-18); "fare cap" pricing; and a new pass, allowing unlimited trips for 90 minutes. Smart cards will be available at retail outlets where cash can be added to the card or linked to a bank account.

Cash will still be accepted as a fare payment option.

Fare Payment - Explaining the Technology

What are Smart Cards?

A Smart Card is a plastic, reusable card a rider can use to pay their fare by tapping on a reader when they board the bus. Riders can load rides to their smart card account at a retail location or online. Riders who do not have a bank account (unbanked), would be able to load cash onto a smart card at a retail outlet.

What is a Mobile Ticketing app?

Riders can use their smartphone to pay their fare when they board the bus. Riders purchase rides through a smart phone app using a credit card or debit card, and then scan the activated ticket or pass displayed on their smartphone as they board the bus. Mobile app will be available at Apple and Android app stores.

What is Fare Capping?

Fare capping allows for frequent travel and financial flexibility. It provides the benefits of a multi-ride discounted pass without having to pay up-front costs. Fare capping is a "pay as you go" approach that improves affordability and equity in the cost of using transit. It allows all riders equal access to discounts. Riders pay only for what they use. [Check out gpmetro.org to view video about fare capping.](http://gpmetro.org)

Public Participation

METRO staff wants feedback on proposed fare pricing changes. Riders, stakeholders, and the general public are encouraged to attend open-forum public meetings, held in communities along METRO bus routes:

PUBLIC MEETINGS

Portland Public Library (Rines Auditorium)

Tuesday, March 12, 3-7 p.m

AND Saturday, March 16 10:30 a.m. - NOON

Brunswick Town Hall (Room 206)

85 Union St., Thursday, March 14 | 5-7 p.m.

Westbrook Community Center (Spruce Room)

426 Bridge St., Monday, March 18 | 3:30 -7:30 p.m.

Yarmouth Town Hall (Community Room)

200 Main St., Tuesday, March 19 | 5-7 p.m.

Falmouth - Lunt Auditorium

74 Lunt Rd., Wednesday, March 20 | 5 - 7 p.m.

Freeport Town Hall (Chambers)

30 Main St., Monday, March 25 | 5 - 7 p.m.

Gorham Municipal Center (Conf. Room A)

75 South St., Tuesday, March 26 | 5 - 7:30 p.m.

**Can't make it to a meeting?
We still will want to hear from you.**

Learn more about the proposed fare changes.

Visit GPMETRO.ORG

Read the info, view the video,
then **take the survey.**

Questions? EMAIL - info@gpmetro.org

Call - 207-774-0351

