

# **Regional Multi-Modal Public Transit Automated Fare Collection Study**

Regional Transit Committee  
April 11, 2013

# Background

- System installed & deployed by MARTA in 2005
- GRTA, CCT & GCT joined allowing seamless transfers
  - Individual agreements allow participation in different ways
- Breeze collects data from:
  - Fare gates & vending machines at rail stations
  - Fare boxes on busses (fixed-route & mobility)
  - Retail stores
  - Online purchases
- Central clearinghouse operated by MARTA
- Atlanta Streetcar considerations





**Increased  
use of  
handheld  
devices  
impacts  
future  
planning**



# Partners & Stakeholders



GWINNETT COUNTY TRANSIT

- Atlanta Streetcar
- Cherokee Area Transportation System (CATS)
- Douglas County Rideshare
- Henry County Transit
- Coweta Transit Dial-a-Ride
- Three Rivers Regional Transit System
- Fulton County Dial-A-Ride (DARTS)
- Paulding County Transit
- the buc Shuttle
- Atlantic Station Free Ride
- GA Tech University Stinger & Tech Trolley
- GSU PantherExpress
- Emory University/CCTMA Cliff Shuttles
- AU Center Woodruff Library Shuttle

# Need & Purpose

- Breeze system reaching end of useful life
- Renegotiation of Breeze agreements
- System operational cost analysis
- Regional coordination necessary for:
  - Determining common needs across operators
  - Implementation
  - Funding
  - Governance (roles & responsibilities)
- Independent, third party study to look at current best practices & future industry directions



# Key Policy Considerations

- Fare policy
- Management of fare collection system
- Financial implications
  - Federal funding
  - Local commitments
  - Administration costs
- Roadmap from existing structure to regional structure

# Recommendations will include...

- Multiple fare media vs. single universal fare media
- Benefits of regional fare products vs. local products
- Coordination of re-seller networks
- Potential cost savings
- Improvements to reduce/eliminate fare evasion
- Observations on methodology used by regional operators to determine fare levels and structure
- Institutional structure to govern the regional fare collection system
  - Composition
  - Participation by each stakeholder
  - Roles and responsibilities
  - Committee governance criteria
  - Implementation of structure

# Schedule & Work Tasks

*March - November 2013*

1. Regional AFC best practices assessment
  - Evaluation of practices
  - Conduct current fare evasion assessment
2. National review of AFC systems serving multiple regional partners
3. Industry directions in next generation fare collection technology
4. Recommendations document



# Next Steps

- Interviews with operators
- Fare evasion & fare loss data gathering
- Reports on:
  - Current fare collection policies & procedures
  - Current & potential fare evasion and fare revenue leakage

# Questions



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