

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT FARE POLICY

November 2005

The purpose of BART's Fare Policy is to serve as a framework for decision-making that reflects the interconnected areas that fares can influence: customer satisfaction, ridership growth, financial health, seamless interagency travel, and optimal system usage. The Fare Policy is to be integrated with the District's Strategic Plan and complement the District's Financial Stability Policy. When making fare-related decisions, the Fare Policy goals should be considered as a whole, as they work together, with no one goal taking precedence to the exclusion of another.

Goal A. Ensure and enhance customer satisfaction.

Strategies:

- a. Provide BART customers with the safe, on-time, frequent, clean and reliable service they value and that is supported by setting fares to reflect the cost of providing such service, including an allocation to capital programs.
- b. Offer fare instrument options that are convenient and reward frequent usage.
- c. Provide a fare structure that customers find easy to understand so they can choose the option that best meets their needs.
- d. Consider the value to the customer of preserving fare structure continuity so that fare structure changes do not increase some customers' fares while decreasing the fares of other customers, creating clear winners and losers.

Goal B. Increase ridership while meeting the goals of the District's Financial Stability Policy.

Strategies:

- a. Attract new riders through innovative pilot programs.
- b. Encourage existing riders to take more trips by offering programs that reward frequent usage.

Goal C. Maintain and improve the District's financial health, in accordance with BART's Strategic Plan and Financial Stability Policy.

Strategies:

- a. Achieve an operating ratio (total operating revenue/total operating expense) of at least 62%.
- b. Consider ways to increase contributions from the components of total operating revenue in order to provide more options for fares while maintaining or increasing total operating revenue.
- c. Test fare structure changes on a small scale where possible, measuring customer response and revenue impact, to minimize risk to the District's financial health.

Goal D. Promote seamless interagency travel.

Strategies:

- a. Work with other agencies to provide fare instruments and pricing that encourage linked trips.

Goal E. Optimize system usage and asset management.

Strategies:

- a. Consider limited-duration promotional discounts to encourage off-peak and reverse commute ridership to fill excess capacity.
- b. Consider limited-duration promotional discounts to shift riders from a heavily used station to a nearby station that has greater available capacity.