



## Fare Policy Transition Update

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**To:** Chair and Board of Directors  
**Through:** President/CEO Inez Evans  
**From:** Manager of Special Projects and Regional Mobility Integration Ryan Wilhite  
**Memo Date:** July 8, 2021

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### FARE POLICY TRANSITION UPDATE

#### BACKGROUND:

The IPTC Board of Directors approved a new fare policy at its February 28, 2019 meeting. The new fare policy was necessitated because of the opportunities presented by a fare modernization effort, which included the introduction of a new account-based fare system, branded as MyKey. The new fare policy introduced fare capping and recommended the elimination of certain fare types, except for the single trip and one-day passes. Fare capping limits the daily charge to \$4.00 and the weekly charge to \$15.75, for full fare.

In reviewing the program, IPTC staff realized there was a discrepancy in pricing for the 7-day paper pass and a registered MyKey user who became eligible for weekly fare capping. The rider purchasing the 7-day paper pass was paying \$20.00 full fare for as many rides as desired in seven days as compared to a rider using MyKey who would only pay \$15.75, as long as the rider was registered.

At the February 25, 2021 IPTC Board of Director's meeting, the board approved Resolution 2021-03, which approved a six-month temporary fare reduction for the 7-day paper pass. This fare reduction will expire at the end of August 2021.

#### UPDATE:

IPTC Public Affairs completed the following activities to communicate the elimination of 7-day pass sales at the end of August 2021. All 7-day passes bought before transition are valid until the expiration date.

- Notified PL\$ with letter and flyer that we would no longer be selling the 7-day pass, 30 days before pass transition.
- Posted signage at CTC (Kiosk, Customer Service, on bus signage, announcements at the CTC)
- Press Release
- Website Update
- Earned Media (TV, Radio, Social, Print)
- Paid advertisement (Radio, Social)

As of the writing of this update, no formal complaints were logged at IndyGo Customer Service about the elimination.

IPTC staff have drafted the next steps in implementing the fare policy, which includes ceasing the sale of 10 trip and 31-day paper passes. At this time, IPTC staff is evaluating how to implement the changes, starting with understanding when the retail network will become operational.

#### RECOMMENDATION:

Receive the update.

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