



## 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 (7) 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 (6) month temporary fare reduction for the 7-day paper pass. This fare reduction will expire at the end of August.

#### UPDATE:

IPTC staff have developed a timeline to retire the 7-day paper pass at the end of the temporary price decrease, which will occur in August. The timeline includes steps to notify PLS, the current retailer, notify nonprofits and the public, and then communicate to the house accounts.

IPTC staff also discussed the next steps in implementing the fare policy, which includes ceasing the sale of ten (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.

Ryan Wilhite  
Manager of Special Projects and Regional Mobility Integration  
Department of Strategic Planning