

JAUNT 2019 Fare Consolidation



Introduction

JAUNT operates a variety of transit services across six Virginia jurisdictions, each of which has representatives on JAUNT's Board of Directors. Through the input of those representatives, as well as each jurisdiction's elected officials, JAUNT has designed customized transit services at different price points in an attempt to best serve passengers. The result is JAUNT's current structure of over 60 different fare types (applying to different services, at different times of day or days of week, at different discount levels). The structure has grown to the point that it presents challenges for customers and staff alike. It is now considered a discouraging aspect of accessing JAUNT's services.

Fare Consolidation Goals

The principal outcome of JAUNT's 2019 fare consolidation initiative is to reduce barriers to accessing services by simplifying the current complex fare structure. Four goals were established to direct the analysis and development of a proposed structure:

1. Minimize unnecessary impacts on current passengers

The analysis used to develop a fare structure that accounts for the foreseeable financial impacts on current passengers, and avoids unnecessary and unfair hardship.

2. Simplify understanding of cost for services

A simpler fare structure will make transit services more user-friendly for passengers, who can more easily discern their expected payment when planning to ride. This includes unifying similar services under a single umbrella, as well as eliminating certification processes for discounted fares in favor of an affordable fare for all.

3. Eliminate confusion on how to access service

A simplified fare structure will eliminate the need to discern who qualifies for the "full" and "discounted" fares, and eliminate the barriers additional processes create for those seeking to qualify for a lower, discounted fare. Further, a new fare structure that eliminates the need for coins will provide greater access through simplicity of understanding the cost and cash needed to pay for services.

4. Reduce overall workload complexity of JAUNT staff and stakeholders

A more streamlined fare structure will make a reservationist's work easier and faster which will allow customers to complete reservation calls in less time, reduce the onboarding time necessary to train new reservationists, reduce the frequency of fare selection errors in the reservations process, and avoid higher costs of more staff to handle the increase in requests.

5. Pricing equity and impact on local funding

By considering our service value to customers in our new fare structure, JAUNT can help promote price equity across jurisdictions based on service type and help inform appropriate fare levels when launching new services in the future. Add, by factoring in how other revenues sources may be leverage more creatively with JAUNT's existing partners, the decrease of any fares will not require additional local funding.

Fare Consolidation Process

JAUNT followed an iterative three step process to consolidate fares:

1. Identify fare families for similar services based on the following:
 - a. Service model (commuter vs. demand response)
 - b. Average historical direct distance of trips
2. Set fare prices for each family based on several factors:
 - a. Cost of service provision
 - b. Historical fare prices
 - c. Relativity to other JAUNT fares
3. Assess the impact of new fares based on historical fares:
 - a. Which services will see prices fall? Which will see prices rise?
 - b. Assuming fare prices influence demand, do services have capacity to meet demand?
 - c. How will the changes affect overall fare revenue?

Fare Families:

JAUNT first identified fare families under which all of our services could be grouped, based on the service model and the average historical direct distance of trips. See Table 1 below.

Fare Family	Description
Local Demand Response	Door-to-door service within a county or part of a county. Large counties may be better candidates for zone faring.
Local Commuter Route	Commuter route service with published stop locations that operates within Albemarle County/Charlottesville.
Regional Demand Response	Door-to-door service that transports passengers between counties.
Regional Commuter Route	Commuter route service with published stop locations that transports passengers from a rural county to Charlottesville and Urban Albemarle.
Zone Fare	A door-to-door service where the fare is determined by the designated zone(s) in which the pickup and dropoff lie. Currently used in Albemarle County.
Agency Fare	Agency passengers pay no fare, since the cost of their rides is paid for through agency contract revenue.
Senior Center Fare	A discount rate for senior passengers riding to/from senior centers in the region for programming and activities.
Free Fare	Under qualifying services, passengers are eligible to ride with a personal care assistant or guest, who rides for free.

Table 1 – description of fare families that can be consolidated in a new fare structure

Proposed Fare Consolidation

Table 2 describes the pricing for each of the proposed fare families and the change from current fare prices. This is the result of JAUNT's best effort to balance the objectives described above. Identify fare families

Description	Current Fares	New Fares	
	Fare Rate	Proposed FY20 Fare Rate	Description
ADA	No Proposed Changes		
Albemarle Rural Demand Response	Zone Fares - Zone Boundary Adjustment		
Fluvanna - Intracounty Full	\$ 3.50	\$ 2.00	Local Demand Response
Fluvanna - Intracounty Discount	\$ 2.50		
Louisa - Intracounty Full	\$ 4.00		
Louisa - Intracounty Discount	\$ 3.00		
Nelson - Intracounty Full	\$ 2.75		
Nelson - Intracounty Discount	\$ 1.75		
29 North CONNECT	\$ 1.50	\$ 2.00	Local Commuter Bus
Crozet CONNECT	\$ 2.00		
Buckingham CONNECT	\$ 3.50	\$ 4.00	Regional Commuter Bus Route
Fluvanna CONNECT	\$ 3.50		
Lovingston CONNECT	\$ 3.00		
Wintergreen to Charlottesville	\$ 4.00		
Fluvanna - Midday Full	\$ 4.00	\$ 4.00	Regional Demand Response
Fluvanna - Midday Discount	\$ 2.50		
Louisa - Midday Full	\$ 5.00		
Louisa - Midday Discount	\$ 4.00		
Nelson - Midday Full	\$ 3.25		
Nelson - Midday Discount	\$ 2.25		
Wintergreen Shopping	\$ 4.00		

Table 2 – Proposed, consolidated fare structure