

REGIONAL TRANSIT ISSUE PAPER

| Agenda Item No. | Board Meeting Date | Open/Closed Session | Information/Action Item | Issue Date |
|-----------------|--------------------|---------------------|-------------------------|------------|
| 8 | 04/09/18 | Open | Action | 04/03/18 |

Subject: Fare Structure Update for ZipPass

ISSUE

Whether or not to amend SacRT's Fare Structure to change the validity period for a Monthly Pass stored on ZipPass (the RT-approved mobile fare application) to one calendar month expiring at 11:59 p.m. on the last day of the month.

RECOMMENDED ACTION

Adopt Resolution No. 18-04-____, Amending Resolution 09-10-0174 to Change the Validity Period for a Monthly Pass Stored on ZipPass (the RT-Approved Mobile Fare Application) to One Calendar Month Expiring at the End of the Day on the Last Day of the Month.

FISCAL IMPACT

None

DISCUSSION

SacRT's fare structure currently allows a "grace period" on the full fare and discount monthly pass. This allows riders to use monthly passes through the first business day of the next month. The "grace period" was adopted by the Board to allow customers who typically pay on the first of the month time to purchase the next month's media. In September 2016, when the Board, by Resolution No. 16-09-0116, implemented electronic prepaid fare media, it adopted the same fare validity rules as for paper media. The grace period does not provide operational or programming challenges for physical passes or Connect Card; however, providing the grace period with the ZipPass has created challenges.

To provide additional flexibility to SacRT riders, ZipPass is configured so the monthly pass is not locked to a specific month. If a monthly pass is purchased but not activated during the month purchased, it can be activated and used in a future month. The passes were set up this way for two reasons. First, it gives the customer flexibility; if a monthly pass was purchased and not activated the customer will not lose their money as they do with a physical pass that is not used. Second, this structure saves SacRT significant staff time and reduces user errors. Once the passes are set up in the system, Staff only has to load new passes annually or make adjustments as new fare types are added.

Currently, contrary to the rules in the Fare Structure, monthly passes purchased through ZipPass are programmed to expire at the end of the month. If the pass was set to expire at the end of the first business day of the next month, riders would not be able to activate a new monthly pass until the second business day of each month.

Approved:

Presented:

Final 04/03/18

General Manager/CEO

Treasury Controller

j:\board meeting documents\2018\05 April 09, 2018\04-09-18 Removing Mobile App Grace Day from Fare Structure2.doc

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SacRT has explored various programming options with the mobile application vendor to allow a one business day “grace period”. The vendor solution was to create passes tied to a specific month. This would require having monthly and semi-monthly passes for each fare category (Basic, Senior/Disabled, Student, Super Senior) for each month of the year. This would require 10 types of passes each month, with 120 different passes to set up each year. Further, this would make the process of managing the media manual, and SacRT staff would need to actively manage when each type of monthly and semi-monthly pass was available on the app by adding and removing fares at least twice a month. Each pass has multiple restrictions and characteristics that must be defined at the time of creation to ensure the pass works and functions as expected by the customer.

Modifying the application to comply with the current rules would increase the risk of ZipPass not meeting customer expectations due to the need to purchase monthly passes for a specific month. ZipPass currently allows customers to purchase media instantly and activate immediately, the grace period is not needed and, therefore, Staff recommends that the fare structure be updated to exempt ZipPass from the grace period currently provided for Monthly Passes.

RESOLUTION NO. 18-04-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

April 9, 2018

AMENDING RESOLUTION 09-10-0174 TO CHANGE THE VALIDITY PERIOD FOR A MONTHLY PASS STORED ON ZIPPASS (THE RT-APPROVED MOBILE FARE APPLICATION) TO ONE CALENDAR MONTH EXPIRING AT THE END OF THE DAY ON THE LAST DAY OF THE MONTH

WHEREAS, pursuant to the adopted Fare Structure (Resolution No. 09-10-0174), as amended, including by Resolution No. 16-09-0116, SacRT permits the use of fare types stored on ZipPass (an RT-approved mobile fare application) as valid Prepaid Fare media.

WHEREAS, Resolution No. 09-10-0174 specifies that a "Monthly Pass" is valid only for the month of the year printed on the pass and from the end of that month through the first business day thereafter.

WHEREAS, SacRT desires to implement, on ZipPass only, a monthly pass that expires at the end of the day on the last day of the calendar month.

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, paragraph 1, "Monthly Pass" of Article III. C. "Validity of Prepaid Fare" of Resolution 09-10-0174, is hereby amended to read in its entirety as follows:

1. Monthly Pass. A Monthly Pass in the form of (1) an ID card to which a sticker is affixed, (2) a card issued by RT evidencing Payment of a Prepaid Fare for the month of the year printed on the card, or (3) stored on an RT Connect Card is valid only for the month designated on the pass and from the end of the month through the first business day thereafter. A Monthly Pass stored on an RT-approved mobile fare application is valid from the date it is activated through 11:59 p.m. on the last day of the calendar month in which it is activated.

PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary