

OCTOBER 2021



FARE TRANSFORMATION: Public Engagement Summary Report



Massachusetts Bay
Transportation Authority

Summary of Public Comments: Fare Transformation

Background

Over the next several years the MBTA will be rolling out updates to our fare collection system. This initiative is called [Fare Transformation](#). The new system will make paying for transit easier and more convenient by allowing passengers to use a single card on all MBTA modes, in addition to being able to use new payment methods like mobile wallets and contactless credit and debit cards.

One goal of Fare Transformation is to speed up service on buses and Green Line trolleys by allowing riders to use all doors during boarding and shifting cash payments off of vehicles. To ensure that riders who need or prefer to use cash can continue to access the MBTA, we are also significantly expanding our off-board sales network to include several options of physical sales locations, including new retail stores where riders can purchase fares and passes, and new streetscape fare vending machines located at bus stops and Green Line stations across the region.

As a part of our transition to all-door boarding, the MBTA will be moving to a [fare verification system](#). All-door boarding and the technology introduced with Fare Transformation will speed up boarding times and create a safer environment by allowing the T's bus and trolley operators to focus on driving, not fares. However, in order to mitigate the effects of fare evasion, the T will also introduce a civilian team to board vehicles and verify that passengers have paid their fare.

Lastly, Fare Transformation will allow the MBTA to introduce new fare rules in the short term and be more flexible in the long term with innovative fare policies. Some of these changes will include updated fare cards, fare products, and transfer rules.

Overall, the Fare Transformation initiative will bring faster, more reliable service to our riders along with more ways to pay for fares. Since Fare Transformation represents such a far-reaching change, the MBTA has and will continue to conduct public outreach to gather feedback from our riders, as well as inform the Greater Boston community about the new system. What follows is a description of the targeted outreach in the Spring of 2021, broken down by the three focus areas: Sales Network, Fare Verification, and Fare Rules.

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Overview of the Public Engagement Process

Sales Network

Through the sales network outreach, the engagement team informed members of the public about planned changes to the network and collected feedback about those changes. Specifically, we asked community members to familiarize themselves with the proposed sales network using an [online map](#) and [location finder tool](#), and to provide input on any gaps in the proposed network. We understand that our riders know their neighborhoods best, and we relied on them to inform us of any bus stops, intersections, or local hubs that need a sales location, but were not currently slated to receive one. Furthermore, we welcomed input about which community organizations would be a good fit for becoming a community Charlie sales center to sell Charlie Cards and fares, which targets organizations that do not fall into the retail category, but that are important community locations. We were also interested in suggestions about stores that would work well as Charlie retail locations, as well as input on what to include in our annual review of the sales network.

To collect this feedback, the Community Engagement team set up several meetings with community groups and other stakeholders in which we presented information on the changes and took comments. We also disseminated an online survey (through e-blasts, partnerships with local CBOs, social media, and on MBTA.com) which riders could use to leave feedback electronically.

Proof of Payment

In implementing a fare verification program, the MBTA understands that this change represents a significant departure from how transit works today. Understanding the impact of this change, the outreach process aimed to share with the public what fare verification is and the benefits for the Fare Transformation initiative and riders. The outreach process was also an opportunity to hear the concerns and questions riders may have about the proposed fare evasion and citation processes now, and what folks may like to see changed in the future. Most importantly we wanted input about how to transition the public to this new proof of payment system. Furthermore, we hoped to gain insight around how our riders wanted the civilian fare verification team to be trained and how they would like to be approached by the team during their trips.

Fare Rules

Changes to sales and payment options in the new system bring a lot of benefits, but it will require some adjustments from how things work today. We proposed several new

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fare rules and asked for feedback from our riders to improve our plans. The fare rules we proposed in Spring 2021 included:

- Introduction of new convenient payment options
- Removal of cash payment from onboard vehicles
- Introduction of “one more trip” protection with a low balance
- Availability of new Charlie Cards for \$5 at every fare vending machine and Charlie Retailer
- Creation of programs for low-income riders to obtain Charlie Cards at no cost
- Elimination of “passback” or sharing a single card or ticket to travel together
- Integration of Commuter Rail and Ferry in 2024

Additionally, we are considering potential adjustments to our current transfer rules as we roll out our new fare system. For example, we are considering adding more 2nd transfers like “bus to bus to bus”, or allowing some stopovers such as transfers back onto the same bus route. We are also considering discounts for transfers between Commuter Rail and bus/subway, and between two Commuter Rail lines.

Finally, once in place, the new fare system will provide additional flexibility for future changes to MBTA fares and products and the ability to integrate with other transit and mobility providers. You can read more information about fares rules [here](#). Additionally, you can view recordings of the [fare rules public meetings](#) on the event page.

Outreach Statistics

Below are some statistics regarding the Spring 2021 Fare Transformation outreach process.

Public Meetings

We held three public meetings for Sales Network in March, 2021; three public meetings for Proof of Payment in April, 2021; and two for Fare Rules in May, 2021.

Community Outreach

We reached out to 296 community organizations, 95 libraries, 133 disability commissions, 150 senior councils, 273 schools, and 162 municipalities. We held 29 supplemental community meetings, of which 10 were in Chinese, and 1 was in Spanish.

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Online Surveys

Besides the public and community meetings, we also had online surveys for riders to submit their feedback. The Sales Network survey was posted online and shared with our community partners, and received 85 responses. A Fare Rules feedback form was also posted online, and a few questions about fare rules were included in the MBTA's May 2021 Customer Opinion Panel survey. We received 640 responses from the Panel survey, and 54 responses from the online Fare Rules feedback form.

Summary of Feedback

Sales Network

Generally, riders understood why the MBTA plans to remove cash payments from buses and Green Line trains, and supported the long-term goals of Fare Transformation. Many people stated that they were in favor of increasing access to reduced fare programs, as well as increasing the availability of Charlie Cards and introducing new ways to pay for fares.

However, many riders and advocates voiced concerns over the new system. One of the biggest areas of concern was accessibility. Riders wanted to ensure that both the fare vending machines (FVMs) and retail locations would be accessible to people with disabilities and limited English proficiency. This included making sure that FVMs are not too high, have braille, audio, and high contrast options, and offer multiple languages. Several riders stated that relying on retailers to self-certify the accessibility of their stores would not be sufficient. Additionally, some transit advocates wanted to ensure that sales locations would be located close to where people would normally walk, since even a short walk to a retailer or FVM can be a challenge for some. The same was said about the ticket validation machines that will be rolled out at Commuter Rail stations. One rider who is blind encouraged the MBTA to remember that for people with disabilities, adding steps to the process of getting on and off transit vehicles is a significant burden.

Another theme that frequently arose in our conversations with advocates and riders had to do with easing the burden on low income riders. Many people pointed out that low income riders make up the majority of cash users, and encouraged the MBTA to keep their needs in mind. Most advocates were supportive of planned measures such as not requiring a minimum recharge amount, allowing riders to pay with coins or small bills, letting Charlie Cards go negative for one trip, and not requiring other purchases when using a retail location. The fact that streetscape fare vending machines – fare vending

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machines used on sidewalks – return overpayment as account credit instead of change was concerning to some riders, although that concern diminished somewhat once they learned that station fare vending machines – fare vending machines found in transit stations – can return account credit as cash. Lastly, some riders outside the subway system thought that it is unfair that the paper tickets from a streetscape FVM cost the same as a plastic Charlie Card, since many of those riders never make it to a station FVM to trade in the temporary card for a hard plastic one. (Note that it will also be possible to convert a paper ticket from a streetscape FVM to a mobile Charlie Card.)

Another common theme was the T's obligation to ensure that senior citizens continue to have access to the transit network. Specifically, advocates worried that seniors may have the most trouble navigating the new system, and encouraged the MBTA to place sales locations close to senior housing, as well as to conduct robust educational outreach closer to rollout. Eventual integration of this system with the RIDE was also stressed.

In addition to these three main themes, riders also brought up concerns over the safety of sales locations, especially at night, as well as questions about data privacy. A few stressed that the MBTA needs to commit to maintaining all of the machines, even if they are vandalized repeatedly. Lastly, some riders highlighted the importance of broad geographic distribution of the sales locations, even in areas of lower ridership.

In general, riders seemed to display a slight preference for fare vending machines over retailers since the machines are closer to bus stops, quicker to use, always open, and easier to find than retailers. However, it was noted that retailers are important because they provide shelter from the weather. In addition to the convenience stores and markets that we are already targeting, people generally stated that they would feel comfortable entering banks, cafes, laundromats, and pharmacies to buy CharlieCards and fare products.

Proof of Payment & Fare Verification

In general, riders were apprehensive about the fare verification process and worried that low income riders and riders of color would be unfairly targeted. Additionally, riders were concerned that the technology used during the fare verification process would not be programmed for nuanced situations (for example, if a rider paid their fare using a smartphone, but their phone died at the time of inspection). Likewise, riders were concerned about the types of procedures in place for when the handheld reader used to verify your fare would falsely report that a rider had not paid their fare. Thus, it was asked many times if the civilian inspectors would have leeway to overturn the result from the handheld reader in instances like these.

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Other riders had fears that the new payment system may lead to more fare evasion than the MBTA expects. Some riders mentioned that without strict inspection, especially on the Commuter Rail, Green Line, and Mattapan Trolley, evasion would continue to happen instead of being deterred. Riders viewed this as unfair to those who routinely pay their fare to the MBTA. Furthermore, some were skeptical that the verification process would be equitable, particularly for low income riders and riders of color. These riders and advocates questioned how fare verification team members would be spread out across the system in a way that does not target one community or group of people. They also asked in which cases transit police would need to be involved in the verification process and if the civilian verification team would be adequately trained against bias. Lastly, recalling a history of disinvestment in low income communities, riders worried that if anything were to happen to the streetscape fare vending machines the neighborhood would lose those assets. This would impair riders' ability to pay their fare and increase their chances of getting ticketed for not paying.

Lastly, riders had concerns over the safety of the civilian verification team. Riders questioned how the civilian verification team will stay safe during conflicts over fare verification. Additionally, they hoped that verification team members would be fluent in multiple languages other than English, including American Sign Language.

Fare Rules

In addition to feedback received during public meetings and other outreach events about fare rules, the online Fare Rules feedback form received 54 responses on several different topics. The respondents are not necessarily representative of our riders as a whole, but did reflect a wide range of experiences and preferences with respect to fare policy and payment. The Fare Rules questions in the May 2021 Customer Opinion Panel survey received many more responses (640), but we note that Panel survey participants tend to be more frequent riders and MBTA commuters. The appendices provide summaries of the responses to the feedback form and panel survey questions.

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Online Feedback Form: Which changes to fare cards and fare media in the new system (2023) will improve your experience on the MBTA or be challenging for you? (Select all that apply): % of 41 responses

Change	Will improve my experience	Will be challenging for me
New payment options (Smartphones, contactless credit or debit cards)	63%	10%
Removal of cash payment onboard vehicles to speed up service and let drivers focus on safety, not fares	49%	20%
“One more trip” protection when riding with a low balance on your Charlie Card	68%	0%
Obtaining a Charlie Card for \$5 at any fare vending machine or Charlie retailer	29%	20%
Obtaining a Charlie Card at no cost for riders in reduced fare programs or through partner organizations serving low-income riders	51%	0%
Ability to tap the same card and use the same balance across all MBTA modes, including Commuter Rail and Ferry, beginning in 2024	85%	2%
Elimination of “passback” (sharing one card or ticket to travel together)	2%	37%

With respect to fare card and fare media changes, we heard a mix of enthusiasm about new options and concerns about potentially challenging transitions:

- Many people were excited about the new options to pay fares introduced through Fare Transformation. From the result of the Fare Rules feedback form, 63% of respondents thought the new payment options would improve their MBTA experience. However, some people expected to continue using plastic Charlie Cards for a variety of reasons including lack of trust in the MBTA to protect their privacy, not wanting to use a smartphone or credit card, and concern about phone batteries dying. About 10% of respondents thought the new payment would be a challenge for them.
- Many people support the removal of cash on board. 49% of respondents to the online feedback form thought it would improve their MBTA experience by speeding up service and allowing MBTA drivers to focus on safety. However, 20% of respondents thought it would be a challenge to move cash payment off of vehicles and cited concerns about adequate access to fare vending machines and skepticism about the service improvements that would be achieved.
- 68% of respondents from the survey liked the proposal of “one more trip protection,” where people with no balance on their Charlie Cards could board an MBTA vehicle one more time, and pay it back before their next trip. Riders thought it would be very helpful and convenient on their way to work, or for any time sensitive trip.
- Respondents' attitudes towards obtaining a Charlie Card at any vending machine and retail location for \$5 were almost divided in half. Among these, 29% of

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feedback form respondents thought that more access was beneficial, while 20% of respondents thought the \$5 payment was a challenge. Riders mentioned that paying \$5 per card could be cost prohibitive especially for one-time riders, large families with children over age 11 (11 and under ride free without a card), and people who want to keep spare cards on hand. Respondents suggested lowering the cost of the card, including a free card with purchase of a visitor pass, providing a credit or refund for the cost of the card, or making cards free.

- Furthermore, 51% of respondents said the proposed Charlie Card distribution program would improve their experience. Types of organizations that people suggested to include in the program are community health centers, municipalities, housing authorities, food pantries, libraries, the Department of Transitional Assistance (DTA), post offices, and the offices that provide Youth Passes and Senior Charlie Cards. Some people noted that robust outreach would be necessary to make sure that low income riders are aware of this opportunity.
- Most riders hoped not to eliminate the “passback” or card-sharing features of the current system. From the feedback form, 37% of respondents thought it would be a challenge to navigate the system without card-sharing. They felt “passback” was an important convenience for travelling with guests, visitors, family, and friends, especially since there will be a cost to purchase additional MBTA fare cards in the future.
- Overall, riders were very excited to see the proposal of an integrated payment system for the Commuter Rail, Ferry, Subway and Bus. They hoped this could be implemented as soon as possible. From the feedback form, 85% of respondents thought it would improve their experience.

With regard to MBTA fares and products, a fare structure that is affordable and easy-to-understand is riders’ number one priority. In both the online Fare Rules feedback form and Customer Opinion Panel, reducing fares based on income and simplifying transfer discounts were the top two specific fare concepts that respondents thought the MBTA should explore and pursue. People thought a low-income fare would improve access for riders with limited transportation options, and reduce the transportation cost burden for low-income riders.

Respondents also favored other changes related to affordability and simplicity, including fare capping, additional passes for reduced fare riders, and simplifying Commuter Rail Zones to achieve closer parity between Commuter Rail fares and bus or subway fares (especially in inner zones). Riders suggested that a simpler fare system would encourage riders to travel more and increase ridership. Several people commented in the feedback form that fare capping—or allowing riders to pay for each trip until they

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reach a spending cap and then ride free for the rest of the day, week, or month—could help low-income riders who had a hard time paying the up-front cost of a pass and would simplify MBTA fares by avoiding the need to understand and select from an array of different passes; however, multiple riders also commented that passes should be retained alongside fare capping. Several respondents in the feedback form and participants in public meetings commented that all MBTA fares should be free, eliminating the need for fare cards and other fare rules.

Survey respondents were also interested in “part-time passes”, or discounted product for riders who used the MBTA every week, but not enough to buy a 7-day Pass or Monthly pass. People thought “part-time passes” would be helpful for tourists as well as riders working irregularly schedules.

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Which of the following fare concepts would you like the MBTA to explore and pursue? Please select the top 1-5 fare concepts that you would most like to see in the future at the MBTA.

	Online Feedback Form (n = 30)	May Panel Survey (n = 632)
FARES: Standardize and simplify transfer discounts between MBTA services	50%	48%
FARES: Different fares for trips at peak times and during off-peak times	13%	22%
FARES: Different fares on weekdays and the weekend	10%	19%
FARES: Different fares for shorter and longer trips on bus and/or subway	17%	12%
FARES: Different fares for “reverse-commute” trips (outbound in the morning and inbound in the evening)	3%	10%
FARES: Fewer fare zones or different zone fares on Commuter Rail	40%	20%
FARES: Reduced fares based on income	63%	49%
PRODUCTS: Additional rolling-period passes, such as a 3-day pass or a 30-day pass	27%	27%
PRODUCTS: Additional passes for reduced fare riders (e.g. Student 7-day LinkPass or Senior Monthly Commuter Rail pass)	30%	29%
PRODUCTS: Discounted products for riders who use the MBTA every week but not enough to buy a 7-day Pass or Monthly Pass	30%	44%
PRODUCTS: Eliminate passes and implement fare capping, where you pay for each ride until you reach a spending cap and then ride free for the rest of the day, week, or month	50%	27%
PRODUCTS: New MBTA passes that include parking at MBTA stations	10%	20%
INTEGRATIONS: Integrate fare payment between the MBTA and bikeshare	17%	17%
INTEGRATIONS: Integrate fare payment between the MBTA and ride-hailing services	7%	10%
None of the above	10%	5%

For specific transfer discounts that might be added to the MBTA, most respondents would like to see “Transfer between any two subway stations by walking outside;” in addition to quick round trips, they especially mentioned walking/outside-the-gate transfers between the Red and Blue Lines, between the Green and Orange Lines, and between the Green Line branches and thought it was unfair to pay two fares for a single trip with one of those transfers. The following top choice was “adding a new 2nd transfer”, which could be from bus to bus onto another bus or onto the subway, or from the subway to bus and then onto another bus. Furthermore, riders also wanted to see “Transfer from a bus route to the same bus route in either direction.” They thought these transfers would be ideal for local trips, like picking up takeout, going to the bank, and picking up dry cleaning, and that the current rules unfairly favored corridors served by multiple bus routes where riders could take a different route in each direction. People additionally commented that free transfers from Commuter Rail to the subway or bus are critical, which would attract more riders to take the Commuter Rail. Several survey

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respondents and public meeting participants also suggested broader simplifications of transfer rules, like a flat fee for any transfer or allowing unlimited transfers within 2 hours after paying an initial fare, and noted that liberal transfer policies would avoid double-charging people with disabilities who need to use the system in whatever ways are most accessible (including pausing and resuming trips, doubling back on the same line, and transferring between lines).

The following types of transfers currently do NOT receive a transfer discount. Please select the top 1-3 types of transfers that you would most like to see added to the MBTA.

	Online Feedback Form (n = 30)	May Panel Survey (n = 639)
A new 2nd transfer from bus to bus and then onto another bus, from bus to bus and then onto subway, or from subway to bus and then onto another bus (transfers from bus to subway back to bus already receive a transfer discount)	 43%	 42%
Transfer between two Express Bus routes	 7%	 5%
Transfer between downtown Red Line and Blue Line stations by walking outside	 30%	 24%
Transfer from a bus route to the same bus route in either direction (currently bus transfers are only allowed to a different route) -- allowing you to stop in the middle of a trip or take a quick round trip on the bus	 40%	 37%
Transfer between any two subway stations by walking outside -- allowing you to stop in the middle of a trip or take a quick round trip on the subway	 63%	 51%
Transfer between bus/subway and Commuter Rail/ferry	 40%	 34%
Transfer between two Commuter Rail lines	 20%	 12%
Transfer more than 2 hours after the beginning of your trip	 13%	 19%
None of the above	 0%	 9%

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Appendix: Fare Rules Online Feedback Form

What is your age? (n = 47 responses)

Under 18		2%
18 to 21		2%
22 to 34		32%
35 to 44		21%
45 to 64		28%
65 or over		15%

What is your gender? (n = 46 responses)

Man		52%
Woman		43%
Specify		4%
Prefer not to say		0%

Are you Hispanic or Latino/Latina? (n = 45 responses)

Yes		9%
No		89%
Prefer not to say		2%

How do you self-identify by race? (Check all that apply) (n = 45 responses)

American Indian or Alaska Native		0%
Asian		7%
Black or African American		4%
Native Hawaiian or other Pacific Islander		0%
Other		7%
White		78%
Prefer not to say		4%

How many usable vehicles are in your household? (n = 46 responses)

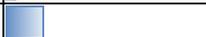
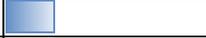
0		41%
1		39%
2		17%
3 or more		2%

How many people are in your household, including yourself? (n = 47 responses)

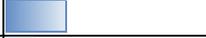
1		38%
2		38%
3		9%
4		9%
5 or more		6%

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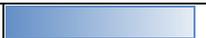
What is your current household income? (n = 47 responses)

Less than \$14,500		4%
\$14,500 to \$28,999		15%
\$29,000 to \$43,499		6%
\$43,500 to \$57,999		6%
\$58,000 to \$75,999		4%
\$76,000 to \$108,499		19%
\$108,500 to \$151,999		19%
\$152,000 or more		11%
Prefer not to say		15%

What fare media do you currently use to pay for your MBTA trips? (Select all that apply) (n = 42 responses)

Pay cash on board		10%
CharlieTicket from a fare vending machine or retail store		36%
CharlieTicket from a ticket window		5%
CharlieCard from MBTA Customer Service		50%
CharlieCard from an MBTA pass program		36%
mTicket app		24%
Other		12%

You will be able to use the following card options when you tap to ride in the new fare collection system. Which of these are you likely to use? (Select all that apply) (n = 42 responses)

New plastic Charlie Card		74%
Charlie Card in mobile wallet		50%
Mobile wallet		31%
Contactless credit or debit card		36%

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Which changes to fare cards and fare media in the new system (2023) will improve your experience on the MBTA or be challenging for you? (Select all that apply) (n = 41 responses)

Change	Will improve my experience	Will be challenging for me
New payment options (Smartphones, contactless credit or debit cards)	63%	10%
Removal of cash payment onboard vehicles to speed up service and let drivers focus on safety, not fares	49%	20%
“One more trip” protection when riding with a low balance on your Charlie Card	68%	0%
Obtaining a Charlie Card for \$5 at any fare vending machine or Charlie retailer	29%	20%
Obtaining a Charlie Card at no cost for riders in reduced fare programs or through partner organizations serving low-income riders	51%	0%
Ability to tap the same card and use the same balance across all MBTA modes, including Commuter Rail and Ferry, beginning in 2024	85%	2%
Elimination of “passback” (sharing one card or ticket to travel together)	2%	37%

What values should the MBTA prioritize when deciding which potential transfer discounts to consider offering? Please select the top 1-2 values that you believe are most important. (n = 30 responses)

Providing discounts for transfers that would result in the smallest amount of revenue loss	13%
Providing discounts for transfers made by the largest number of riders	27%
Providing discounts for transfers made by the largest number of low-income riders and/or riders of color	33%
Providing discounts for transfers that cost the most to the rider (e.g. Commuter Rail to Commuter Rail)	40%
Making fares for transfer trips easier to understand and more predictable for unfamiliar trips	63%
None of the above	3%

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The following types of transfers currently do NOT receive a transfer discount. Please select the top 1-3 types of transfers that you would most like to see added to the MBTA. (n = 30 responses)

A new 2nd transfer from bus to bus and then onto another bus, from bus to bus and then onto subway, or from subway to bus and then onto another bus (transfers from bus to subway back to bus already receive a transfer discount)		43%
Transfer between two Express Bus routes		7%
Transfer between downtown Red Line and Blue Line stations by walking outside		30%
Transfer from a bus route to the same bus route in either direction (currently bus transfers are only allowed to a different route) -- allowing you to stop in the middle of a trip or take a quick round trip on the bus		40%
Transfer between any two subway stations by walking outside -- allowing you to stop in the middle of a trip or take a quick round trip on the subway		63%
Transfer between bus/subway and Commuter Rail/ferry		40%
Transfer between two Commuter Rail lines		20%
Transfer more than 2 hours after the beginning of your trip		13%
None of the above		0%

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In 2015 the MBTA's board of directors approved a policy with guidelines for establishing and restructuring MBTA fares. That policy mentions the following strategies for setting fares in order to advance objectives of increasing revenue, improving service and customer experience, and advancing social, equity, environmental, and regional economic goals.

Which of the following strategies should the MBTA prioritize when evaluating and deciding possible changes to fares, fare products, and fare integrations? Please select the top 1-3 strategies that you believe are most important. (n = 30 responses)

Make any fare increases at regular and modest rates		17%
Set fares that are affordable compared to alternative modes of travel		67%
Create a fare structure that is easy to understand		50%
Set fares that increase ridership on services with underutilized passenger capacity		23%
Set fares to avoid significantly limiting the ability of riders to access the MBTA system		60%
Take into account the different types of services and needs of various populations of users when setting fares		13%
Work with partners to pursue the implementation of reduced fare products based on income		33%
None of the above		3%

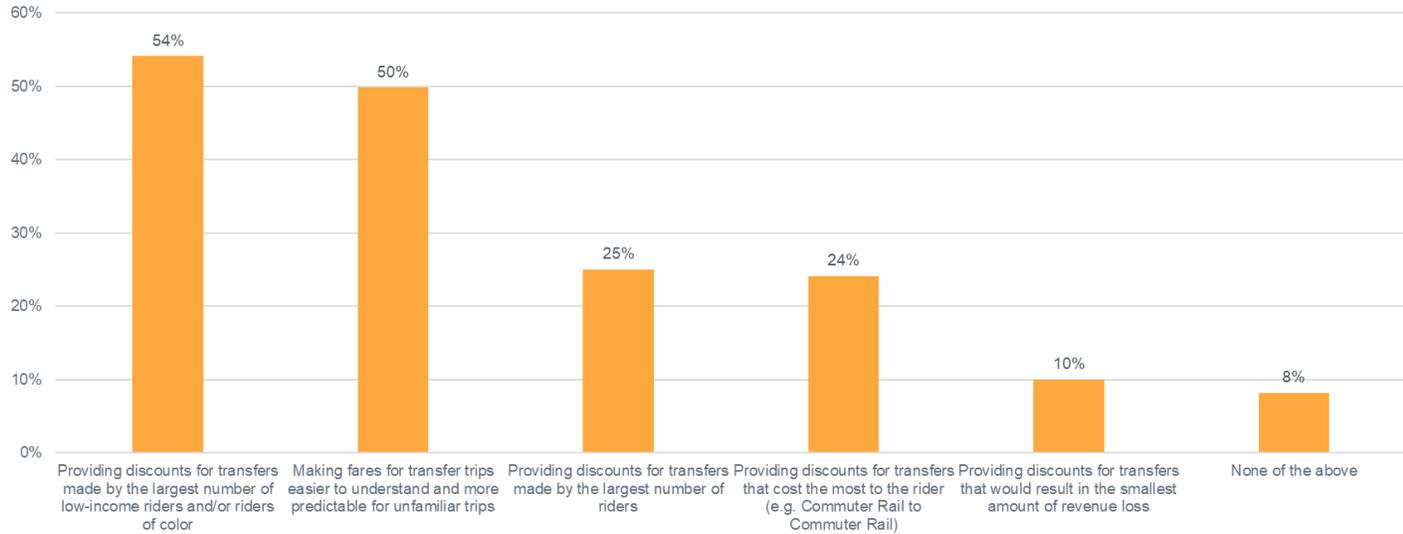
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Which of the following fare concepts would you like the MBTA to explore and pursue? Please select the top 1-5 fare concepts that you would most like to see in the future at the MBTA. (n = 30 responses)

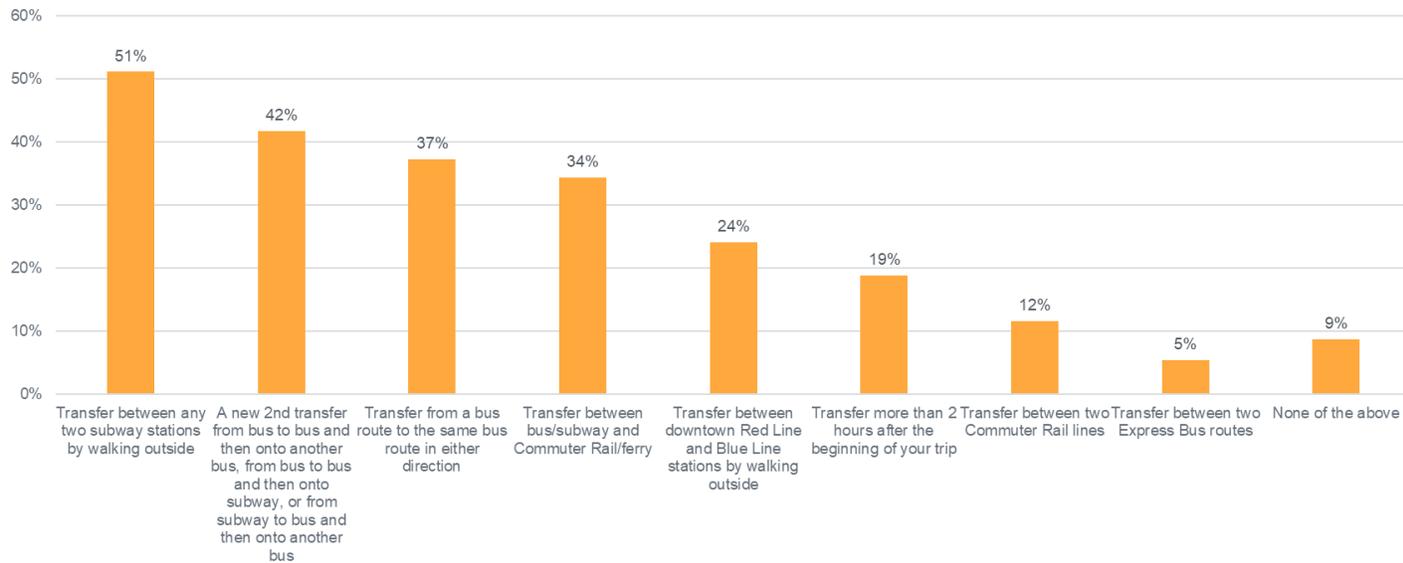
FARES: Standardize and simplify transfer discounts between MBTA services		50%
FARES: Different fares for trips at peak times and during off-peak times		13%
FARES: Different fares on weekdays and the weekend		10%
FARES: Different fares for shorter and longer trips on bus and/or subway		17%
FARES: Different fares for “reverse-commute” trips (outbound in the morning and inbound in the evening)		3%
FARES: Fewer fare zones or different zone fares on Commuter Rail		40%
FARES: Reduced fares based on income		63%
PRODUCTS: Additional rolling-period passes, such as a 3-day pass or a 30-day pass		27%
PRODUCTS: Additional passes for reduced fare riders (e.g. Student 7-day LinkPass or Senior Monthly Commuter Rail pass)		30%
PRODUCTS: Discounted products for riders who use the MBTA every week but not enough to buy a 7-day Pass or Monthly Pass		30%
PRODUCTS: Eliminate passes and implement fare capping, where you pay for each ride until you reach a spending cap and then ride free for the rest of the day, week, or month		50%
PRODUCTS: New MBTA passes that include parking at MBTA stations		10%
INTEGRATIONS: Integrate fare payment between the MBTA and bikeshare		17%
INTEGRATIONS: Integrate fare payment between the MBTA and ride-hailing services		7%
None of the above		10%

Appendix: May 2021 Customer Opinion Panel Survey

What values should the MBTA prioritize when deciding which potential transfer discounts to consider offering? (n = 640)

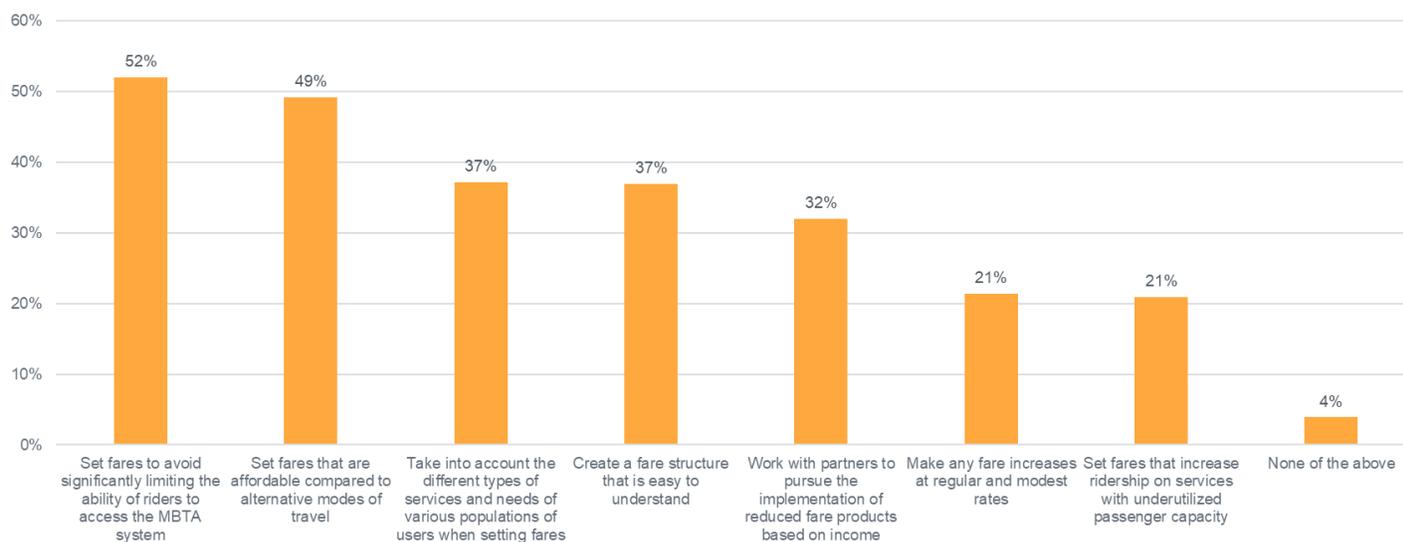


What types of transfers would you most like to see added to the MBTA? (n = 639)



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Which of the following strategies should the MBTA prioritize when evaluating and deciding possible changes to fares, fare products, and fare integrations? (n = 634)



Which of the following fare concepts would you like the MBTA to explore and pursue? (n = 632)

