

IT Committee

From: Marc Takamori <Marc.Takamori@co.maui.hi.us>
Sent: Friday, February 19, 2021 9:17 AM
To: IT Committee
Subject: Presentation for 2/22/21
Attachments: 20210222_Transportation Committee Council Presentation - Nelson Nygaard.pdf

Hi IT Committee,

Please find attached the presentation being given by our consultant team from Nelson Nygaard for IT-19.

Thanks,
Marc



Getting On Board Maui Bus

Bus Rates and Fees Study | Project Recommendations

Maui County Council
Infrastructure and Transportation Committee Presentation
February 22, 2021

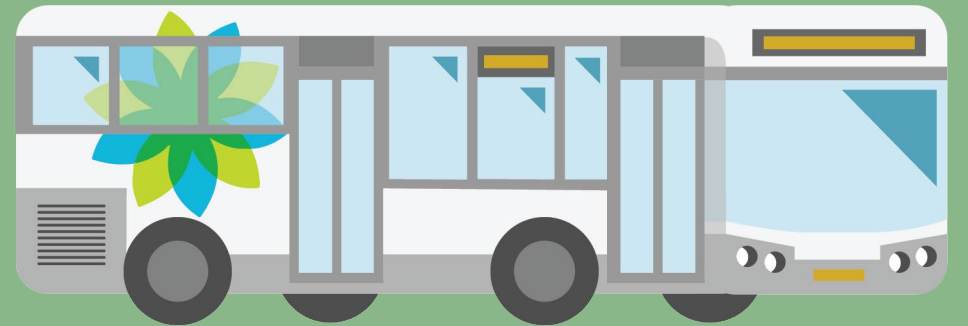
AGENDA

01 | Project Summary

02 | Outreach Summary

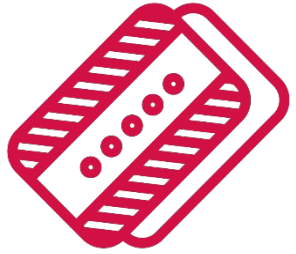
03 | Fare Recommendations





PROJECT SUMMARY

Getting on Board Maui Bus Phases



Fare Analysis

- Proposed systemwide fare policy
- Recommended rates and fees structure



Program Performance Management

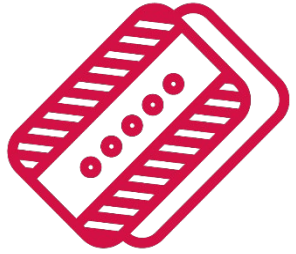
- Recommended performance measures, standards, and evaluation criteria
- Set public outreach policy for service and fare changes

Program Performance Management

- New agency goals, objectives, measures, and targets
- Revised reporting schedule
 - Quarterly / Annual
- Actionable strategies for improving performance

| | |
|---|--|
| 1 Service Delivery: Deliver efficient, frequent, and accessible service | 1.1 Operate productive service |
| | 1.2 Operate frequent service |
| | 1.3 Provide a safe and comfortable vehicle load |
| | 1.4 Provide ADA accessible service |
| 2 Customer Service: Provide welcoming, friendly, and helpful community service | 2.1 Increase ridership on fixed route and commuter bus |
| | 2.2 Accommodate paratransit boardings |
| | 2.3 Maintain reliable on-time performance |
| | 2.4 Provide consistent real-time information on bus location |
| | 2.5 Receive positive customer feedback |
| 3 Safety: Provide safe service for Maui Bus riders | 3.1 Operate low vehicle incident and injury record |
| | 3.2 Provide frequent operator training |
| 4 Financial Health: Operate cost-effective service and plan for future financial needs | 4.1 Operate with a sustainable farebox recovery ratio |
| | 4.2 Maintain low cost per passenger trip |
| | 4.3 Build sustainable financial capacity |
| 5 Sustainable Operations: Maintain reliable fleet and facilities that meet the needs of the community | 5.1 Operate vehicles within their useful life |
| | 5.2 Maximize vehicle life through preventative maintenance |
| | 5.3 Keep an appropriately sized and sustainable fleet |
| | 5.3 Improve passenger facilities |
| 6 Community Connections: Equitably connect Maui people and places with transit service | 6.1 Provide equitable service availability |

Getting on Board Maui Bus Phases



Fare Analysis

- Proposed systemwide fare policy
- Recommended rates and fees structure



Program Performance Management

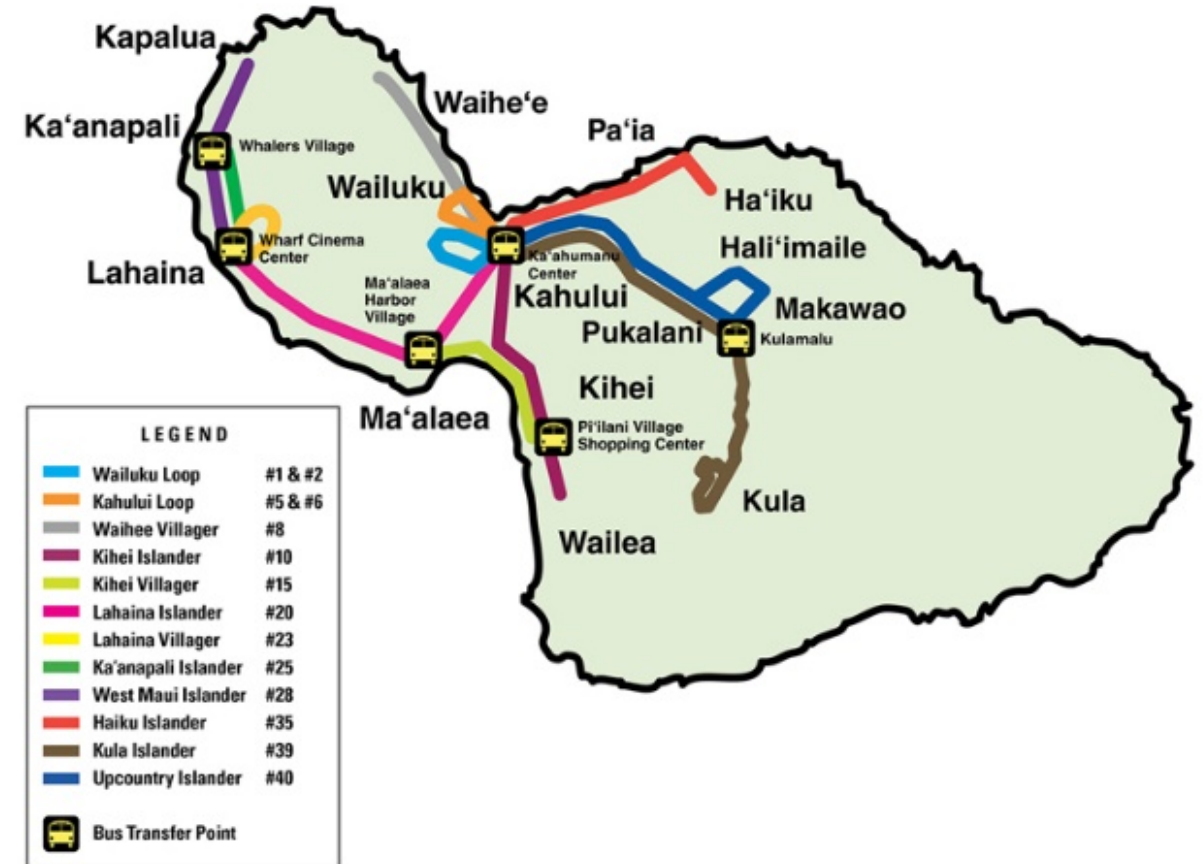
- Recommended performance measures, standards, and evaluation criteria
- Set public outreach policy for service and fare changes

Maui Bus Summary

Three types of service:

1. Fixed route bus
 - 14 all day routes
 - Operated by Roberts Hawaii
2. Commuter bus
 - 4 peak-hour only routes
 - Operated by Roberts Hawaii
3. ADA Paratransit
 - Complementary service to fixed route
 - Operated by Maui Economic Opportunity (MEO)

Fixed Route Network

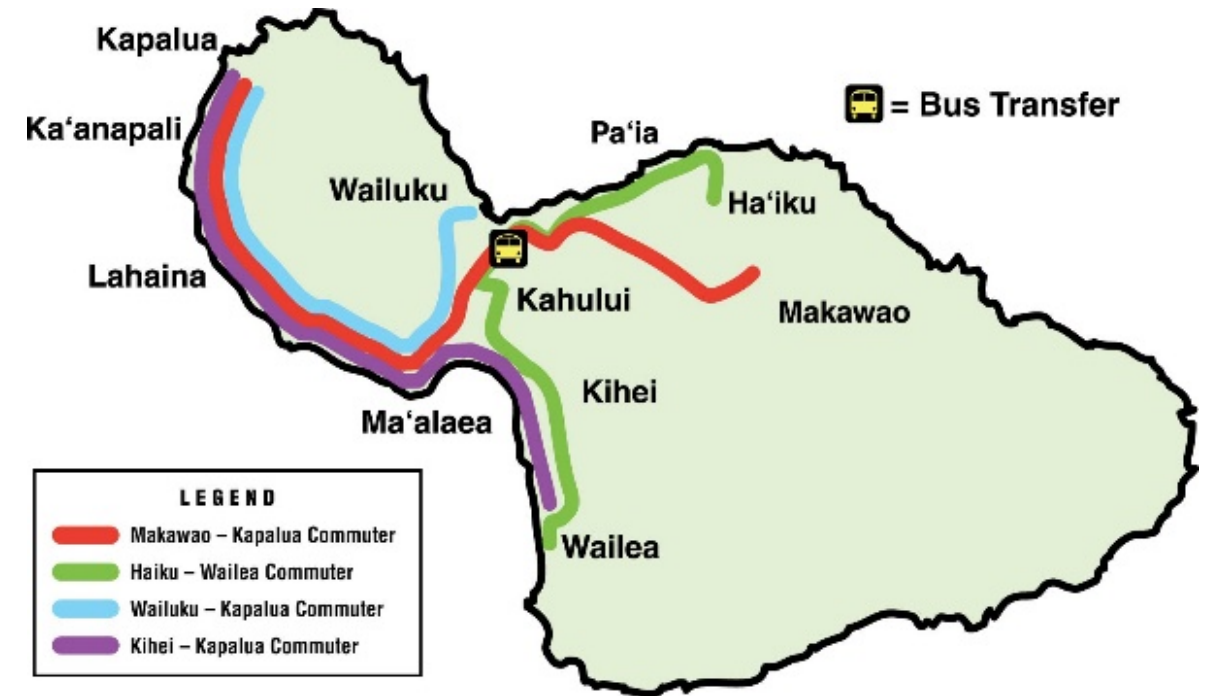


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Commuter Network



Maui Bus Summary

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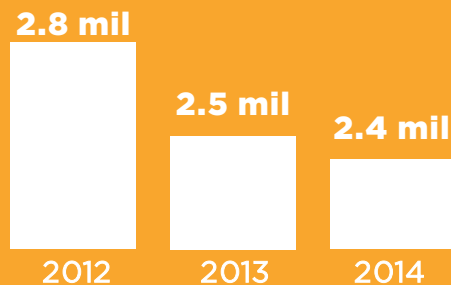
Paratransit Vehicle



Existing Fare Policy

- Rates and fees are set by County Council
- Current rates and fees are product of:
 - Large increase in 2012 (\$1-\$2)
 - Incremental changes to discount pricing/eligibility

System ridership dropped by ~10% after Maui Bus raised the fare in 2012



MDOT

- Recommends rates and fees changes

Mayor

- May include changes in proposed annual budget

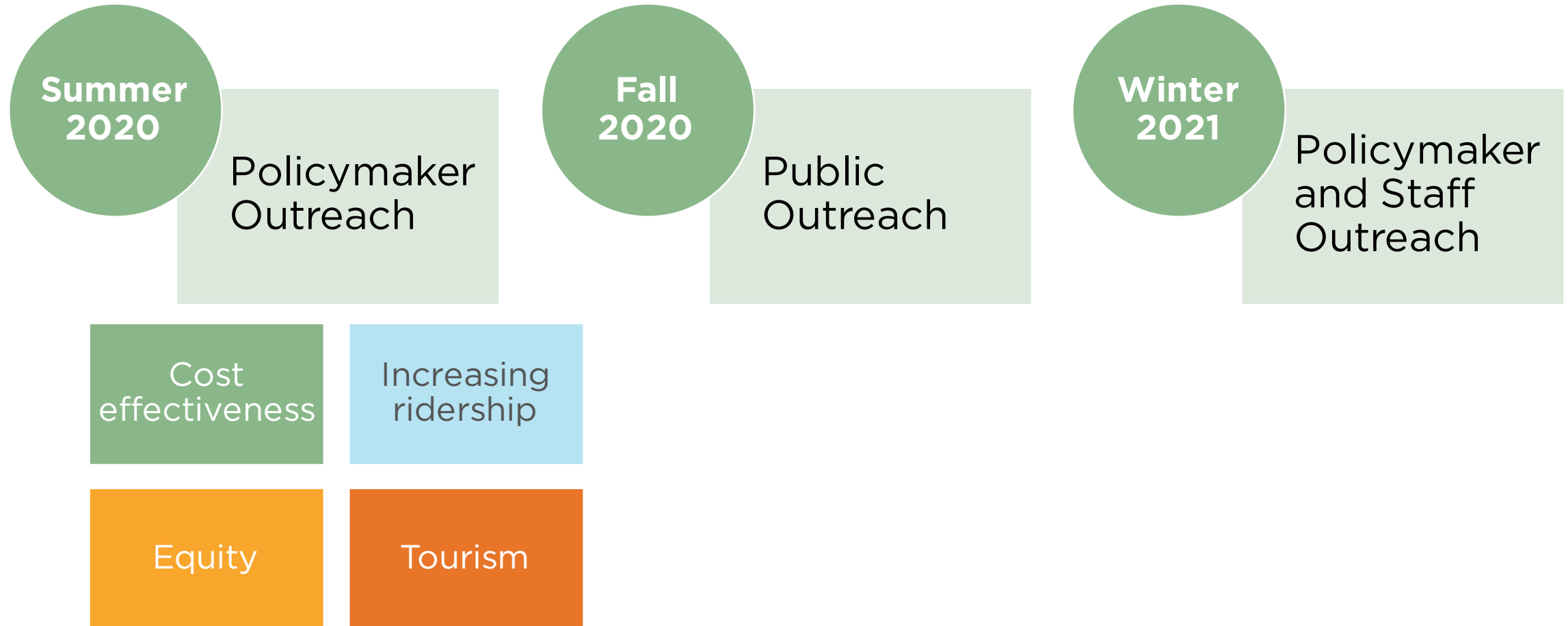
Council

- May adopt recommendations or makes changes



OUTREACH SUMMARY

Outreach Summary



Fall 2020 Public Outreach

Getting on Board Maui Bus

Engaged the community in the development of Maui Bus Rates and Fees Study recommendations

Public Notices

- Posters on transit vehicles and at transit centers
- Announcements on vehicles
- Press release
- Social media posts (Instagram and Facebook)
- Brochures on transit vehicles, at transit centers, and to businesses along Kaʻahumanu Avenue in tandem with Maui TOD project

Get on board and share your voice!



Maui Bus is seeking input about how the agency serves the community, including how much riders pay to board the bus.

Get involved at:

gettingonboardmaibus.com

Take our online survey to be entered into a drawing to win a \$50 VISA gift card and other prizes.

Join our virtual open house!

OCTOBER 15 | 4-5 PM

County of Maui

Facebook Live



use your
smartphone
camera to
scan me



Fall 2020 Public Outreach

Opportunities for Feedback

- Online and paper surveys
- Virtual open house on Facebook Live
- Project website

Outcomes

- Nearly 300 survey responses (~8% of unique daily riders)
- ~80 Facebook Live event attendees

SAVE THE DATE

Getting on Board Maui Bus
Virtual Open House



OCTOBER 15 | 4-5 PM
County of Maui
Facebook Live



Provide input about how the agency serves the community, including how much Maui Bus riders pay to board the bus.

*“There should be **2 classes of fares**, One, Full fare and the other one is half fare.”*

*“It is easy for frequent bus riders, but very **confusing for the uninitiated**. The pass structure is WAAAY too complicated.”*

*“Any **increase** right now (Covid 19 and its impact on employment) would be a **disservice to the Community**.”*

*“**Fees need to be revised at frequent intervals** based on ridership, cost of operations, and expected revenues.”*

*“**Consistency and ease** of use are critical success factors for long-term understanding and improved ridership.”*

*“Only lower fares. Do not raise fares. Imperative. **Encourage ridership. Do not discourage**.”*

*It's **affordable** for me as someone with a salaried job, but that **may not be the case for others**.*

*“...focusing on **revenue generation by educating visitors to ride** our buses. That could be a revenue stream if travelers have access to info. Please focus on this. Not everyone really wants to rent a car.”*

*“I think we should have some in-app features to **pay**. At least for those who are able to use digital app like in **smartphone**.”*



FARE RECOMMENDATIONS

Fare Recommendations



Peer Review

Selected from:

- Agencies in Hawai'i of a similar size
- Agencies in areas with significant tourism
- Agencies with similar operating characteristics



Cape Cod Regional Transit Authority (CCRTA) Hyannis, MA



The Kaua'i Bus
Līhu'e, HI



Link Transit
Wenatchee, WA



Key West Transit (KWT)
Key West, FL



Hele-On
Hilo, HI



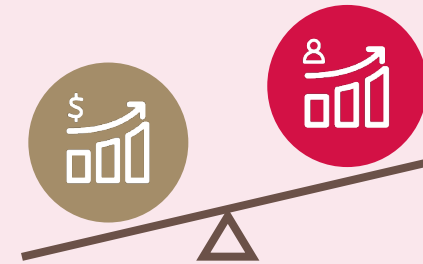
Whatcom Transportation Authority (WTA)
Bellingham, WA

Ridership and Revenue

Raising fares tends to raise revenues but detract riders



Lowering fares tends to reduce revenues but attract riders



Successful fare changes rely on balancing ridership and revenue



Fare Structure and Policy Considerations



Simplicity



Alignment
with Peers



Equity



Revenue



Administrative
Feasibility



Alignment
with Past
Recommendations








Affordability






Ridership

Fare Recommendations



Short-Term

-  Offer consistent discount categories
-  Free fares for children + add youth discount
-  Remove paratransit passes + add 11-ride pass
-  Offer more ways to purchase fare products
-  Establish formal guidelines for fare adjustments

Mid-Term

-  Raise senior age limit
-  Add low-income fare program at 100% of Federal Poverty Level (FPL)
-  Develop university pass program

Long-Term

-  Develop formal employer pass program
-  Add discounted fares on commuter service

Existing Fare Structure

| | Fixed-Route | Commuter | Paratransit |
|-----------------------------|-------------|----------|-------------|
| Single Ride | | | |
| General Fare | \$2.00 | \$2.00 | \$2.00 |
| Reduced Fare* | \$1.00 | N/A | N/A |
| Day Pass | | | |
| General Day Pass | \$4.00 | N/A | \$4.00 |
| Monthly Pass | | | |
| General Monthly Pass | \$45.00 | \$45.00 | N/A |
| Student Pass | \$30.00 | N/A | \$30.00 |
| Senior Pass (55+) | \$25.00 | N/A | \$45.00 |
| Disability Pass | \$30.00 | N/A | N/A |

* Includes seniors (55 and older), paratransit eligible and people with a disability, and Medicare Card holders. Children under 2 ride for free.

Proposed Fare Structure

| | Fixed-Route | Commuter | Paratransit |
|--------------------------------------|-------------|----------|-------------|
| Single Ride | | | |
| General Fare | \$2.00 | \$2.00 | \$2.00 |
| Reduced Fare* | \$1.00 | N/A | N/A |
| Day Pass | | | |
| General Day Pass | \$4.00 | N/A | N/A |
| Monthly Pass / Multi-Use Pass | | | |
| General Monthly Pass | \$45.00 | \$45.00 | N/A |
| Reduced Monthly Pass* | \$25.00 | N/A | N/A |
| 11-Ride Pass | N/A | N/A | \$20.00 |

* Includes seniors (65 and older), paratransit eligible and people with a disability, Medicare Card holders, youth (7-18), and people in low-income households earning less than the Hawaii Poverty Limit). Children age 0-6 ride for free.

Offer Consistent Discount Categories

Why?

- *Simplicity*
 - Survey results showed that people want simpler fares
- *Alignment with Past Recommendations*
 - Monthly pass recommendation from 2016 Short Range Transit Plan
- *Alignment with Peers*
 - The Kaua'i Bus and Hele-On both have one discount fare category

*“There’s **too many different types of passes** with different types of users with different types of prices. **Keep it simple.**”*

~ 2020 Getting on Board Maui Bus Survey Respondent

Offer Consistent Discount Categories

Recommendation

- Create one discount category
 - Consolidate discount pass eligibility for single-ride and monthly passes
 - Make all monthly passes one price

Discounted Fare Eligibility (Single-Ride and Monthly Pass)

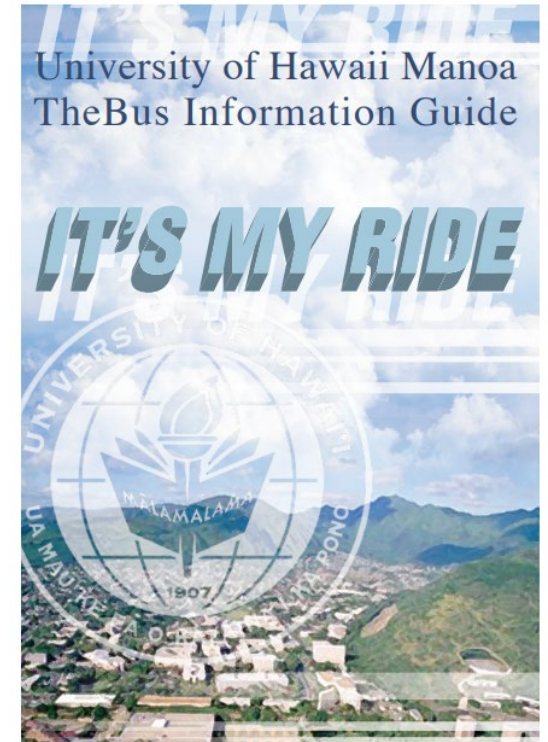
| Existing | Proposed |
|---|---|
| <ul style="list-style-type: none">• Seniors (55+)• Disabled Riders• Medicare Card Holders (<i>single-ride only</i>)• Students (<i>monthly pass only</i>) | <ul style="list-style-type: none">• Seniors (65+)• Disabled Riders• Medicare Card Holders• Youth (7-18)• Low-Income Riders |

+ University Student Pass Program
(no age limit)

Offer Consistent Discount Categories

Recommendation

- New child/youth discount fares
 - Align with The Kaua'i Bus (free age 0-6, discounted fares age 7-18)
- New university student pass program partnership
 - Eliminate student age restriction



| Maui Bus | CCRTA | Key West Transit | The Kaua'i Bus | Hele-On | Link Transit | WTA |
|--|--|--|---|--|--|--|
| <ul style="list-style-type: none">•Discount passes for students under 24•Children under 2 ride free | <ul style="list-style-type: none">•Children under 6 ride free•Discount fares for students | <ul style="list-style-type: none">•Half fares to students under 21 | <ul style="list-style-type: none">•Half fares to youth 7-18•Children under 7 ride free•Pass partnership with Kaua'i Community College | <ul style="list-style-type: none">•Half fares for students•Children under 5 ride free | <ul style="list-style-type: none">•Discounted passes for students•Children under 12 ride free•Pass partnership with Wenatchee Valley College | <ul style="list-style-type: none">•Children under 8 ride free•Pass partnership with Western Washington University |

Adjust Senior Age Limit + Add Low-Income Fare

Why?

- *Equity and Affordability*
 - Offer discounted fares to those who need it most
 - Benefits those hit hard by the COVID economy
 - Focus on local riders
- *Alignment with Peers*
 - Maui Bus has lowest senior age of all peers
 - Multiple agencies introducing low-income fare programs with success

*“Seniors, disabled persons and students are **not necessarily low income**. Use a **universal income guideline** regardless of classification.”*

~ 2020 Getting on Board Maui Bus Survey Respondent

Adjust Senior Age Limit + Add Low-Income Fare

Recommendation

- Raise senior age limit to from 55 to 65
- Introduce low-income fare
 - Eligibility = households earning less than the Hawaii Poverty Level (e.g., \$25,260 for household of 3)
 - Potential partnership with MEO

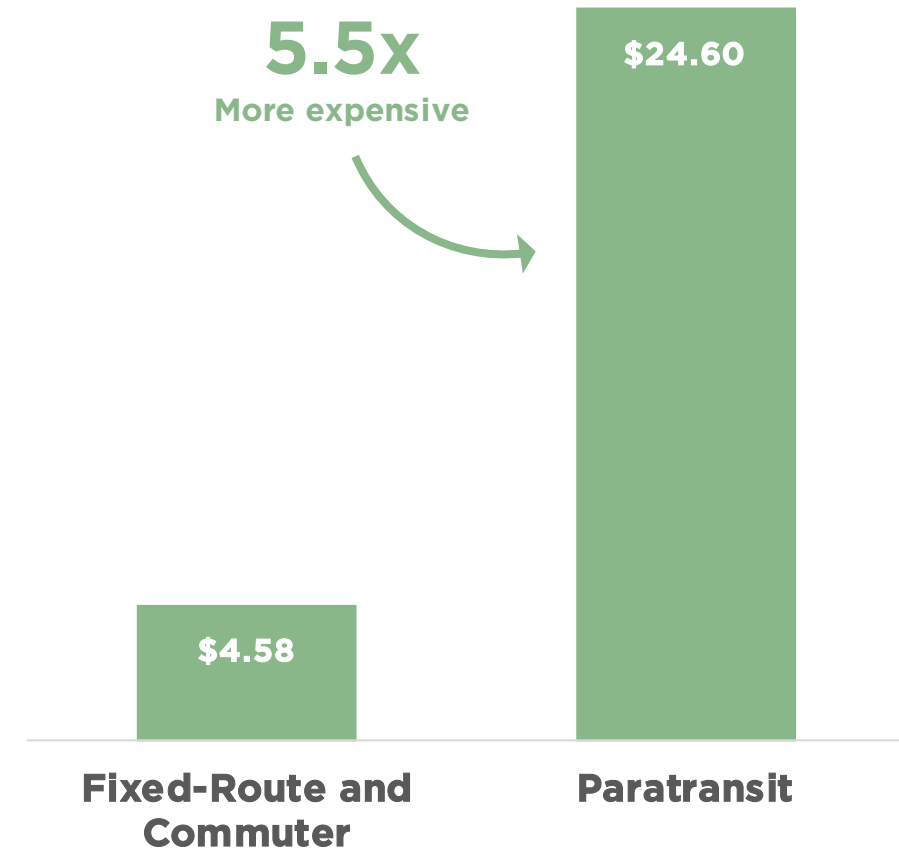
| Maui Bus | CCRTA | Key West Transit | The Kaua'i Bus | Hele-On | Link Transit | WTA |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| • Discount for seniors 55+ | • Discount for seniors 60+ | • Discount for seniors 60+ | • Discount for seniors 65+ | • Discount for seniors 60+ | • Discount for seniors 65+ | • Discount for seniors 65+ |

Adjust Paratransit Fares and Passes

Why?

- *Cost Effectiveness*
 - Paratransit trips are expensive to provide
 - Unlimited passes incentivize more trips
- *Alignment with Past Recommendations*
 - 2016 Short Range Transit Plan and 2018 Audit
 - General paratransit monthly pass was removed in 2019
- *Alignment with Peers*
 - The Kaua'i Bus Example (next slide)

Operating Cost per Trip



Adjust Paratransit Fares and Passes

Peer Example: The Kaua'i Bus

- Recent fare change – January 2020
- Eliminated paratransit monthly pass
- Replaced with \$20 10-ride pass



Adjust Paratransit Fares and Passes

Recommendation

- Remove current paratransit day passes, and senior and student monthly pass options
- Introduce discounted 11-ride ticket
 - Scratch off ticket or ticket book
 - No expiration
 - 11-ride pass still provides discount but limits trips
- Per ride cost would go up an average of 25%

Paratransit Pass Options

| Existing | Proposed (Short-Term) |
|---|--|
| <ul style="list-style-type: none">• Day Pass (\$4)• Senior Monthly Pass (\$45)• Student Monthly Pass (\$30) | <ul style="list-style-type: none">• 11-Ride Pass (\$20) |

Adjust Paratransit Fares and Passes

Recommendation

- Remove current paratransit day passes, and senior and student monthly pass options
- Introduce discounted 11-ride ticket
 - Scratch off ticket or ticket book
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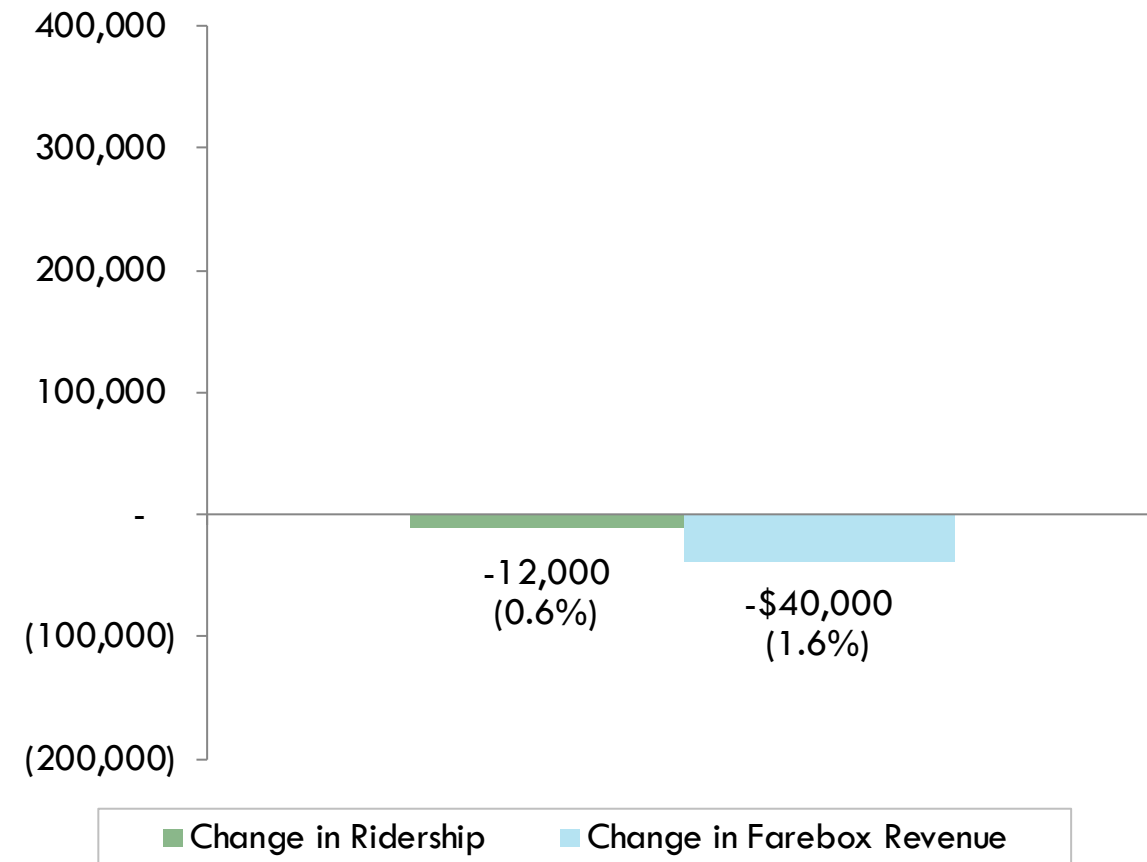
| Paratransit Fares | Existing | Proposed |
|-----------------------|-------------|--------------------|
| Single Ride | | |
| General Fare | \$2.00/ride | \$2.00/ride |
| Passes | | |
| Day Pass | \$1.30/ride | - |
| Senior Pass | \$1.50/ride | - |
| Student Pass | \$1.00/ride | - |
| 11-Ride Ticket | - | \$1.80/ride |

Proposed Fare Structure

Ridership and Revenue Impacts

Less than 2% change to ridership and revenue

- Offer consistent discount categories
- Free fares for children + add youth discount
- Raise senior age limit
- Add low-income fare program at 100% of Federal Poverty Level (FPL)
- Remove paratransit passes + add 11-ride pass



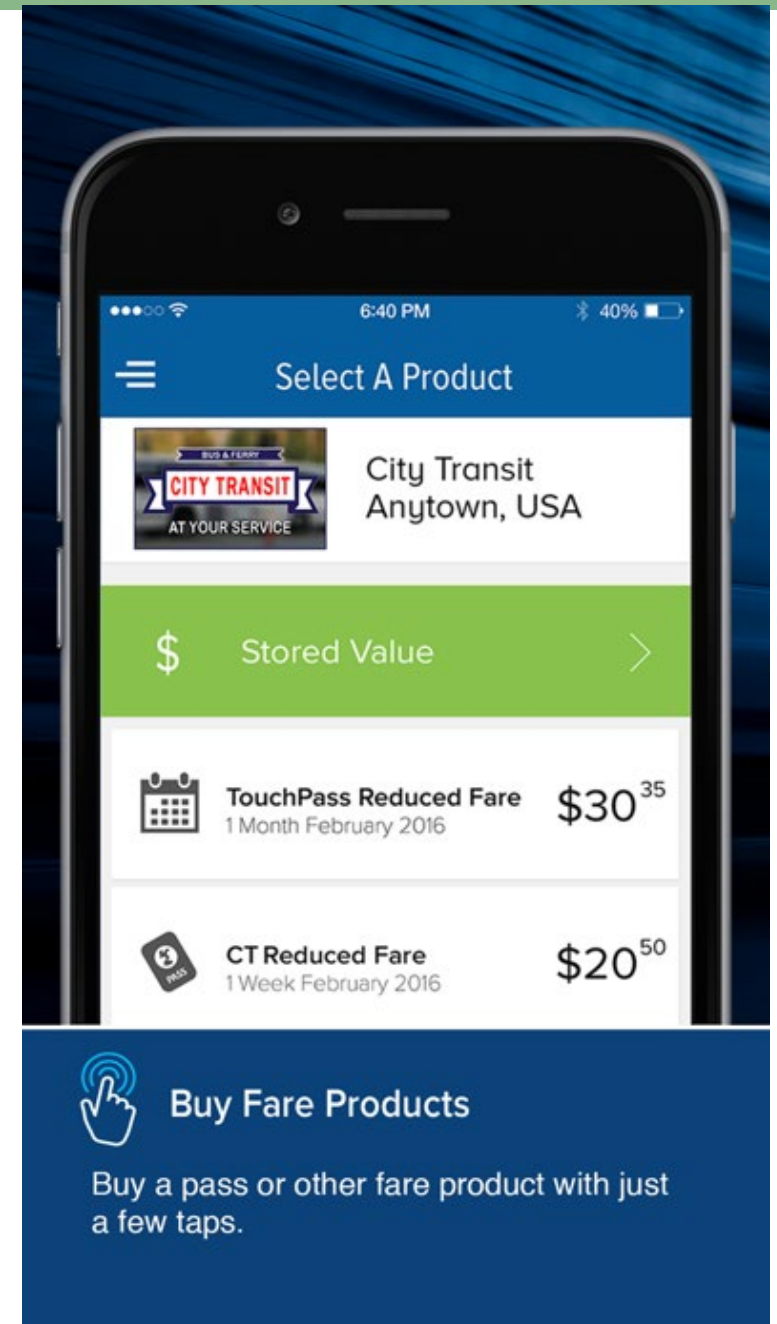
Offer More Ways to Pay

Why?

- *Ridership*
 - Allowing people more ways to pay can increase ridership among residents and tourists
- *Alignment with Peers*
 - WTA (Touchpass) and Link Transit (Token Transit)

Recommendation

- Offer more ways to purchase fare products
 - Mobile ticketing
 - Expand pass sales network



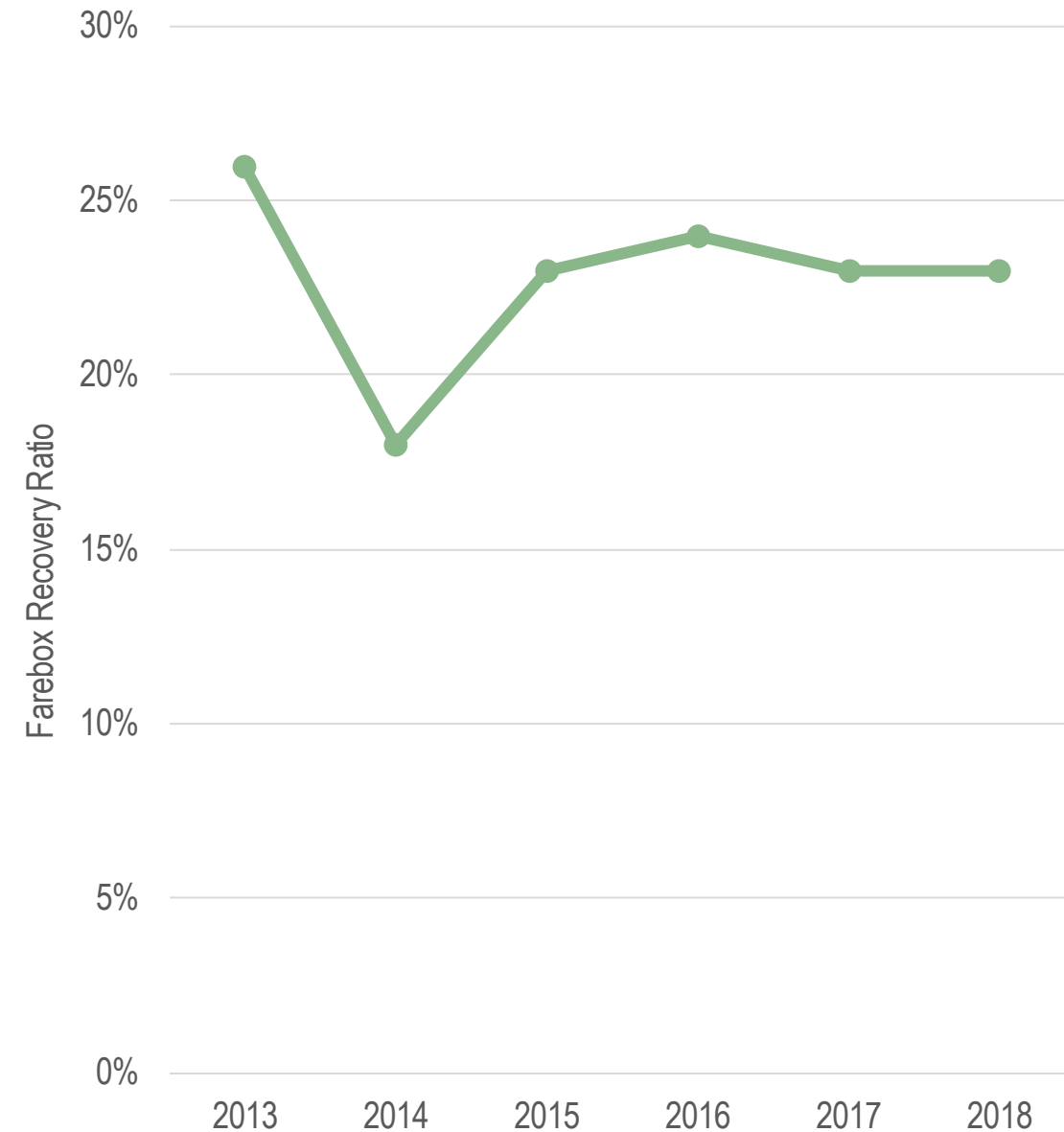
Guidelines for Fare Adjustments

Why?

- *Administrative Feasibility*
 - Will make it easier to determine when and how to change fares
- *Alignment with Past Recommendations*
 - 2018 Audit






Recommendation

- Establish formal guidelines for fare adjustments
 - Review average fare, subsidy per passenger, and farebox recovery
 - Monitor pass use
 - Align with county and agency goals






Fare Recommendations



Short-Term

-  Offer consistent discount categories
-  Free fares for children + add youth discount
-  Remove paratransit passes + add 11-ride pass
-  Offer more ways to purchase fare products
-  Establish formal guidelines for fare adjustments

Mid-Term

-  Raise senior age limit
-  Add low-income fare program at 100% of Federal Poverty Level (FPL)
-  Develop university pass program

Long-Term

-  Develop formal employer pass program
-  Add discounted fares on commuter service

Questions or comments?

Mahalo!



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