



# Title VI Fare Equity Analysis & Public Participation Report

- 2020 Productivity-Adjusted Inflation-Based Fare Increase
- Series 3, 2022-28, Productivity-Adjusted Inflation-Based Fare Increase Program
- Magnetic-Stripe Ticket Surcharge Increase

May 23, 2019  
Office of Civil Rights  
Board of Directors

# Overview



- Presentation of findings from Title VI Fare Equity Analysis and Public Participation Report for 3 proposed fare changes:
  - 2020 Productivity-Adjusted Inflation-Based Fare Increase
  - Series 3, 2022-28, Productivity-Adjusted Inflation-Based Fare Increase Program
  - Magnetic-Stripe Ticket Surcharge Increase
- Board approval of Title VI Fare Equity Analysis
- Board approval of fare changes: June 13, 2019

# Title VI Process: Analysis



- Analysis of protected riders to determine if disproportionate impact from change, per BART's Disparate Impact/Disproportionate Burden Policy:
  - **Across-the-Board**: Difference between fare change for protected and nonprotected riders equal to or greater than 5%
  - **Fare Type or Media**: Difference between protected ridership shares of affected fare type/media and overall system exceeds 10%

# Title VI Process: Public Outreach

- Public outreach to inform riders and ask them to complete Fare Program Survey
  - 6 in-station events
    - Postcards with link to survey handed out
  - Multilingual newspaper ads
  - Social media
  - Electronic Destination Sign System (DSS)
  - Advisory Committees
- 1,272 completed surveys received

**BART WANTS TO HEAR FROM YOU!**

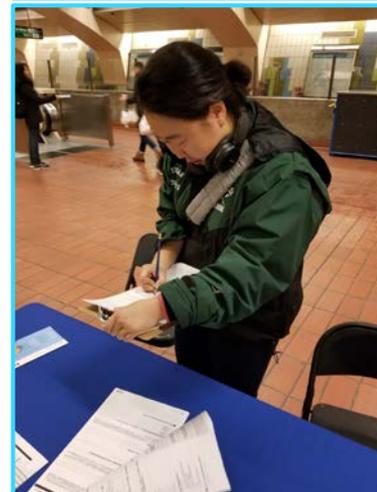
BART is studying fare options to help fund key capital projects and system improvements.

Come tell us what you think at the following BART station events:

<b>Pittsburg/Bay Point</b> Tuesday, February 26 7:00-9:00 AM	<b>Fremont</b> Tuesday, March 5 7:00-9:00 AM
<b>Balboa Park</b> Wednesday, February 27 5:00-7:00 PM	<b>16th Street Mission</b> Wednesday, March 6 7:00-9:00 AM
<b>Fruitvale</b> Thursday, February 28 5:00-7:00 PM	<b>El Cerrito del Norte</b> Thursday, March 7 5:00-7:00 PM

Take the survey online Feb. 26–Mar. 15, 2019 at [bart.gov/faresurvey](http://bart.gov/faresurvey)

If you need language assistance services, please call (510) 464-6752. 한국어 필요하신 분은, 510-464-6752 또는 문화해설서비스: Kung Kulanang mo ang tulong ng mga serbisyong wikang-pakikisapagapag (510) 464-6752. Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.



# 2020 Productivity-Adjusted Inflation-Based Fare Increase



- 5.4% increase, last in Series 2
  - Scheduled for January 2020, all new fare revenue for highest priority capital projects: new rail cars, automated train control system, Hayward Maintenance Complex.
- Analysis:
  - No disproportionate impact - percent increases for protected and non-protected riders virtually identical.
- Public Comment:

Survey Respondents	Support*	Don't Support	Sample Size
Minority	42%	58%	414
Low-Income	37%	63%	125

Survey Respondents	Did Not Comment	Sample Size
Minority	49%	148
Low-Income	11%	32

\*Includes conditional and unconditional support

- Minority Commenter: I am really tired of rate increases when service, cleanliness, and safety are still subpar.
- Low-income Commenter: The fare increase is understandable. The tolls on the bridge are always increasing so it makes sense that BART fares do too. I'm just glad it's only raising by cents as opposed to dollars like the tolls.

# Series 3, 2022-28, Productivity-Adjusted Inflation-Based Fare Increase Program



- **Series 3, Productivity-Adjusted Inflation-Based Fare Increase Program**
  - Estimated 3.9% increases in 2022, 2024, 2026 & 2028 (based on current inflation projections less 1/2% for BART productivity improvements).
  - New fare revenue proposed to fund critical BART capital needs and to operate service improvements.
- **Analysis:**
  - No disproportionate impact - percent increases for protected and non-protected riders virtually identical.

- **Public Comment:**

Survey Respondents	Support*	Don't Support**	Neutral	Don't Know	Sample Size
Minority	32%	33%	14%	2%	622
Low-Income	28%	56%	14%	0%	179

\*Includes strongly & somewhat support \*\*Includes strongly & somewhat oppose

- Minority Commenter: Need new trains. In support as it is below inflation.
- Low-income Commenter: The Bay Area is way too expensive. For people that rely on BART as transportation, that “small” increase is a big stressor on every pay check.

# Magnetic-Stripe Ticket Surcharge Increase



- **Magnetic-Stripe Ticket Surcharge Increase from \$0.50 to \$1.00**
  - To encourage remaining 15% of riders using magnetic-stripe tickets to switch to region's Clipper card.
  - Discount magnetic-stripe ticket surcharge reduced by amount of discount (62.5% or 50%).
- **Analysis:**
  - Minority riders: No disparate impact.
  - Low-income riders: Disproportionately more likely to use magnetic-stripe tickets.

- **Public Comment:**

Survey Respondents	Support*	Don't Support**	Neutral	Don't Know	Sample Size
Minority	44%	39%	16%	1%	623
Low-Income	38%	47%	13%	2%	180

\*Includes strongly & somewhat support \*\*Includes strongly & somewhat oppose

- Minority Commenter: This might be effective in encouraging the use of Clipper cards rather than paper (as a greener alternative).
- Low-income Commenter: Yes. Many other public transit systems (e.g., Portland's MAX, Chicago's 'L') have gotten rid of paper tickets altogether. Please disincentivize their continued use. A Clipper card costs almost nothing and is more sustainable.

# Equity Findings Summary

- **5.4% Productivity-Adjusted Inflation-Based Fare Increase**
  - No disproportionate impact on protected riders.
- **Series 3, 2022-2028, Productivity-Adjusted Inflation-Based Fare Increase Program**
  - No disproportionate impact on protected riders.
- **Magnetic-Stripe Ticket Surcharge Increase**
  - No disparate impact on minority riders.
  - May disproportionately affect low-income riders.
  - Established mitigation:
    - Community-based organization free Clipper card distribution program through Metropolitan Transportation Commission (MTC).
    - Title VI/EJ and LEP Advisory Committee members in support of both mitigation and move to Clipper cards.

# Motion

Board of Directors approves the Title VI Fare Equity Analysis and Public Participation Report.