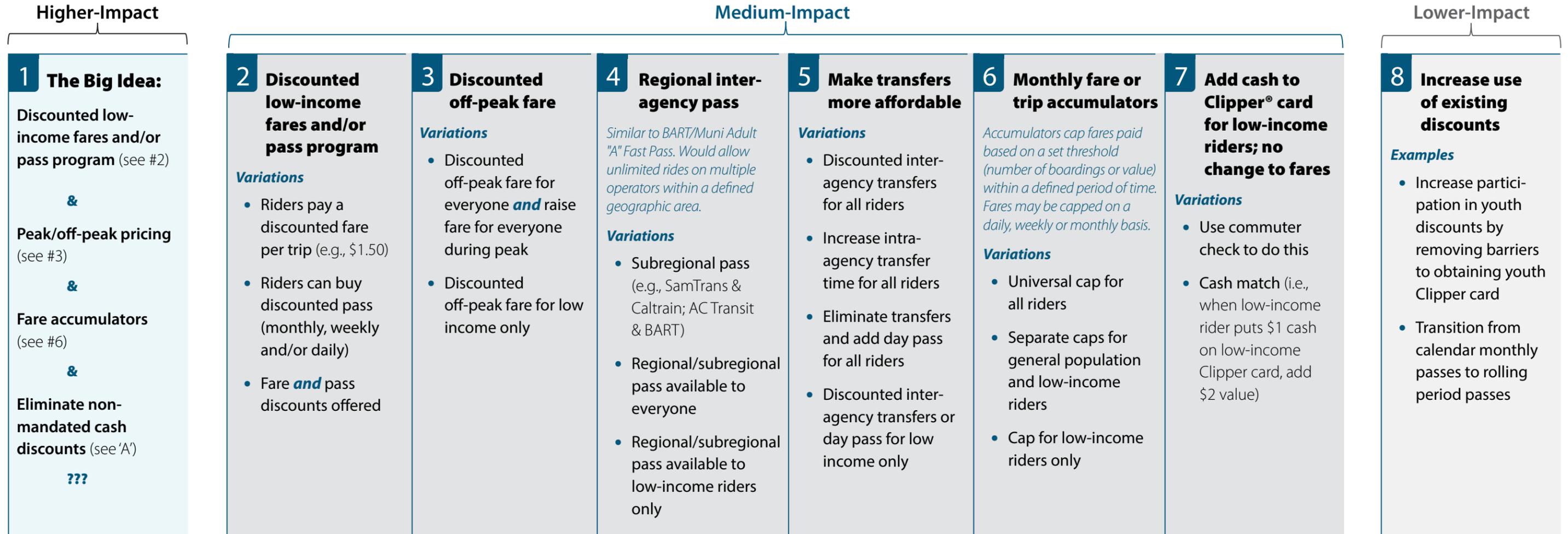


MTC Regional Means-Based Transit Fare Pricing Study

PRELIMINARY SCENARIOS



Scenario Objectives:

- S-1.** Make transit more *affordable* for the Bay Area's low-income residents.
- S-2.** Move towards a more *consistent regional standard* for fare discount policies.
- S-3.** Define a transit affordability solution that is *financially viable and administratively feasible*, and does not adversely affect the transit system's service levels and performance.

Revenue Generating

Many of the scenarios above may need to be paired with one or more of the following revenue generating scenarios in order to meet Scenario Objective S-3.

| | | |
|--|--|---|
| <p>A. Eliminate non-mandated cash discounts/eliminate proxies for low income</p> <p>FTA requires 50% fare discount during off-peak for seniors (65+), persons with disabilities, and persons with Medicare cards.</p> | <p>B. Eliminate discounted fare products (e.g., monthly passes)</p> | <p>C. Implement fare increases for non-low-income riders</p> |
|--|--|---|