UPDATE ON
RESUMPTION OF FARES
FRONT DOOR BOARDING
& TOKEN TRANSIT

PRESENTATION TO GCTD BOARD OF DIRECTORS

May 5, 2021

FARES

Fare collection resumed systemwide on Monday May 3rd along with front door boarding.

FIXED-ROUTE	1-Ride	Day Pass	15-Ride	31-Day
Adult	$1.50	$4	$20	$50
Youth <18yr	$1.50	$4	$15	$40
Reduced* (*ID Required)	$.75	$2	$10	$25
	Seniors 65+, GCTD Reduced Fare ID, Medicare Card, Veterans ID			
FREE	Seniors 75+ & Children under 45" tall			
FREE	College Students (w/ID)			

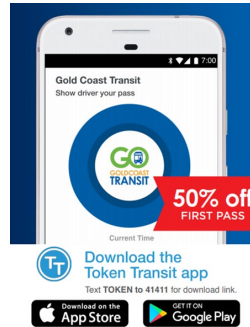| GO ACCESS	(Reservations Required)
	Available to persons w/ ADA Certification or for Seniors 65+ $3.00 one-way ($6 to/from Camarillo, trip must start in GCTD service area)

Note:

GCTD's last fare increase was in 2011, since then, reduced fare options have been added for seniors 75+ and veterans, and college students.

HOW TO BUY A PASS

Fixed-Route

- **Cash on the Bus**
- **Pre-paid Pass (Magnetic stripe)**
- **Token Transit Mobile App**
- **Cash > Text to Mobile NEW**

ACCESS

- **Cash on the Bus**
- **E-Fares (Loaded Value) NEW**
- **Token Transit Mobile App NEW**
- **Pass from Organization**

Future options coming soon...

A new VCTC regional smartcard will be available later this year...
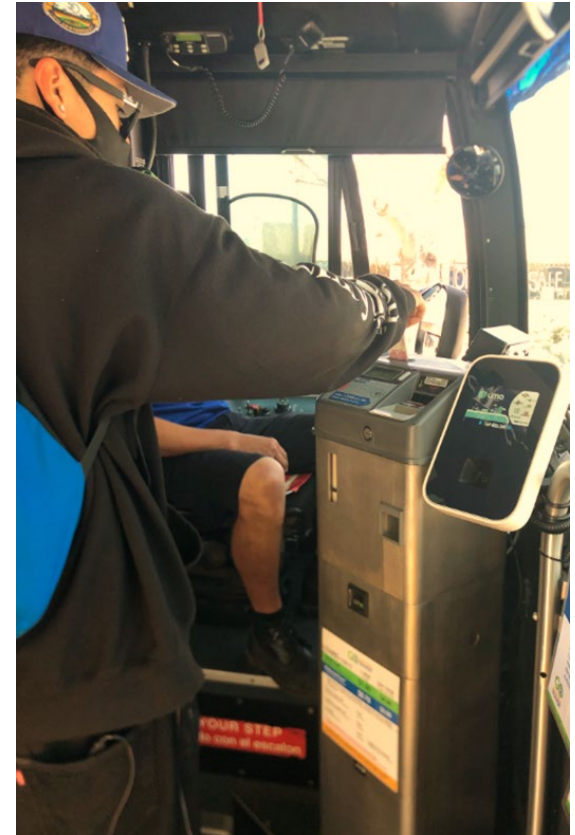
MAY 3RD…

All departments working together to ensure a smooth start on May 3rd.

- 64 customer service walk ups
- 163 customer calls answered

Monday Boarding's = 6,585
(slight increase over last week)

	Full Fare	Reduced or FREE Fare	FREE
CASH	2,340	524	
PREPAID	231	290	
MOBILE (TT)	340	60	
TRANSFERS (GCTD)			1,406
TRANSFERS (Other agency)			11
VCTC PASS	12	48	
FREE COLLEGE		54	54
FREE – 75+, child, etc.			1,269
	2,923	922	2,740

ECOLANE E-Fares

Allows passengers to load value so they don't have to carry paper passes or cash.

How it works:

- Passenger calls or visits Customer Service Center to purchase a pass
- CSA load value directly to passenger account in Ecolane
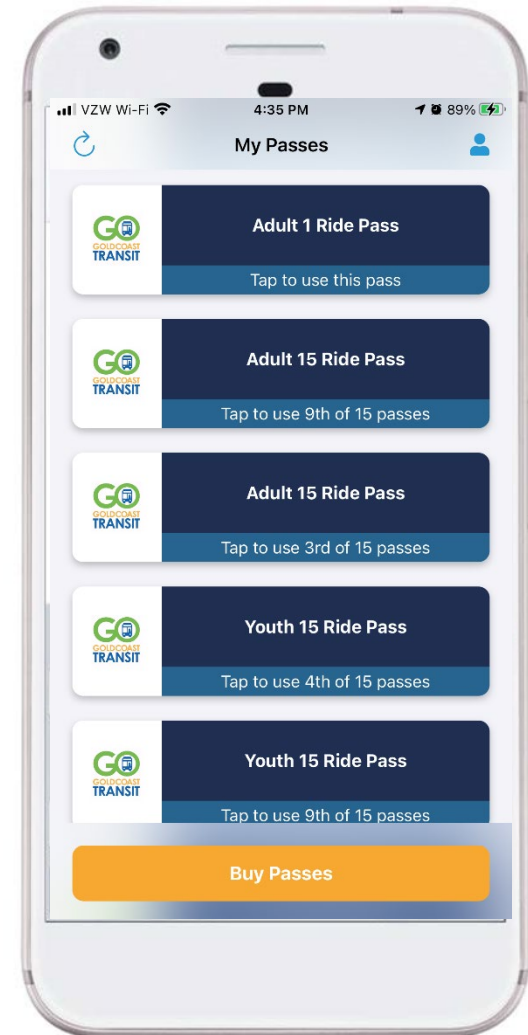- Fare is deducted from balance when they ride

Removes need to hold paper or cash, improving safety and making it easier to ride.

TOKEN TRANSIT

GO GOLDCOAST TRANSIT

- **GCTD has offered passengers the Token Transit mobile pass option since 2018**

- **All GCTD fixed-route & ACCESS passes now available for purchase**

- **Token Transit Fees are based on each pass purchased (funded by LCTOP allocation)**

- **Growing popularity – generated 116K in pass sales growing monthly (until pandemic suspension of fare collection**

PAY AS YOU GO
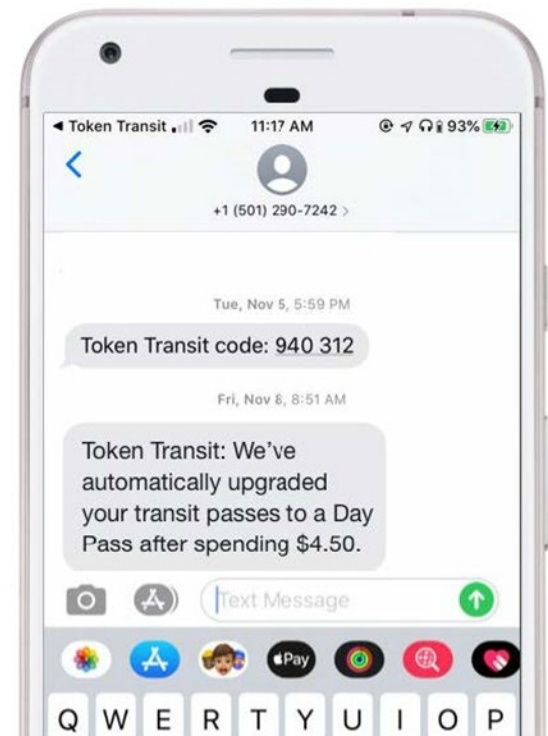
GO GOLDCOAST TRANSIT

New feature:

Pay-As-You-Go (fare capping) allows riders to ride for free after they have paid the equivalent of a daily or monthly pass.

Each time a pass is activated, Token Transit system scans the passenger's history to see if the capping applies.

If capping applies, the rider will receive the upgraded pass for the remaining amount of time send directly to their app.

After spending $4.00
Rider receives Day Pass

After spending $50.00
Rider receives 31-Day Pass

GO GOLDCOAST **TRANSIT**

David is a frequent rider that afford to pay the upfront cost of a 31-day pass ($50.00), so he used to purchase two single ride passes ($3.00) each day.

With Pay As You Go, David begins to ride on June 1, and by June 23rd he has activated $50.00 worth of eligible passes. Now, When David activates his next pass, it triggers fare capping logic.

Token Transit automatically issues a GCTD 31-day pass as if it were first issued on June 1. This allows him to ride more without worrying about overpaying for the rest of the month.

CASH TO DIGITAL PASS

New feature for someone...
- without credit card or bank
- wants to send pass to someone else
- doesn't want to enter banking information in the app

NO CREDIT CARD. NO PROBLEM.

How it works:
1. Passenger pays for pass at customer service window or over the phone.
2. CSA uses the passenger's phone number to send a pass directly to their phone.
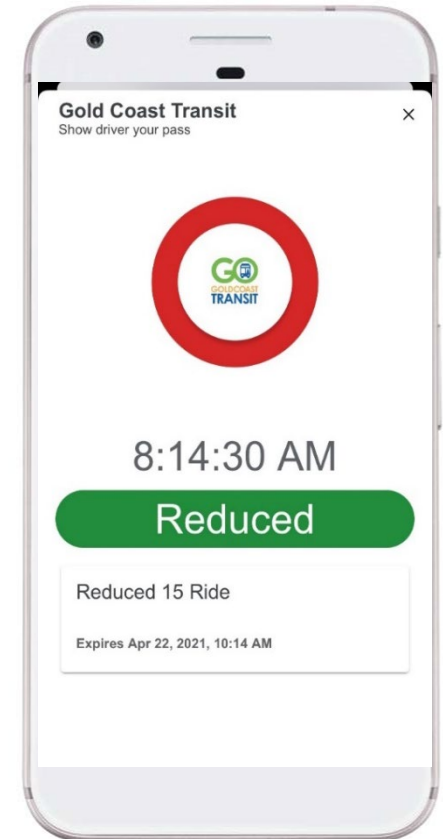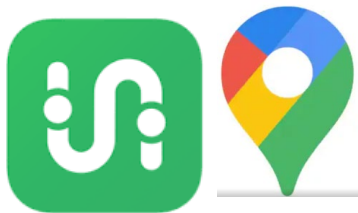3. Passenger receives pass for immediate use.

PASS DESIGN

Faster visual validation

1. **Circle around logo is in motion**
2. **Ticking time of day is current**
3. **Type/quantity of fares is valid**

Token Transit is integrated with 3rd party apps.

Questions

www.GCTD.org