



Nashville MTA Board Meeting

WeGo Central

400 Dr. Martin L. King Jr. Blvd. | Nashville, TN 37219

February 27, 2020 | 2:30 p.m.

Board Members:

Gail Carr Williams, Chair
Janet Miller, Vice Chair
Glenn Farner
Hannah Paramore Breen
Walter Searcy

1. Call to Order
2. Approval of December 19, 2019 Minutes
3. Public Comments*
4. Operations & Finance Committee – Walter Searcy, Chair
 - Hillsboro Pike Transit Center Cooperating Agreement **M-A-20-003** Pg. 6
 - Clarksville Pike Lease Agreement **M-A-20-004** Pg. 7
5. New Initiatives & Community Engagement Committee – Janet Miller, Chair
 - Fare Policy & Title VI Adoption Agreement **M-A-20-005** Pg. 9
6. Chair's Report
7. Chief Executive Officer's Report
8. Other Business
9. Adjourn

* Please keep all public comments to the Board within three minutes. Thank you *

**NASHVILLE METROPOLITAN TRANSIT AUTHORITY
Board of Directors Meeting**

January 23, 2020

- I. **Call to Order:** The regular meeting of the Nashville Metropolitan Transit Authority (Nashville MTA) Board of Directors was held at WeGo Central, located at 400 Dr. Martin L. King Jr. Blvd., Nashville, TN 37219 on Thursday, January 23, 2019

Present: Janet Miller, Vice Chair; Hannah Paramore Breen, Member; Walter Searcy, Member, Secretary Margaret Behm; and (CEO) Chief Executive Officer Stephen G. Bland.

Absent: Gail Carr Williams, Chair; Glenn Farner, Member

A quorum was established, and Vice Chair Miller called the meeting to order at 2:55 p.m.

- II. **Approval of Minutes:** Minutes of the December 19, 2019 board meeting were approved.
- III. **Public Comments:** Vice Chair Janet Miller began the meeting by acknowledging the Mayor's Office's Senior Advisor for Transportation and Infrastructure Faye DiMassimo. She gave way for Ms. DiMassimo to address the Nashville MTA Board members, staff, and attendees.

Faye DiMassimo said that she was very glad to attend this board meeting and to be working with this group. She mentioned the listening sessions the Mayor's office is conducting and said that one of the Mayor's strong commitments is to move the transportation plan for Metro forward within a year. She said that they aren't going about this plan by telling the community what the plan is, but rather they are using a creative method to see what the community would like to see happen. One of the listening session exercises asks participants to take \$20 in play money and decide how they would like to spend it between nine different project types. They have received some good feedback from the listening sessions. Thus far, transportation has been right at the top of this list, along with sidewalk/traffic management, and working with the state to make sure that our system will nest with what the region and the state is doing. We must make sure that our transportation and infrastructure is supporting how we grow and where we want to be.

Faye DiMassimo concluded her remarks by saying that CEO Steve Bland has been an exceptional colleague to work with.

Janet Miller then opened the floor for public comments. The public was reminded that comments were limited to three minutes.

Peter O'Connor

Mr. O'Connor reported the following:

- He wished everyone a Happy New Year.
- He's still noticing people smoking at WeGo Central premises and nobody is doing anything about.
- He is still propositioning WeGo about 72 Grassmere/Edmondson.
- He said the end of the line on 52A Nolensville Pike needs to be moved behind Walgreens.
- He would like for there to be extended bus and customer service hours.
- Drivers need to be better at customer relations.

John Bull

Mr. Bull reported the following:

- He appreciated the extended hours on New Year's Eve/New Year's Day.
- He was happy to see the ridership numbers moving in the right direction.
- He was delighted to see the Nolensville Transit Stop Improvement Act happening.
- He rides the 52 Nolensville Pike to and from the board meetings and
- He is glad and in favor of the Better Bus proposal.

Darius Knight

Mr. Knight reported the following:

- He's glad that things are moving in a better direction.
- He hopes that his concerns about the budget will change in the upcoming months.
- He appreciates the public meetings, but he wants to make sure that staff are listening to the concerns from the public.
- Please push council members because a lot of the council members don't get transit because they don't use the service...they are more concerned about a number.
- He's excited to see changes within the maintenance department and wants maintenance team to feel appreciated.

James Thomas

Mr. Thomas reported the following:

- Drivers need to do a better job pulling up to the curb, especially for passengers who are disabled.
- He shows his appreciation for bus drivers by occasionally giving them restaurant coupons.

There were no other public comments to come before the Board.

IV. Operations & Finance Committee Report: Committee Chair Searcy reported the following:

- a. **Nolensville Transit Stop Improvement Project (M-A-19-034):** Nolensville Pike is WeGo Public Transit's third busiest corridor with an average monthly ridership of 58,000 riders. This heavily used transportation corridor accommodates multi-modal amenities for vehicles, transit buses, bicycles, and pedestrians. The goal of our project is to improve transit service amenities and safety on this important corridor.

WeGo staff, with the assistance of consultants from CDM Smith, completed the design and construction plans for key transit stops. This effort includes coordination with Tennessee Department of Transportation (TDOT) Region 3, TDOT Headquarters, Metro Public Works, and Metro Planning. The plans consist of design concepts from the National Association of City Transportation Officials (NACTO) Transit Street Design Guide. The designs mirror the Transit Design Guidelines discussed at the January 2019 New Initiatives & Community Engagement Committee meeting. They exemplify WeGo's high-quality expectations and comply with the Americans with Disabilities Act (ADA) requirements. The new transit stop designs update amenities, improve safety, facilitate service operation, and enhance access to transit.

Solicitation of the bid package occurred from September to December 2019 and yielded three qualified bidders. Following the bid opening, the lowest bidder, CD Steger Construction, withdrew his bid with concerns that he may have missed key elements, underbid, and consequently, may be unable to complete the project. The

next apparent bid winner is SBW Construction. WeGo engaged with SBW Construction to review the bid scope based on bid price. SBW Construction's base bid for the project was \$1,292,200 to cover sixteen stops excluding the Walmart locations outlined above. Additionally, SBW Construction bid \$869,165 for construction of the two extended platform sites at the Walmart inbound and Walmart outbound locations. In total, SBW Construction bid \$2,161,365 for the construction of the 18 transit sites as part of this project. SBW's bid is approximately 15% under the Engineer's cost estimate for the total project.

Funds for construction are from Tennessee Department of Transportation IMPROVE Act, 5307 Federal formula funds, and local matching funds.

The Operations & Finance Committee recommended the Board provide the Chief Executive Officer the authority to enter into a construction contract with SBW Construction for a base amount of \$2,161,365. Due to the nature of the project, specifically the unknowns associated with working within the right-of-way, we also request the Committee recommend to the Board to authorize a project contingency of 25%, resulting in an authorized not-to-exceed project total of \$2,702,000.

There was no further discussion. The vote of approval was unanimous.

- b. Award of Website Redesign Contract (M-A-20-002):** Staff currently manages three websites, two for the Nashville MTA and one for the Regional Transportation Authority of Middle Tennessee (RTA), at an average annual cost of \$80,000 for maintenance, hosting, and support with an additional \$15,000 in administrative management. Considering a steady rate of increase in costs over the next five years, we can expect to spend another \$500,000 on a website developed in 1999 with limited content management, no functionality for non-English speaking visitors and those with disabilities, and non-responsive to mobile platforms. A new, single website aligned with nMotion's principle of a seamless experience will not only help to reduce costs but will also allow us to offer multilingual translation, improve Americans with Disabilities (ADA) accessibility, lessen administrative management and costs, and truly make our website mobile responsive. A Request for Proposals (RFP) was advertised for a vendor to develop a single point of entry website to all WeGo services and products for current and prospective customers and broader business functions.

WeGo Public Transit received responsive and responsible bids from nine vendors, which included ACS Group, American Eagle, Horton Group, Infojini, Inc., Nagarro, Efelle Creative, Pavlov, Planeteria Media, and Younger Associates. An evaluation committee reviewed and scored the qualifications of each team on July 10, 2019. As a result of the review, four vendors were invited to present to the evaluation committee. Following the presentations, the evaluation committee reviewed and scored each team with American Eagle receiving the highest score. Through the submitted qualifications and in-person presentations, American Eagle demonstrated their understanding of the scope, their ability to support WeGo with all the required core functions, and their passion for advancing transit service within Middle Tennessee. The strengths noted by the evaluation committee included focus on improving accessibility, multi-lingual support, and advanced customer features such as push notifications. In addition, the vendor has a well-developed content management system with pre-existing modules for public sector clients, specifically transit agencies.

The New Initiatives & Community Engagement Committee recommended the Board to provide the Chief Executive Officer the authority to negotiate and enter into a contract with American Eagle in the amount of \$201,200 for a one-year base term for development, implementation, and hosting of a new website with four optional

one-year extensions in the amount of \$31,200 for ongoing maintenance and support with a not-to-exceed total of \$350,000. Funding for the development of the website is identified through federal funding sources during the development of the FY2018 Capital Plan.

There was no further discussion. The vote of approval was unanimous.

V. New Initiatives and Community Engagement Committee Report: Committee Chair Miller reported that there were no items to come before the board this month, but we had two good presentations regarding the five-year proposal plan for the Better Bus project and the budget process. The staff have worked very hard to present this budget to the Mayor and Council as a two-tiered approach.

VI. Chair's Report: Vice Chair Janet Miller gave her condolences in the passing of Ed Oliphant's mom.

She mentioned that we haven't had a board workshop in a while, so there have been discussions about a half day board workshop this spring. With all that we have going on, we thought this would be a great time to have this workshop. Vice Chair Miller said that Monica will be scheduling this and will send out some suggested dates. Typically, what we do in those sessions is look at strategic initiatives and forward-looking efforts, so we'll keep you posted on those dates and times.

VII. CEO's Report: CEO Bland reported the following to the Board:

1. CEO Bland and WeGo staff have provided support to the Mayor's new Senior Advisor for Transportation and Infrastructure, including putting together significant volumes of background information and helping to staff the Mayor's Listening Sessions. Faye DiMassimo has expressed an interest in meeting with our Nashville MTA Board members, and I will have Monica work to coordinate these meetings.
2. Thanks to Board Member Walter Searcy for attending yesterday's Access Passenger Advisory Committee (APAC) meeting. Discussion at APAC centered on the Better Bus project with Access Improvements, New Fare Collection System-related issues, and concerns over ease of access to the bus stop and Access Pickup point at Nashville International Airport.
3. As part of the overall City budget process, we have been attending informational sessions with Metro Finance relative to new budget submission requirements and performance reporting requirements.
4. We met with Councilman Russ Pulley, and representatives of the Green Hills Neighborhood and the Metro Nashville Public Schools to discuss public engagement approaches to the design of the Hillsboro Transit Center. We hope to complete public engagement by late March to maintain our design and construction schedule in coordination with the School's overall construction progress.
5. CEO Bland attended a Transit Now Nashville Mixer to provide overall updates on WeGo services and projects. The session was very well attended, with about 40 or 50 folks in attendance.
6. CEO Bland expressed his thanks to Justin Cole and all the staff who have been working on the Better Bus plan for quite some time now. Justin's presentation to the Better Bus Advisory Committee was very well received, and we are anxious to receive their feedback.

7. Earlier this month, CEO Bland was elected Secretary-Treasurer of the Tennessee Public Transportation Association (TPTA).
8. We will be participating as members of Mayor Cooper's Sustainability Advisory Board. The Board's first meeting was held this past month.
9. Rita, Margaret and our attorneys with Bradley continued to advance development of lease agreements for the land on which we intend to construct the North Nashville Transit Center. We hope to bring this before you next month.
10. RTA Items
 - a. We have been meeting with Gray Line to address a number of recent service reliability challenges arising from their operator shortage.
 - b. We met with TDOT staff to discuss the steps necessary to use excess TDOT property in the vicinity of the I-24 and Sam Ridley Parkway interchange in Smyrna for a Park & Ride lot.
 - c. I attended a meeting hosted by State Representative Darren Jernigan with various state officials and Metro Council Persons to review options for making upgrades to the WeGo Star Rail Line. We delivered the same information to the RTA Board at their monthly meeting this month.
 - d. With respect to the eight new, used railcars that the RTA is acquiring from a railroad in Michigan to replace current equipment, identified defects have been corrected and signed off by our on-site inspectors, and the cars are in process of awaiting scheduling by CSX for delivery to Nashville where they will be prepped and tested before entering service later this year.
 - e. The RTA Board awarded a construction contract to expand the Mt. Juliet Park & Ride lot by 99 spaces. Construction should commence in the next three months and will occur in three phases over one year.

VIII. Other Business: There was no other business at this time.

IX. Adjournment: The meeting was adjourned at 3:35 p.m.

Attested:

Gail Carr Williams
Chair

Margaret L. Behm
Secretary

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Board Action Item

Item Number:	M-A-20-003	Meeting Date:	02/27/2020
Item Title:	Hillsboro Transit Center Cooperating Agreement		

BACKGROUND:

As presented in recent Nashville Metropolitan Transit Authority (Nashville MTA) Board meetings, staff has been working to advance the development of a transit center located along Hillsboro Pike in Green Hills. This project, funded by federal and local sources, is progressing through the design process in conjunction with a major renovation of Hillsboro High School and in partnership with Metropolitan Nashville Public Schools (MNPS). The transit center will be located along Hillsboro Pike adjacent to the high school and immediately across from Green Hills Mall. The center will replace a heavily utilized, yet undersized, stop that is scheduled to be demolished as part of the high school renovation project. The transit center would serve 7 Hillsboro along with potential future extensions of nearby routes, including the 17-12th Avenue South.

To acknowledge the partnership necessary to facilitate this project, WeGo staff has worked alongside MNPS to develop a cooperating agreement to represent the relationship between the agencies for the useful life of the transit center. A summary of the agreement and responsibilities of each party is noted below:

- Both parties desire for the transit center to be compatible with the renovations and additions to Hillsboro High School. Therefore, WeGo and MNPS will cooperatively review design documents for conformity throughout the design process.
- The footprint of the transit center is comprised of MNPS property and Metro Nashville right-of-way along Hillsboro Pike. MNPS shall provide the property at Hillsboro High School necessary for construction and operations of the transit center for the duration of the useful life of the improvements.
- WeGo is responsible for managing design and construction efforts and costs associated with the transit center. Following construction, WeGo is responsible for maintenance and repairs of the transit center for the useful life of the transit center.
- MNPS is responsible for managing the construction for any change in site work associated with the Hillsboro High School addition and renovation related to the transit center.

RECOMMENDATION:

The Operations & Finance Committee recommends the Board to provide the Chief Executive Officer the authority to enter into the proposed cooperating agreement with MNPS for the Hillsboro Transit Center, subject to final review by the MTA General Counsel.

APPROVED:

Board Secretary

February 27, 2020

Date

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Board Action Item

Item Number:	M-A-20-004	Meeting Date:	02/27/2020
Item Title:	Clarksville Pike Lease Agreement		

BACKGROUND:

At the September 2019 MTA Board meeting, staff presented information about the future evolution of WeGo Public Transit services that are less reliant on travel to downtown Nashville and transfers at WeGo Central. Critical to this evolution is the development of neighborhood transit centers. One particular site of interest that has generated significant discussion is along Clarksville Pike between 25th and 26th Avenues in North Nashville. Staff has identified this location as ideal for a transit center in large part because it would be served by the 22 – Bordeaux route in the planned frequent transit network. In addition, we expect that this center would be serviced by the 9 – Metro Center, 21 – Wedgewood, 25 – Midtown, and 42 – St. Cecilia/Cumberland routes. In the proposed Better Bus program, it would also be the terminal station for a new crosstown route linking North Nashville and East Nashville along Trinity Lane. This location currently boards approximately 35 persons per day and is outside the top 50 boarding locations. However, when boardings are added to other adjacent stops that would be replaced by this center, its ranking moves up considerably.

Staff along with MTA legal counsel have been in negotiations for several months with the property owner, Dwayne “D.J.” Wootson. While the terms of a long-term ground lease continue to be finalized along with the completion of various due diligence activities, the parties have agreed upon the general terms outlined below:

Landlord: HOLO37218, LLC

Tenant: Nashville Metro Transit Authority d/b/a WeGo

Premises: 2501 & 2521 Clarksville Highway and 2122 26th Avenue North
Nashville, TN 37208
Acreage: 1.74+/-

Term: Initial Term: Fifty (50) years
Options: Two (2) consecutive periods of ten (10) years each

Minimum Rent:

Years	Per Month	Per Year
1-5	\$14,166.67	\$170,000.00

Rent will increase by no more than 10% at the end of each five-year period including renewal terms.

Use: The Premises shall be used as a transit facility and related uses.

Outstanding issues for the project include funding and tax payments. Funding for this project has not yet been completed, but a request for funding has been submitted under the state IMPROVE Act and included as part of MTA’s capital improvement budget request to the Metropolitan Council over the next several years for transit centers. TDOT anticipates the announcement of funded IMPROVE Act projects during the week of February 24. Additionally, subject to the Metro Council’s approval, for initial construction and design work we anticipate utilizing \$1.8 million previously allocated for a Tennessee State University (TSU) circulator. Earlier this year we discussed with TSU a long-term plan of developing a transit center on TSU property. Based on other TSU development priorities and status of the work adjacent to the proposed site, TSU was not ready to start the

demolition of the immediately adjacent building and the development of an associated Transit Center sooner than two years or more from now. While it is our collective hope that a future development of a Transit Center directly on the TSU property will become a reality, we believe this current location will also be of great benefit to TSU and the surrounding community.

As for the property tax issue, legal counsel is in discussions with the Metro Legal Department regarding a request for a waiver before the Industrial Development Board and Metro Council.

We believe this property is extremely advantageous to advancing our services to the community and would like to move forward with executing the ground lease for purposes of beginning necessary due diligence activities, with frequent status updates to the Board.

Additional background information on Neighborhood Transit Centers in general, and this project in particular, is attached.

RECOMMENDATION:

The Operations and Finance Committee recommends the Board give the Chief Executive Officer the authority to enter into a lease agreement with HOLO37218, LLC under the general terms above with a contingency period of 180 days to allow for the completion of due diligence activities including but not limited to approved funding, resolution of the property tax issue, and satisfactory environmental and geotechnical reports. If all terms and conditions are unable to be met within 180-days, the lease agreement will be terminated without penalty to MTA.

Further, we recommend that the Board condition the Chief Executive Officer's execution of the lease agreement upon review by the General Counsel of the Metropolitan Transit Authority and a review of terms with appropriate staff of the Metropolitan Nashville Department of Law.



APPROVED:

Board Secretary

February 27, 2020

Date

Nashville Metropolitan Transit Authority

of Nashville & Davidson County, Tennessee

Board Action Item

Item Number:	M-A-20-005	Meeting Date:	02/27/2020
Item Title:	Fare Policy & Title VI Review		

BACKGROUND

For WeGo and our customers to fully realize the benefits of the new fare system scheduled for launch later this year, strategic changes to current practices, policies, and fare structures will be needed. The changes in technology and policy together will enable MTA to meet the following primary project goals:

- Make the fare payment process **simpler** (for customers as well as bus operators)
- Enable **seamless** transactions and payment between different services, and between MTA and RTA services
- Ensure that fare payment structures and options are **equitable** for all customers
- Establish a fare system that is **accessible** for all customers, including customers with disabilities and those without access to bank accounts, credit cards, or smart phones
- To the extent possible, target a **revenue-neutral** fare structure (compared to current revenues)

PREVIOUSLY APPROVED POLICY CHANGES

In support of the above goals, the policy items summarized below were adopted in June 2019:

- Discontinue all magnetic media by the end of 2020, including:
 - Paper transfers (replaced with automated transfers on smartcards)
 - Change cards
 - Onboard sale of day passes
- Retain support for all existing fare products on the new system
- Introduce stored value as a new fare product
- Require all customers using reduced fare products to obtain a reduced fare card after an application process
- Design the system to support 3rd party payment systems such as Apple Pay and Google Wallet

NEW POLICY ITEMS

In addition to the above policies, additional detailed policy items have been developed and evaluated to further support overall project goals while addressing specific decision items associated with the introduction of an account-based system. These new policy items are summarized in the table below:

Item	Recommendation
Card Price	Charge customers \$3.00/card, with the option to receive the \$3.00 back in the form of stored value after registering the card. Change current \$10.00 cost for Special Services Cards to match. Credits will be applied automatically within 24 hours of card registration.
Minimum reload	Establish a minimum stored value reload of \$5.00 for 3rd party retailers and customer website. Minimum stored value reload of \$1.00 at TVMs and Central Ticket Office. The \$5.00 minimum is driven by the general requirements of 3 rd party retailers.
Maximum balance	Establish a maximum account balance for stored value of \$500.00.
Limited Use Ticket Price	Charge customer \$0.25 per ticket for limited use smart tickets (issued at TVMs and customer care or via bulk/online sales).
Minimum 'autoload' amount	Establish a minimum stored value reload threshold of \$15.00 for the account 'autoload' feature.
Paratransit guest fare	Discontinue charging the full Access paratransit fare for non-PCA (Personal Care Attendant) companions. Maintain existing policy regarding a maximum of two guests per Access reservation.
Paratransit Account-based transactions	For customers using an account to pay for Access paratransit rides, debit account at time of booking. If a trip is cancelled for any reason, the customer receives a credit back immediately.
Access customers and fixed route fare	Access customers with a card or phone that is registered for paratransit automatically qualify for discount fare products on their accounts.

PUBLIC FEEDBACK

Public comments were accepted between January 9 and January 29, 2020, with two public meetings held regarding the proposed policy changes during that time. Public comment could be received in person at the meetings, through email, by phone, or standard mail. Notice to the public included a Media Advisory and public notices published in English and Spanish. Meeting information in English and Spanish was also posted at WeGo Central, and meeting information and materials were available online. In addition, information about the public meetings was posted on social media.

Between the two meetings on January 29, a total of 12 members of the public attended. In addition to the comments received during the meetings, two comments were received through the social media platform Nextdoor. No email or phone comments were received. Eleven (11) Equity forms were submitted at the meetings, reflecting three (3) Black or African American and eight (8) White attendees, annual incomes ranging from less than \$25,000 to more than \$50,000, and showing that information was presented in a clear way, and that attendees were able to give comments.

Comment topics included: magnetics (transfers, change cards and all-day passes) elimination, equity for low-income riders, communications ideas, and digital wallet options. In general, those in attendance expressed confidence that they themselves could comfortably adopt the new system, but expressed a desire that disadvantaged populations (such as low income persons and persons with disabilities) not be harmed through the conversion.

TITLE VI REVIEW SUMMARY

Title VI of the Civil Rights Act of 1964 is the Federal law that protects individuals from discrimination on the basis of their race, color, or national origin in programs that receive Federal financial assistance. WeGo Public Transit's Title VI policy is intended to ensure equity and equal access in the provision of public transportation services in Davidson County regardless of race, national origin, or income. Policies and practices that have such an effect

must be eliminated unless a recipient can show that they were necessary to achieve a legitimate nondiscriminatory objective.

Prior to implementing the proposed fare policies, WeGo must determine whether the planned changes will have a disparate impact on the basis of race, color, or national origin, or if low-income populations will bear a disproportionate burden of the changes. The equity analysis involved a technical analysis of rider survey data from the 2017 origin destination survey as well as comments received during the public comment period as described above. A detailed report of this analysis can be found in Appendix A of this document and a summary is provided below.

During the development of the fare policies, WeGo anticipated and accounted for potential disparate impacts and disproportionate burdens in several ways:

- Smart card cost – while the cost to the agency to produce and distribute smart cards is \$5.00, WeGo is proposing a card cost of \$3.00 as presented to the public. This amount may be returned to the customer as a credit once an account is established.
- Minimum reload amount – while \$5.00 is the required minimum reload amount through the website and through third party retailers, WeGo is proposing a lower minimum requirement at customer care and ticket vending machines (TVM's).

After completing the Title VI equity analysis and reviewing the results from the public comment period, WeGo staff identified two primary areas of concern:

1. Day passes are used at a much higher rate among low-income and minority customers.
 - a. Low income and minority customers are much less likely to have access to a credit or debit card to link to an account. Therefore, low-income and minority customers who wish to continue to use day passes have less opportunity to load such media to an account. The concern for how such customers will interact with the system was expressed during the public comment period and suggestions were received on how WeGo may work to reduce the impact.
2. The autoload feature available to customers with an established account is limited to those with access to a debit or credit card
 - a. The equity analysis found that low-income customers are 27% less likely to have access to a credit or debit card and therefore poses a disproportionate benefit of this feature to non-low-income customers.

Mitigation actions addressing the above items and others raised through the public comment process are included in the policy recommendations in the next section. The full Title VI equity analysis is available upon request.

POLICY RECOMMENDATIONS

WeGo staff recommends that the New Initiatives and Community Engagement (NICE) Committee recommend to the MTA Board of Directors the adoption of the new fare policy items as originally presented. In response to customer feedback received and findings from the Title VI review, staff also recommend the following mitigations:

1. Continue the issuance of day passes on the bus for an overlapping period once the new fare system has launched
2. Implement fare capping for day passes
3. Implement temporary promotional incentives for customers getting smart cards for the first time
4. Pursue options for additional locations for reloading cards with less than \$5.00 at one time (such as partnerships with libraries or community centers)
5. Rather than setting a specific date for the discontinuation current products in wide use by disadvantaged populations, sustain these products until such time as staff can demonstrate that overall migration to the new system has been successful, that mitigations designed to address potential disparate impacts on disadvantaged riders are working, and that the adoption of new products by disadvantaged riders is sufficiently high to demonstrate that these new products meet the overall equity goals of the system.

Staff recognize that refinements to specific policies and business rules, including those recommended today, may be warranted during system rollout and migration. Therefore, the NICE Committee further recommends the Board that such future modifications be implemented on a pilot basis during implementation. Following system deployment and 'burn-in', all WeGo fare policies will be evaluated holistically to ensure that they collectively further the core project goals of simplicity, seamlessness, equity, accessibility, and revenue-neutrality. Based on this evaluation, a comprehensive WeGo Fare Policy document will be drafted memorializing all existing and new fare policies, and returned to the Board of Directors for final adoption.

APPROVED:

Board Secretary

February 27, 2020

Date