



# *RideKC Fare Technology*

## *Update - KCMO TI&O Committee*

AJ Farris | 2.03.26



# *Phase 1 Roll Out – June 1st*

- **Open Payment Implementation**
  - Chase Payment Processing
  - Validators that support tap to pay through physical or virtual card
- **Mobile Link (App)**
  - Stored value on riders account that can be applied to single rides or passes
  - Ability to load value from card onto account

# *Phase 1 Roll Out - Continued*

- **Reduced Fare Capabilities in Place**
  - Qualified individuals will be able to take advantage of reduced fare programs through Mobile Link (App) or pre-programmed limited use tickets.
- **Limited Administrative Point of Sale System (APOS)**
  - In the initial launch an APOS is planned to be stationed on KCATA property where a staff member can facilitate the purchase of pre-programmed limited use tickets.
- **Cash Riders/Non-SmartPhone Riders**
  - This category of riders will have the ability to procure the limited use pre-programmed tickets from the APOS.

# *Phase 1 Roll Out – Other Items*

- **Installations and Integration of all technology required for Phase 1.**
- **Training on all technology and back end modules required for Phase 1.**
- **Back End Portal set up for Fare reciprocity and data collection**
- **Installed Operator Control Units (OCU/DDU)**
- **Paratransit integration with Handheld Validators**

# *Phase 2 Roll Out (Date TBD)*

- **Complete set up of GenFare Link (Back End Administrative)**
- **Complete Roll out of Retail Network (RPOS)**
  - Contract with Incomm is being facilitated through Procurement and GenFare.
- **Reloadable Smart Card**
  - Cash Riders can load value onto their smart card through Retail Network (RPOS) or the APOS.
- **Complete Testing and System Acceptance**

# Next Steps

- **Begin procurement of Limited Use Pre-Programed Tickets**
- **Continue Regional Coordination for regional Phase 1 and 2 roll out.**
- **GenFare Site Visit**
- **Continued Coordination for Pass Programs (employer, student, social services, etc.) for Phase 2.**
- **Re-Engage KCMO Health Department in regards to KCMO Fountain Card**



# *RideKC Fare Policy*

AJ Farris | 1.028.26



# RideKC Fare Policy

- RideKC Fare Policy outlines:
  - Guiding principles, goals, and structure of the fare system
- The policy encompasses:
  - KCATA
  - Johnson County Transit
  - Unified Government
  - KC Streetcar
- *While the policy provides a framework for how fares set, collected, and adjusted, each transit provider sets their own fares and establishes their own farebox recovery*

# *Regional Fare Principles*

- Promote ridership
- Be equitable
- Enhance mobility and access
- Be effective and cost efficient
- Maintain or increase fare revenue stream
- Improve financial management and data collection
- Promote regional access

# Transit Service Types

- Different fares based on transit service types
- Transit service type determined on route-by-route basis by the transit provider
- Higher fare on premium services
  - Prior to discontinuing fares, RideKC charged twice the Local fare on Express services
  - KCATA to charge Local on most services, including MAX

## Transit Service Types

- **Local** – Support and Key Arterial, Community
- **MAX** – high frequency with enhanced stations/amenities and stop spacing to promote faster travel times
- **Express** – commuter service to/from regional destinations and operate on weekdays primarily
- **On-Demand or Flexible** – microtransit and Freedom OnDemand to fill in gaps or expand reach of the transit network
- **Streetcar** – fixed route rail in core of Kansas City
- **ADA Complementary Paratransit** – federally required service for individuals who cannot use fixed route transit

# Rider Categories and Fare Levels

- Rider categories used to define applicable fare level for fixed route services
- Leverage existing documentation to streamline the process
- Three fare levels:
  - Full fare
  - Reduced fare (*federally required for Senior, Disabled, Medicare cardholder categories*)
  - Free fare
- Reduced and free riders may be required to enroll in program access reduced or free fares

## Rider Categories

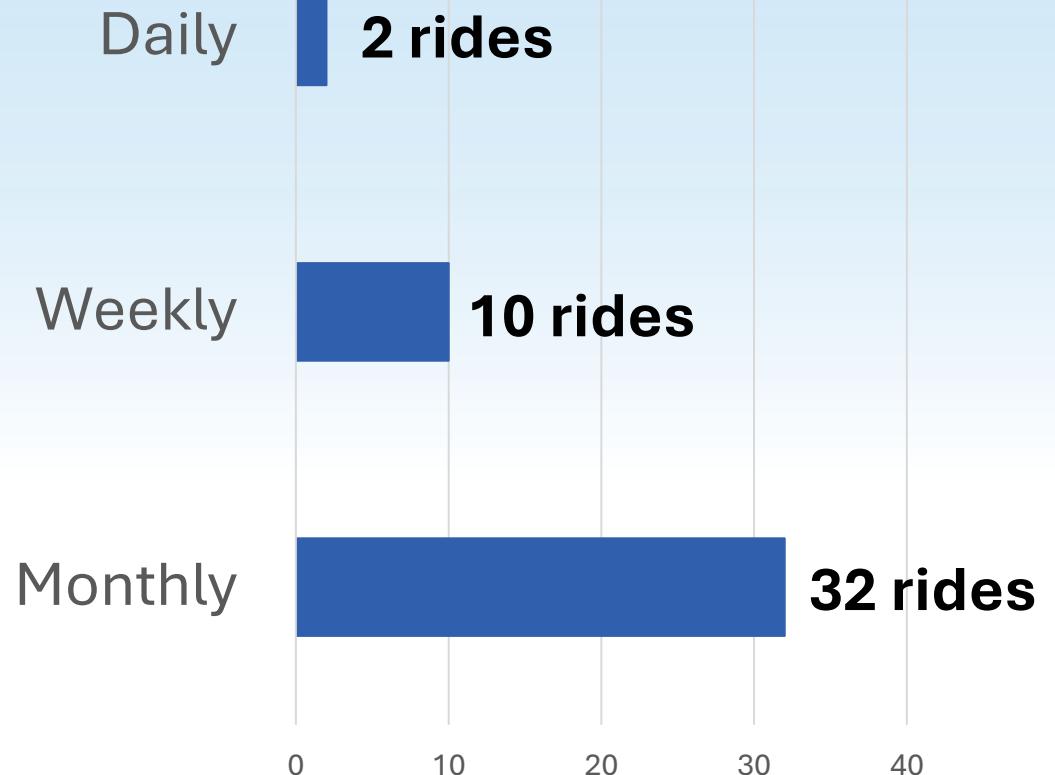
- **Adult** – ages 19-64
- **Youth** – ages 6-18
- **Children** – ages 5 and younger
- **Senior** – ages 65 and older
- **Disabled** – certified qualifying disability (e.g., physician form or other documentation of disability)
- **Medicare Cardholder**
- **Low-Income** – participation in identified benefit assistance program (e.g., SNAP, Medicaid)

# Fare Products

- Pay per ride with daily, weekly, and monthly fare capping
- No transfers for simplicity and minimize operator conflict
- Pass products for institutions and pass programs
- Ideally fare products would be available across all transit providers

## Daily, Weekly, Monthly Fare Capping

*For illustrative purposes*



# *Pass Programs*

- Pass programs enable institutions to purchase and subsidize fares on behalf of riders using the system
- Pass programs involve agreements between transit providers and institutions
- Potential participating organizations may include employers, students, veterans, and social service agencies
- Ideally pass programs supported by all transit providers

# *Fare Technology and Media*

- Regional fare payment system to facilitate regional fare integration and seamless fare payment experience
  - Focus on digital payments with no cash on fixed route services
  - Modern fare technology: mobile ticketing, open payments, smart card
  - Expansive retail network to load cash to digital mobile ticketing and smart card accounts
  - Electronic validation to process open payments and smart card and to support revenue allocation for revenue sharing

## **Fare Media**

- **Mobile Ticketing** – mobile app used to purchase fares and scan QR code at validator
- **Open Payments** – contactless credit/debit card or mobile wallet used for pay-as-you-go fares
- **Smart Card** – reloadable, contactless card with pre-purchased stored value or passes

# Proposed Fare Levels

Fare Level	2019	Proposed Fare
<b>Single Ride</b>		
<i>Full Fare</i>	\$1.50	\$2.00
<i>Reduced (50%)</i>	\$0.75	\$1.00
<b>Daily Pass</b>		
Full Fare	\$3.00	\$4.00
Reduced (50%)	\$1.50	\$2.00
<b>Weekly Pass</b>		
Full Fare	N/A	\$20.00
Reduced (50%)	N/A	\$10.00
<b>Monthly Pass</b>		
Full Fare	\$50.00	\$62.50
Reduced (50%)	\$25.00	\$31.25



# *Bus Fare Communication*



# Ride KC Communication Bus Fare Key Messaging Goals

- Clearly announce the return of bus fares and effective date.
- Prepare riders for payment method and fare amounts.
- Educate riders on accepted payment method.
- Provide clear bus fare FAQ's Resources & Rider Guidelines.
- Acknowledge that change may be difficult.
- Provide riders with additional resources Through RideKC Call Center For Assistance.
- Provide community service organizations With assistance and resources for those they serve.

# *RideKC Digital Communication Channels*

- RideKC Website Page & FAQ Bus Fare Page
- Social Media Post Tool Kit (Reminders During 120 Day Countdown)
- Local Radio Ad's + Interviews / TV Stations Public Engagement
- Email / SMS Sign Up Platforms For Continuation Of Information
- Transit App Mobile App Integration

# *RideKC On-Site Communication*

- Updated Bus Signage Inside Of Buses.
- Notices At All Bus Stops And Terminals.
- Rider Information Sessions At East Village Transit Center For Public Engagement With KCATA Staff and Leadership.
- Printed Bus Fare Materials And Educational Signage at Transit Centers.
- Automatic PSA Scripted Bus Announcements .

# *RideKC 4-6 Weeks Communication Timeline*

- Formal Press Conference with Partners and Community Leadership, KCATA BOC's and KCATA Leadership.
- Website Updates – FAQ's On Bus Fare
- Countdown Announcements (Linking Back to FAQ Bus Fare RideKC Website Page)
- Additional Social Media Updates
- TV Interviews + Radio PSA's (Interviews By KCATA Leadership)
- Public Engagement at East Village Transit Center: Public are encouraged to attend and get assistance and questions answered.

# *RideKC 2-3 Weeks Communication Timeline*

- 2026 RideKC Bus Fare Updated Posters and Signage Installed
- RideKC Bus Fare Social Media Reminders
- Providing Community Partners Follow Ups with Bus Fare Tool Kit.
- Additional KCATA leadership Radio and TV Interviews.
- 1 Virtual Townhall opportunity for additional public engagement session hosted for last round of questions and public opportunity to receive additional information.

# *RideKC 1 Week Communication Timeline*

- RideKC Scripted Bus PSA Announcements Begin.
- KCATA Leadership Participates with doing additional rounds Of public TV Interviews and media outreach.
- Formlly Providing Media Press Release with updated Bus Fare Information.
- Printed bulletins return for physical copies – placed inside of buses for riders to take if decided.

# *RideKC Launch Week + Post Launch*

- Grace Period (if applicable)
- Extra Staff support at key locations for transit centers.
- Real time social media responses.
- Call Center Support.
- Monitor feedback and complaints.
- Adjust messaging if needed.
- Share early results or improvements with stakeholders.

# *Thank You*

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