



Improving Subway Fare Compliance

MTA Board Meeting



May 22, 2024





MTA began raising challenge of fare evasion early

Since the pandemic, MTA has called for a serious, nuanced focus on fare evasion.

DAILY NEWS



Wednesday, April 27, 2022 3

MTA will study how to fight \$500M in fare-evasion loss

BY CLAYTON GUSE
NEWS TRANSIT REPORTER

A “blue ribbon panel” made up of “distinguished New Yorkers” will advise the MTA on how to crack down on fare evasion, the agency’s chairman, Janno Lieber, announced Tuesday.

Lieber, speaking to the Associ-

past the automated license plate readers.

The panel Lieber formed Tuesday to address the problem includes New York City Schools Chancellor David Banks, executive director of the Asian-American Federation Jo-Ann Yoo and David Jones, a holdover MTA board member appointed by for-



Panel to start by targeting farebeaters

By DAVID MEYER
Transit Reporter

Two weeks after a mass shooting on a Brooklyn train, the head of the MTA on Tuesday promised to tackle soaring subway crime partly by setting up a review panel to figure out how to curb fare evasion.

Agency leaders have been targeting farebeating as an anti-crime strategy since at least 2018, including since the COVID-19 pandemic when subway evasions have doubled. “Fare evasion tears at our social fabric,” said MTA Chief Executive Janno Lieber, speaking in Manhattan at a gathering of business leaders hosted by the Association for a Better New York. “People who commit robberies and violent crimes generally don’t bother with MetroCard swipes or OMNY [contactless] taps.”



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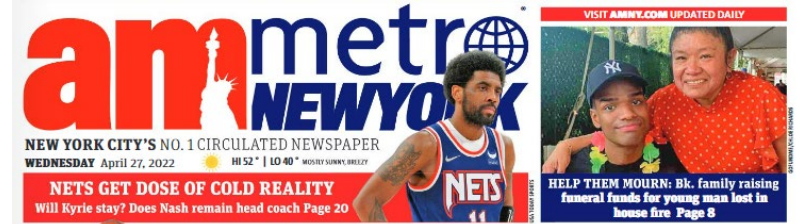
April 26, 2022 06:08 PM

MTA plans ‘reset’ on how to stop fare evasion on subways and buses

CAROLINE SPIVACK X in

EMAIL SHARE TWEET IN SHARE

REPRINTS



NETS GET DOSE OF COLD REALITY
Will Kyrie stay? Does Nash remain head coach Page 20

HELP THEM MOURN: Bk. family raising funeral funds for young man lost in house fire Page 8



100 DAYS OF ‘GSD’
Adams touts early success

PAGE 10



MTA forms panel to figure out how to combat fare evasion
More serious crime still front and center on minds of straphangers

PAGE 4

Fare evasion calls for a holistic strategy

MTA is deploying wide-ranging tactics to address the multiple causes of fare evasion.



Equity: Better supporting New Yorkers who need help paying fares

Education: Communicating importance of fares on service

Enforcement: Data-driven focus on serious evaders

Environment: New technology and changes to physical entry

Addressing fare evasion with equity at the forefront



Supporting New Yorkers who cannot afford the fare and ensuring enforcement is done fairly.

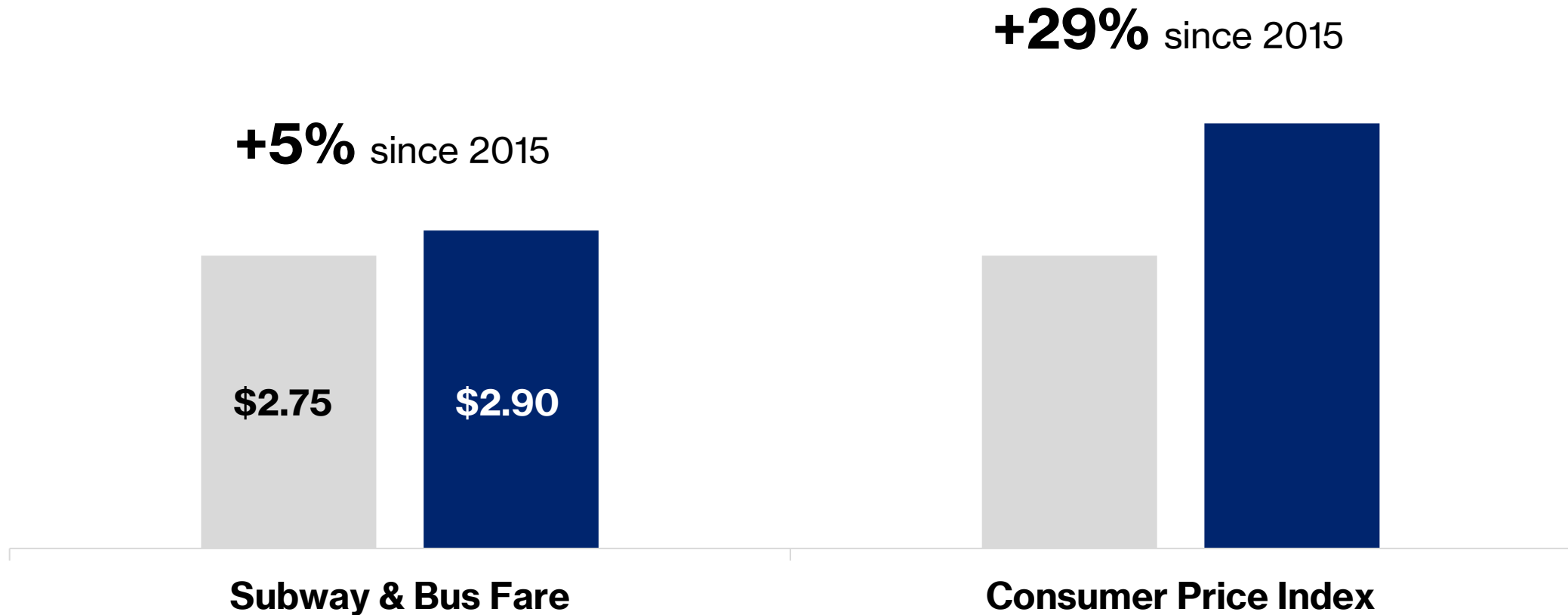
Created **15 Customer Service Centers** and integrating with **Fair Fares enrollment** across all boroughs

Expanded marketing campaigns for **Reduced-Fare** and **Fair Fares** programs across subway and buses



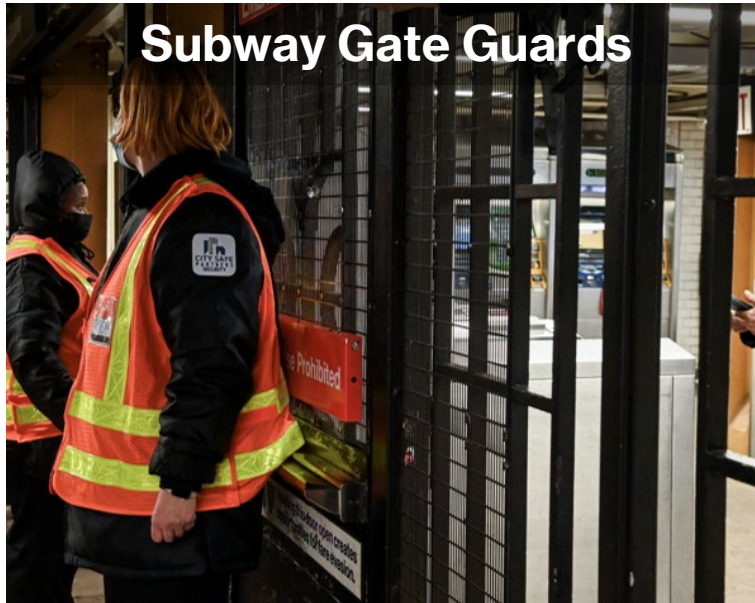
Addressing fare evasion with equity at the forefront

MTA fares remain affordable.



Reducing fare evasion requires enforcement

More strategic use of guards and collaboration with NYPD curbs evasion now.



Gate guards deployed at **22 stations** led to an **increase** in paid ridership



43,000 TAB summonses issued in 2024, a **60% increase** from 2022

Improving and modernizing the fare control environment

Making it easier to pay the fare – and harder to evade.



Replaced 700+ locks to target
'ghost keys'

**15-sec delayed egress pilot led
to 7% lower evasion** at 3 stations

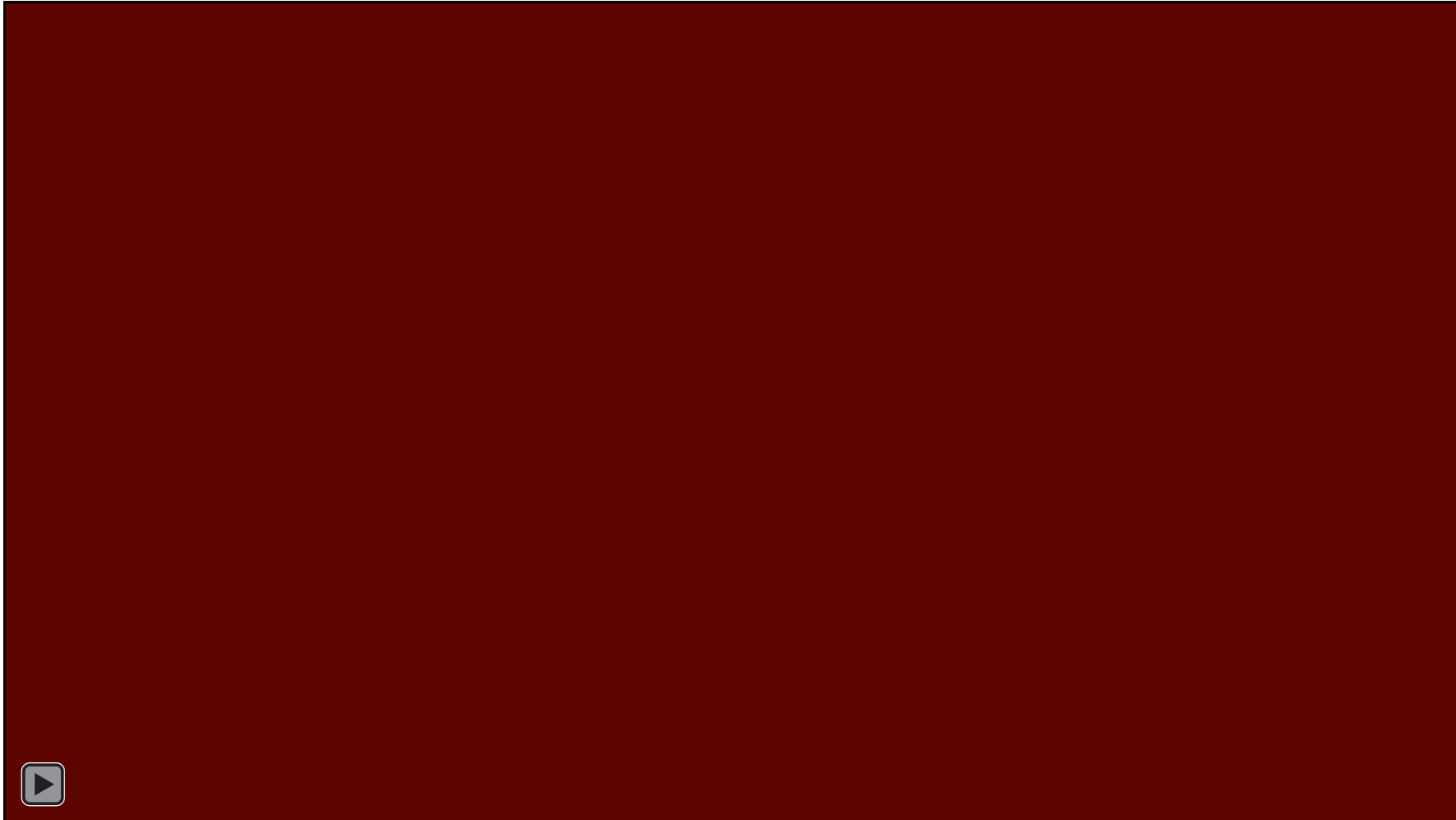


**Fixed back-cocking at over
1,400 turnstiles** in 100+ stations

**Turnstile fins decreased jumps
by over 20%** at 4 pilot stations

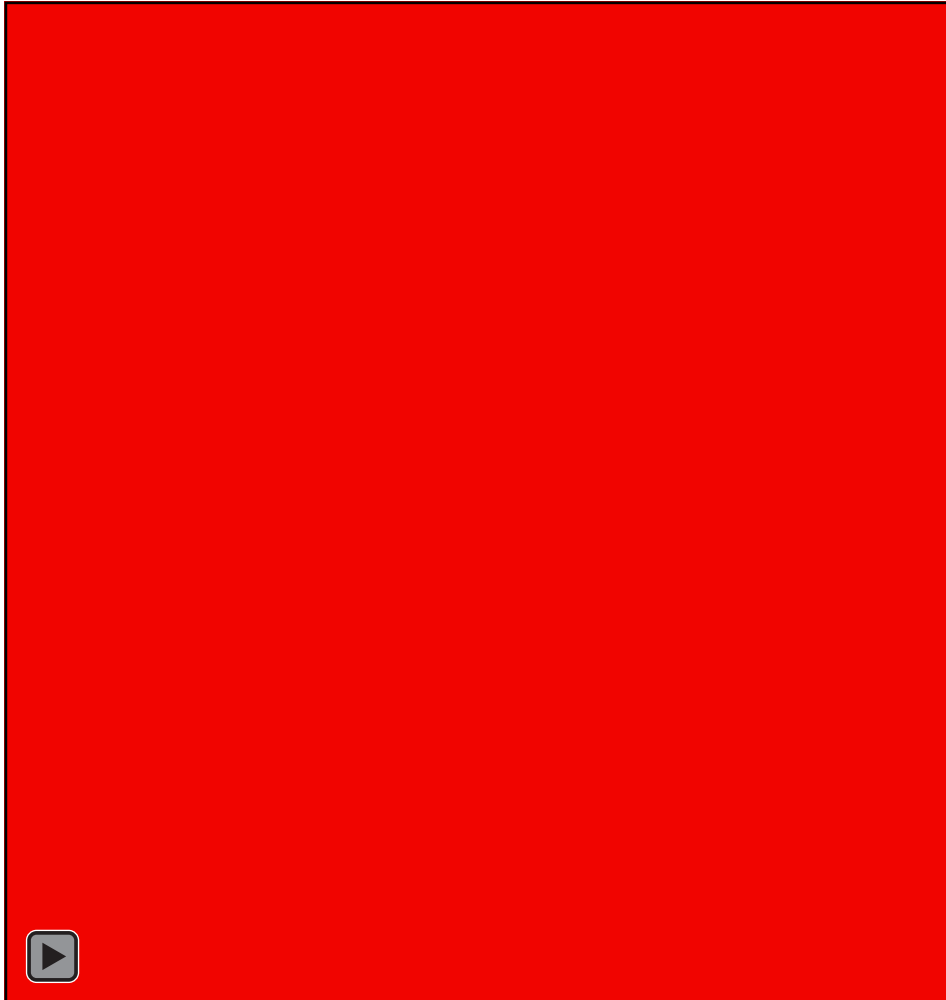
Improving and modernizing the fare control environment

Making it easier to pay the fare – and harder to evade.



Improving and modernizing the fare control environment

Looking to the future of the fare array.



Conveying the importance of paying the fare

Educating the riding public – including students – on importance of fare payment.



Swipe your Student MetroCard for a Chance to Win a Meta Quest 2 VR Headset!

The MTA is celebrating good ridership habits for students.

From May 20 to June 14, the MTA is raffling one VR headset for each borough every week. All students in grades 9–12 will be entered automatically each time they swipe their student MetroCard to travel to or from school between the hours of 6AM and 9AM and 2PM and 5PM on weekdays.

More swipes means more chances to win. Happy swiping, and good luck!

Visit mta.info/extracredit each week to see the winning serial numbers and learn more about the terms and conditions for the program.

Launch **student incentive program** to encourage student MetroCard usage

Coordinate with DOE on **student fare compliance during OMNY transition** in 2024-2025 school year

MTA will build on strategies that work

And test and experiment new tactics.



Lead with Equity

- **Equip 15 CSCs for enrollment for Fair Fares** with the City



Educate the Riding Public

- **Launch student education & rewards program** with DOE



Improve and Modernize the Fare Array

- **Remove back-cocking at 60% of stations** by 2024
- **Expand turnstile fins to 10 more stations** in Q3 2024
- **Pilot re-activation of gate alarms** at 14 stations
- **Begin roll-out of delayed egress** everywhere it is safe to do so
- **Deploy new gates in at least 10 stations** by 2024

And commit to long-term solutions

MTA is reimagining the future of the fare gate for the next generation.



Selecting the Technology

- **12 RFI submissions** for Safe, Accessible, and Modern Fare Gate RFI
- In-lab testing summer 2024, in-system testing in 2025

Developing the Plan

- Long-term fare gate strategy part of **2025-2029 Capital Program**

MTA's vital service, and affordability, is worth paying for.

