

RIDE THE BUS

HTA

HUMBOLDT TRANSIT AUTHORITY

Humboldt Transit Authority

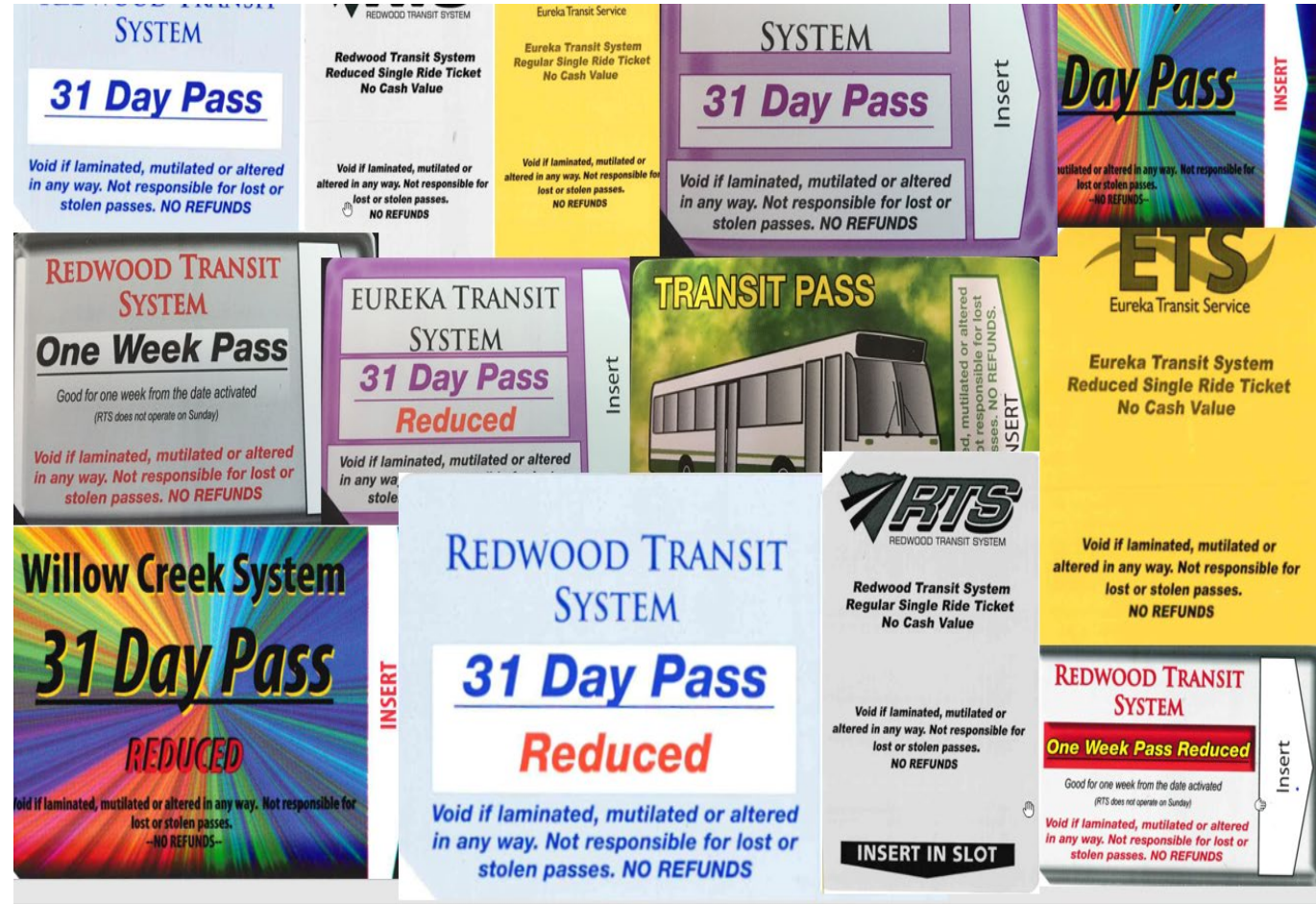
Implementing Coordinated Fares Across Four Transit Agencies

Providing Discounts/Benefits on Bank Cards Session

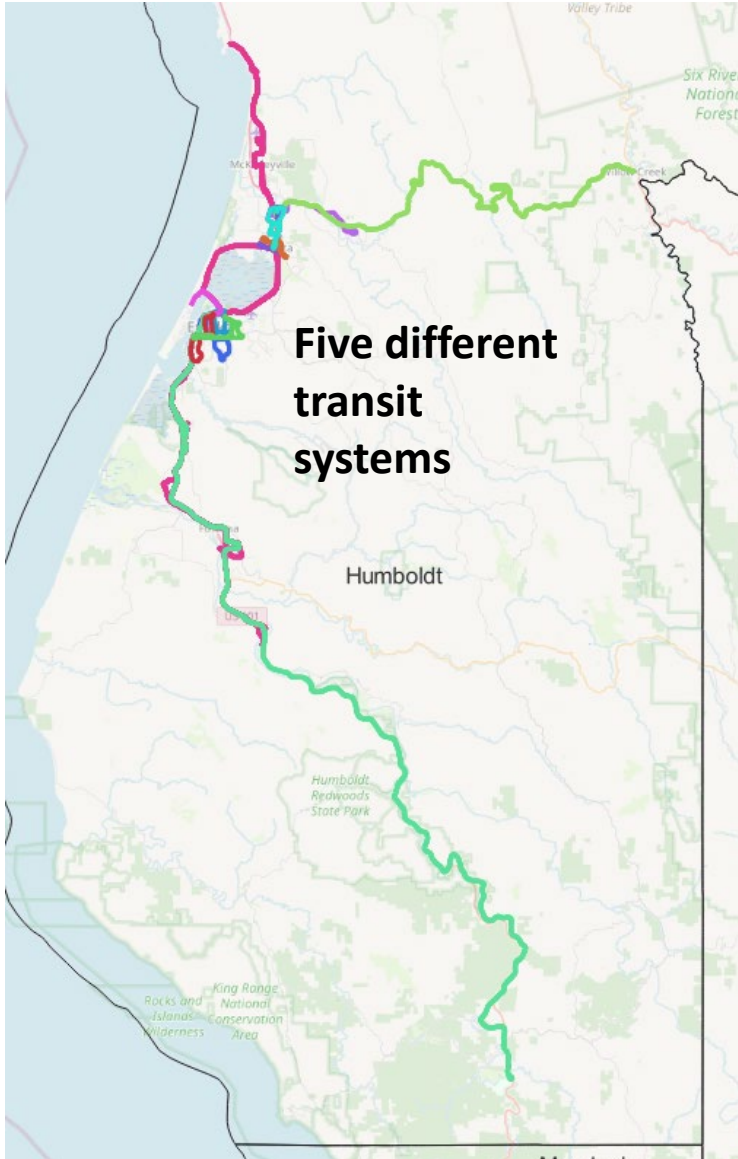
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CURRENT FARE STRUCTURE

- HTA operates six transit systems, all with different passes and fare structures.
- Confusing, impossible to remember fares
- Transfers are confusing
- Complex and expensive to manage this



CALIFORNIA INTEGRATED TICKETING PROGRAM (CAL-ITP)



FARE CAPPING RATES (MUST USE THE SAME CARD)



2 HOURS	\$2
1 DAY	\$6
7 DAYS	\$20
31 DAYS	\$50

storen passes. NO REFUNDS

INTEGRATING ACROSS MULTIPLE AGENCIES

- New Redwood Coast Express (RCX)
 - Currently, there is a service gap between Intercity Systems. Implementing the RCX will connect the North Coast with rail and the Bay Area. Slated to begin January 2024.
 - It has also provided us the ability to implement a multi-county integrated fare payment system with fare capping. Currently, four CA North State agencies have implemented the system.
 - Currently working on a unified \$/mile cost structure with Redwood Coast, Lake, and Mendocino agencies, and an integrated daily fare cap.

