



Prototyping an MBTA University Pass

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Fare Programs Work at the MBTA



Higher Education Marketplace: ~350k students in Greater Boston



The Semester Pass

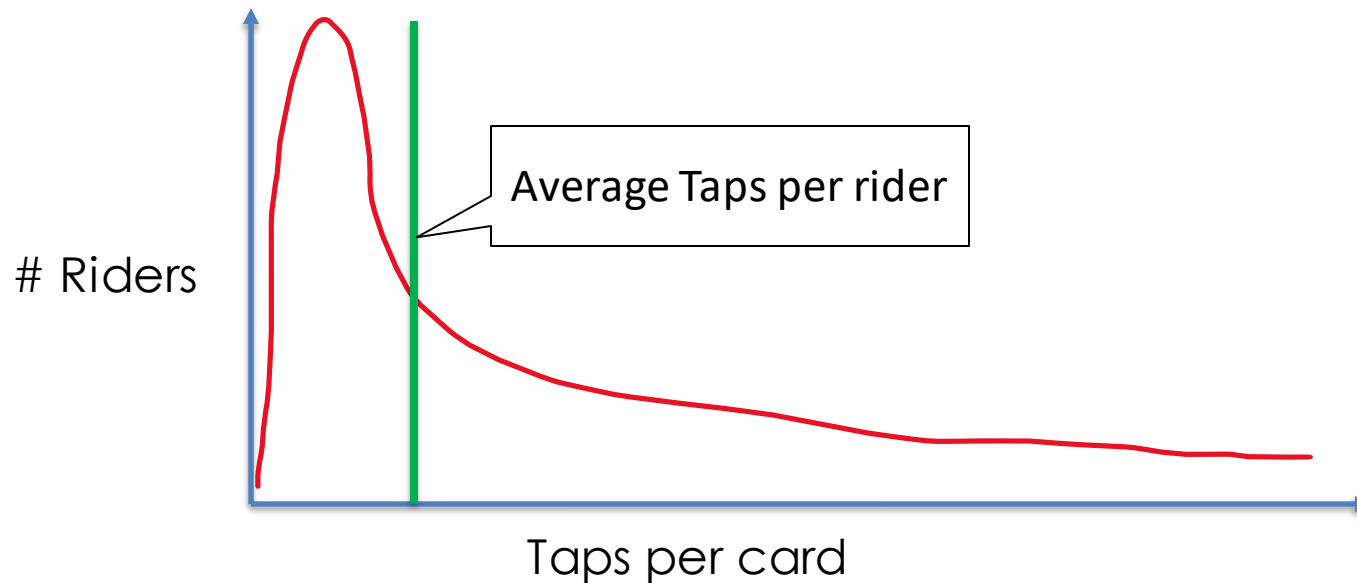
mbta.com/fares/college-student-semester-passes

Only ~11k sold
each semester
(3% market
share)



University Pass (mbta.com/pass-program/university-pass-program)

Generic Cohort Usage Curve



Annual Contract = 12 months x [cohort size] x [average monthly usage]

Revenue Rationale

$$\frac{\$180}{\$640} \cong 25\%$$