

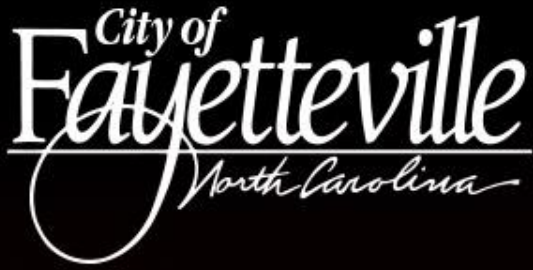
PROPOSED TRANSIT FARES

City Council Work Session

May 7, 2018

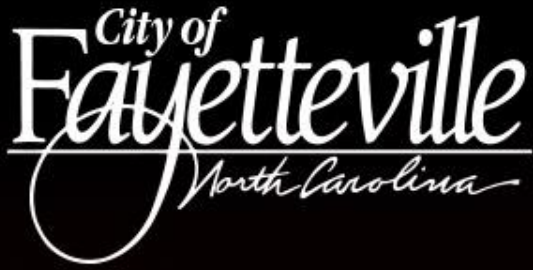
Background

- Fares last increased April 2013
- Strategic Planning Retreat
 - Enhanced Services – Sundays
 - FAST Transit Center
 - FY 2019 Budget Needs
- Process to Increase Rates
 - Title VI and Fare Policy
 - Public Notice & Hearing
 - Timing of Change is Critical



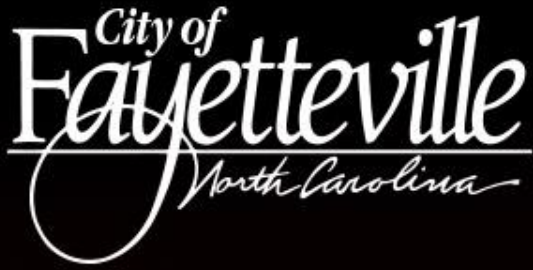
Comparison with Peer Cities

- Current Fares – Lower/Mid-Range
- Some Categories – Lower
 - Senior & Disabled Discount
 - ADA Paratransit
- Fare Recovery – Slightly Lower
 - Added Costs – Less Productive Routes
 - New Transit Center O&M
- Other Factors
 - Local Funding: to Service Population– Slightly Lower
 - Fare % of State & Local Funding–Lower



Proposed Fares

- Base Fare – One Ride \$1.25 to \$1.50
- Seniors & Disabled \$0.50 to \$0.65
- Day Pass – Adult \$3.00 to \$4.00
- Discounted Day Pass \$1.50 to \$2.00
- Youth Day Pass \$2.00 to \$2.50
- ADA One Ride \$2.00 to \$2.50
 - ADA 6-Ride New \$15
- ADA 20-Ride \$35 to \$44
- 30-Day – Adult \$40 to \$48
- 30-Day Discount \$17 to \$24



Proposed Fares

Fare Structure Categories	Current Rate	Ave. Use per pass	% of Total Trips	Ridership Monthly Ave	Annual Fare Revenue	Cost per Trip	New Fare Rate	New Cost per Trip	Ridership New Ave. Monthly Use	New Monthly Revenue
Adult Bus Fare	\$ 1.25	1	7.6%	9,986	\$ 149,785	\$ 1.25	\$ 1.50	\$ 1.50	9,147	\$ 13,720
Adult 1-Ride Pass	\$ 1.25	1	0.6%	800	11,993	\$ 1.25	\$ 1.50	\$ 1.50	732	1,099
Discount Bus Fare (Elderly and Disabled)	\$ 0.50	1	5.4%	7,136	42,816	\$ 0.50	\$ 0.65	\$ 0.65	6,365	4,137
One Day Pass	\$ 3.00	4.95	36.6%	48,257	350,961	\$ 0.61	\$ 4.00	\$ 0.81	41,501	33,536
One Day Pass(Discounted E&D)	\$ 1.50	4.91	8.4%	11,121	40,769	\$ 0.31	\$ 2.00	\$ 0.41	9,786	3,986
Rolling 30 Day Pass	\$ 40.00	47.7	13.4%	17,609	177,201	\$ 0.84	\$ 48.00	\$ 1.01	16,342	16,444
Rolling 5 Day Pass	\$ 11.00	11	1.0%	1,252	15,019	\$ 1.00	\$ 13.00	\$ 1.18	1,170	1,382
Discount Rolling 30 Day Pass (E&D)	\$ 17.00	50.1	9.3%	12,204	49,694	\$ 0.34	\$ 24.00	\$ 0.48	10,395	4,980
Discount Rolling 5 Day Pass (E&D)	\$ 5.50	12	0.5%	705	3,880	\$ 0.46	\$ 7.00	\$ 0.58	636	371
Student Rolling 30 Day Pass	\$ 30.00	37.8	7.2%	9,513	90,596	\$ 0.79	\$ 36.00	\$ 0.95	8,752	8,335
ADA Demand Response Fare/ Change to \$12 - 6 ride book	\$ 2.00	1	0.8%	1,040	24,960	\$ 2.00	\$ 2.50	\$ 2.50	962	2,405
ADA 20 Ride Pass/Ticket Book	\$ 35.00	20	1.8%	2,426	50,946	\$ 1.75	\$ 44.00	\$ 2.20	2,239	4,925
ADA 10 Ride Pass/Ticket Book	\$ 17.50	10	1.2%	1,630	34,230	\$ 1.75	\$ 22.00	\$ 2.20	1,504	3,309
Youth- Day Pass/Ticket Book	\$ 2.00	4.8	0.6%	806	4,029	\$ 0.42	\$ 2.50	\$ 0.52	725	378
Summer Fun Pass (3 month)	\$ 15.00						\$ 15.00			
Free Thursday	\$ -	1	3.8%	5,036	-				5,036	
PCA/Companion			0.2%	324					324	
Others			1.4%	1,884					1,884	
Totals			100.0%	131,728	\$ 1,046,878	\$ 0.66			117,500	\$ 99,009
Change									(14,228)	\$ 11,769

Summary

- Across the Board Increase
- Timing For Process
 - Public Hearing May 29, 2018
 - Adoption May 29, 2018
 - Begin New Fares July 30, 2018
- Transition to Cashless process for ADA Paratransit
- Honor Passes Purchased Before Increase

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