

The County Connection

Inter Office Memo

To: Administration and Finance Committee
From: Anne Muzzini, Director of Planning and Marketing

Date: October 26, 2010

Reviewed By: *AM*

SUBJECT: Express Bus Fares

SUMMARY OF ISSUES:

The current fare structure identifies a base fare of \$2.00 and an express bus fare of \$2.25 and was adopted in March of 2009. At that point none of the fare payment mechanisms were changed. However back in 2006, the date of the prior fare increase, there were changes made to the type of fare payment mechanisms. CCCTA created a monthly pass and eliminated the 40 ride and the 20 ride punch pass as well as the 40 ride express bus pass. At this time a shift was made whereby the monthly pass became an acceptable way of paying the express bus fare. Now the monthly and 12 ride punch and senior 20 ride punch are all accepted as payment methods on an express bus.

The result of this practice is that most of the fares paid on express buses are discounted base fares resulting in an average fare per passenger of \$1.21. Because of the need to meet a higher farebox ratio on the 98X, and because the Express Bus fare of \$2.25 is not being implemented to the full extent possible, staff is recommending a change.

RECOMMENDATIONS:

- Two options are proposed for Committee consideration;
1. Require passengers paying with monthly passes and punch passes to add \$0.25 to the farebox when riding express bus routes
 2. Add a new fare instrument; an express bus monthly pass, and require passengers to use this mechanism instead of the regular monthly pass, 12 ride punch, or commuter card.

FINANCIAL IMPLICATIONS:

The impact of the first option would be to increase the average fare to \$1.28/passenger which is calculated to increase the express bus fare revenues by approximately \$24,000 a year. The impact of the second options would be to increase the average fare to \$1.30 and express bus fare revenues by approximately \$30,000 a year.

ATTACHMENT:

Analysis of the 98X ridership by fare type for September and analysis of the impact on total express bus fare revenues annually.

September 98X Fare Payment

	12 Ride Punch	Commuter Cash	Senior Cash	Bus Transfer	Free	Bart Transfer	Monthly Pass	Commuter Card	Senior 20 Ride Punch	Bart Plus	Senior Bart Transfer	Ranch Pass	Bishop	Total	Average Fare/Pass
Passengers	749	2,493	456	2,132	225	684	636	55	324	131	17	111	111	8,013	
Fare Value	\$1.67	\$2.25	\$1.00	0	0	\$1.00	\$1.50	\$2.00	\$0.75	\$1.47	\$0.50	\$1.75	\$1.75		
Total Fares	\$1,248	\$5,609	\$456	\$0	\$0	\$684	\$955	\$110	\$243	\$193	\$9	\$194	\$194	\$9,700	\$1.21
IF: \$0.25 More	\$1.92	\$2.25	\$1.25	\$0.00	\$0.00	\$1.00	\$1.75	\$2.25	\$1.00	\$1.72	\$0.50	\$1.75	\$1.75		
Total Fares	\$1,436	\$5,609	\$570	\$0	\$0	\$684	\$1,114	\$124	\$324	\$226	\$9	\$194	\$194	\$10,288	\$1.28
IF: Express Bus															
Monthly Pass (\$2.00)	\$2.00	\$2.25	\$1.00	\$0.00	\$0.00	\$1.00	\$2.00	\$2.00	\$1.00	\$1.72	\$0.50	\$1.75	\$1.75		
	\$1,498	\$5,609	\$456	\$0	\$0	\$684	\$1,273	\$110	\$324	\$226	\$9	\$194	\$194	\$10,382	\$1.30

Express Bus Ridership

September	
91X	848
92X	3,111
93X	3,889
95X	2,524
96X	8,267
97X	1,571
98X	8,078
	<u>28,288</u>
Annual	339,456
If \$1.21	\$ 410,742
If \$1.28	\$ 434,504
If \$1.30	\$ 441,293