

Inter Office Memo

To: Board of Directors
From: Anne Muzzini, Director of Planning and Marketing

Date: December 7, 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. Currently the monthly pass, the 12 ride punch and the senior 20 ride punch are all accepted as payment methods on an express bus even though they are priced for base fare payment.

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 recommended the following change in collection method to the Committee.

Require passengers paying with monthly passes and 12 ride punch passes to add \$0.25 to the farebox when riding express bus routes

The Committee supported the recommendation and staff conducted a public hearing on December 1st at which no public showed up. Notice was also posted on the website and there were two comments; "sounds like a good idea" and "you should lower all fares to \$1.25".

RECOMMENDATIONS:

Approve the A&F Committee recommendation to require passengers paying with monthly passes and 12 ride punch passes to add \$0.25 to the farebox when riding express bus routes.

FINANCIAL IMPLICATIONS:

The impact will 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.

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		Bishop Ranch Pass		Total		Average	
	Punch	Ride	Cash	Commuter	Cash	Senior	Transfer	Bus	Free	Bart	Monthly	Commuter	Senior 20	Bart Plus	Senior Bart	Bishop	Total	Fare/Pass	Fare/Pass	Total	Fare/Pass	Fare/Pass	Total	Fare/Pass	Fare/Pass	Total	Fare/Pass	Fare/Pass
Passengers	749	2,493	456	2,132	225	684	636	55	324	131	17	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																
Total Fares	\$1,248	\$5,609	\$456	\$0	\$0	\$684	\$955	\$110	\$243	\$193	\$9	\$194	\$9,700															
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																
Total Fares	\$1,436	\$5,609	\$570	\$0	\$0	\$684	\$1,114	\$124	\$324	\$226	\$9	\$194	\$10,288															

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