

# The County Connection

Inter Office Memo

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

**Date:** December 2, 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 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 1<sup>st</sup> 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 staff recommendation to require passengers paying with monthly passes and punch passes to add \$0.25 to the farebox when riding express bus routes.

**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.

**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 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	<b>\$9,700</b>	<b>\$1.21</b>
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	<b>\$10,288</b>	<b>\$1.28</b>

**Express Bus Ridership**

September

91X	848
92X	3,111
93X	3,889
95X	2,524
96X	8,267
97X	1,571
98X	8,078
	<b>28,288</b>

Annual 339,456

If \$1.21 \$ 410,742

If \$1.28 \$ 434,504