

To: Administration & Finance Committee

Date: July 29, 2014

From: Anne Muzzini, Director of Planning & Marketing

Reviewed by:

Subject: Continuation of the Senior and Disabled Mid-Day Free Fare Program

Background:

At the August 2013 Board of Directors meeting, the Board directed staff to implement mid-day free fares for seniors riders and those with disabilities between the hours of 10am and 2pm seven days/week as a pilot fare program.

At the July 2014 Board of Directors meeting, the Board approved the Title VI Equity Analysis needed to continue the fare program beyond its pilot period.

Summary of Issues:

From implementation in December 2013 to June 2014, over 75,000 senior and disabled riders have utilized this fare program. This equates to nearly \$66,000 in fare revenue and represents nearly 4% of total boardings during this period. Additionally, senior and disabled boardings have increased nearly 16% from December 2012 to June 2013 compared to total ridership increasing only 0.6% during that period.

This fare program has drawn praise from groups representing seniors and those with disabilities including the Contra Costa Transportation Authority's Paratransit Coordinating Council.

Recommendation:

Staff recommends continuing this popular fare program, which has demonstrated to not violate County Connection's Disparate Impact or Disproportionate Burden policies.

Options:

1. Recommend the Board authorize the continuation of the Senior and Disabled mid-day free fare program.
2. Allow fare program to expire.
3. Other action determined by the committee.