Call for Public Hearing for Proposed Codified Tariff Changes

Board of Directors
May 4, 2017
Agenda Item 15

Previous Fare Increase

- Approved by the Board in 2015
  - Base fare increased from $3.25 to $3.75
  - Corresponding increases to the Day Pass, 8-ride Ticket and Monthly Pass
  - Maintained 15 percent Clipper discount
  - Maintained 50 percent Eligible Discount (Senior, Disabled, Youth, Medicare)
  - Daily Parking increased from $5 to $5.50
  - Monthly Parking increased from $50 to $55
Go Pass

- Pilot program started in 2000
- Jan. 2016 increase from $180 to $190
- Currently there are 121 participants and 77,090 eligible users
- Demand has grown substantially in recent years

Call for Public Hearing - July 6

- Proposed changes
  - Go Pass increase from $190 to $285 (50%)
  - Zone fare increased from $2 to $2.25/zone
  - Monthly Pass based on 15 days/month rather than 13 days/month
  - Eliminate the discounted 8-ride ticket
  - Monthly parking fees based on 15 days/month ($82.50) rather than 10 days/month ($55)
  - Establish a pilot program that provides a for weekend and evening discount (hours TBD)
Next Steps

- Public Outreach
  - Onboard, Station, Public meeting, Electronic
- Title VI and CEQA Analysis
- July 6 – Public Hearing
- August 3 – Board Adoption
- October 1 – Implementation
  - Go Pass and Flex Fare in January 2018

Revenue Potential

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Change</th>
<th>Implementation Date</th>
<th>Revenue Opportunity FY18</th>
<th>Revenue Opportunity FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Revenue</td>
<td>10 to 15 day equivalent</td>
<td>10/1/2017</td>
<td>1,086,603</td>
<td>1,452,784</td>
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<tr>
<td>Go Pass</td>
<td>50% Increase</td>
<td>1/1/2018</td>
<td>3,171,383</td>
<td>6,395,831</td>
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<tr>
<td>Month Pass</td>
<td>13 to 15 day equivalent</td>
<td>10/1/2017</td>
<td>2,502,677</td>
<td>3,171,997</td>
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<tr>
<td>8 Ride</td>
<td>Remove ticket type</td>
<td>10/1/2017</td>
<td>238,214</td>
<td>271,926</td>
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<tr>
<td>Zone increase</td>
<td>50% increase</td>
<td>10/1/2017</td>
<td>3,924,271</td>
<td>3,909,240</td>
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<tr>
<td>*Month Pass, 8 Ride, and zone net combine pass changes</td>
<td>10/1/2017</td>
<td>105,348</td>
<td>425,978</td>
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<tr>
<td>*Flex fare</td>
<td></td>
<td>10/1/2017</td>
<td>(554,977)</td>
<td>(739,969)</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
<td>9,473,518</td>
<td>14,887,786</td>
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</tbody>
</table>

Notes

*Month Pass, 8 Ride, and Zone combine changes shows the incremental revenue increase if implemented together.
The revenue increase is due to the zone increase on the one-way fare, which causes an additional increase on the month pass.
*Flex fare is a proposed program to offer reduced fares for weekend and off-peak week riders.