



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

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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


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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)


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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

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Revenue Potential

Ticket Type	Change	Implementation Date	Revenue Opportunity FY18	Revenue Opportunity FY19
Parking Revenue	10 to 15 day equivalent	10/1/2017	1,086,603	1,452,784
Go Pass	50% Increase	1/1/2018	3,171,383	6,395,331
Month Pass	13 to 15 day equivalent	10/1/2017	2,502,677	3,171,997
8 Ride	Remove ticket type	10/1/2017	238,214	271,926
Zone Increase	\$0.25 increase	10/1/2017	2,924,271	3,909,740
*Month Pass, 8 Ride, and zone	net combine pass changes	10/1/2017	105,348	425,978
*Flex Fare		10/1/2017	(554,977)	(739,969)
Total			9,473,518	14,887,786

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.

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