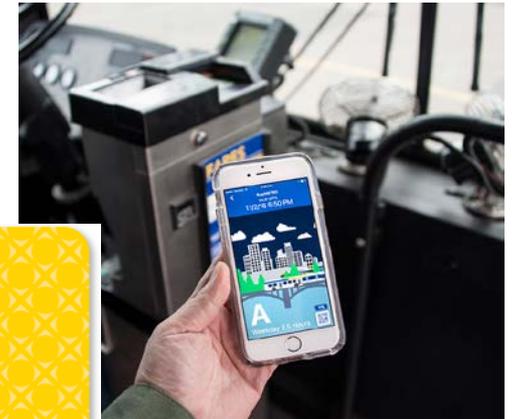


Regional Fare Adjustment Approval

Nick Eull
*Senior Manager
of Revenue Operations*



Business Item

- 1) Approve recommendation for a fare adjustment on October 1st, 2017
- 2) Directs staff to report back by end-of-year 2017 on key recommendations for future fare increases
- 3) Directs staff to look at fare policy options considering distance based charges and reverse commute fares by 1st quarter 2018
- 4) Directs staff to update Council on TAP every six months and report on expansion opportunities by June of 2018

*Full public comment report is available.

2017 Fare Change Goals

- **Generate Additional Fare Revenues** – Increase revenues across all modes and service (Metro Transit, regional and contract service, Metro Mobility and Transit Link) while minimizing any ridership impacts
- **Promote Equity** – Price fares so that they account for an equitable portion of operating costs and reflect the ability of customers to pay
- **Simplify** – Make the fare structure easier to use and understand

Success Factors Include:

- Ensure all residents and communities are partners in the decision making process
- Find ways to mitigate the impact of increased fares on those that are most transit reliant
- Simplify the “how to pay” question

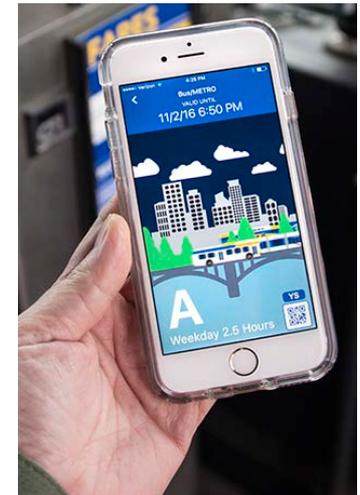
Major Fare Adjustments	Adjustment Amount	Projected 2018 Net Impact
Local and Express Fares	\$0.25 Increase	\$6,530,000
Metro Mobility	\$0.50 Base Increase \$0.75 Distance Surcharge (non-ADA)	\$1,300,000
Transit Link	\$1.60 Avg. Increase \$0.75 Distance Surcharge	\$265,000
Transit Assistance Pass (TAP)	\$1.00 Fare (New Program)	(\$3,500,000)
Limited Mobility	\$0.25 Increase	\$370,000
Transit Schools Discount	Eliminate Discount (5% - 10%)	\$10,000
Eliminate Stored Value Bonus	Eliminate 10% Bonus	\$1,900,000
Total 2018 Est. Revenue Increase		\$6,875,000

Cash Fare Increases:	<u>Current</u>	<u>Proposed</u>
Local Off-Peak	\$1.75	\$2.00
Local Peak	\$2.25	\$2.50
Express Off-Peak	\$2.25	\$2.50
Express Peak	\$3.00	\$3.25
Metro Mobility Demand Response		
Off-peak	\$3.00	\$3.50
Peak	\$4.00	\$4.50
Distance Surcharge	None	\$0.75
(non-ADA, trips greater than 15 miles)		
All-You-Can-Ride Passes	Not Accepted	Not Accepted
Dial-A-Ride (Transit Link)	\$2.25 - \$6.75	\$3.50 Off-Peak, \$4.50 Peak
Distance Surcharge	None	\$0.75
(trips greater than 15 miles)		
All-You-Can-Ride Passes	Accepted	Cash and Stored Value Only
Northstar Fares (to MPLS)		
Big Lake	\$6.00	\$6.25
Elk River	\$4.50	\$4.75
Ramsey	\$3.50	\$3.75
Anoka	\$3.00	\$3.25
Coon Rapids/Riverdale	\$3.00	\$3.25
Fridley	\$3.00	\$3.25
Station-to-Station	\$3.00	\$3.25
Senior, Youth, Medicare Fares	\$0.75 Off-Peak	\$1.00 Off-Peak
Limited Mobility (All Times)	\$0.75	\$1.00
Downtown Zone (All Times)	\$0.50	No Change
Transit Assistance Pass (TAP) Fare	N/A	\$1.00



Fare Increase – Strategies

1. Retain riders by emphasizing transit benefits
2. Emphasize new payment options
3. Highlight the Transit Assistance Pass
4. Utilize outreach staff to educate community groups



Fare Increase Communications

- Customers
 - Reprint/update key materials, web pages and online store
 - Social media platforms
 - Fleet outreach-interior card, newsletter, farebox card
 - Transit Service Centers, Go-To Card outlets
- Partners/Pass Program Clients
 - Notification letters
 - Posters/materials
- Employees
 - Operator pocket guide
 - Posters for all facilities

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