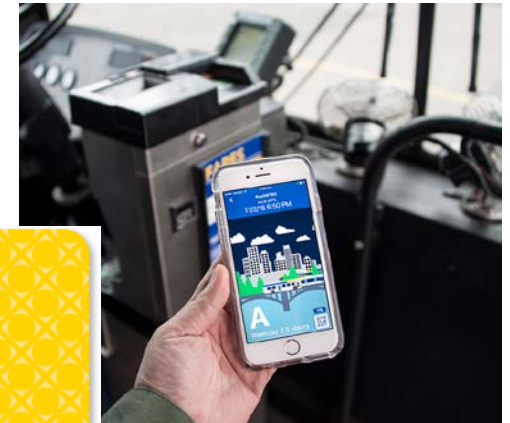


# *Regional Fare Adjustment Approval*

Nick Eull  
*Senior Manager  
of Revenue Operations*



# Business Item

- 1) Approve recommendation for a fare adjustment on October 1<sup>st</sup>, 2017
- 2) Directs staff to report back by end-of-year 2017 on recommendations that:
  - a. Looks at options for determine when future fare adjustments should be considered
  - b. Includes looking at creating a sustainable funding structure focused on ridership growth and equity across the region
  - c. Looks at how to mitigate future increases for persons of color; low income communities; and youth, seniors and persons with disabilities

\*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

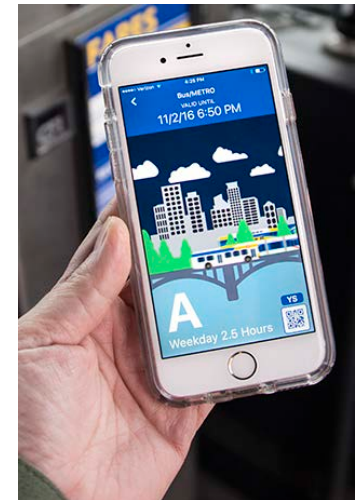
Major Fare Adjustments	Adjustment Amount	Projected 2018 Net Impact
Local and Express Fares	\$0.25 Increase	\$6,530,000
Metro Mobility	\$0.50 Base Increase \$0.75 Distance Surcharge (non-ADA)	\$1,300,000
Transit Link	\$1.60 Avg. Increase \$0.75 Distance Surcharge	\$265,000
Transit Assistance Pass (TAP)	\$1.25 Fare (New Program)	(\$3,000,000)
Limited Mobility	\$0.25 Increase	\$370,000
Eliminate Peak Surcharge for Senior, Youth, and Mobility	\$1.00 Fare at All Times (\$0.25 Increase from Off-Peak Levels, No Peak Surcharge)	(\$665,000)
Transit Schools Discount	Eliminate Discount (5% - 10%)	\$10,000
Eliminate Stored Value Bonus	Eliminate 10% Bonus	\$1,900,000
<b>Total 2018 Est. Revenue Increase</b>		<b>\$6,710,000</b>

<b>Cash Fare Increases:</b>	<b><u>Current</u></b>	<b><u>Proposed</u></b>
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
<b>Metro Mobility Demand Response</b>		
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
<b>Dial-A-Ride (Transit Link)</b>	\$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
<b>Northstar Fares (to MPLS)</b>		
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
<b>Senior, Youth, Medicare Fares</b>	\$0.75 Off-Peak	\$1.00 – Peak & Off-Peak
<b>Limited Mobility (All Times)</b>	\$0.75	\$1.00
<b>Downtown Zone (All Times)</b>	\$0.50	No Change
<b>Transit Assistance Pass (TAP) Fare</b>	N/A	\$1.25



# Fare Increase – Strategies

1. Retain riders by emphasizing transit benefits
2. Emphasize the simpler fare structure and payment options
3. Highlight new programs—Transit Assistance Program and 24/7 Reduced Fares
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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