



Public Hearing Report
January 2012 Fare Structure Modifications

San Joaquin Regional Transit District



Introduction

The San Joaquin Regional Transit District (RTD) has a complex fare structure containing more than 30 different bus passes, which causes confusion for RTD customers and employees. Having so many bus passes is also expensive to maintain in terms of administrative and maintenance costs. RTD is currently facing difficult economic times and needs to increase fare recovery and reduce overall costs to maintain effective service. Simplifying RTD's fare structure will help address all of these issues.

In March 2011, RTD retained consultant firm Nelson\Nygaard to complete a comprehensive review of RTD's fare structure, including a peer review and recommendations to streamline RTD's fares. In August, RTD's Fare Committee reviewed the recommendations from the *Fare Structure and Policy Study* provided by Nelson\Nygaard. The RTD Fare Committee updated these recommendations to reflect current trends and staff experience on fare use and need.

The goals for these recommendations are to: reduce operating costs, increase fare recovery, and reduce customer confusion. These recommendations will not result in a general fare increase. However, some customers may pay more to ride RTD, depending upon the type of pass they are currently purchasing (for instance, those purchasing weekend day passes).

During the month of September 2011, RTD is holding a series of public hearings to receive comments on the following proposed fare restructure. Following the public hearings, RTD staff will summarize the public comments and make a final report and recommendation to the Board for adoption at its October meeting. If approved by the Board, the fare restructure would be effective January 1, 2012. As with previous fare restructures, RTD will provide a grace period in which older passes will be valid for a specified period of time during the implementation of the new fare structure.

Summary of Recommendations

RTD staff recommends doing the following:

1. Eliminate RTD Transfers
2. Improve Fare Vending Machine Management
3. Amend Student Discount Fares
4. Implement Consistent Day Pass Fare
5. Eliminate 10-Ride Passes
6. Remove Outdated Passes



Fare Recommendation Matrix

	Existing Fare Structure	Recommended Fare Structure
Cash Fare		
Adult	\$1.50	\$1.50
Student	\$1.25	eliminate
Discount ¹	\$0.75	\$0.75
Hopper ²	\$1.50	\$1.50
Trolley	\$0.50	eliminate
Trolley Discount	\$0.25	eliminate
Transfers	\$0.50	eliminate
Dial-A-Ride ³	\$3.00	\$3.00
Weekday Day Pass		
Adult	\$4.00	\$4.00/valid everyday
Student	\$3.00	eliminate
Discount ¹	\$2.00	\$2.00/valid everyday
Weekend Day Pass		
Adult	\$3.00	eliminate
Student	\$3.00	eliminate
Discount ¹	\$1.50	eliminate
10-Ride Pass		
Adult	\$14.00	eliminate
Student	\$12.00	eliminate
Discount ¹	\$7.00	eliminate
Dial-A-Ride ³	\$27.50	eliminate
10-Deviation	\$10.00	\$10.00
31-Day Pass		
Adult	\$65.00	\$65.00
Student	\$40.00	\$40.00
Discount ¹	\$30.00	\$30.00



	Existing Fare Structure	Recommended Fare Structure
31-Day Pass (Volume Discounted)		
Adult	\$50.00	eliminate
Student	\$35.00	eliminate
Social Service Passes		
Hospital Pass	Provided to County	evaluate
Jury Pass	Provided to County	evaluate
Jail Pass	Provided to County	evaluate
Social Service Pass	N/A	new; evaluate

Notes: Modified fares are shown in **BOLD**

(1) Discount fares include: Senior (age 65 & over), Disabled and Medicare Card Holders (with ID card)

(2) Hopper Deviations cost \$1.00.

(3) Includes all Dial-A-Ride services including ADA service.

Up to three children under age 5 accompanied by a fare-paying adult ride free of charge. Each additional child cost \$1.50

Reasons for Recommendations

The Fare Study and the Fare Committee identified the following general reasons for simplifying the current fare structure. Some passes have specific reasons for their elimination or modification, which are listed following the Fare Matrix.

General Reasons for Pass Elimination or Modification:

1. Follow Fare Study recommendation
2. Simplify fares for greater convenience; easier to educate new and current customers
3. Reduce fare disputes to increase overall service efficiency
4. Improve fare enforcement, which will improve RTD's fare collection and fare recovery to meet funding requirements
5. Reduce administrative and maintenance costs
6. Increase reliability of passenger counting and reporting (because of fewer fare categories)

Specific Additional Reasons for Pass Elimination or Modification:

- Eliminating Transfers aligns RTD with its peer transit agencies; (Sacramento, Fresno, Bakersfield, Modesto, Albuquerque, and Eugene no longer offer transfers)



- Implementing consistent Day Pass price would bring weekend pass prices consistent with weekday pass prices. RTD discounted the weekend day pass because of the reduced service frequency. RTD is now improving frequency on weekends.
- Creating a “Metro Express Only” one ride fare, to be sold only through the FVM, would ensure these passes are used only on Metro Express; they could not be carried onto and used on regular fixed-routes
- Amending Student Discount fares would reduce misuse of fare media (using student passes without validation); this would reduce fare evasion and increase revenues
- Discontinuing the Volume Discount Program for Student 31-Day Monthly Pass would eliminate a second discount on an already-discounted pass
- Adding one-ride Dial-A-Ride fare media would improve Dial-A-Ride fare reconciliation with the contracted service provider; it would also be necessary with the elimination of 10-ride Dial-A-Ride passes
- Eliminating the Intercity Express, Special Event, and Trolley fares would eliminate fares for services RTD no longer provides

Fare Vending Machine Recommendations

Also part of this recommendation is a reduction in the number of pass types sold at the Fare Vending Machines (FVM) to only the most frequently sold passes. By eliminating the other passes, RTD would effectively reduce the demand on the FVM, which would reduce maintenance and operating costs.

RTD also has considerable administrative and maintenance costs to provide change at its FVM. By no longer providing change, RTD would significantly reduce its administrative and maintenance costs. Customers could continue to purchase passes at the FVM by using **exact change**, debit or credit card, or by paying over the purchase price (for which the FVM would not provide change).



Fare Vending Machine Recommendation Matrix

Pass Type	Rate	Recommendation
Single Ride	Adult	Adult (Metro Express only)
	Student	<i>Eliminate with fare restructure</i>
	Discount	Discount (Metro Express only)
Weekday Day Pass	Adult	Adult (Day Pass)
	Student	<i>Eliminate with fare restructure</i>
	Discount	Discount (Day Pass)
Weekend Day Pass	Adult	<i>Eliminate with fare restructure</i>
	Discount	<i>Eliminate with fare restructure</i>
31- Day Pass	Adult	Discontinue FVM sales
	Student	Discontinue FVM sales
	Discount	Discontinue FVM sales
10-Ride Pass	Adult	<i>Eliminate with fare restructure</i>
	Student	<i>Eliminate with fare restructure</i>
	Discount	<i>Eliminate with fare restructure</i>

Notes: Modified fares are shown in **BOLD**

"Eliminate" indicates passes recommended for elimination as part of this report.

"Discontinue FVM sales" indicates passes recommended to be sold only on the bus or through RTD-approved outlets.

San Joaquin RTD staff prepared this report in support of public hearings scheduled in September 2011. To provide comments on these recommendations, e-mail RTD at comments@sanjoaquinRTD.com; phone at (209) 467-6639; fax at (209) 948-8516; or comment in person at the Downtown Transit Center, 421 E. Weber Ave., Stockton, CA; or by mail to San Joaquin RTD c/o Planning Department, P.O. Box 201010, Stockton, CA 95201. All persons submitting comments should include their name and contact information. Comments must be received by 5:00 p.m. on Friday, September 23, 2011, to be incorporated into the public hearing record.