SMART BOARD OF DIRECTORS
Proposed Fare Changes
May 19, 2021
FY 22 Fare Presentation

- Current Fare Amounts
- Proposed Fare Amounts
- Weekend Pass
- Benefits
- Next Steps
Current Fares

<table>
<thead>
<tr>
<th>One-Way</th>
<th>Zone 1</th>
<th>Zone 2</th>
<th>Zone 3</th>
<th>Zone 4</th>
<th>Zone 5</th>
<th>Daily Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Fare</td>
<td>$3.50</td>
<td>$5.50</td>
<td>$7.50</td>
<td>$9.50</td>
<td>$11.50</td>
<td>$23.00</td>
</tr>
<tr>
<td>Seniors, youth, low-income, and passengers with disabilities (50%)</td>
<td>$1.75</td>
<td>$2.75</td>
<td>$3.75</td>
<td>$4.75</td>
<td>$5.75</td>
<td>$11.50</td>
</tr>
</tbody>
</table>

Individual Fares

- Adults
  - $3.50 base fare for 1 zone
  - $2.00 for each additional zone
  - $23.00 daily maximum
- Discounted Fares
  - Senior, youth, low-income, and passengers with disabilities
  - 50% discount from adult fare
  - $1.75 base fare for 1 zone
  - $1.00 for each additional zone
  - $11.50 daily maximum
Current Fares

31-Day Pass
- $200.00 for Adults
- $100.00 for Seniors, youth, low-income, and passengers with disabilities
- Available on Clipper

Eco-Pass
- Designed for Employers, Colleges, and Veteran’s Groups
  - Prices based on number of passes purchased
  - $213.00 up to 50 passes
  - $193.00 from 51-250 passes
  - $174.00 from 251-500 passes
  - $155.00 over 500 passes
- $138.00 for College Students & Veterans
- Available on Clipper – through a 3rd party administrator
Proposed Promotional Fares

<table>
<thead>
<tr>
<th></th>
<th>Zone 1</th>
<th>Zone 1</th>
<th>Zone 2</th>
<th>Zone 3</th>
<th>Zone 4</th>
<th>Zone 5</th>
<th>Zone 5</th>
<th>Daily Max</th>
<th>Daily Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Promotional Fare</td>
<td>$3.50</td>
<td>$1.50</td>
<td>$5.50</td>
<td>$3.00</td>
<td>$7.50</td>
<td>$4.50</td>
<td>$9.50</td>
<td>$6.00</td>
<td>$11.50</td>
</tr>
<tr>
<td>Before Adult Fare</td>
<td>$3.50</td>
<td>$1.50</td>
<td>$5.50</td>
<td>$3.00</td>
<td>$7.50</td>
<td>$4.50</td>
<td>$9.50</td>
<td>$6.00</td>
<td>$11.50</td>
</tr>
<tr>
<td>Before Seniors Fare</td>
<td>$1.75</td>
<td>$0.75</td>
<td>$2.75</td>
<td>$1.50</td>
<td>$3.75</td>
<td>$2.25</td>
<td>$4.75</td>
<td>$3.00</td>
<td>$5.75</td>
</tr>
<tr>
<td>Before Low-income Fare</td>
<td>$1.75</td>
<td>$0.75</td>
<td>$2.75</td>
<td>$1.50</td>
<td>$3.75</td>
<td>$2.25</td>
<td>$4.75</td>
<td>$3.00</td>
<td>$5.75</td>
</tr>
<tr>
<td>Before Disabled Fare</td>
<td>$1.75</td>
<td>$0.75</td>
<td>$2.75</td>
<td>$1.50</td>
<td>$3.75</td>
<td>$2.25</td>
<td>$4.75</td>
<td>$3.00</td>
<td>$5.75</td>
</tr>
</tbody>
</table>

**Individual Fares**

- **Adults**
  - $1.50 base fare for 1 zone
  - $1.50 for each additional zone
  - $15.00 daily maximum
- **Discounted Fares**
  - Senior, youth, low-income, and passengers with disabilities
  - 50% discount from adult fare
  - $0.75 base fare for 1 zone
  - $0.75 for each additional zone
  - $7.50 daily maximum
Proposed Promotional Fares

31-Day Pass
- $135.00 for Adults
- $67.50 for Seniors, youth, low income, and passengers with disabilities

- Eliminate Eco-Pass and move to 31-day pass

Weekend Day Pass
- Currently only available on Saturday
- Flat rate pass good for unlimited trips for the day regardless of distance traveled
  - $10 for each adult
  - $5 for each senior, youth, low income, and passenger with disabilities
Benefits

- Easy to Understand
  - $1.50 base fare
  - $1.50 each additional zone

- Easy to implement

- Consistent with local transit transfer agreements and makes transfers simple
  - $1.50

- Significant discount (over 40%)

- Weekday - Keeps distance-based cost differential in place – pay more for longer trips

- Keeps the daily accumulator in place (Now $15 max per day vs $23 max per day)
Implementation

Two methods of payment currently

• Clipper Card
  • Individual trips
  • Daily accumulator
  • Monthly passes

• Masabi App
  • Individual trips
  • Special Promotions – Such as Rail & Sail
Implementation

Timing

• Clipper can’t implement changes until September 1, 2021

• Masabi can implement by June 5th
  • Individual trips
  • Weekend Pass
  • No monthly pass
Implementation

Recommendation:

- Implement the following on Masabi app now
  - Individual trips
  - Weekend Day Pass
- Clipper will be implemented in September
  - Individual trips
  - Daily accumulator
  - Monthly pass
- Customers will need to purchase their tickets on Masabi instead of using their Clipper card until September 1st
- Weekend Pass will continue to be purchased on Masabi app as special promotional ticket even after September 1st
  - Will have to make accommodations for discounted low-income tickets on the Masabi app
Implementation

- New Individual Trip Fares
  - Goes into effect on Monday, May 24th
- Weekend Day Pass
  - Goes into effect on Saturday, June 5th
- New Weekday Individual Trip Fares and Monthly Fares on Clipper
  - Goes into effect on September 1st
- Propose 12-month promotional period June 1, 2021 – May 31, 2022
- Estimated fare revenue for FY 22 is $1.3 million
  - Revised fare revenue estimate for FY 22 with fare reductions is $800,000
  - This is a difference of $500,000 which would come from the $5 million set aside in the capital plan for these initiatives
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