

Example for Fare Increase Discussion

M1 - Proposal

Assumes that fare increases will take effect September 1, 2016 unless noted

Fare type	Actual 2015						Annual impact									
	Rides	Rides per fare or pass	Revenue per ride	Fares or passes sold	Rate	Revenue	Rate	% increase	% change in rides	Rides	Fares or passes sold	Revenue	Increase	2016 impact	2017 impact	
Adult Cash	565,279	0.86	\$ 2.33	659,303	\$ 2.00	\$ 1,318,606	\$ 2.00	0.0%	0.7%	569,191	663,866	\$ 1,327,732	\$ 9,127	\$ 3,042	\$ 9,127	
Youth Cash	83,822	1.00	\$ 1.25	83,822	\$ 1.25	\$ 104,778	\$ 1.25	0.0%	2.4%	85,858	85,858	\$ 107,322	\$ 2,545	\$ 848	\$ 2,545	
Senior Cash	85,446	1.00	\$ 1.00	85,446	\$ 1.00	\$ 85,446	\$ 1.00	0.0%	0.0%	85,446	85,446	\$ 85,446	\$ -	\$ -	\$ -	
One Day Passes	55,379	4.30	\$ 1.05	12,879	\$ 4.50	\$ 57,955	\$ 5.00	11.1%	-0.6%	55,071	12,807	\$ 64,037	\$ 6,082	\$ 2,027	\$ 6,082	
Adult 10-Ride Card	424,251	9.47	\$ 1.58	44,794	\$ 15.00	\$ 671,915	\$ 17.00	13.3%	5.0%	445,462	47,034	\$ 799,577	\$ 127,662	\$ 42,554	\$ 127,662	
Adult 2-Ride Card	84,367	2.00	\$ 1.50	42,081	\$ 3.00	\$ 126,243	\$ 3.40	13.3%	0.0%	84,367	42,081	\$ 143,075	\$ 16,832	\$ 5,611	\$ 16,832	
Youth 10-Ride Card	203,596	9.52	\$ 1.05	21,381	\$ 10.00	\$ 213,810	\$ 11.00	10.0%	-4.0%	195,452	20,526	\$ 225,783	\$ 11,973	\$ 3,991	\$ 11,973	
Youth 2-Ride Card	62,866	1.64	\$ 1.22	38,250	\$ 2.00	\$ 76,500	\$ 2.20	10.0%	0.0%	62,866	38,250	\$ 84,150	\$ 7,650	\$ 2,550	\$ 7,650	
Senior 10-Ride Card	68,972	9.13	\$ 1.10	7,554	\$ 10.00	\$ 75,540	\$ 10.00	0.0%	4.9%	72,349	7,924	\$ 79,239	\$ 3,699	\$ 1,233	\$ 3,699	
Adult 31-Day Pass	1,048,018	53.11	\$ 1.09	19,732	\$ 58.00	\$ 1,144,454	\$ 64.00	10.3%	-3.1%	1,015,211	19,114	\$ 1,223,314	\$ 78,860	\$ 26,287	\$ 78,860	
Senior 31-Day Pass	652,898	61.61	\$ 0.47	10,598	\$ 29.00	\$ 307,333	\$ 32.00	10.3%	-1.0%	646,144	10,488	\$ 335,618	\$ 28,285	\$ 9,428	\$ 28,285	
Low income 31-Day Pass	300,000	55.61	\$ 0.49	5,395	\$ 27.50	\$ 148,362	\$ 28.00	1.8%	0.0%	300,000	5,395	\$ 151,059	\$ 2,697	\$ 899	\$ 2,697	
EZ Rider Pass	321,662	140.23	\$ 1.07	2,294	\$ 150.00	\$ 344,070	\$ 165.00	10.0%	-0.3%	320,828	2,288	\$ 377,495	\$ 33,425	\$ 11,142	\$ 33,425	
MMSD district funded pass	1,473,729	300.94	\$ 1.00	4,897	\$ 300.00	\$ 1,469,125	\$ 330.00	10.0%	0.0%	1,473,729	4,897	\$ 1,616,038	\$ 146,913	\$ 48,971	\$ 146,913	
Summer Youth Pass	108,754	71.74	\$ 0.42	1,516	\$ 30.00	\$ 45,480	\$ 40.00	33.3%	-5.0%	103,316	1,440	\$ 57,608	\$ 12,128	\$ -	\$ 12,128	
Day Tripper	162	2.08	\$ 20.22	78	\$ 42.00	\$ 3,276	\$ 65.00	54.8%	-5.0%	154	74	\$ 4,817	\$ 1,541	\$ 514	\$ 1,541	
Total cash & passes	5,539,201					\$ 6,192,892			-0.43%	5,515,445		\$ 6,682,309	\$ 489,417	\$ 159,096	\$ 489,417	
Commuter Card	166,320				1.25	\$ 207,900	\$ 1.40	12.0%	-2.0%	162,994		\$ 228,191	\$ 20,291	\$ -	\$ 20,291	
Edgewood January-August	44,976				1.15	\$ 51,722	\$ 1.30	13.0%	0.0%	44,976		\$ 58,469	\$ 6,746	\$ -	\$ 6,746	
Edgewood September-December	31,152				1.15	\$ 35,825	\$ 1.30	13.0%	0.0%	31,152		\$ 40,498	\$ 4,673	\$ 4,673	\$ 4,673	
MATC January-August	265,628				1.15	\$ 305,472	\$ 1.30	13.0%	0.0%	265,628		\$ 345,316	\$ 39,844	\$ -	\$ 39,844	
MATC September-December	188,790				1.15	\$ 217,109	\$ 1.30	13.0%	0.0%	188,790		\$ 245,427	\$ 28,319	\$ 28,319	\$ 28,319	
City of Madison	122,604				1.15	\$ 140,995	\$ 1.30	13.0%	0.0%	122,604		\$ 159,385	\$ 18,391	\$ -	\$ 18,391	
Meriter	19,650				1.15	\$ 22,598	\$ 1.30	13.0%	0.0%	19,650		\$ 25,545	\$ 2,948	\$ -	\$ 2,948	
Dane County Jan-March	6,027				1.15	\$ 6,931	\$ 1.30	13.0%	0.0%	6,027		\$ 7,835	\$ 904	\$ -	\$ -	
Dane County Apr-Dec	22,166				1.15	\$ 25,491	\$ 1.30	13.0%	0.0%	22,166		\$ 28,816	\$ 3,325	\$ -	\$ 3,325	
St Mary's	27,442				1.15	\$ 31,558	\$ 1.30	13.0%	0.0%	27,442		\$ 35,675	\$ 4,116	\$ -	\$ 4,116	
UW ASM	3,108,455				1.15	\$ 3,574,723	\$ 1.30	13.0%	0.0%	3,108,455		\$ 4,040,992	\$ 466,268	\$ -	\$ -	
UW Staff	1,739,282				1.15	\$ 2,000,174	\$ 1.30	13.0%	0.0%	1,739,282		\$ 2,261,067	\$ 260,892	\$ -	\$ -	
Total unlimited ride passes	5,742,492					\$ 6,620,498			-0.06%	5,739,166		\$ 7,477,215	\$ 856,717	32,991	128,652	
No fare	3,076,567															
Total	14,358,260					\$ 12,813,390			-0.19%	14,331,177		\$ 14,159,524	\$ 1,346,134	\$ 192,088	\$ 618,070	
Partner share impact													\$ 269,227	\$ 38,418	\$ 123,614	
Net Metro budget impact													\$ 1,076,907	\$ 153,670	\$ 494,456	
Equity sensitive fares													8.4%	1.2%	3.9%	

Metro Fare Increase Elasticity

Fare Category	Current Fare	Proposed Fare	% Change	Current Rides	Elasticity	Inducement	Rides Change	Revised Rides	% Change
Adult Cash	\$ 2.00	\$ 2.00	0.0%	565,279					
Lost rides					-20%		-		
Shifters:									
Cash to 10-ride					-10%		-		
Cash to monthly pass					-10%		-		
Cash to day pass					0%		-		
10-ride to cash						0%	2,828		
Monthly pass to cash						0%	1,084		
Total adult cash							3,912	569,191	0.692%
Adult 10-Ride	\$ 15.00	\$ 17.00	13.3%	424,251					
Lost rides					-5%		(2,828)		
Shifters:									
10-ride to monthly pass					-10%		(5,657)		
10-ride to cash					-5%		(2,828)		
Cash to 10-ride						6%	-		
Monthly pass to 10-ride						0%	32,525		
Total adult 10-ride							21,211	445,462	5.000%
Adult 31 Day	\$ 58.00	\$ 64.00	10.3%	1,048,018					
Lost rides					-5%		(5,421)		
Shifters:									
Monthly pass to cash					-1%		(1,084)		
Monthly pass to 10-ride					-30%		(32,525)		
Cash to monthly pass						10%	-		
10-ride to monthly pass						10%	6,222		
Total month pass							(32,807)	1,015,211	-3.130%
Day Pass	\$ 4.50	\$ 5.00	11.1%	55,379					
Lost rides					-5%		(308)		
Shifters:									
Cash to day pass							-		
Total day pass							(308)	55,071	-0.556%
Youth Cash	\$ 1.25	\$ 1.25	0.0%	83,822					
Lost rides					-10%		-		
Shifters:									
Cash to 10-ride					-25%		-		
Cash to semester pass					-25%		-		
10-ride to cash						0%	2,036		
Semester pass to cash						0%	-		
Total youth cash							2,036	85,858	2.429%
Youth 10-Ride	\$ 10.00	\$ 11.00	10.0%	203,596					
Lost rides					-5%		(1,018)		
Shifters:									
10-ride to semester pass					-25%		(5,090)		
10-ride to cash					-10%		(2,036)		
Cash to 10-ride						6%	-		
Semester pass to 10-ride						0%	-		
Total youth 10-ride							(8,144)	195,452	-4.000%
Youth Semester Pass	\$ 150.00	\$ 165.00	10.0%	321,662					
Lost rides					-20%		(6,433)		
Shifters:									
Semester pass to cash					0%		0		
Semester pass to 10-ride					0%		0		
Cash to semester pass						10%	-		
10-ride to semester pass						10%	5,599		
Total youth semester pass							(834)	320,828	-0.259%
Senior Cash	\$ 1.00	\$ 1.00	0.0%	85,446					
Lost rides					-5%		-		
Shifters:									
Cash to 10-ride					-5%		-		
Cash to monthly pass					0%		-		
10-ride to cash						0%	-		
Monthly pass to cash						0%	-		
Total senior cash							-	85,446	0.000%
Senior 10-Ride	\$ 10.00	\$ 10.00	0.0%	68,972					
Lost rides					-5%		-		
Shifters:									
10-ride to monthly pass					-5%		-		
10-ride to cash					0%		-		
Cash to 10-ride						0%	-		
Monthly pass to 10-ride						0%	3,377		
Total senior 10-ride							3,377	72,349	4.896%
Senior 31 Day	\$ 29.00	\$ 32.00	10.3%	652,898					
Lost rides					-5%		(3,377)		
Shifters:									
Monthly pass to cash					0%		0		
Monthly pass to 10-ride					-5%		(3,377)		
Cash to monthly pass						0%	-		
10-ride to monthly pass						0%	-		
Total Senior 31 Day							(6,754)	646,144	-1.034%
Total all fares				3,509,323			(18,310)	3,491,013	