

**Example for Fare Increase Discussion**

M2 - 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%	0.8%	569,726	664,489	\$ 1,328,978	\$ 10,373	\$ 3,458	\$ 10,373	
Youth Cash	83,822	1.00	\$ 1.25	83,822	\$ 1.25	\$ 104,778	\$ 1.25	0.0%	3.0%	86,367	86,367	\$ 107,959	\$ 3,181	\$ 1,060	\$ 3,181	
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	\$ 17.25	15.0%	5.9%	449,469	47,457	\$ 818,633	\$ 146,718	\$ 48,906	\$ 146,718	
Adult 2-Ride Card	84,367	2.00	\$ 1.50	42,081	\$ 3.00	\$ 126,243	\$ 3.45	15.0%	0.0%	84,367	42,081	\$ 145,179	\$ 18,936	\$ 6,312	\$ 18,936	
Youth 10-Ride Card	203,596	9.52	\$ 1.05	21,381	\$ 10.00	\$ 213,810	\$ 11.25	12.5%	-5.0%	193,416	20,312	\$ 228,509	\$ 14,699	\$ 4,900	\$ 14,699	
Youth 2-Ride Card	62,866	1.64	\$ 1.22	38,250	\$ 2.00	\$ 76,500	\$ 2.25	12.5%	0.0%	62,866	38,250	\$ 86,063	\$ 9,563	\$ 3,188	\$ 9,563	
Senior 10-Ride Card	68,972	9.13	\$ 1.10	7,554	\$ 10.00	\$ 75,540	\$ 10.00	0.0%	5.7%	72,912	7,986	\$ 79,855	\$ 4,315	\$ 1,438	\$ 4,315	
Adult 31-Day Pass	1,048,018	53.11	\$ 1.09	19,732	\$ 58.00	\$ 1,144,454	\$ 65.00	12.1%	-3.7%	1,009,484	19,006	\$ 1,235,419	\$ 90,965	\$ 30,322	\$ 90,965	
Senior 31-Day Pass	652,898	61.61	\$ 0.47	10,598	\$ 29.00	\$ 307,333	\$ 32.50	12.1%	-1.2%	645,018	10,470	\$ 340,268	\$ 32,935	\$ 10,978	\$ 32,935	
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%	0.2%	322,227	2,298	\$ 379,142	\$ 35,072	\$ 11,691	\$ 35,072	
MMSD district funded pass	1,473,729	300.94	\$ 1.00	4,897	\$ 300.00	\$ 1,469,125	\$ 315.00	5.0%	0.0%	1,473,729	4,897	\$ 1,542,581	\$ 73,456	\$ 24,485	\$ 73,456	
Summer Youth Pass	108,754	71.74	\$ 0.42	1,516	\$ 30.00	\$ 45,480	\$ 35.00	16.7%	-5.0%	103,316	1,440	\$ 50,407	\$ 4,927	\$ -	\$ 4,927	
Day Tripper	162	2.08	\$ 20.22	78	\$ 42.00	\$ 3,276	\$ 52.00	23.8%	-5.0%	154	74	\$ 3,853	\$ 577	\$ 192	\$ 577	
<b>Total cash &amp; passes</b>	<b>5,539,201</b>					<b>\$ 6,192,892</b>			<b>-0.46%</b>	<b>5,513,568</b>		<b>\$ 6,647,389</b>	<b>\$ 454,497</b>	<b>\$ 149,857</b>	<b>\$ 454,497</b>	
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	\$ 1.35	17.4%	0.0%	44,976		\$ 60,718	\$ 8,995	\$ -	\$ 8,995	
Edgewood September-December	31,152				1.15	\$ 35,825	\$ 1.35	17.4%	0.0%	31,152		\$ 42,055	\$ 6,230	\$ 6,230	\$ 6,230	
MATC January-August	265,628				1.15	\$ 305,472	\$ 1.35	17.4%	0.0%	265,628		\$ 358,598	\$ 53,126	\$ -	\$ 53,126	
MATC September-December	188,790				1.15	\$ 217,109	\$ 1.35	17.4%	0.0%	188,790		\$ 254,867	\$ 37,758	\$ 37,758	\$ 37,758	
City of Madison	122,604				1.15	\$ 140,995	\$ 1.35	17.4%	0.0%	122,604		\$ 165,515	\$ 24,521	\$ -	\$ 24,521	
Meriter	19,650				1.15	\$ 22,598	\$ 1.35	17.4%	0.0%	19,650		\$ 26,528	\$ 3,930	\$ -	\$ 3,930	
Dane County Jan-March	6,027				1.15	\$ 6,931	\$ 1.35	17.4%	0.0%	6,027		\$ 8,136	\$ 1,205	\$ -	\$ -	
Dane County Apr-Dec	22,166				1.15	\$ 25,491	\$ 1.35	17.4%	0.0%	22,166		\$ 29,924	\$ 4,433	\$ -	\$ 4,433	
St Mary's	27,442				1.15	\$ 31,558	\$ 1.35	17.4%	0.0%	27,442		\$ 37,047	\$ 5,488	\$ -	\$ 5,488	
UW ASM	3,108,455				1.15	\$ 3,574,723	\$ 1.35	17.4%	0.0%	3,108,455		\$ 4,196,414	\$ 621,691	\$ -	\$ -	
UW Staff	1,739,282				1.15	\$ 2,000,174	\$ 1.35	17.4%	0.0%	1,739,282		\$ 2,348,031	\$ 347,856	\$ -	\$ -	
<b>Total unlimited ride passes</b>	<b>5,742,492</b>					<b>\$ 6,620,498</b>			<b>-0.06%</b>	<b>5,739,166</b>		<b>\$ 7,756,023</b>	<b>\$ 1,135,525</b>	<b>43,988</b>	<b>164,773</b>	
No fare	3,076,567															
<b>Total</b>	<b>14,358,260</b>					<b>\$ 12,813,390</b>			<b>-0.20%</b>	<b>14,329,301</b>		<b>\$ 14,403,412</b>	<b>\$ 1,590,022</b>	<b>\$ 193,845</b>	<b>\$ 619,269</b>	
<b>Partner share impact</b>													<b>\$ 318,004</b>	<b>\$ 38,769</b>	<b>\$ 123,854</b>	
<b>Net Metro budget impact</b>													<b>\$ 1,272,018</b>	<b>\$ 155,076</b>	<b>\$ 495,415</b>	
<b>Equity sensitive fares</b>													<b>9.9%</b>	<b>1.2%</b>	<b>3.9%</b>	

**Metro Fare Increase Elasticity**

Fare Category	Current Fare	Proposed Fare	% Change	Current Rides	Elasticity	Inducement	Rides Change	Revised Rides	% Change
<b>Adult Cash</b>	\$ 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%	3,182		
Monthly pass to cash						0%	1,265		
<b>Total adult cash</b>							<b>4,447</b>	<b>569,726</b>	0.787%
<b>Adult 10-Ride</b>	\$ 15.00	\$ 17.25	15.0%	424,251					
Lost rides					-5%		(3,182)		
Shifters:									
10-ride to monthly pass					-10%		(6,364)		
10-ride to cash					-5%		(3,182)		
Cash to 10-ride						6%	-		
Monthly pass to 10-ride						0%	37,945		
<b>Total adult 10-ride</b>							<b>25,218</b>	<b>449,469</b>	5.944%
<b>Adult 31 Day</b>	\$ 58.00	\$ 65.00	12.1%	1,048,018					
Lost rides					-5%		(6,324)		
Shifters:									
Monthly pass to cash					-1%		(1,265)		
Monthly pass to 10-ride					-30%		(37,945)		
Cash to monthly pass						10%	-		
10-ride to monthly pass						10%	7,000		
<b>Total month pass</b>							<b>(38,534)</b>	<b>1,009,484</b>	-3.677%
<b>Day Pass</b>	\$ 4.50	\$ 5.00	11.1%	55,379					
Lost rides					-5%		(308)		
Shifters:									
Cash to day pass							-		
<b>Total day pass</b>							<b>(308)</b>	<b>55,071</b>	-0.556%
<b>Youth Cash</b>	\$ 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%	2,545		
Semester pass to cash						0%	-		
<b>Total youth cash</b>							<b>2,545</b>	<b>86,367</b>	3.036%
<b>Youth 10-Ride</b>	\$ 10.00	\$ 11.25	12.5%	203,596					
Lost rides					-5%		(1,272)		
Shifters:									
10-ride to semester pass					-25%		(6,362)		
10-ride to cash					-10%		(2,545)		
Cash to 10-ride						6%	-		
Semester pass to 10-ride						0%	-		
<b>Total youth 10-ride</b>							<b>(10,180)</b>	<b>193,416</b>	-5.000%
<b>Youth Semester Pass</b>	\$ 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%	6,999		
<b>Total youth semester pass</b>							<b>565</b>	<b>322,227</b>	0.176%
<b>Senior Cash</b>	\$ 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%	-		
<b>Total senior cash</b>							<b>-</b>	<b>85,446</b>	0.000%
<b>Senior 10-Ride</b>	\$ 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%	3,940		
<b>Total senior 10-ride</b>							<b>3,940</b>	<b>72,912</b>	5.712%
<b>Senior 31 Day</b>	\$ 29.00	\$ 32.50	12.1%	652,898					
Lost rides					-5%		(3,940)		
Shifters:									
Monthly pass to cash					0%		0		
Monthly pass to 10-ride					-5%		(3,940)		
Cash to monthly pass						0%	-		
10-ride to monthly pass						0%	-		
<b>Total Senior 31 Day</b>							<b>(7,880)</b>	<b>645,018</b>	-1.207%
<b>Total all fares</b>				<b>3,509,323</b>			<b>(20,187)</b>	<b>3,489,136</b>	