

Proposed Fare Increase – Alternate Proposal (M3)

Highlights

- Adult 10-ride card increased 26.7% - slight bulk discount of cash fare
- Youth 10-ride card increased 17.5% - slight bulk discount of cash fare
- Low Income Pass proposed to increase \$0.50 (1.8%)
- Summer Youth Pass proposed to increase 16.7%.
- DayTripper Pass proposed to increase 23.8%
- Unlimited Ride Pass Rate proposed to increase 17.4%

Fare Type	Pricing		Percentage Increase
	Current	Proposed	
Cash *	2.00	2.00	0%
Youth Cash *	1.25	1.25	0%
Disabled/Senior Cash *	1.00	1.00	0%
One Day Passes - <i>Unlimited rides for 1 business day</i>	4.50	5.00	11.1%
Adult 10-Ride Card – <i>Card valid for 10 adult rides</i>	15.00	19.00	26.7%
Youth 10-Ride Card** <i>Card valid for 10 youth rides</i>	10.00	11.75	17.5%
Senior/Disabled 10-ride card <i>Card valid for 10 senior/disabled fare rides.</i>	10.00	10.00	0%
Adult 31-day pass * <i>Valid for unlimited rides for 31 days starting with date of first use.</i>	58.00	62.00	6.9%
Senior/Disabled 31-day pass * <i>Valid for unlimited rides for 31 days starting with date of first use.</i>	29.00	31.00	6.9%
Low Income 31-Day Pass* <i>Valid for unlimited rides for 31 days starting with date of first use.</i>	27.50	28.00	1.8%

Fare Type	Pricing		Percentage Increase
	Current	Proposed	
EZ Rider Pass <i>Unlimited youth rides during MMSD semester.</i>	150.00	162.00	8%
EZ Rider Pass <i>Unlimited youth rides during MMSD school year.</i>	300.00	312.00	4%
Summer Youth Pass <i>Unlimited youth rides during summer months. (June through August).</i>	30.00	35.00	16.7%
Daytripper Pass <i>Round trip ride for class of 30 school group youths and 3 adult chaperones.</i>	42.00	52.00	23.8%
Commute Card Rate <i>Per ride charge for Metro's small business unlimited ride pass program.</i>	1.25	1.40	12.0%
Unlimited Ride Pass Rate <i>Per ride charge for Metro's large business pass partners.***</i>	1.15	1.35	17.4%

* Yellow shaded fare types are considered "equity sensitive fares."

*** Large business pass programs partners: Edgewood College, Madison College, City of Madison, Meriter Hospital, Dane County, St. Marys Hospital, UW ASM Students, and UW Employees.

Metro's policy is to ensure that equity sensitive fares are not increased by more than 5% compared to the lowest percentage increase of other fare categories.