

## FARE INCREASE AND REVENUE OPTIONS

(Draft 7/24/2008)

Fare Type	Current	Option 1		Option 2	
<b>Adult Cash</b>					
Price	\$ 1.50	\$ 1.75	\$ 138,004	\$ 2.00	\$ 227,698
% Increase		17%		33%	
<b>31-Day Pass</b>					
Price	\$ 47.00	\$ 52.00	\$ 118,344	\$ 55.00	\$ 191,408
% Increase		11%		17%	
Ave. Fare	\$ 0.94	\$ 1.04		\$ 1.10	
Discount *	22%	26%		27%	
<b>Adult 10-Ride</b>					
Price	\$ 12.00	\$ 14.00	\$ 125,094	\$ 15.00	\$ 187,490
% Increase		17%		25%	
Per Ride Fare	\$ 1.20	\$ 1.40		\$ 1.50	
Discount*	20%	20%		25%	
<b>Youth Cash</b>					
Price	\$ 1.00	\$ 1.00	-	\$ 1.25	\$ 52,756
% Increase		0%		25%	
<b>Youth 10-Ride</b>					
Price	\$ 8.50	\$ 9.00	\$ 10,255	\$ 10.00	\$ 30,126
% Increase		6%		18%	
Per Ride Fare	\$ 0.85	\$ 0.90		\$ 1.00	
<b>Semester Pass</b>					
Price	\$ 125.00	\$ 135.00	\$ 98,848	\$ 150.00	\$ 184,120
% Increase		8%		20%	
Ave. Fare	\$ 0.97	\$ 1.04		\$ 1.13	
<b>Senior Cash</b>					
Price	\$ 0.75	\$ 0.85	\$ 6,733	\$ 1.00	\$ 16,653
% Increase		13%		33%	
<b>Senior 10-Ride</b>					
Price	\$ 7.50	\$ 8.50	\$ 9,581	\$ 10.00	\$ 23,698
% Increase		13%		33%	
Per Ride Fare	\$ 0.75	\$ 0.85		\$ 1.00	
<b>S/D 31-Day Pass</b>					
Price	\$ 23.50	\$ 26.00	\$ 2,261	\$ 27.50	\$ 3,592
% Increase		11%		17%	
Ave. Fare	\$ 0.49	\$ 0.54		\$ 0.57	
<b>Day Pass</b>					
Price	\$ 3.40	\$ 4.00	\$ 12,495	\$ 4.50	\$ 22,907
% Increase		18%		32%	
Ave. Fare	\$ 1.13	\$ 1.33		\$ 1.50	
<b>TOTAL</b>		<b>\$ 521,613</b>		<b>\$ 940,449</b>	

\* Discount refers to the original Deep Discount ratios recommended in 1993 when Metro converted to this type of fare structure. The underlying theory is to offer discounts on tickets and passes to encourage cash payers to shift to these media and in so doing, ride more. With more frequency of riding, fare revenues should also increase. However, if significant shifts don't occur, revenue potential is lowered. Recommended discounts in 1993 were 25% for tickets compared to cash and 15% for monthly passes compared to tickets on a per ride basis. Metro has maintained these discounts through numerous fare increases.