



**Santa Rosa CityBus**  
**New Fare Media**

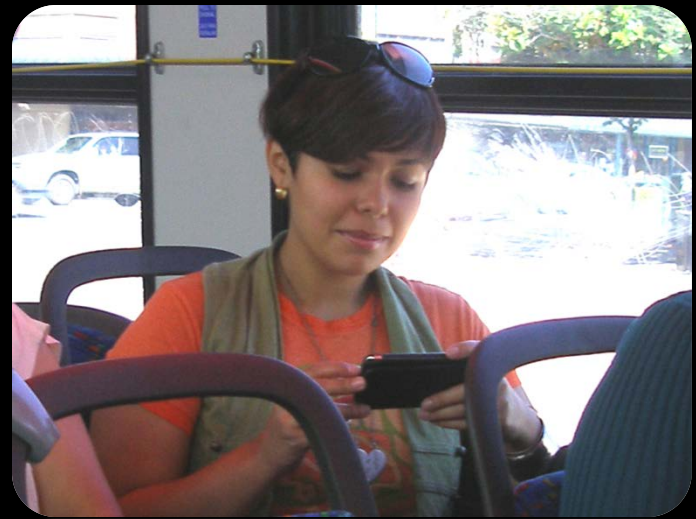
Santa Rosa City Council Presentation  
August 6, 2013

# Santa Rosa CityBus New Fare Media PROPOSAL



- Should Santa Rosa CityBus implement two new types of fare media?
  1. 24-hour CityBus Day Pass (Adult, Half and Youth)
  2. 31-Day CityPass (Adult, Half and Youth)
    - Would replace CityBus Monthly CityPasses

# Santa Rosa CityBus New Fare Media **BACKGROUND**



- Santa Rosa CityBus has Odyssey Fareboxes which can issue, read and validate electronic fare media.
- A 24-hour CityBus Day Pass will enable a rider to make multiple trips;
  - Excellent value for a rider needing to pay more than two fares during any 24-hour period.
  - Eliminates the time constraints (90 minutes) of a transfer.



# Santa Rosa CityBus New Fare Media CITYBUS DAY PASS



- Santa Rosa CityBus staff reviewed the California Transit Association (CTA) 2012-2013 Fare Summary:
  - Day Pass pricing, on average is a better value for any rider that would need to pay more than two fares on any one day.
  - Day Passes can be issued on the bus, by the new Odyssey Fareboxes, making purchasing one very convenient for riders.
- Recommended CityBus Day Pass pricing:

Adult \$4.00	Half \$2.00	Youth \$3.00
Cash Fare \$1.50	Cash Fare \$0.75	Cash Fare \$1.25

Santa Rosa CityBus  
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**31-DAY CITYPASS**



- Currently CityBus monthly CityPasses are valid for the calendar month of issue.
- If purchased after the first of the month value is lost.
- The 31-Day CityPass would be activated by the farebox on the first day of use and remain valid for the following 30 days.
- A 31-Day CityPass can be purchased when it is convenient for the rider with no loss of value.

Santa Rosa CityBus  
New Fare Media  
**31-DAY CITYPASS**



- Implementing the 31-Day CityPass will greatly streamline the administration of the CityPass consignment program.
- Recommended 31-Day CityPass pricing would stay the same as the current price of the monthly CityPass:

Adult \$50

Half \$25

Youth \$35

Santa Rosa CityBus  
New Fare Media  
**RECOMMENDATION**



- To increase efficient fare options for CityBus riders, it is recommended by the Transportation and Public Works Department that the Santa Rosa City Council, by resolution, authorize the implementation of two new CityBus fare media:
  - CityBus Day Pass
  - 31-Day CityBus CityPass



Get the **NEW** Santa Rosa CityBus  
24-HOUR **DAY PASS!**

<b>ADULT</b>	<b>HALF</b>	<b>YOUTH</b>
<b>\$4</b>	<b>\$2</b>	<b>\$3</b>

Excellent value when you need to pay more than two fares during any 24-hour period!  
Eliminates the time constraints (90 minutes) of a transfer!

***Buy one on any CityBus and ride all Day!***

Thank you!