

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: PUBLIC HEARING AND RESOLUTION TO IMPLEMENT NEW SANTA ROSA CITYBUS FARE MEDIA: ADULT, HALF AND YOUTH FARE DAY PASSES; AND ADULT, HALF AND YOUTH FARE 31-DAY PASSES
STAFF PRESENTER: JOY GIPSON, MARKETING AND OUTREACH COORDINATOR – TRANSIT DIVISION – TRANSPORTATION AND PUBLIC WORKS
AGENDA ACTION: RESOLUTION

ISSUE(S)

Shall the Council, by resolution, authorize Santa Rosa CityBus to introduce two new types of electronic fare media – a new CityBus Day Pass and a CityBus 31-Day CityPass replacing the current CityBus monthly CityPasses?



COUNCIL GOALS AND STRATEGIES

This item relates to Council Goal 3.6: “Improve our transportation system to reduce vehicle miles and promote multi-modal transportation.” New fare media will enable CityBus to improve its service to customers by providing additional options that better fit the needs of particular riders.

BACKGROUND

1. With the conversion of the Santa Rosa CityBus fleet to Odyssey Fareboxes, CityBus is able to offer new electronic fare media which can be issued, read, and validated by the farebox.
2. Santa Rosa CityBus changed its transfer policy in February 2013, limiting transfer use to a two-use transfer to be used within 90 minutes of issue. The CityBus Day Pass will allow a rider unlimited trips within 24-hours of issue, an ideal solution for any rider who wants to take numerous trips on any particular day, eliminating the need for and the time constraints of a transfer.
3. Santa Rosa CityBus currently sells Adult, Youth, and Half fare monthly CityPasses. CityBus sold 21,222 CityPasses during fiscal year 2012-2013. Monthly CityPasses are valid for unlimited rides during the calendar month for which the pass is valid and are an excellent value for frequent riders who are able to purchase their pass on or before the first day of the calendar month.

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ANALYSIS

1. Day Pass

Santa Rosa CityBus staff reviewed the California Transit Association (CTA) 2012-2013 Fare Summary and found:

- Day Pass pricing, on average is a better value for any rider that would need to pay more than two (2) 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.

Pricing for the CityBus Day Pass:

Adult	\$4.00	single cash fare = \$1.50
Half	\$2.00	single cash fare = \$.75
Youth	\$3.00	single cash fare = \$1.25

2. 31-Day Pass

Currently, monthly passes are valid only for the calendar month of issue. Riders that want/need to purchase a pass later in the month have lost part of the pass' value. A 31-Day Pass would be activated by the fare box the first time it is used and continue to be valid for unlimited rides during the following 30 days. A 31-Day Pass will allow the rider to purchase their pass when it is convenient for them (financially and timely) and enjoy the full-value of this excellent fare option. Implementing the 31-Day Pass will also greatly simplify the sale of passes at CityBus consignment sites (schools and stores), since they would not be required to return any unused monthly passes.

Pricing for the 31-Day CityPass would be the same as the current prices for the monthly CityPass:

Adult	\$50	
Half	\$25	
Youth	\$35	(currently receiving a \$10 subsidy from the Transportation Fund for Clean Air making the cost to purchase \$25)

RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution, authorize the implementation of a new CityBus Day Pass priced at Adult Pass \$4.00, Half Pass \$2.00, and Youth Pass \$3.00; and the replacement of the CityBus Monthly CityPass with the 31-day CityPass priced at Adult Pass \$50, Half Pass \$25, and Youth Pass \$35; in order to increase efficient fare options for CityBus riders.

Author: Joy Gipson