

# Costing Methodology for the Unlimited Pass Program

## Cost Ceiling Calculation for Year 1 (or length of time defined in MOU)

- A. **Employer or institution with employees, individual clients or students:** cost ceiling calculation based on number of full-time (part-time optional) employees

Calculation:

1. Total Population X 4% (twice Sonoma County transit ridership mode split) = Population of likely riders
2. Population of likely riders X 10 rides/week (2 rides/day) X 52 weeks in a year = Expected # of annual rides
3. Expected # of annual rides X cost per ride (CityBus systemwide average fare, historically \$.75 - \$.85) = Maximum Cost for first year of participation
4. One-time administrative charge up to \$3,000 for programming fare media specific to the entity, marketing activities, and associated administrative time.

- B. **Residential developments:** cost ceiling based on unit type and expected household size (average household size of 2.58 to be used if data not available for actual unit calculation)

Calculation:

1. Average household size for development determined by listing out each unit's expected number of persons/unit and taking the average population/unit
2. Average population/unit X total number of residential units in development = Total Population
3. Total Population X 4% (twice Sonoma County transit ridership mode split) = Population of likely riders
4. Population of likely riders X 10 rides/week (2 rides/day) X 52 weeks in a year = Expected # of annual rides
5. Expected # of annual rides X cost per ride (CityBus systemwide average fare, historically \$.75 - \$.85) = Maximum Cost for first year of participation
6. One-time administrative charge up to \$3,000 for programming fare media specific to the entity, marketing activities, and associated administrative time.

## Actual Cost/Billing Methodology

Calculation:

1. # of rides taken X cost/ride (CityBus average fare, historically \$.75 - \$.85) = Cost billed quarterly

## Unlimited Pass Program Matching funds:

CityBus has TFCA funds available to seed partnerships in the Unlimited Pass Program. Participants are eligible for the following matching funds, subject to grant funding availability:

- 1st year: up to a 50% match
- 2nd year: up to a 25% match
- 3rd year: up to a 10% match