

APPROVE LINE 910 FARE

Operations Committee
October 15, 2009

LINE 910

Consolidates express portions of four routes into one bus line operating on Harbor and El Monte Transitways



PROPOSED FARE STRUCTURE

- **Cash Fares**

- Regular \$2.45
- Senior/Disabled \$1.15 (\$0.85 off-peak)

- **Day Pass**

- Honored as Full Fare

- **Weekly Pass**

- Requires added payment of \$1.20

- **Monthly Passes**

- Regular w/2 zones honored as Full Fare
- Regular w/1 zone requires added payment of \$0.60
- Regular requires added payment of \$1.20
- Senior/Disabled, Student & College honored as Full Fare

PROCESS

- **Public Hearing Notice**
 - Published throughout August 2009 in 11 newspapers
 - Post
- **Public Hearing**
 - Held September 24, 2009
 - Testimony from 6 individuals
 - Added comments received in 10 e-mails and one letter
- **Summary and Response to Public Comment**
- **Impact Analysis**
- **Adopt by 2/3 vote**
- **Implement December 13, 2009**
 - Press Release will be issued
 - Informational Notices to be distributed on affected routes



SUMMARY AND REPOSENSE TO PUBLIC COMMENT

- **Most Frequent Comments**

- Retain existing express fare structure.
- Why do Day Pass holders not pay extra?

- **Staff Responses**

- Existing express fare structure
 - Requires added fare on local feeder routes (existing cash riders would pay \$1.25 more)
 - Adds running time to Line 910 with 2 fare checks required
- Day Pass honored as full fare
 - Keeps round-trip cost for existing cash riders comparable (\$4.90 existing compared with \$5.00 with Day Pass)

IMPACT ANALYSIS

- **Overall Net Benefit to Existing Riders**

- Reduced Cost 5.3% of riders
- No Change 85.5% of riders
- Increased Cost 9.2% of riders

- **Overall Net Benefit to Operating Budget**

- Fare revenue from existing riders declines \$150k-200k annually
- Cost savings from Line 910 restructuring yield net \$890k-940k benefit

- **Effect of Restructured Service**

- Improved performance of feeders and convenience of Line 910 expected to attract added riders (not assumed in Impact Analysis)

Discussion