



Foothill Transit

FARE RESTRUCTURING STUDY

Transportation Finance Learning Exchange
March 8, 2016

Current Fare Revenue Stats

FY 2015

Cash



Stored Value



Pass



Current Fares

Cash Base Fares

\$1.25

Local

Cash and stored valued based fares for all local routes. Senior/disabled discount fare is \$0.50 while students receive no discount.

\$2.45

SilverStreak

SilverStreak services the I-10 corridor. We have a pass sharing agreement with LA Metro between the corridor of El Monte Station and Downtown Los Angeles

\$2.75

Local Express

Route 481 and 690 falls under this fare structure. This service only operates during peak hours and no discounts are applicable for this level of service.

\$4.90

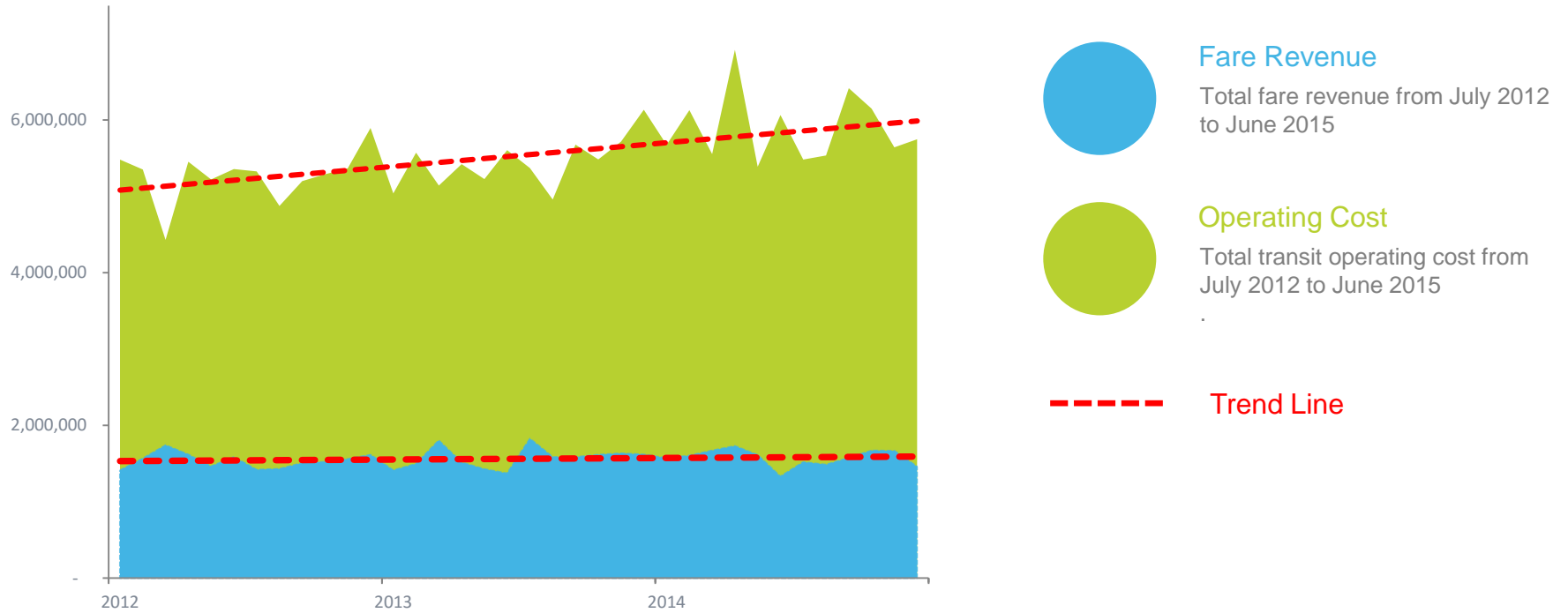
Express

Comuter Express service offers no discount.



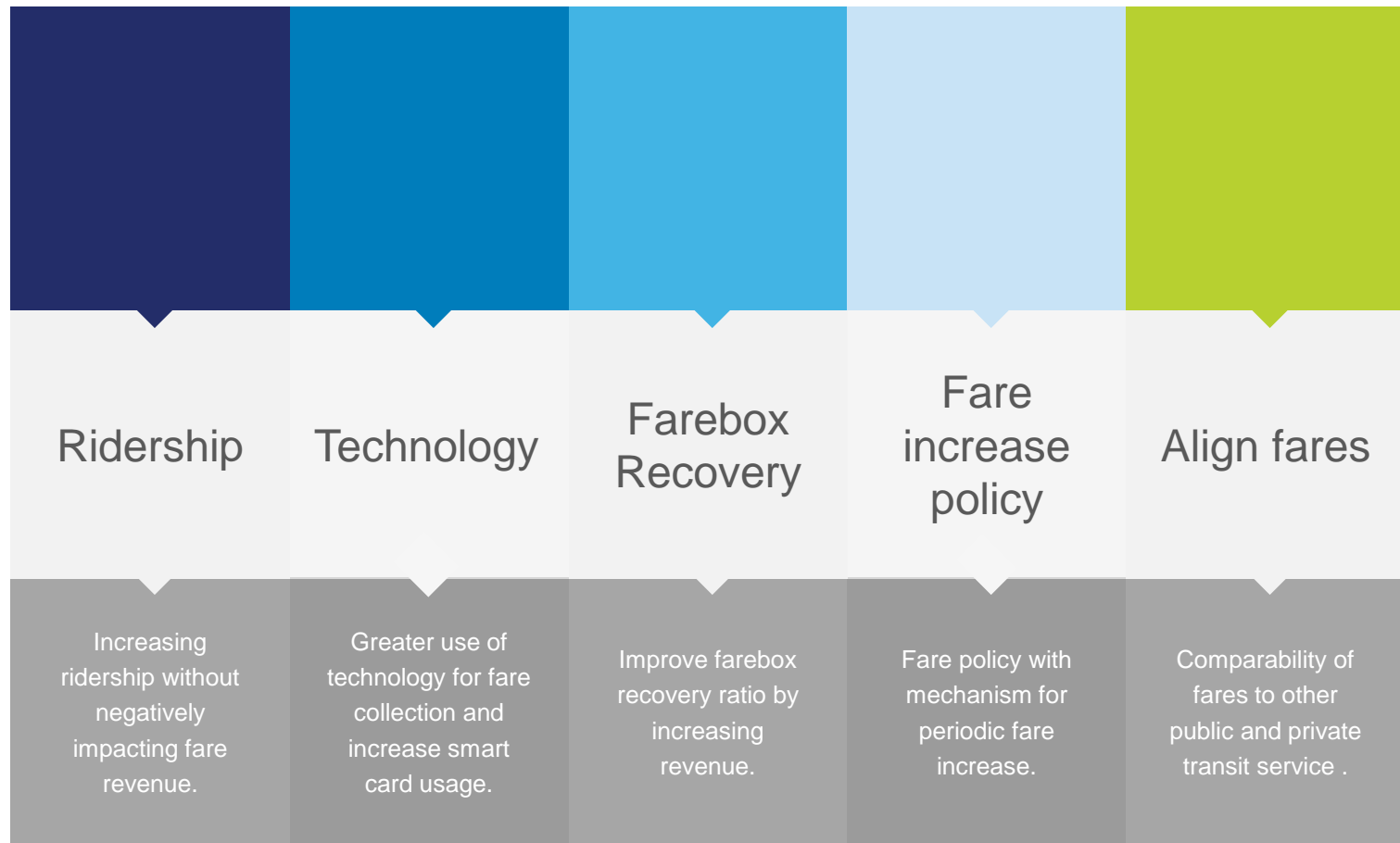
Farebox Recovery

Operating Cost v. Fare Revenue

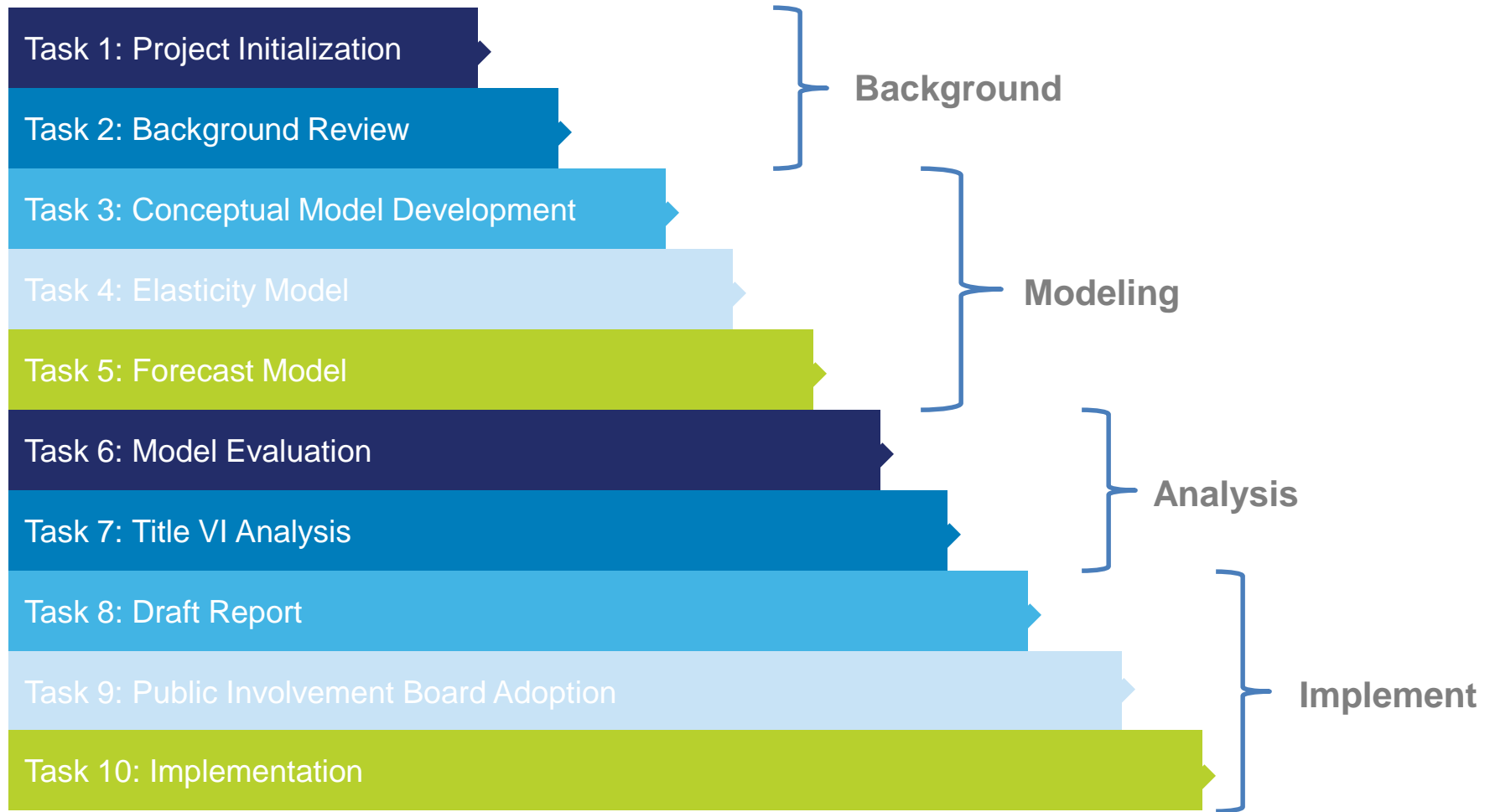


Fare Restructuring Study

Goals and areas of interest



Fare Restructuring Study Project Approach



Background

Project Kick-off (Task 1)

- Onsite kick-off meeting held early February
- Drafted project timeline to meet January 2017 implementation

Background Review (Task 2)

- Internal stakeholder interview
- Peer review/analysis



Modeling

Conceptual Alternatives (Task 3)

- Historical experience
- Internal fare study workshop
- Explore fare payment technology

Elasticity Model (Task 4)

- Price sensitivity analysis
- Proprietary price/ridership model
- Fully calibrated model

Forecast Model (Task 5)

- Project fare revenue and ridership based on conceptual models



Analysis

Evaluation (Task 6)

- Develop fare structure alternatives
- Evaluate conceptual model
- Workshop for public involvement

Title IV Analysis (Task 7)

- On-board surveys
- Disparity impact
- Public hearing



Implement

Board Adoption and Implementation

Report (Task 8)

- Consultants final report with recommendations

Public Engagement and Board Adoption (Task 9)

- Public Hearing
- Governing Board and Executive Board Approval

Implementation (Task 10)

- Marketing materials
- Technical implementation with testing





Foothill Transit

**THANK
YOU**

**I WILL BE HAPPY TO
ANSWER ANY
QUESTIONS**