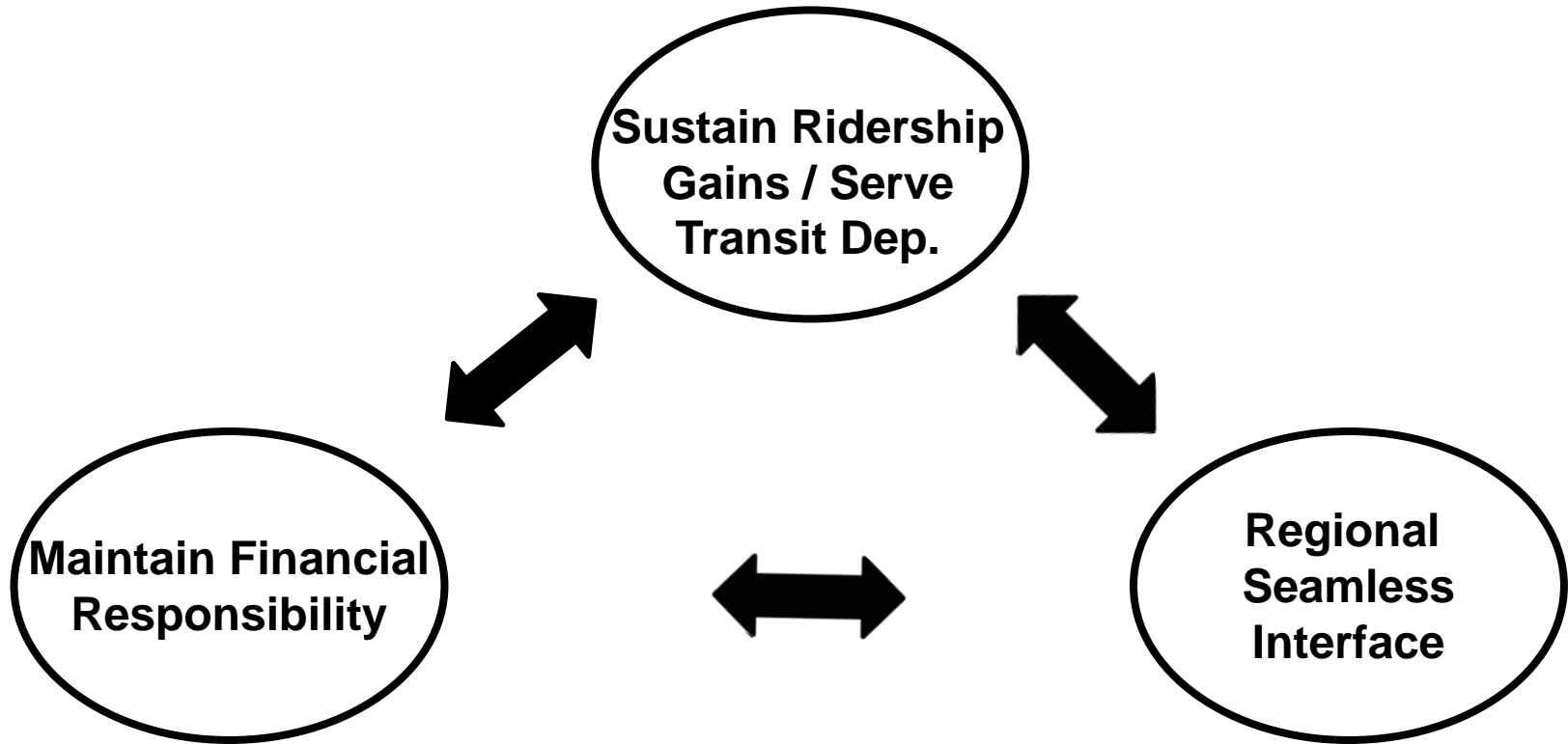


Proposed Fare Modification Public Meetings



Setting Transit Fares/Competing Needs



DCTA Fare Background

FARE HISTORY:

- **2004-2005: DCTA assumes existing fares structures of Lewisville and Denton systems**
- **Fall 2006: Increased fares to Connect and Access, created parity between Denton and Lewisville**
- **Dec 2010: Increased fares to Connect, Access and Commuter Express, began participating in reciprocal fare agreement.**

CURRENT BUDGET/CASH FLOW MODEL:

- **FY 13 Budget assumes existing structure**
- **Cash Flow Model assumes increase in FY 15**

The logo for DCTA, consisting of the letters "DCTA" in a bold, white, sans-serif font. The letters are set against a dark green rectangular background. Below the green background, there is a yellow graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.

Specific Goals of the Changes

- **Encourage Use of Mid-Day Rail Service**
- **Balance Ridership Growth while Improving Cost Recovery**
- **Improve Opportunities to Travel DCTA's Local System**
- **Minimize Impact on Transit Dependent Population**
- **Encourage Bulk Pass Partnership and Promotional Programs**
- **Continue to provide Regional Fare Consistency**

The logo for DCTA (Delaware County Transit Authority) is displayed in a bold, white, sans-serif font against a dark green background. The letters are slightly shadowed, giving them a three-dimensional appearance. Below the text, there is a yellow graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.

DCTA

Challenges/Opportunities

Challenge: Increase to Regional Fares could impact ridership on our new system.

Opportunity: Changes offer opportunity to market to Denton County commuters and other targeted groups through marketing and promotional pass sales.

Opportunity: Mid-day pass will help promote new mid-day rail service.

Opportunity: Two-hour pass will encourage use of local system and transfers.

Opportunity: Combination of increased fare enforcement, TVM at Trinity Mills, promotional pass sales to targeted groups, and increase to fares could improve average daily fare/farebox recovery.

The logo for DCTA (Denton County Transit Authority) is displayed in a large, bold, white font against a dark green background. The letters are stylized and blocky. Below the green background, there is a yellow graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.

Areas with no Changes/Increase

- **No changes to Connect, Connect RSVP, or Access**
- **No increase to Local System Passes**
- **No changes to “Reduced Fare” rider eligibility**
- **No changes to the Bulk Annual Pass Program Pricing**

Two-Hour Passes vs. One-Way

- **Two-hour passes will replace one-way passes.**
- **Price for general public will remain \$3 for local system and \$5 for regional system.**
- **One-way trips were previously good for 60 minutes on local system and 90 minutes on regional system.**
- **Two-hour passes can be purchased for use on the local or regional system.**
- **Will allow for greater travel flexibility and system transfer opportunities.**

Mid-Day Fares

- **Lower cost fare for mid-day trips.**
- **Mid-day fares will be available M-F, 9am – 3pm.**
- **Proposed pricing is \$1.75 for Local System and \$3.50 for Regional System.**

Bulk Pass Program

- **Includes Annual Pass, University Pass, and Special Groups/Marketing Discounts**
- **Annual Pass Program Pricing stays the same offering up to 47% discount on regional passes.**
- **Creates a program for bulk pass purchases based on value of transaction. Minimum level is \$2,500.**
- **Provide flexibility for marketing and promotional discounts.**
- **Decrease to Local System University Pass pricing**

Reduced Fare Program

- **Movement closer to industry standard of half-price of regular fare.**
- **Creation of a new Reduced Annual Pass for \$480.**
- **Increase of Two-Hour Reduced (formerly One-Way) from \$.85 to \$1.25 .**
- **Increase of Local System/Regional Reduced Day Pass from \$2.00 to \$2.50.**
- **Increase of Local System/Regional Reduced Monthly Pass form \$32.00 to \$40.00**

DCTA

Regional Passes

- Increase to Regional Monthly Pass from \$120.00 to \$160.00.
- Increase to Regional Annual Pass form \$1200.00 to \$1600.00

The Value of Transit

Trip Type	Car Cost	Transit Cost	Savings
Local	\$3,067.00	\$1,440.00	\$1,627.00
Regional	\$5,318.40	\$2,400.00	\$2,918.40

Assumptions:

- Transit Day pass
- Medium Car
- Fuel Economy, 20 MPG
- \$3.50 per gallon
- 5.38 cents per mile for maintenance/tires
- 34 miles round trip on local system
- 75 miles round trip on regional system
- Source: American Public Transportation Association and AAA

Next Steps

- **Public Comment Period Opened: September 21, 2012**
- **Public Meetings: October 8 – 11, 2012**
- **Board Presentation: October 25, 2012**
- **Implementation: January 14, 2012**

The logo for DCTA (District of Columbia Transit Authority) is located in the bottom right corner. It features the letters "DCTA" in a bold, white, sans-serif font, set against a dark green rectangular background. Below the green bar, there is a yellow graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.