

RIVERSIDE TRANSIT AGENCY  
1825 Third Street  
Riverside, CA 92507

July 27, 2006

TO: BOARD OF DIRECTORS  
THRU: Larry Rubio, Chief Executive Officer  
FROM: *SR* Scott Richardson, Director of Marketing  
SUBJECT: Implementation of 10-Trip Pass Fare Media

Summary:

In order to assist in increasing ridership on fixed routes, the Board approved creation of a 7-day pass at its February 23, 2006, meeting. This pass is valid for any consecutive seven-day period and is available at pass outlets, at RTA, via the RTA website and on board buses. As reported to the Board at the June 22, 2006, meeting, this pass has seen fast growing popularity and appears to have assisted in helping to increase ridership while not adversely impacting farebox recovery.

Director Betro suggested investigating implementation of a 10-trip pass. Such a pass would not have the time constraints carried by current passes except that it would expire one year after it is issued. The rider would board the bus and insert the pass in the farebox which would deduct one ride and print the usage on the pass so the customer would know how many rides are left.

Staff believes that a 10-trip pass will be received favorably by our customers and will likely appeal to a different market segment than those who currently purchase 1-day and 7-day passes and typically transfer a number of times each day. This pass would carry a special attraction because it does not have the time constraints of the other available passes. It would be valid only on regular fixed routes.

In analyzing the potential for a 10-trip pass, staff has identified the following primary markets:

- Cash customers (adult and youth), primarily ones who do not transfer
- Occasional riders

- Parents of youth riders
- Potential new riders
- Employee transportation coordinators

Ultimately, the customer composition of 10-trip pass purchasers will be dependent on the pass price and the resulting discount over their full fare.

The proposed price for the pass, which would cover all fare categories, is \$11. For comparison purposes, ten full fare and youth trips, if paid for by cash, would cost \$12.50.

The new pass is proposed to be available on board buses, at pass outlets and through the Agency's website. If approved, staff proposes implementation in January 2007, which would allow for more thorough analysis of 7-day pass performance and effect on revenue, 10-trip pass production, farebox programming and marketing.

Fiscal Implication:

Effect on farebox recovery is unknown, but it will be tracked and reported back to the Board. Pass production is estimated at \$5,000, and marketing for the pass is planned to be \$6,000 which will come from the approved Fiscal Year 2006/07 marketing budget.

Committee Recommendation:

This item was discussed at the Board Budget and Administration Committee meeting of July 12<sup>th</sup>. The Committee members unanimously approved and recommended this item to the full Board of Directors for their consideration.

Recommendation:

- Authorize staff to implement a 10-trip pass valid for all fare categories at a price of \$11 with an implementation date of January 1, 2007.
- Staff will report back to the Board monthly on the 10-trip pass and its effect on ridership and revenue.