REGIONAL TRANSIT ISSUE PAPER

REGIONAL TRA	ANSIT ISSUE	PAPER		Page 1 of 3
Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
12	08/22/16	Open	Action	08/16/16

Subject: Authorizing a Temporary "Group Event Pass" Program and a Temporary "Free Ride Event" Program to Encourage Ridership to Downtown Events

ISSUE

- 1. Whether to authorize a temporary "Group Event Pass" fare equivalent program to allow up to 4 people from any fare category to purchase a Group Event Pass to ride light rail with evidence of valid same day Golden 1 Center event tickets; and
- 2. Whether to authorize a temporary "Free Ride Event" fare equivalent program to accept, on up to 10 separate dates, valid same day Golden 1 Center event tickets as fare equivalent to ride light rail and delegate authority to the General Manager/CEO to select dates when Golden 1 Center event tickets will be accepted as fare equivalent.

RECOMMENDED ACTION

- Adopt Resolution No. 16-08-____, Authorizing a Temporary "Group Event Pass" Fare Α. Equivalent Program to Allow up to 4 People from any Fare Category to Purchase a Group Event Pass to Ride Light Rail with Evidence of Valid Same Day Golden 1 Center Event Tickets; and
- Adopt Resolution No. 16-08-____, Authorizing a Temporary "Free Ride Event" Fare Β. Equivalent Program to Accept, on up to 10 Separate Dates, Valid Same Day Golden 1 Center Event Tickets as Fare Equivalent to Ride Light Rail and Delegating Authority to the General Manager/CEO to Select Dates when Golden 1 Center Event Tickets Will Be Accepted as Fare Equivalent.

FISCAL IMPACT

Expense/Cost Impact

There will be no additional costs associated with implementing these programs under the terms outlined in the issue paper.

Revenue/Fare Impact

Note: Neither the Group Event Pass program nor the Event Free Ride program were assumed in the FY 2017 budget.

Group Event Pass Program

Implementing this program could generate an additional \$39,499 in fare revenues over the projected revenue collections of \$592,002 under the existing Fare Structure.

Approved:

Presented:

REGIONAL TRANSIT ISSUE PAPER

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Free Ride Event Program

Assuming that RT will generate approximately \$9,568 in revenues for each major event from all fare options, implementation of this free pass on 10 separate dates could result in a fare revenue reduction of approximately \$95,680 from all fare options. However, the goodwill associated with this program should increase overall ridership and support for RT's services.

DISCUSSION

Group Event Pass Program

In an attempt to make it easier for families and groups to ride light rail to events at the new Golden 1 Center downtown, RT seeks to implement a pilot program that would allow a family or group of up to 4 riders of any fare category (basic fare or discount fare) to ride light rail for \$14. RT believes that offering an event day pass to families and groups could encourage new ridership by providing a cost effective alternative to driving and parking downtown.

RT staff has done extensive research in determining the optimal group size, pricing, and purchasing options for the Group Event Pass. Average vehicle occupancy data from the Kings database was used to determine that a group pass limit of 4 individuals would best serve our riders. With a \$14 fare price point and a \$1 RT parking charge (where applicable), this ensures that nearly all groups who take advantage of this program could see a reduction in their total fare amount. Assuming that parking downtown is around \$20 per event and assuming that the average rider spends \$3 for gasoline to and from the event, the cost savings for the rider taking transit would be approximately 35% or \$8 per round trip.

Offering this new program should generate additional revenue for RT. As noted in prior budget presentations, the FY2017 Operating Budget did not assume additional fare revenues resulting from riders who would use transit to attend Golden 1 Center events. Implementing this program with a recommended price point of \$14 should produce higher fare revenues than budgeted. Prior to arriving at the recommended price, staff ran scenarios using other pricing options higher and lower than \$14, but the data showed that \$14 per event would be the optimal price to increase fare revenues and yet still be reasonable for the riders of our system. The detailed analysis used can be found on Attachments 1 and 2.

From a purchasing standpoint, riders will have the opportunity to buy the Group Event Pass through RT's Mobile Fare Application and from the 29 new Parkeon Fare Vending Machines, which will be located at RT stations with park and ride lots. At this time, it is cost prohibitive to offer the Group Event Pass through the older existing fare vending machines, as it would require costly customizations. However, some of the significant benefits for instituting the new group event pass are: 1) it will be much easier to purchase this new ticket option, which should result in a more pleasant purchasing experience; 2) riders traveling in groups will be able to purchase one ticket prior to their initial boarding and use the same ticket for their return trip after the event; and 3) buying just one ticket will help speed up the purchasing process and

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provide an overall better customer experience. An additional benefit to RT is that consolidating ticket purchases should lower the transactional costs associated with the traditional ticket purchases.

Because the Group Event Pass is a pilot program, at this time staff is not proposing to amend the Fare Structure to permanently incorporate this new fare type. Instead, staff is requesting that the Board authorize, notwithstanding the existing Fare Structure, a 6 month Group Event Pass priced at \$14.00 for up to 4 riders with evidence of an event ticket to the Golden 1 Center.

Free Ride Event Program

To deliver a positive customer experience and increase ridership, RT staff is recommending that the Board grant authority to the General Manager/CEO to institute up to 10 Free Ride Events for Golden 1 Center event attendees. Staff anticipates that this program will promote new ridership among individuals and groups who may not normally consider RT a viable option. The Free Ride Event dates will be chosen well in advance, allowing time for marketing efforts to take place. Free Ride Events will enhance the customer experience on event days by not only providing free transportation to and from the event, but it will also eliminate lines at fare vending machines and ease the flow of traffic for staging purposes after the event. RT believes that the positive customer experience delivered with this program will play a major role in increasing the likelihood that these new riders become regular RT riders.

Because the Free Ride Event is a pilot program, at this time staff is not proposing to amend the Fare Structure to permanently incorporate this new fare type. Instead, staff is requesting that the Board authorize, notwithstanding the existing Fare Structure, Free Ride Events on up to 10 separate dates as determined by the General Manager/CEO, allowing riders to use a valid same day Golden 1 Center event ticket as fare equivalent to ride light rail.

Attachment 1

ESC Group Pass Analysis

Decelline.	RT Mode			llected per ve		_	e Split by Pass			Reve		
Baseline	Split	RT riders	Single ride (2)	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Grand Total
1 person vehicles	25.0%	250	\$ 4.94	\$ 6.30	\$ -	90%	10%	0%	\$ 855.86	\$ 121.28	\$ -	\$ 977.13
2 person vehicles	20.0%	1,650	\$ 9.60	\$ 12.25	\$ -	90%	10%	0%	\$ 5,488.56	\$ 778.18	\$ -	\$ 6,266.74
3 person vehicles	9.0%	312	\$ 13.14	\$ 16.80	\$ -	90%	10%	0%	\$ 947.03	\$ 134.53	\$ -	\$ 1,081.56
4 person vehicles	7.0%	162	\$ 16.96	\$ 21.70	\$ -	90%	10%	0%	\$ 476.01	\$ 67.67	\$ -	\$ 543.68
5 person vehicles	4.0%	31	\$ 20.50	\$ 26.25	\$ -	90%	10%	0%	\$ 88.08	\$ 12.53	\$ -	\$ 100.61
6+ person vehicles	0.2%	-	\$ 22.92	\$ 29.40	\$-	90%	10%	0%	\$ -	\$ -	\$ - \$ -	\$ -
	15.0%	2,405				Tot		nue Per game	\$ 7,855.53 \$ 518,464.93	\$ 1,114.19 \$ 73,536.79	\$ - \$ -	\$ 8,969.72 \$ 592,001.72
						1014	ai revenue oo	major events	\$ 518,404.95	\$ 73,530.79	Ş -	\$ 592,001.72
Fare Type	Price	E	laseline								Avg fare	1.86
Single Ride Fare	\$ 2.75	A	ssumptions								Avgiare	1.00
Daily Pass Fare	\$ 7.00		Calculations base	ed on event a	ttendance of 16	,000						
Discount Single Ride	\$ 1.35		15% of riders alr	eady own fare	e prior to board	ing RT (pass he	olders)					
Discount Daily Pass	\$ 3.50		Fare evasion is s									
Group Pass	\$ -		Most important									
	•		Baseline mode s		dels was set at l	J.15						
			Group Pass not a	avallable.								
	RT Mode		Fare co	llected per ve	ehicle	Usag	e Split by Pass	type		Reve	enue	
Scenario #1	Split	RT riders	Single ride (2)	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Grand Total
1 person vehicles	25.0%	250	\$ 4.94	\$ 6.30	\$ 20.00	90%	10%	0%	\$ 855.86	\$ 121.28	\$ -	\$ 977.13
2 person vehicles	20.0%	1,650	\$ 9.60	\$ 12.25	\$ 20.00	90%	10%	0%	\$ 5,488.56	\$ 778.18	\$ -	\$ 6,266.74
3 person vehicles	10.2%	354	\$ 13.14	\$ 16.80	\$ 20.00	90%	5%	5%	\$ 1,088.47	\$ 77.31	\$ 92.04	\$ 1,257.82
4 person vehicles	10.2%	236	\$ 16.96	\$ 21.70	\$ 20.00	60%	5%	35%	\$ 474.30	\$ 50.57	\$ 326.27	\$ 851.15
5 person vehicles	6.0%	46	\$ 20.50	\$ 26.25	\$ 24.00	90%	10%	0%	\$ 134.09	\$ 19.08	\$ -	\$ 153.17
6+ person vehicles	0.2%	-	\$ 22.92	\$ 29.40	\$ 28.00	90%	10%	0%	\$ -	\$ -	\$ -	\$ -
	15.9%	2,536					Rever	nue Per game	\$ 8,041.28	\$ 1,046.42	\$ 418.31	\$ 9,506.01
						Tota	al revenue 66	major events	\$ 530,724.35	\$ 69,063.73	\$ 27,608.46	\$ 627,396.54
		c	cenario #1									
Fare Type	Price		ssumptions								Avg fare	1.87
Single Ride Fare	\$ 2.75		Calculations bas	ed on event a	ttendance of 16	.000						
Daily Pass Fare	\$ 7.00		15% of riders alr				olders)					
Discount Single Ride	\$ 1.35		Fare evasion dr	ops to 7.6%								
Discount Daily Pass	\$ 3.50		Most important									
Group Pass	\$ 20.00		Baseline mode s		dels was set at (0.15,						
			Group Pass price									
			Vehicles with m				ditional fare m	redia				
			(avg round tri	p fare of \$4 p	er additional rid	der was used)						
C	RT Mode			llected per ve			e Split by Pass			Reve		
Scenario #2	Split	RT riders	Single ride (2)	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Single ride	Daily Pass	Group Pass	Grand Total
1 person vehicles	Split 25.0%	250	Single ride (2) \$ 4.94	Daily Pass \$ 6.30	Group Pass \$ 12.00	Single ride 90%	Daily Pass 10%	Group Pass 0%	\$ 855.86	Daily Pass \$ 121.28	Group Pass \$-	\$ 977.13
1 person vehicles 2 person vehicles	Split 25.0% 20.0%	250 1,650	Single ride (2) \$ 4.94 \$ 9.60	Daily Pass \$ 6.30 \$ 12.25	Group Pass \$ 12.00 \$ 12.00	Single ride 90% 70%	Daily Pass 10% 10%	Group Pass 0% 20%	\$ 855.86 \$ 4,268.88	Daily Pass \$ 121.28 \$ 778.18	Group Pass \$ - \$ 1,524.60	\$ 977.13 \$ 6,571.66
1 person vehicles 2 person vehicles 3 person vehicles	Split 25.0% 20.0% 11.0%	250 1,650 382	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80	Group Pass \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20%	Daily Pass 10% 10% 0%	Group Pass 0% 20% 80%	\$ 855.86 \$ 4,268.88 \$ 267.71	Daily Pass \$ 121.28 \$ 778.18 \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92	\$ 977.13 \$ 6,571.66 \$ 1,245.63
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles	Split 25.0% 20.0% 11.0%	250 1,650 382 255	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10%	Daily Pass 10% 10% 0% 0%	Group Pass 0% 20% 80% 90%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6%	250 1,650 382	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10%	Daily Pass 10% 10% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2%	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10%	Daily Pass 10% 10% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ -	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ -
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6%	250 1,650 382 255	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10% 0%	Daily Pass 10% 10% 0% 0% 0% 0% Rever	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2%	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10% 0%	Daily Pass 10% 10% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ -	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ -
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2%	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10% 0%	Daily Pass 10% 10% 0% 0% 0% 0% Rever	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6% 0.2% 16.2%	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00	Single ride 90% 70% 20% 10% 0% 0% 0%	Daily Pass 10% 10% 0% 0% 0% 0% Rever	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles 6+ person vehicles Fare Type	Split 25.0% 20.0% 11.0% 11.0% 6.6% 0.2% 16.2% Price	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00	Single ride 90% 70% 20% 10% 0% 0% Tota 16,000	Daily Pass 10% 0% <tr< td=""><td>Group Pass 0% 20% 80% 90% 100% 100% nue Per game</td><td>\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08</td><td>\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01</td></tr<>	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 16.00 \$ 20.00 + 12.00 +	Single ride 90% 70% 20% 10% 0% 0% Tota 16,000	Daily Pass 10% 0% <tr< td=""><td>Group Pass 0% 20% 80% 90% 100% 100% nue Per game</td><td>\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08</td><td>\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01</td></tr<>	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders : Fare evasion	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2%	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 20.00	Single ride 90% 70% 20% 10% 0% 0% Tot 16,000 rding RT (pass	Daily Pass 10% 0% <tr< td=""><td>Group Pass 0% 20% 80% 90% 100% 100% nue Per game</td><td>\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08</td><td>\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01</td></tr<>	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 \$ \$ 20.50 \$ 22.92 \$ \$ \$ \$ 16.96 \$ \$ 20.50 \$ \$ 22.92 \$	Daily Pass \$ 6.30 \$ 12.25 \$ 21.70 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 12.00 \$ 20.00 \$ 20.00	Single ride 90% 70% 20% 10% 0% 0% Tot 16,000 rding RT (pass	Daily Pass 10% 0% <tr< td=""><td>Group Pass 0% 20% 80% 90% 100% 100% nue Per game</td><td>\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td><td>Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08</td><td>\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01</td></tr<>	Group Pass 0% 20% 80% 90% 100% 100% nue Per game	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 \$ \$ 20.50 \$ \$ 22.92 \$ </td <td>Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% th factor in ch rice set at \$12</td> <td>Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 12.00 \$ 20.00 \$ 20.00</td> <td>Single ride 90% 20% 0% 0% 0% 70% 10% 0% 70% 10% 10% 16,000 rding RT (pass e is price</td> <td>Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% note 0%</td> <td>Group Pass 0% 20% 90% 100% 100% 0wue Per game major events</td> <td>\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td> <td>Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -</td> <td>Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08</td> <td>\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01</td>	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% th factor in ch rice set at \$12	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 12.00 \$ 20.00 \$ 20.00	Single ride 90% 20% 0% 0% 0% 70% 10% 0% 70% 10% 10% 16,000 rding RT (pass e is price	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% note 0%	Group Pass 0% 20% 90% 100% 100% 0wue Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% nt factor in ch drops to 7.2% nt factor in ch are at \$12 more than 4	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 16.00 \$ 20.00 • <	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66	Group Pass 0% 20% 90% 100% 100% 100% 0we Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% nt factor in ch drops to 7.2% nt factor in ch are at \$12 more than 4	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 20.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66	Group Pass 0% 20% 90% 100% 100% 100% 0we Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% nt factor in ch drops to 7.2% nt factor in ch are at \$12 more than 4	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 20.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66	Group Pass 0% 20% 90% 100% 100% 100% 0we Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ - \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% nt factor in ch drops to 7.2% nt factor in ch are at \$12 more than 4	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 t attendance of are prior to boa 6 coosing fare type: triders will need # per additional	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66	Group Pass 0% 20% 90% 100% 100% 00% Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 -	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% more than 4 trip fare of \$4	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 t attendance of are prior to boa 6 coosing fare type: triders will need # per additional	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use	Daily Pass 10% 10% 0% 0% 0% Rever al revenue 66 holders) additional fare d)	Group Pass 0% 20% 90% 100% 100% 00% Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ 99.46 \$ 59,364.11	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01
person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride Discount Single Ride Sroup Pass Group Pass Group Pass	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 - 2,588	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round)	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on event already own f drops to 7.2% nt factor in ch ice set at \$12 more than 4 trip fare of \$4 pllected per vertex	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 20.00 \$ 20.00	Single ride 90% 70% 20% 10% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use	Daily Pass 10% 10% 0% 0% 0% Rever al revenue 66 holders) holders) e Split by Pass	Group Pass 0% 20% 80% 90% 100% 100% nue Per game major events	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ 899.46 \$ 59,364.11	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended)	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 - 2,588 RT riders	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round to the set of th	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on eventialready own findrops to 7.2% nt factor in chrite set at \$12 more than 4 trip fare of \$4 steps of \$4 billected per vertice part of \$4 Daily Pass	Group Pass \$ 12.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 10.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Usag Single ride	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66 holders) additional fare d) E Split by Pass Daily Pass	Group Pass 0% 20% 90% 100% 100% nue Per game major events e media	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82 Single ride	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 899.46 \$ 59,364.11	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 Grand Total
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles fare Type Single Ride Fare Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 - 2,588 RT riders 250	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importal Group Pass pr Vehicles with (avg round) Fare coc Single ride (2) \$ 4.94	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on eventialready own fidorops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 trip fare of \$4 billected per vertice Daily Pass \$ 6.30	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 10.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 20% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66 holders) holders) bolders) bolders bol	Group Pass 0% 20% 80% 90% 10% 1	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82 Single ride \$ 855.86	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 59,364.11	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 Grand Total \$ 977.13
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Single Ride Single Ride Discount Single Ride Discount Single Ride Discount Single Ride Discount Single Ride	Split 25.0% 20.0% 11.0% 11.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 2555 51 - 2,588 RT riders 250 1,650	Single ride (2) \$ 4.94 \$ 9.60 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 \$ 22.92 \$ 20.50 \$ 22.92 \$ Calculations b 15% of riders \$ Calculations b 15% of riders \$ Fare evasion Most importa Group Pass pr Vehicles with (avg round) \$ Fare ccc Single ride (2) \$ 4.94 \$ 9.60 \$ 9.60	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 16.00 \$ 20.00 \$ 10.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 20% 00% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% newer al revenue 66 0 edditional fare d) Daily Pass 10% 20%	Group Pass 0% 20% 80% 90% 100% 100% nue Per game major events e media s type Group Pass 0% 0%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82 Single ride \$ 855.86 \$ 4,878.72	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 59,364.11 Daily Pass Daily Pass \$ 121.28 \$ 1,556.36	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ - \$ -	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 2 person vehicles 3 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2% 11.0% f.6.6% 0.2% v 11.0% f.6.6% 16.2% v 11.0% f.6.6% 16.2% v 1.35 \$ 3.50 \$ 12.00 RT Mode Split 25.0% 20.0% 10.5% 10.5%	250 1,650 382 255 51 - 2,588 RT riders 250 1,650 364	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare co Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on evential ready own findops to 7.2% in that cor in choice set at \$12 more than 4 it trip fare of \$4 blected per volume pairs \$ 6.30 \$ 12.25 \$ 16.80	Group Pass § 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00	Single ride 90% 70% 20% 10% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80%	Daily Pass 10% 10% 0%	Group Pass 0% 20% 80% 90% 100% nue Per game major events e media s type Group Pass 0% 0% 50%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 99.46 \$ 59,364.11 Daily Pass \$ 121.28 \$ 121.28 \$ 125.6.36	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ - \$ - \$ - \$ 5,00 \$ 9,00 \$ 9,000 \$ 9,0000 \$ 9,000 \$ 9,0000 \$ 9,00000 \$ 9,00000 \$ 9,00000 \$ 9,00000 \$ 9,000000 \$ 9,000000 \$ 9,000000000000000000000000000000000000	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 1.85 Grand Total \$ 977.13 \$ 6,435.08 \$ 1,317.19
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 6+ person vehicles 6+ person vehicles 7 Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Josen Vehicles 3 person vehicles 4 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00 RT Mode Split 25.0% 20.0% 10.5% 10.5%	250 1,650 382 255 51 - 2,588 2,588 250 1,650 3,644 243	Single ride (2) \$ 4.94 \$ 9.60 \$ \$ 13.14 \$ \$ 16.96 \$ 20.50 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b Assumptions Calculations b 15% of riders : Fare evasion Most important Group Pass pr Vehicles with (avg round the compass) 16.96 \$ 19.40 \$ 9.60 \$ 13.14 \$ 16.96	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on eventialready own findrops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 bilected per very Daily Pass \$ \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50%	Daily Pass 10% 10% 0% 0% 0% 0% Rever al revenue 66 holders) bdditional fare d) e Split by Pass Daily Pass 10% 20% 0%	Group Pass 0% 20% 80% 90% 100% 100% nue Per game major events stype Group Pass 0% 0% 0%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82 Single ride \$ 855.86 \$ 4,878.72 \$ 637.73 \$ 82.43	Baily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 899.46 \$ 59,364.11 Daily Pass \$ 121.28 \$ 1,556.36 \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 5 person vehicles 6+ person vehicles fare Type Single Ride Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 3 person vehicles 3 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 - 2,588 250 1,650 3,644 243	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare cosion Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on evenialready own fidrops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 trip fare of \$4 billected per verent baily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 10% 0% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50% 10%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% baily Pass 10% 20% 0% 0% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% 100% 100% 100% 90% 100% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ 121.28 \$ 121.28 \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ 679.47 \$ 612.36 \$ 144.00	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 5 person vehicles 6+ person vehicles fare Type Single Ride Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 3 person vehicles 3 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6% 0.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 2555 511 - 2,588 RT riders 250 1,650 364 243 364 243	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare cosion Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on evenialready own fidrops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 trip fare of \$4 billected per verent baily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50% 10% 0%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% Daily Pass 10% 20% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% inue Per game major events e media c type Group Pass 0% 0% 0% 50% 90% 100% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82 Single ride \$ 855.86 \$ 4,878.72 \$ 637.73 \$ 82.43 \$ 82.43 \$ - \$ -	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 59,364.11 Daily Pass \$ 121.28 \$ 121.28 \$ 1,556.36 \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ - \$ 679.47 \$ 612.36 \$ 124.00 \$ -	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 1.85 5 5 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 5 person vehicles 6+ person vehicles fare Type Single Ride Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 3 person vehicles 3 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6% 0.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 2555 511 - 2,588 RT riders 250 1,650 364 243 364 243	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare cosion Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on evenialready own fidrops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 trip fare of \$4 billected per verent baily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50% 10% 0%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% Daily Pass 10% 20% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% inue Per game major events e media c type Group Pass 0% 0% 0% 50% 90% 100% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 899.46 \$ 59,364.11 Daily Pass \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ \$ 679.47 \$ 612.36 \$ 144.00 \$ \$ 1,435.83	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 1.85 5 5 5 5 631,110.01 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.11 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.81 1.85 1.81 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.
1 person vehicles 2 person vehicles 3 person vehicles 4 person vehicles 5 person vehicles 5 person vehicles 6+ person vehicles fare Type Single Ride Fare Discount Single Ride Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 3 person vehicles 3 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 11.0% 6.6% 0.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00	250 1,650 382 255 51 - 2,588 250 1,650 364 243 50 - 2,557	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare cosion Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 26.25 \$ 29.40 ased on evenialready own fidrops to 7.2% nt factor in chrice set at \$12 more than 4 trip fare of \$4 trip fare of \$4 billected per verent baily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50% 10% 0%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% Daily Pass 10% 20% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% inue Per game major events e media c type Group Pass 0% 0% 0% 50% 90% 100% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 899.46 \$ 59,364.11 Daily Pass \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ \$ 679.47 \$ 612.36 \$ 144.00 \$ \$ 1,435.83	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 1.85 5 5 5 5 631,110.01 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.11 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.81 1.85 1.81 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.82 1.
1 person vehicles 2 person vehicles 3 person vehicles 5 person vehicles 5 person vehicles 6+ person vehicles Fare Type Single Ride Fare Daily Pass Fare Discount Single Ride Discount Daily Pass Group Pass Scenario #3 (Recommended) 1 person vehicles 3 person vehicles 3 person vehicles 5 person vehicles 5 person vehicles 5 person vehicles 5 person vehicles	Split 25.0% 20.0% 11.0% 6.6% 0.2% 16.2% Price \$ 2.75 \$ 7.00 \$ 1.35 \$ 3.50 \$ 12.00 RT Mode Split 25.0% 20.0% 10.5% 0.2% 10.5% 0.2% 10.5% 0.2% 16.0%	250 1,650 382 255 51 - 2,588 RT riders 250 1,650 364 243 50 - 2,557	Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92 Scenario #2 Assumptions Calculations b 15% of riders Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare evasion Most importa Group Pass pr Vehicles with (avg round) Fare co Single ride (2) \$ 4.94 \$ 9.60 \$ 13.14 \$ 16.96 \$ 20.50 \$ 22.92	Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40 ased on evenial aready own f drops to 7.2% nt factor in ch ice set at \$12 more than 4 trip fare of \$40 bilected per volume Daily Pass \$ 6.30 \$ 12.25 \$ 16.80 \$ 21.70 \$ 26.25 \$ 29.40	Group Pass \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 12.00 \$ 10.00 \$ 10.00 \$ 10.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 14.00 \$ 18.00 \$ 22.00	Single ride 90% 20% 10% 0% 0% Tota 16,000 rding RT (pass e is price to purchase a rider was use Single ride 90% 80% 50% 10% 0% 0%	Daily Pass 10% 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% Daily Pass 10% 20% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Group Pass 0% 20% 80% 90% 100% 100% inue Per game major events e media c type Group Pass 0% 0% 0% 50% 90% 100% 100%	\$ 855.86 \$ 4,268.88 \$ 267.71 \$ 86.50 \$ - \$ 5,478.94 \$ 361,609.82	Daily Pass \$ 121.28 \$ 778.18 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ 899.46 \$ 59,364.11 Daily Pass \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ 121.28 \$ 125.636 \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ - \$ -	Group Pass \$ \$ 1,524.60 \$ 977.92 \$ 550.80 \$ 130.56 \$ - \$ 3,183.88 \$ 210,136.08 Avg fare Group Pass \$ - \$ - \$ 679.47 \$ 612.36 \$ 144.00 \$ - \$ 1,435.83 \$ 94,764.56	\$ 977.13 \$ 6,571.66 \$ 1,245.63 \$ 637.30 \$ 130.56 \$ - \$ 9,562.27 \$ 631,110.01 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85 1.85
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Ridership Breakdown	Daily Pass	Single Fares on Mobile Fare App	Group Pass
Two Adults	\$14.00	\$11.00	\$14.00
Two Adults + Child	\$17.50	\$13.70	\$14.00
Two Adults + Two Children	\$21.00	\$16.40	\$14.00
Three Adults	\$21.00	\$16.50	\$14.00
Three Adults + Child	\$24.50	\$19.20	\$14.00
Four Adults	\$28.00	\$22.00	\$14.00

Current Fare Costs vs. Group Pass Option

RESOLUTION NO. 16-08-____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

August 22, 2016

AUTHORIZING A TEMPORARY "GROUP EVENT PASS" FARE EQUIVALENT PROGRAM TO ALLOW UP TO 4 PEOPLE FROM ANY FARE CATEGORY TO PURCHASE A GROUP EVENT PASS TO RIDE LIGHT RAIL WITH EVIDENCE OF VALID SAME DAY GOLDEN 1 CENTER EVENT TICKETS

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, RT desires to implement, on a pilot basis, a Group Event Pass allowing up to 4 riders to purchase a group pass to ride light rail with evidence of valid same day Golden 1 Center event tickets (e.g. physical or electronic event ticket, confirmation of purchase of event ticket); and

WHEREAS, RT desires to temporarily create a new type of pass for the duration of this program.

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, in addition to the other fare and pass types identified in Resolution No. 09-10-0174, a new pass entitled "Group Event Pass" is hereby established on a temporary basis for a six-month period from first implementation.

THAT, the Group Event Pass may be purchased through the mobile application implemented by RT and at approximately 29 recently installed Parkeon fare vending machines located at RT's park and ride stations.

THAT, the fare for the Group Event Pass will be \$14.00 per group, regardless of the fare category for each rider in the group.

THAT, the Group Event pass will be valid for up to 4 riders of any fare category on RT's light rail on the day of the Golden 1 Center event.

THAT, for the fare to be accepted, each rider in the group must present evidence of valid same day Golden 1 Center event tickets (e.g. physical or electronic event ticket, confirmation of purchase of event ticket).

THAT, upon expiration of the six-month pilot period, the Group Event Pass will no longer be valid fare media.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174 this Resolution will govern as to the terms of use of the Group Event Pass. THAT, in all other respects, Resolution No. 09-10-0174 remains in full force and effect.

JAY SCHENIRER, Chair

ATTEST:

HENRY LI, Secretary

By:

Cindy Brooks, Assistant Secretary

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

August 22, 2016

AUTHORIZING A TEMPORARY "FREE RIDE EVENT" FARE EQUIVALENT PROGRAM TO ACCEPT, ON UP TO 10 SEPARATE DATES, VALID SAME DAY GOLDEN 1 CENTER EVENT TICKETS AS FARE EQUIVALENT TO RIDE LIGHT RAIL AND DELEGATING AUTHORITY TO THE GENERAL MANAGER/CEO TO SELECT DATES WHEN GOLDEN 1 CENTER EVENT TICKETS WILL BE ACCEPTED AS FARE EQUIVALENT

WHEREAS, by Resolution No. 09-10-0174, the Board of Directors amended and restated the Fare Structure for fixed-route service; and

WHEREAS, RT desires to implement, on up to 10 separate dates, a Free Ride Event allowing riders to use a valid same day Golden 1 Center event ticket or evidence of event ticket (e.g. electronic event ticket, confirmation of purchase of event ticket) as fare equivalent to ride light rail; and

WHEREAS, RT desires to temporarily create a new type of pass for the duration of this program; and

WHEREAS, RT desires to delegate authority to the General Manager/CEO to select up to 10 dates when valid same day Golden 1 Center event tickets or evidence of event tickets (e.g. electronic event ticket, confirmation of purchase of event ticket) will be accepted as fare equivalent for light rail.

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, in addition to the other fare and pass types identified in Resolution No. 09-10-0174, a new pass entitled "Free Ride Event" is hereby established on a temporary basis for up to 10 separate dates.

THAT, for the Free Ride Event pass to be accepted, each light rail rider must present a valid same day Golden 1 Center event ticket or evidence of event ticket (e.g. electronic event ticket, confirmation of purchase of event ticket).

THAT, the General Manager/CEO is hereby authorized to select up to 10 dates when a valid same day Golden 1 Center event ticket or evidence of event ticket (e.g. electronic event ticket, confirmation of purchase of event ticket) will be accepted as fare equivalent for light rail.

THAT, after 10 selected dates, the Free Ride Event pass will no longer be valid fare media.

THAT, in the event of a conflict between this Resolution and Resolution No. 09-10-0174 this Resolution will govern as to the terms of use of the Free Ride Event.

THAT, in all other respects, Resolution No. 09-10-0174 remains in full force and effect.

JAY SCHENIRER, Chair

ATTEST:

HENRY LI, Secretary

By:

Cindy Brooks, Assistant Secretary