

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
11	10/24/16	Open	Action	10/17/16

Subject: Temporarily Authorizing a New "Round Trip Pass" Fare Type

ISSUE

Whether to temporarily authorize a new "Round Trip Pass" fare type, that would allow a single rider to purchase a Round Trip Pass to ride both to and from a Golden 1 Center event, when accompanied by evidence of a valid event ticket or proof of purchase of an event ticket.

RECOMMENDED ACTION

Adopt Resolution No. 16-10-____, Temporarily Authorizing a New "Round Trip Pass" Fare Type Only Available to Golden 1 Center Attendees

FISCAL IMPACT

Due to congestion at fare vending machines following the conclusion of events at the Golden 1 Center, some riders have been unable to pay their fare prior to the departure of the train. Staff estimates that, without a round trip fare option, there could be a revenue loss of approximately \$10,000. The proposed Round Trip Pass would allow riders to purchase a ticket for both directions of travel in a single transaction and reduce the previously-mentioned revenue loss.

DISCUSSION

In an attempt to make it easier for individual riders to ride light rail to events at the new Golden 1 Center, RT would like to temporarily implement a new "Round Trip Pass" fare type that would allow a rider to ride light rail to and from events at the Golden 1 Center for \$5.50, which is two times the Basic Single Ride Fare of \$2.75.

From a purchasing standpoint, riders will have the opportunity to buy the Round Trip Pass from the 28 new Parkeon fare vending machines, which are located at all RT stations with park and ride lots. At this time, it is cost prohibitive to offer the single ride Round Trip Pass through the older existing fare vending machines as it would require costly customizations. This new fare is not needed of the Mobile Application because customers already have the ability to purchase single use fares that can be activated when needed.

The new Round Trip Pass offers a major benefit to riders who purchase this pass in that they will be able to pre-purchase their return trip and skip the line at fare vending machines following an event. This provides an additional benefit to RT by eliminating some of the congestion at the fare vending machines at the end of events and potentially reducing lost fares for return trips.

Approved:

Presented:

Final 10/19/16

General Manager/CEO

Acting VP of Business Services/Chief Financial Officer

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Subject: Temporarily Authorizing a New "Round Trip Pass" Fare Type

Staff is requesting that the Board temporarily approve a new "Round Trip Pass" priced at \$5.50, that will be valid fare media when accompanied by evidence of an event ticket or proof of purchase of an event ticket to the Golden 1 Center.

RESOLUTION NO. 16-10-_____

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

October 24, 2016

**TEMPORARILY AUTHORIZING A NEW "ROUND TRIP PASS" FARE TYPE ONLY
AVAILABLE TO GOLDEN 1 CENTER ATTENDEES**

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 Round Trip Pass for riders with a valid event ticket or proof of purchase of an event ticket at the Golden 1 Center.

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 and other resolutions modifying the Fare Structure, a new Prepaid Fare entitled "Round Trip Pass" is hereby established on a temporary basis for a six-month period from first implementation.

THAT, the Round Trip Pass may be purchased only at the new Parkeon fare vending machines.

THAT, the price for the Round Trip Pass is \$5.50, regardless of whether the rider is eligible for discounts on other fare types.

THAT, the Round Trip Pass is valid for a period commencing at the time the ticket is initially issued and continuing until 150 minutes after the end of the Golden 1 event for which the rider has a ticket.

THAT, during the validity period, the Round Trip pass is valid for unlimited travel on RT's Fixed Route service.

THAT, the Round Trip Pass is valid only when accompanied by a same-day event ticket or proof of purchase of a same-day event ticket for the Golden 1 Center.

THAT, upon expiration of the six-month pilot period, the Round Trip 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 Round Trip Pass.

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

JAY SCHENIRER, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary