

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
9	01/22/18	Open	Action	01/12/18

Subject: Amending the Fare Structure Requirements Related to Student Monthly Passes and Student Semi-Monthly Passes

ISSUE

Whether or not to amend SacRT's fare structure: (1) to allow for the sale of a Student Monthly Pass on Electronic Media; (2) to amend the Fare Structure to permit School ID Cards to serve as verification of eligibility for the use of a Student Monthly or Semi-Monthly pass purchased on either the Connect Card or ZipPass; and (3) to permit a Student Semi-Monthly pass sticker affixed to a School ID Card to serve as valid fare media.

RECOMMENDED ACTION

Adopt Resolution No. 18-01-___, Amending Resolutions 09-10-0174 and 16-03-0024 to: (1) Reinstate the Discount Monthly Student Pass on Electronic Fare Media; (2) Allow the Use of a School ID Card as Verification of Eligibility for Use of the Student Semi-Monthly and Monthly Pass on the Electronic Fare Media; and (3) Permit a Semi-Monthly Pass Sticker Affixed to a School ID Card to Serve as Valid Fare Media.

FISCAL IMPACT

There is no fiscal impact anticipated from the adoption of the recommended action. There is a potential for minor increases in fare revenue due to the convenience of offering a monthly pass to students, but in an effort to be conservative, no amount will be budgeted.

Discussion:

The purpose of this issue paper is to request that the Board amend the fare structure to allow SacRT staff to sell and accept Student Monthly Passes on electronic media (the Connect Card and ZipPass). In addition, the monthly or semi-monthly student pass stored on Electronic Fare Media and presented in conjunction with the school issued student ID would serve as valid fare. Finally, Staff proposes to permit a Semi-Monthly Pass sticker affixed to a School ID card to serve as valid fare media

On December 11, 2017, by Resolution No. 17-12-0178, the Board adopted a temporary major fare reduction for Students (K-12) who purchase a semi-monthly pass by temporarily modifying Exhibit B to Resolution 16-03-0024, reducing the semi-monthly pass cost from \$27.50 to \$10.

Discussion of Use of School ID Card:

The SacRT fare structure currently allows students to use their school issued ID card as verification of eligibility for the use of discount single rides and daily passes. However, students who purchase the semi-monthly passes must either: (1) affix a sticker to a SacRT issued Student ID Card; or (2) obtain a SacRT-issued Connect Card with a photo of the student and then load a

Approved:

Presented:

Final 01/16/18

General Manager/CEO

Electronic Fare Collection Systems Administrator

J:\Board Meeting Documents\2018\02 January 22, 2018\01-22-18 Student ID and Student Monthly Pass (Final).doc

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semi-monthly pass onto the Connect Card. Students cannot use their School ID as verification of eligibility at the time of boarding for semi-monthly passes. SacRT Student ID cards and photo Connect Cards are only available at our customer service center located in downtown Sacramento.

Allowing students to use their school issued ID card as verification of eligibility for use of a monthly or semi-monthly pass stored on the Connect Card or ZipPass will greatly improve access to public transportation for new riders who do not already possess a SacRT-issued Student ID card. With this change, students would be able to order a Connect Card online or purchase a semi-monthly pass on ZipPass and begin riding immediately using their School ID as evidence of eligibility.

Discussion on Allowing for the Sale of a Monthly Pass to Students

SacRT’s current fare policy does not allow for the sale of a Discount Student Monthly Pass. A price for this fare type was removed from the Fare Structure in 2016 when it was discovered that the purchase rate of the pass was significantly lower than the semi-monthly pass, presumably due to the high cost and risk of sending small children to school with a large sum of money. Prior to the implementation of the Connect Card and ZipPass, almost all student passes were sold on school campuses.

Now that SacRT has new methods for purchasing student passes (Connect Card and ZipPass), parents can choose to load fares online if they wish, reducing concerns regarding sending students to school with cash. In addition to this, the Board recently approved a temporary fare reduction for Students, the extension of which would allow SacRT to introduce the monthly pass at a price (\$20) that is lower than the price of the semi-monthly pass (\$27.50) prior to the fare reduction. By having these two new ways to pay and making it less expensive, the monthly pass would be a much more popular option. There would be no cost to implement the Student Monthly Pass on the Connect Card or ZipPass because Staff can simply create a new pass in the backend system and push the product out to users.

Finally, due to the time and difficulty for students to access the SacRT customer service center, Staff is recommending that Students be permitted to affix the SacRT-issued semi-monthly sticker to their School ID card. This is consistent with the Board’s desire to make transit more accessible to Students.

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Conclusion

At the direction of the Board, SacRT staff is encouraging the use of electronic forms of fare media amongst our student populations. If the proposed Resolution passes, Staff will accomplish this goal by transitioning pass sales at school sites from semi-monthly stickers to the Connect Card. The Connect Card will give students and their parents the option to load fares online as well as at school. Allowing students to use their School ID as verification of eligibility will simplify and speed up the process by which Staff distributes Connect Cards to students.

Therefore, Staff recommends that the Board approve the attached resolution that will: (1) allow for the sale of Monthly Passes to students; (2) permit the use of a current school issued ID card as verification of eligibility for use of a student monthly or semi-monthly pass stored on the Connect Card or ZipPass; and (3) allow for an RT-issued semi-monthly pass sticker affixed to a School ID Card to serve as a Discount Student Semi-Monthly Pass.

RESOLUTION NO. 18-01-_____

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

January 22, 2018

AMENDING RESOLUTIONS 09-10-0174 AND 16-03-0024 TO: (1) REINSTATE THE DISCOUNT MONTHLY STUDENT PASS ON ELECTRONIC FARE MEDIA; (2) ALLOW THE USE OF A SCHOOL ID CARD AS VERIFICATION OF ELIGIBILITY FOR USE OF THE STUDENT SEMI-MONTHLY AND MONTHLY PASS ON THE ELECTRONIC FARE MEDIA; AND (3) PERMIT A SEMI-MONTHLY PASS STICKER AFFIXED TO A SCHOOL ID CARD TO SERVE AS VALID FARE MEDIA

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

WHEREAS, pursuant to the adopted Fare Structure (Resolution No. 09-10-0174), as amended, including by Resolution Nos. 16-03-0024, 16-09-0116 and 17-12-0178, SacRT provides discount fares for Students, as defined in Resolution No. 17-03-0027; and

WHEREAS, Resolution No. 09-10-0174 defines a “Discount Student Monthly Pass” and “Discount Student Semi-Monthly Pass” as an SacRT-issued Student ID card to which an RT-issued sticker is affixed; and

WHEREAS, Resolution 16-09-0116 permits the sale and use of electronic prepaid fare media; and

WHEREAS, SacRT desires to implement, on the Connect Card and ZipPass only, a Discount Student Monthly Pass and allow the use of a School ID as proof of eligibility for both the Discount Student Monthly Pass and Discount Student Semi-Monthly Pass on electronic fare media.

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

THAT, effective January 23, 2018 and continuing until June 30, 2018, Exhibit B of Resolution No. 16-03-0024 is replaced with the attached Exhibit B1.

THAT, effective July 1, 2018, upon expiration of the temporary fare reduction implemented by Resolution No. 17-12-0178, Exhibit B1 of Resolution No. 16-03-0024 will be automatically replaced with Exhibit B2, restoring the prior fares for Semi-Monthly Passes for Students and establishing a price of \$55 for a Discount Student Monthly Pass and \$30 for a Discount Student Monthly Pass for students eligible for the free or reduced price lunch program.

THAT, effective January 23, 2018, the following subsections of Resolution No. 09-10-0174 are modified as follows:

The definitions of “Monthly Pass” and “Semi-Monthly Pass” in Article II, “Fare Structure Definitions,” are amended to read in their entirety as follows:

Monthly Pass means: (1) an ID Card to which an RT sticker is affixed evidencing Payment of a Prepaid Fare for the month of the year printed on the sticker; (2) a card issued by RT (or another public agency pursuant to the terms of a transfer agreement between RT and that entity) evidencing Payment of a Prepaid Fare for the month of the year printed on the card; or (3) electronic Prepaid Fare stored on a Connect Card or mobile fare application and, for Discount Student Monthly Passes, accompanied by the required proof of discount eligibility (School ID or Discount Connect Card ID Card).

Semi-Monthly Pass means either: (1) an ID Card to which an RT sticker is affixed evidencing Payment of a Prepaid Fare on and between the start and end dates for the month of the year printed on the sticker, (2) a card issued by RT evidencing Payment of a Prepaid Fare on and between the start and end dates for the month of the year printed on the card; or (3) electronic Prepaid Fare stored on a Connect Card or mobile fare application and, for Discount Student Semi-Monthly Passes, accompanied by the required proof of discount eligibility (School ID or Discount Connect Card ID Card).

Article V.A.4, “Discount Student Monthly Pass” is amended to read in its entirety as follows:

4. Discount Student Monthly Pass

A valid Discount Student Monthly Pass entitles the bearer whose picture is on the ID Card or School ID Card to an unlimited number of Rides on Fixed Route Service, subject to the following limitations and conditions:

- A. This Pass constitutes prepayment of the Discount Fare or any Fare established in an amount lower than the Discount Fare;
- B. This Pass may be used only by the Student whose image is shown on the ID Card or School ID Card;
- C. This Pass is valid as set forth in Article III.C.1.; and
- D. This Pass shall be sold for the price set forth in Article VI.B.7. This Pass is non-refundable, non-exchangeable and non-transferable.

Article V.A.6, “Discount Student Semi-Monthly Pass” is amended to read in its entirety as follows:

6. Discount Student Semi-Monthly Pass

A valid Discount Student Semi-Monthly pass entitles the bearer whose picture is on the Student ID Card or School ID Card to an unlimited number of Rides on Fixed Route Service, subject to the following limitations and conditions:

- A. This Pass constitutes prepayment of the Discount Fare or any Fare established in an amount lower than the Discount Fare;

B. This Pass may be used only by a Student whose picture is on the Student ID Card or School ID Card;

C. This Pass is valid as set forth in Article III C. 2.;

D. This Pass is non-refundable, non-exchangeable and non-transferable and shall be sold for the price set forth in Article VI.8.B.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary

Exhibit B1
Effective January 23, 2018 to June 30, 2018

Regional Transit Fares

Fare Category	Price Effective January 23, 2018 to June 30, 2018
Single Ride	\$2.75
Single Ride Ticket -- Electronic Fare Media (valid for unlimited rides for 90 minutes)	\$2.75
Discount Single Ride *	\$1.35
Discount Single Ride – Electronic Fare Media (valid for unlimited rides for 90 minutes)	\$1.35
Daily Pass	\$7.00
Discount Daily Pass *	\$3.50
Monthly Pass	\$110.00
Semi-Monthly Pass	\$ 60.00
Student Semi-Monthly Sticker	\$ 10.00
Student Semi-Monthly Sticker Free/Reduced Lunch Eligible Students	\$ 10.00
Student Monthly Pass (on Electronic Fare Media only)	\$ 20.00
Student Monthly Pass Free/Reduced Lunch Eligible Students (on Electronic Fare Media only)	\$ 20.00
Senior/Disabled Monthly Sticker	\$55.00
Senior/Disabled Semi-Monthly Sticker	\$30.00
Super Senior Monthly Sticker	\$42.00

Single ride tickets and daily passes may be sold in booklets often.

* Discount single rides and daily pass fares are available to qualifying students age 5-18, seniors age 62 and over, and eligible disabled persons.

**Exhibit B2
Effective July 1, 2018**

Regional Transit Fares

Fare Category	Price Effective January 23, 2018 to June 30, 2018
Single Ride	\$2.75
Single Ride Ticket -- Electronic Fare Media (valid for unlimited rides for 90 minutes)	\$2.75
Discount Single Ride *	\$1.35
Discount Single Ride – Electronic Fare Media (valid for unlimited rides for 90 minutes)	\$1.35
Daily Pass	\$7.00
Discount Daily Pass *	\$3.50
Monthly Pass	\$110.00
Semi-Monthly Pass	\$ 60.00
Student Semi-Monthly Sticker	\$ 27.50
Student Semi-Monthly Sticker Free/Reduced Lunch Eligible Students	\$ 15.00
Student Monthly Pass (on Electronic Fare Media only)	\$ 55.00
Student Monthly Pass Free/Reduced Lunch Eligible Students (on Electronic Fare Media only)	\$ 30.00
Senior/Disabled Monthly Sticker	\$55.00
Senior/Disabled Semi-Monthly Sticker	\$30.00
Super Senior Monthly Sticker	\$42.00

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