

**APPENDIX:**  
**FARE POLICY ALTERNATIVES**

ALTERNATIVE 1	
Base Fare	\$ 1.25
Transfer	\$ -
Half Fare	\$ 0.60
Advance Ticket	\$ 1.25
Weekly Card	\$ 15.00
Monthly Card	\$ 60.00

Current Fares	% Change
\$ 1.00	25%
-	--
\$ 0.50	20%
\$ 1.00	25%
\$ 12.00	25%
\$ 48.00	25%

**Notes:**

Base fare increases \$0.25

Free transfers

Advance tickets mirror base fare

Weekly and monthly passes increase proportionally to base fare

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.25	1,390,037	1,285,970	\$ 1,390,037.40	\$ 1,607,463.04	-7.5%	15.6%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.25	347,509	399,205	\$ 695,018.70	\$ 499,006.19	14.9%	-28.2%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.25	77,224	94,948	\$ 231,672.90	\$ 118,684.89	23.0%	-48.8%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.60	189,054	180,652	\$ 94,527.00	\$ 108,390.96	-4.4%	14.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.60	47,264	52,239	\$ 47,263.50	\$ 31,343.16	10.5%	-33.7%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.60	10,503	11,946	\$ 15,754.50	\$ 7,167.70	13.7%	-54.5%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.25	137,949	127,621	\$ 137,949.00	\$ 159,526.58	-7.5%	15.6%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.25	34,487	39,618	\$ 68,974.50	\$ 49,521.98	14.9%	-28.2%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.25	7,664	9,423	\$ 22,991.50	\$ 11,778.43	23.0%	-48.8%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.07	246,552	228,094	\$ 211,330.29	\$ 244,385.96	-7.5%	15.6%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.54	73,533	68,789	\$ 31,514.17	\$ 36,851.24	-6.5%	16.9%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.36	12,976	12,275	\$ 3,707.55	\$ 4,383.93	-5.4%	18.2%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.15	32,614	30,172	\$ 30,105.20	\$ 34,814.16	-7.5%	15.6%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.58	16,452	15,391	\$ 7,593.20	\$ 8,879.14	-6.5%	16.9%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.38	2,319	2,194	\$ 713.60	\$ 843.79	-5.4%	18.2%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,661,490</b>	<b>\$2,989,153.00</b>	<b>\$2,923,041.16</b>	<b>-2.5%</b>	<b>-2.2%</b>	--

ALTERNATIVE 1a	
Base Fare	\$ 1.25
Transfer	\$ -
Half Fare	\$ 0.60
Advance Ticket	\$ 1.25
Weekly Card	\$ 14.00
Monthly Card	\$ 55.00

Current Fares	% Change
\$ 1.00	25%
-	--
\$ 0.50	20%
\$ 1.00	25%
\$ 12.00	17%
\$ 48.00	15%

**Notes:**

Base fare increases \$0.25

Free transfers

Advance tickets mirror base fare

Weekly and monthly passes increase less relative to base fare increase

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.25	1,390,037	1,285,970	\$ 1,390,037.40	\$ 1,607,463.04	-7.5%	15.6%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.25	347,509	399,205	\$ 695,018.70	\$ 499,006.19	14.9%	-28.2%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.25	77,224	94,948	\$ 231,672.90	\$ 118,684.89	23.0%	-48.8%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.60	189,054	180,652	\$ 94,527.00	\$ 108,390.96	-4.4%	14.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.60	47,264	52,239	\$ 47,263.50	\$ 31,343.16	10.5%	-33.7%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.60	10,503	11,946	\$ 15,754.50	\$ 7,167.70	13.7%	-54.5%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.25	137,949	127,621	\$ 137,949.00	\$ 159,526.58	-7.5%	15.6%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.25	34,487	39,618	\$ 68,974.50	\$ 49,521.98	14.9%	-28.2%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.25	7,664	9,423	\$ 22,991.50	\$ 11,778.43	23.0%	-48.8%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.00	246,552	233,624	\$ 211,330.29	\$ 233,624.18	-5.2%	10.5%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.50	73,533	70,216	\$ 31,514.17	\$ 35,107.89	-4.5%	11.4%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.33	12,976	12,487	\$ 3,707.55	\$ 4,162.25	-3.8%	12.3%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.06	32,614	31,098	\$ 30,105.20	\$ 32,892.61	-4.6%	9.3%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.53	16,452	15,794	\$ 7,593.20	\$ 8,352.85	-4.0%	10.0%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.35	2,319	2,242	\$ 713.60	\$ 790.35	-3.3%	10.8%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,670,038</b>	<b>\$2,989,153.00</b>	<b>\$2,907,813.07</b>	<b>-2.2%</b>	<b>-2.7%</b>	--

<b>ALTERNATIVE 2</b>	
Base Fare	\$ 1.50
Transfer	\$ -
Half Fare	\$ 0.75
Advance Ticket	\$ 1.50
Weekly Card	\$ 18.00
Monthly Card	\$ 72.00

<b>Current Fares</b>	<b>% Change</b>
\$ 1.00	50%
-	--
\$ 0.50	50%
\$ 1.00	50%
\$ 12.00	50%
\$ 48.00	50%

**Notes:**

Base fare increases \$0.50

Free transfers

Advance tickets mirror base fare

Weekly and monthly passes increase proportionally to base fare

<b>Fare Type</b>	<b>Current Fare</b>	<b>New Fare</b>	<b>Current Ridership</b>	<b>New Ridership</b>	<b>Current Revenue</b>	<b>New Revenue</b>	<b>Ridership Change</b>	<b>Revenue Change</b>	<b>Elasticity</b>
Full Fare - No Transfer	\$ 1.00	\$ 1.50	1,390,037	1,208,163	\$ 1,390,037.40	\$ 1,812,245.02	-13.1%	30.4%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	378,630	\$ 695,018.70	\$ 567,944.39	9.0%	-18.3%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.50	77,224	91,265	\$ 231,672.90	\$ 136,897.62	18.2%	-40.9%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.75	189,054	171,049	\$ 94,527.00	\$ 128,286.64	-9.5%	35.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.75	47,264	50,044	\$ 47,263.50	\$ 37,532.78	5.9%	-20.6%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.75	10,503	11,609	\$ 15,754.50	\$ 8,706.43	10.5%	-44.7%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.50	137,949	119,900	\$ 137,949.00	\$ 179,849.40	-13.1%	30.4%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.50	7,664	9,057	\$ 22,991.50	\$ 13,585.89	18.2%	-40.9%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.29	246,552	214,293	\$ 211,330.29	\$ 275,519.39	-13.1%	30.4%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.64	73,533	65,209	\$ 31,514.17	\$ 41,919.79	-11.3%	33.0%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.43	12,976	11,741	\$ 3,707.55	\$ 5,031.67	-9.5%	35.7%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.38	32,614	28,347	\$ 30,105.20	\$ 39,249.30	-13.1%	30.4%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.69	16,452	14,589	\$ 7,593.20	\$ 10,100.39	-11.3%	33.0%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.46	2,319	2,098	\$ 713.60	\$ 968.46	-9.5%	35.7%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,516,523</b>	<b>\$2,989,153.00</b>	<b>\$3,314,200.66</b>	<b>-7.8%</b>	<b>10.9%</b>	--

ALTERNATIVE 2a	
Base Fare	\$ 1.50
Transfer	\$ -
Half Fare	\$ 0.75
Advance Ticket	\$ 1.50
Weekly Card	\$ 16.00
Monthly Card	\$ 60.00

Current Fares	% Change
\$ 1.00	50%
-	--
\$ 0.50	50%
\$ 1.00	50%
\$ 12.00	33%
\$ 48.00	25%

**Notes:**

Base fare increases \$0.50

Free transfers

Advance tickets mirror base fare

Weekly and monthly passes increase proportionally to base fare

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.50	1,390,037	1,208,163	\$ 1,390,037.40	\$ 1,812,245.02	-13.1%	30.4%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	378,630	\$ 695,018.70	\$ 567,944.39	9.0%	-18.3%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.50	77,224	91,265	\$ 231,672.90	\$ 136,897.62	18.2%	-40.9%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.75	189,054	171,049	\$ 94,527.00	\$ 128,286.64	-9.5%	35.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.75	47,264	50,044	\$ 47,263.50	\$ 37,532.78	5.9%	-20.6%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.75	10,503	11,609	\$ 15,754.50	\$ 8,706.43	10.5%	-44.7%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.50	137,949	119,900	\$ 137,949.00	\$ 179,849.40	-13.1%	30.4%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.50	7,664	9,057	\$ 22,991.50	\$ 13,585.89	18.2%	-40.9%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.14	246,552	223,071	\$ 211,330.29	\$ 254,938.12	-9.5%	20.6%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.57	73,533	67,489	\$ 31,514.17	\$ 38,565.28	-8.2%	22.4%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.38	12,976	12,081	\$ 3,707.55	\$ 4,602.47	-6.9%	24.1%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.15	32,614	30,172	\$ 30,105.20	\$ 34,814.16	-7.5%	15.6%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.58	16,452	15,391	\$ 7,593.20	\$ 8,879.14	-6.5%	16.9%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.38	2,319	2,194	\$ 713.60	\$ 843.79	-5.4%	18.2%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,530,645</b>	<b>\$2,989,153.00</b>	<b>\$3,284,054.63</b>	<b>-7.3%</b>	<b>9.9%</b>	<b>--</b>

<b>ALTERNATIVE 3</b>	
Base Fare	\$ 1.25
Transfer	\$ 0.25
Half Fare	\$ 0.60
Advance Ticket	\$ 1.25
Weekly Card	\$ 15.00
Monthly Card	\$ 60.00

<b>Current Fares</b>	<b>% Change</b>
\$ 1.00	25%
-	-
\$ 0.50	20%
\$ 1.00	25%
\$ 12.00	25%
\$ 48.00	25%

**Notes:**

Base fare increases \$0.25

\$0.25 transfer

Advance tickets mirror base fare

Weekly and monthly passes increase proportionally to base fare

<b>Fare Type</b>	<b>Current Fare</b>	<b>New Fare</b>	<b>Current Ridership</b>	<b>New Ridership</b>	<b>Current Revenue</b>	<b>New Revenue</b>	<b>Ridership Change</b>	<b>Revenue Change</b>	<b>Elasticity</b>
Full Fare - No Transfer	\$ 1.00	\$ 1.25	1,390,037	1,285,970	\$ 1,390,037.40	\$ 1,607,463.04	-7.5%	15.6%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	378,630	\$ 695,018.70	\$ 567,944.39	9.0%	-18.3%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.75	77,224	88,101	\$ 231,672.90	\$ 154,176.68	14.1%	-33.5%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.60	189,054	180,652	\$ 94,527.00	\$ 108,390.96	-4.4%	14.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.85	47,264	48,822	\$ 47,263.50	\$ 41,498.39	3.3%	-12.2%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 1.10	10,503	10,999	\$ 15,754.50	\$ 12,099.13	4.7%	-23.2%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.25	137,949	127,621	\$ 137,949.00	\$ 159,526.58	-7.5%	15.6%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.75	7,664	8,743	\$ 22,991.50	\$ 15,300.68	14.1%	-33.5%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.07	246,552	228,094	\$ 211,330.29	\$ 244,385.96	-7.5%	15.6%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.54	73,533	68,789	\$ 31,514.17	\$ 36,851.24	-6.5%	16.9%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.36	12,976	12,275	\$ 3,707.55	\$ 4,383.93	-5.4%	18.2%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.15	32,614	30,172	\$ 30,105.20	\$ 34,814.16	-7.5%	15.6%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.58	16,452	15,391	\$ 7,593.20	\$ 8,879.14	-6.5%	16.9%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.38	2,319	2,194	\$ 713.60	\$ 843.79	-5.4%	18.2%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,626,983</b>	<b>\$2,989,153.00</b>	<b>\$3,052,921.56</b>	<b>-3.7%</b>	<b>2.1%</b>	<b>--</b>

ALTERNATIVE 3a	
Base Fare	\$ 1.25
Transfer	\$ 0.25
Half Fare	\$ 0.60
Advance Ticket	\$ 1.25
Weekly Card	\$ 14.00
Monthly Card	\$ 55.00

Current Fares	% Change
\$ 1.00	25%
-	-
\$ 0.50	20%
\$ 1.00	25%
\$ 12.00	17%
\$ 48.00	15%

**Notes:**

Base fare increases \$0.25

\$0.25 transfer

Advance tickets mirror base fare

Weekly and monthly passes increase less relative to base fare increase

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.25	1,390,037	1,285,970	\$ 1,390,037.40	\$ 1,607,463.04	-7.5%	15.6%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	378,630	\$ 695,018.70	\$ 567,944.39	9.0%	-18.3%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.75	77,224	88,101	\$ 231,672.90	\$ 154,176.68	14.1%	-33.5%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.60	189,054	180,652	\$ 94,527.00	\$ 108,390.96	-4.4%	14.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.85	47,264	48,822	\$ 47,263.50	\$ 41,498.39	3.3%	-12.2%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 1.10	10,503	10,999	\$ 15,754.50	\$ 12,099.13	4.7%	-23.2%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.25	137,949	127,621	\$ 137,949.00	\$ 159,526.58	-7.5%	15.6%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.75	7,664	8,743	\$ 22,991.50	\$ 15,300.68	14.1%	-33.5%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.00	246,552	233,624	\$ 211,330.29	\$ 233,624.18	-5.2%	10.5%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.50	73,533	70,216	\$ 31,514.17	\$ 35,107.89	-4.5%	11.4%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.33	12,976	12,487	\$ 3,707.55	\$ 4,162.25	-3.8%	12.3%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.06	32,614	31,098	\$ 30,105.20	\$ 32,892.61	-4.6%	9.3%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.53	16,452	15,794	\$ 7,593.20	\$ 8,352.85	-4.0%	10.0%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.35	2,319	2,242	\$ 713.60	\$ 790.35	-3.3%	10.8%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,635,530</b>	<b>\$2,989,153.00</b>	<b>\$3,037,693.47</b>	<b>-3.4%</b>	<b>1.6%</b>	<b>--</b>

<b>ALTERNATIVE 4</b>	
Base Fare	\$ 1.00
Transfer	\$ -
Half Fare	\$ 0.50
Advance Ticket	\$ 1.00
Weekly Card	\$ 12.00
Monthly Card	\$ 48.00

<b>Current Fares</b>	<b>% Change</b>
\$ 1.00	0%
-	--
\$ 0.50	0%
\$ 1.00	0%
\$ 12.00	0%
\$ 48.00	0%

**Notes:**

No change to base fare

Free transfers

Advance tickets unchanged

Weekly and monthly passes unchanged

<b>Fare Type</b>	<b>Current Fare</b>	<b>New Fare</b>	<b>Current Ridership</b>	<b>New Ridership</b>	<b>Current Revenue</b>	<b>New Revenue</b>	<b>Ridership Change</b>	<b>Revenue Change</b>	<b>Elasticity</b>
Full Fare - No Transfer	\$ 1.00	\$ 1.00	1,390,037	1,390,037	\$ 1,390,037.40	\$ 1,390,037.40	0.0%	0.0%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.00	347,509	424,734	\$ 695,018.70	\$ 424,733.65	22.2%	-38.9%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.00	77,224	99,288	\$ 231,672.90	\$ 99,288.39	28.6%	-57.1%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.50	189,054	189,054	\$ 94,527.00	\$ 94,527.00	0.0%	0.0%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.50	47,264	54,015	\$ 47,263.50	\$ 27,007.71	14.3%	-42.9%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.50	10,503	12,206	\$ 15,754.50	\$ 6,103.09	16.2%	-61.3%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.00	137,949	137,949	\$ 137,949.00	\$ 137,949.00	0.0%	0.0%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.00	34,487	42,151	\$ 68,974.50	\$ 42,151.08	22.2%	-38.9%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.00	7,664	9,854	\$ 22,991.50	\$ 9,853.50	28.6%	-57.1%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 0.86	248,715	248,715	\$ 213,184.06	\$ 213,184.06	0.0%	0.0%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.43	70,289	70,289	\$ 30,123.83	\$ 30,123.83	0.0%	0.0%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.29	14,418	14,418	\$ 4,119.50	\$ 4,119.50	0.0%	0.0%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 0.92	32,614	32,614	\$ 30,105.20	\$ 30,105.20	0.0%	0.0%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.46	18,119	18,119	\$ 8,362.55	\$ 8,362.55	0.0%	0.0%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.31	1,208	1,208	\$ 371.67	\$ 371.67	0.0%	0.0%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,730,009</b>	<b>2,847,606</b>	<b>\$2,990,455.81</b>	<b>\$2,517,917.64</b>	<b>4.3%</b>	<b>-15.8%</b>	--

ALTERNATIVE 2a -- With User Shift	
Base Fare	\$ 1.50
Transfer	\$ -
Half Fare	\$ 0.75
Advance Ticket	\$ 1.50
Weekly Card	\$ 16.00
Monthly Card	\$ 60.00

Current Fares	% Change
\$ 1.00	50%
-	--
\$ 0.50	50%
\$ 1.00	50%
\$ 12.00	33%
\$ 48.00	25%

**Notes:**

Base fare increases \$0.50

Free transfers

Advance tickets mirror base fare

Weekly and monthly passes increase proportionally to base fare

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership*	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.50	1,390,037	604,082	\$ 1,390,037.40	\$ 906,122.51	-56.5%	-34.8%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	283,972	\$ 695,018.70	\$ 425,958.29	-18.3%	-38.7%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.50	77,224	68,449	\$ 231,672.90	\$ 102,673.22	-11.4%	-55.7%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.75	189,054	171,049	\$ 94,527.00	\$ 128,286.64	-9.5%	35.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.75	47,264	50,044	\$ 47,263.50	\$ 37,532.78	5.9%	-20.6%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 0.75	10,503	11,609	\$ 15,754.50	\$ 8,706.43	10.5%	-44.7%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.50	137,949	119,900	\$ 137,949.00	\$ 179,849.40	-13.1%	30.4%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.50	7,664	9,057	\$ 22,991.50	\$ 13,585.89	18.2%	-40.9%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.14	246,552	920,046	\$ 211,330.29	\$ 1,051,481.51	273.2%	397.6%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.57	73,533	159,169	\$ 31,514.17	\$ 90,953.81	116.5%	188.6%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.38	12,976	36,240	\$ 3,707.55	\$ 13,805.77	179.3%	272.4%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.15	32,614	30,172	\$ 30,105.20	\$ 34,814.16	-7.5%	15.6%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.58	16,452	16,950	\$ 7,593.20	\$ 9,778.79	3.0%	28.8%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.38	2,319	1,143	\$ 713.60	\$ 439.47	-50.7%	-38.4%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,622,412</b>	<b>\$2,989,153.00</b>	<b>\$3,060,352.17</b>	<b>-3.9%</b>	<b>2.4%</b>	--

\* Reflects shifts after elasticity:

50% of full fare (no xfer) new ridership shifts to weekly pass  
50% of lost full fare (no xfer) ridership shifts to weekly pass  
25% of full fare (1 xfer) and 25% of full fare (2 xfer) shift to respective weekly pass categories

ALTERNATIVE 3a -- With User Shift	
Base Fare	\$ 1.25
Transfer	\$ 0.25
Half Fare	\$ 0.60
Advance Ticket	\$ 1.25
Weekly Card	\$ 14.00
Monthly Card	\$ 55.00

Current Fares	% Change
\$ 1.00	25%
-	-
\$ 0.50	20%
\$ 1.00	25%
\$ 12.00	17%
\$ 48.00	15%

**Notes:**

Base fare increases \$0.25  
\$0.25 transfer

Advance tickets mirror base fare  
Weekly and monthly passes increase less relative to base fare increase

Fare Type	Current Fare	New Fare	Current Ridership	New Ridership	Current Revenue	New Revenue	Ridership Change	Revenue Change	Elasticity
Full Fare - No Transfer	\$ 1.00	\$ 1.25	1,390,037	642,985	\$ 1,390,037.40	\$ 803,731.52	-53.7%	-42.2%	-0.35
Full Fare - 1 Transfer	\$ 2.00	\$ 1.50	347,509	283,972	\$ 695,018.70	\$ 425,958.29	-18.3%	-38.7%	-0.30
Full Fare - 2 Transfers	\$ 3.00	\$ 1.75	77,224	66,076	\$ 231,672.90	\$ 115,632.51	-14.4%	-50.1%	-0.25
Half Fare - No Transfer	\$ 0.50	\$ 0.60	189,054	180,652	\$ 94,527.00	\$ 108,390.96	-4.4%	14.7%	-0.25
Half Fare - 1 Transfer	\$ 1.00	\$ 0.85	47,264	48,822	\$ 47,263.50	\$ 41,498.39	3.3%	-12.2%	-0.20
Half Fare - 2 Transfers	\$ 1.50	\$ 1.10	10,503	10,999	\$ 15,754.50	\$ 12,099.13	4.7%	-23.2%	-0.15
Advance Ticket - No Transfer	\$ 1.00	\$ 1.25	137,949	127,621	\$ 137,949.00	\$ 159,526.58	-7.5%	15.6%	-0.35
Advance Ticket - 1 Transfer	\$ 2.00	\$ 1.50	34,487	37,576	\$ 68,974.50	\$ 56,363.49	9.0%	-18.3%	-0.30
Advance Ticket - 2 Transfers	\$ 3.00	\$ 1.75	7,664	8,743	\$ 22,991.50	\$ 15,300.68	14.1%	-33.5%	-0.25
Weekly Card - No Transfers	\$ 0.86	\$ 1.00	246,552	930,692	\$ 211,330.29	\$ 930,692.21	277.5%	340.4%	-0.35
Weekly Card - 1 Transfer	\$ 0.43	\$ 0.50	73,533	161,775	\$ 31,514.17	\$ 80,887.71	120.0%	156.7%	-0.30
Weekly Card - 2 Transfers	\$ 0.29	\$ 0.33	12,976	35,899	\$ 3,707.55	\$ 11,966.47	176.7%	222.8%	-0.25
Monthly Card - No Transfer	\$ 0.92	\$ 1.06	32,614	31,098	\$ 30,105.20	\$ 32,892.61	-4.6%	9.3%	-0.35
Monthly Card - 1 Transfer	\$ 0.46	\$ 0.53	16,452	17,395	\$ 7,593.20	\$ 9,199.17	5.7%	21.2%	-0.30
Monthly Card - 2 Transfers	\$ 0.31	\$ 0.35	2,319	1,168	\$ 713.60	\$ 411.64	-49.7%	-42.3%	-0.25
CAT Shuttle			102,955	102,955	\$0.00	\$0.00	0.0%	0.0%	n/a
<b>Total</b>	--	--	<b>2,729,093</b>	<b>2,688,429</b>	<b>\$2,989,153.00</b>	<b>\$2,804,551.37</b>	<b>-1.5%</b>	<b>-6.2%</b>	--

\* Reflects shifts after elasticity:


50% of full fare (no xfer) new ridership shifts to weekly pass  
50% of lost full fare (no xfer) ridership shifts to weekly pass  
25% of full fare (1 xfer) and 25% of full fare (2 xfer) shift to respective weekly pass categories

## Summary of Alternatives and Impacts

### First Round Analysis

Alternative	New Base Fare	Transfer Fare	Weekly Swipe	Monthly Swipe	Ridership Change	Revenue Change
1	\$ 1.25	free	\$ 15.00	\$ 60.00	-2.5%	-2.2%
1a	\$ 1.25	free	\$ 14.00	\$ 55.00	-2.2%	-2.7%
2	\$ 1.50	free	\$ 18.00	\$ 72.00	-7.8%	10.9%
2a	\$ 1.50	free	\$ 16.00	\$ 60.00	-7.3%	9.9%
3	\$ 1.25	\$ 0.25	\$ 15.00	\$ 60.00	-3.7%	2.1%
3a	\$ 1.25	\$ 0.25	\$ 14.00	\$ 55.00	-3.4%	1.6%
4	\$ 1.00	free	\$ 12.00	\$ 48.00	4.3%	-15.8%

### Second Round Analysis



Alternative	Ridership Change	Revenue Change
2a (preferred)	-3.9%	2.4%
3a	-1.5%	-6.2%