

## Members

Jim Madaffer, Chair  
*Councilmember, City of San Diego*

Jack Dale, Vice Chair  
*Councilmember, Santee*  
(Representing **East County**)

Matt Hall  
*Councilmember, Carlsbad*  
(Representing **North County Coastal**)

Lori Holt Pfeiler  
*Mayor, Escondido*  
(Representing **North County Inland**)

Phil Monroe  
*Councilmember, Coronado*  
(Representing **South County**)

Ron Roberts, *Supervisor*  
**County of San Diego**

Bob Emery, *Chair Pro Tem*  
**Metropolitan Transit System**

Ed Gallo, *Chairman*  
**North County Transit District**

Charlene Zettel  
**San Diego County Regional  
Airport Authority**

## Alternates

Toni Atkins, *Councilmember*  
**City of San Diego**

Ben Hueso, *Councilmember*  
**City of San Diego**

Art Madrid  
*Mayor, La Mesa*  
(Representing **East County**)

David Druker  
*Mayor, Del Mar*  
(Representing **North County Coastal**)

Bob Campbell  
*Councilmember, Vista*  
(Representing **North County Inland**)

Jerry Rindone  
*Deputy Mayor, Chula Vista*  
(Representing **South County**)

Greg Cox, *Chairman*  
**County of San Diego**

Bill Horn, *Supervisor*  
**County of San Diego**

Harry Mathis, *Chairman*  
**Metropolitan Transit System**

Jerome Stocks / Chris Orlando  
**North County Transit District**

Jim Desmond / Ramona Finnilla  
**San Diego County Regional  
Airport Authority**

## Advisory Members

Pedro Orso-Delgado  
*District 11 Director, Caltrans*

Albert Phoenix (Barona)  
**Southern California Tribal  
Chairmen's Association**

Gary L. Gallegos  
*Executive Director, SANDAG*



# TRANSPORTATION COMMITTEE AGENDA

## SPECIAL MEETING

Friday, May 30, 2008  
10 a.m. to 12 noon

→→ NCTD Board Room ←←  
810 Mission Avenue  
Oceanside

## AGENDA HIGHLIGHTS

- **PUBLIC HEARING REGARDING PROPOSED AMENDMENTS TO REGIONAL COMPREHENSIVE FARE ORDINANCE TO MODIFY EXISTING TRANSIT FARE STRUCTURE**

**PLEASE TURN OFF CELL PHONES DURING THE MEETING**

## MISSION STATEMENT

*The 18 cities and county government are SANDAG serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transit, and provides information on a broad range of topics pertinent to the region's quality of life.*

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Welcome to SANDAG. Members of the public may speak to the Transportation Committee on any item at the time the Committee is considering the item. Also, members of the public are invited to address the Committee on any issue under the agenda item entitled Public Comments/Communications/Member Comments. Speakers are limited to three minutes. The Transportation Committee may take action on any item appearing on the agenda.

This agenda and related staff reports can be accessed at [www.sandag.org](http://www.sandag.org) under meetings on SANDAG's Web site. Public comments regarding the agenda can be forwarded to SANDAG via the e-mail comment form also available on the Web site. E-mail comments should be received no later than noon, two working days prior to the Transportation Committee meeting.

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Phone 1-800-COMMUTE or see [www.sdcommute.com](http://www.sdcommute.com) for route information.***



# SPECIAL MEETING OF THE SANDAG TRANSPORTATION COMMITTEE

May 30, 2008

<b>ITEM #</b>		<b>RECOMMENDATION</b>
1.	<b>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</b>  Members of the public will have the opportunity to address the Transportation Committee on any issue within the jurisdiction of the Committee. Speakers are limited to three minutes each and shall reserve time by completing a "Request to Speak" form and giving it to the Clerk prior to speaking. Committee members also may provide information and announcements under this agenda item.	
+2.	<b>PUBLIC HEARING REGARDING PROPOSED AMENDMENTS TO REGIONAL COMPREHENSIVE FARE ORDINANCE TO MODIFY EXISTING TRANSIT FARE STRUCTURE (Dan Levy)</b>  Proposals are being made to change transit fares for the Metropolitan Transit System and North County Transit District via amendments to the Regional Comprehensive Fare Ordinance. This public hearing will provide an opportunity for the public to comment on specific fare proposals. No action will be taken by the Transportation Committee at this meeting. The SANDAG Transportation Committee is scheduled to hold another public hearing and the first reading of the proposed amendments to the Regional Comprehensive Fare Ordinance at its regularly scheduled meeting on June 6, 2008, at SANDAG offices.	<b>PUBLIC HEARING</b>
3.	<b>UPCOMING MEETINGS</b>  The next meeting of the Transportation Committee is scheduled for Friday, June 6, 2008, at 9 a.m. at SANDAG.	<b>INFORMATION</b>
4.	<b>ADJOURNMENT</b>	

+ next to an agenda item indicates an attachment

# TRANSPORTATION COMMITTEE

May 30, 2008

AGENDA ITEM NO.: **2**

**Action Requested: HOLD PUBLIC HEARING**

PUBLIC HEARING REGARDING PROPOSED AMENDMENTS  
TO REGIONAL COMPREHENSIVE FARE ORDINANCE TO  
MODIFY EXISTING TRANSIT FARE STRUCTURE

File Number 3002300

## **Introduction**

The fare changes being proposed at this time are needed in order to meet the financial needs of the transit agencies, to bring and make the Regional Comprehensive Fare Ordinance (Ordinance) consistent with the provisions of the *TransNet* Extension Ordinance.

The proposed fare changes (Attachment 1) are potential amendments to the Ordinance. An additional public hearing will be held by the Transportation Committee on June 6, 2008. The first reading of the amended Ordinance is also scheduled for the SANDAG Transportation Committee on June 6, 2008. Federal regulations require SANDAG to prepare a Title VI analysis to assess the impacts of the proposed fare changes on minorities and low income persons. The Title VI Report will be provided at the June 6, 2008 public hearing, along with a complete projection of the revenue impacts from the proposed changes.

This report also provides an update on the Comprehensive Regional Fare Structure and Revenue Sharing Study. A letter from the Joint Committee on Regional Transit (see Attachment 2) asked that any recommendations from the study not be included as part of these proposed fare changes, and instead be discussed as part of the draft report (due in early summer) that will be reviewed with the transit operators. Per this request, no fare study recommendations are included as part of the proposed fare changes outlined in this report.

## **Discussion**

### ***Background***

SANDAG is responsible for establishing all public transit fares within San Diego County. SANDAG Board Policy Nos. 025 (Public Participation) and 029 (Regional Comprehensive Fare Policy), as well as federal regulations, require SANDAG to hold hearings to receive public comment whenever fare changes are being considered.

### ***Proposed Fare Changes***

Both the Metropolitan Transit System (MTS) and North County Transit District (NCTD) have requested a number of fare changes to address FY 2009 budget shortfalls. These proposed fare changes are listed in Attachment 1.

### *Summary of Proposed NCTD Fare Changes*

#### COASTER

- Increase adult cash fares by \$0.50 per zone to \$4.50-\$6.00 (depending the number of zones traveled) on July 1, 2008, and an additional \$0.50 per zone on January 1, 2009, to \$5.00-\$6.50. Senior/Medicare/Disabled (S/M/D) fares would increase to equal 50 percent of the adult cash fare.
- Increase adult monthly pass by \$14.00-\$15.00 to \$129.00-\$168.00 (depending on the number of zones traveled) on July 1, 2008, and an additional \$14.00-\$15.00 on January 1, 2009, to \$144.00-\$182.00.
- Increase S/M/D monthly pass by \$3.50 to \$42.00 on July 1, 2008, and an additional \$3.50 on January 1, 2009, to \$45.50.
- Increase youth monthly pass by \$7.00 to \$84.00 on July 1, 2008, and an additional \$7.00 on January 1, 2009, to \$91.00.

#### BREEZE and SPRINTER

- Increase NCTD day pass by \$0.50 to \$4.50 on July 1, 2008.
- Increase NCTD S/M/D day pass by \$0.25 to \$2.25.
- Increase NCTD adult monthly pass by \$5.00 to \$59.00 on July 1, 2008
- Increase NCTD College Monthly Pass by \$5.00 to \$49.00 on July 1, 2008

#### LIFT (Americans with Disabilities Act service)

- Eliminate fares for passengers riding Lift who also ride BREEZE or SPRINTER on July 1, 2008

In addition, SANDAG also is proposing as an alternative that the BREEZE/SPRINTER day pass be phased out in December 2008, and be replaced with the Regional Day Pass at \$5.00. Elimination of the BREEZE/SPRINTER Day Pass will only be feasible if the current revenue sharing agreements are also modified in the Ordinance. Discussions with the MTS and NCTD are currently underway to see if these changes can be made as part of these proposed fare changes.

### *Summary of Proposed MTS Fare Changes*

The Sorrento Valley Coaster Connection (SVCC) operated by MTS currently does not collect any fares. Proposed fares are as follows:

- Implement an adult cash fare of \$1.00 and an S/D/M fare of \$0.50 on September 1, 2008.
- Implement an adult monthly passes as a supplement to 2 and 3 Zone Coaster passes of \$40.00 per month, an S/D/M pass of \$10.00 per month, and Youth passes of \$20.00 on September 1, 2008.

Proposed changes to San Diego Trolley fares involve eliminating the existing zone structure (fare is determined by number of stations traveled) and replacing it with a flat fare structure (single fare regardless of number of stations traveled). Two possible options are proposed:

- Option 1 – a flat fare of \$2.25 with no transfers between trolley lines.
- Option 2 – a flat fare of \$2.50, with free transfers between trolley lines.

Both options produce the same amount of revenue and would retain the existing downtown fare zone with a fare of \$1.25, but each has advantages and disadvantages relative to the issue of transfers between bus and trolley routes:

- The first option creates consistency between the bus and trolley system in terms of eliminating transfers between routes (bus transfers were eliminated as of January 1, 2008), and having the same \$2.25 cash fare. The \$2.25 cash fare also minimizes the cost for passengers using the buses or trolleys for shorter distanced travel. Passengers traveling on multiple trolley and bus routes have the \$5.00 Regional Day Pass available that allows for unlimited use.
- The second option charges a higher fare of \$2.50 but allows for travel anywhere on the trolley system, including free trolley to trolley transfers (but does not allow transfers to/from the bus system). This option responds to concerns over the “forced transfer” between the Blue and Green Lines at Old Town due to the fact that the new low-floor trolley vehicles used on the Green Line cannot operate south of Old Town until such time as the stations are modified to accept the low-floor vehicles. However, since most passengers make roundtrips, the price of a roundtrip under this option ( $2 \times \$2.50 = \$5.00$ ) is the same as the Regional Day Pass that passengers would already use under first option.

MTS is currently evaluating the merits of the two options. Their recommendation, along with public input received to date, will be used to develop a SANDAG staff recommendation that will be outlined at the May 30, 2008 Transportation Committee meeting.

It also is proposed that new S/M/D and Youth monthly passes be introduced for the Premium Express Service to be consistent with the *TransNet* Extension Ordinance and regional practice. The new Premium Express youth pass would sell for \$45.00 and the new S/M/D monthly pass would sell for \$22.50 beginning on September 1, 2008.

#### *Summary of Proposed Fare Changes Affecting Both NCTD and MTS*

- For the ADA Paratransit services operated by NCTD (Lift) and MTS (Access), the proposed change would amend the Ordinance to better reflect the Federal Transit Administration (FTA) guidance and regulations. Two options are to be considered by the Transportation Committee. The first option uses the specific wording from the FTA guidance that up to double the fixed-route fare can be charged, while the second option proposes uses the same wording but adds that the fare be capped at \$5.00 or twice the maximum regular fare for corridor service. The purpose of the cap is to ensure that ADA systems users are not faced with an excessive fare increase as a result of changing the language of the Ordinance.
- For S/D/M fares, it is also proposed to make changes to ensure consistency with FTA guidance and regulations. The FTA requires that S/D/M cash fares priced at 50 percent of the regular adult price be offered for each generally available fare. Given the fact that the Regional Day Pass, priced at \$5.00, is now more widely available on buses and trolleys given the elimination

of bus transfers in January 2008, the S/D/M Regional Day Pass needs to be implemented. The proposed change would introduce a new S/D/M Regional Day Pass at \$2.50 and an S/D/M Regional Premium Day Pass at \$5.50. The cost of providing the S/D/M day pass is offset by other proposed changes to S/D/M senior fares outlined earlier. (Note: NCTD already offers an S/D/M pass for its NCTD Day Pass.) While the FTA only requires reduced S/D/M fares during off peak periods, the proposed change would make available the Regional S/D/M Day Pass at all times.

- Regarding the current Regional Monthly Pass, two changes are proposed: (1) transition the current calendar monthly pass to a 30-day rolling pass; and (2) introduce a 14-day rolling pass. A rolling pass allows the user to purchase the pass on any day of the month and is valid from the first day of use for either 14 or 30 days. The proposed changes are in response to issues raised during the last fare change hearing process in 2007 when many people commented on the difficulty of paying for a monthly bus pass at the beginning of the month when rent and other expenses are due. At that time, the Transportation Committee asked that staff evaluate how passes could be made easier to purchase by low income riders. The combination of a rolling pass along with the ability to purchase either a 14-day or 30-day rolling pass will provide a much higher level of convenience and flexibility for transit riders. Both rolling passes are proposed to be introduced in January 2009, in conjunction with the full implementation of the Compass Card. The 14-day pass would be priced at 60 percent of a 30-day pass to ensure that there is no revenue loss for MTS and NCTD.
- For the Regional Premium Day Pass, the proposed change would extend the use of the Pass to the Coaster and increase the fare \$3.00 to \$14.00 effective July 1, 2009; the S/M/D Premium Day Pass would also be increased by \$1.50 to \$7.00 effective July 1, 2009.
- Extending the validity of the Regional/Premium Day Pass to include the COASTER is highly desirable, but could not be implemented until July 1, 2009, when the Compass Card is fully deployed.

#### *Title VI Analysis and Public Comments*

SANDAG is finalizing a Title VI analysis on the proposed fare changes, and the report will be included with the agenda item on the proposed fare changes at the June 6, 2008, Transportation Committee meeting.

A number of public comments received to date by letter, email, and phone are included as Attachment 3. Staff will prepare a summary of the comments and responses with the June 6, 2008, Transportation Committee agenda item.

#### ***Fare Study Update and Public Outreach***

As noted above, the draft final report for the Comprehensive Regional Fare Structure and Revenue Sharing Study will be available later this summer. The aim of the study is develop a new simplified and consolidated fare structure for MTS and NCTD that takes advantage of Compass Card and fairly shares revenue between the systems. The goal of SANDAG and the consultants is to meet or exceed the revenue needs of the operators with the least impact on ridership.

As part of the study process, SANDAG and the fare consultant held a series of five public open houses to discuss fare issues with members of the public. Organizations representing minorities and people of limited means were invited to participate and notices were placed on all transit vehicles,

and advertised in local newspapers. More than 125 people turned out and discussed what they like and dislike about the existing fares and provided input on some of the proposed structural changes. The draft report will factor the comments received into the consultant's recommendations on changes to the fare structure and revenue sharing.

The draft report, along with a detailed listing of the comments made at the open houses, will be brought to the MTS and NCTD Boards and Transportation Committee for review later this summer. Based on that review, staff will then develop recommendations on a new ordinance for consideration by the Transportation Committee and Board of Directors that would supersede the existing Ordinance and go into effect in January 2009.

BOB LEITER

Director of Land Use and Transportation Planning

Attachments: 1. Proposed Fare Changes  
2. Letter from JCRT to Chairman Madaffer dated 5/12/08  
3. Public Comments on Proposed Fare Changes as of 5/22/08

Key Staff Contact: Dan Levy, (619) 699-6942, [dle@sandag.org](mailto:dle@sandag.org)

## Proposed Fare Levels

Fare Element	01-Jul-08	01-Sep-08	01-Jan-09	01-Jul-09
<b>NCTD COASTER</b>				
1 Zone Regular Cash Fare	\$4.50		\$5.00	
2 Zone Regular Cash Fare	\$5.00		\$5.50	
3 Zone Regular Cash Fare	\$5.50		\$6.00	
4 Zone Regular Cash Fare	\$6.00		\$6.50	
1 Zone Monthly Pass	\$129.00		\$144.00	
2 Zone Monthly Pass	\$140.00		\$154.00	
3 Zone Monthly Pass	\$156.00		\$170.00	
4 Zone Monthly Pass	\$168.00		\$182.00	
S/M/D Cash	50% of Regular Cash		50% of Regular Cash	
S/M/D Monthly Pass	\$42.00		\$45.50	
Youth Pass	\$84.00		\$91.00	
<b>NCTD BREEZE/SPRINTER</b>				
Regular Monthly Pass	\$59.00			
College Monthly Pass	\$49.00			
Regular Day Pass Option A	\$4.50			
Regular Day Pass Option B	\$4.50		\$5.00	
<b>NCTD LIFT/MTS Access</b>				
NCTD LIFT & MTS Access	All fares: double fixed route regular fare			
Option A	All fares: double fixed route regular fare to cap of \$5.00			
Option B				
NCTD LIFT Reduced Fare I.D. Holders	Ride BREEZE & SPRINTER free			
<b>MTS Sorrento Valley Coaster Connection</b>				
Regular Cash Fare		\$1.00		
S/M/D Cash Fare		\$0.50		
Regular Monthly Pass		\$40.00		
S/D/M Monthly Pass		\$10.00		
Youth Pass		\$20.00		
<b>MTS Trolley Regular Cash Fare</b>				
Option A		\$2.25 no transfers \$1.25 Downtown		
Option B		\$2.50 trolley only transfers \$1.25 Downtown		
<b>Regional Premium Day Pass</b>				
Regular				\$14.00
S/M/D				\$7.00
<b>Regional Premium Monthly Pass</b>				
Youth Pass	\$45.00			
S/M/D	\$22.50			
<b>Senior/Medicare/Disabled (S/M/D)</b>				
Local Corridor Day Pass	\$2.50			
Trolley	50% of cash fare			
Premium Express	\$2.50			
Express	\$1.25			
Urban Bus	\$1.10			
Downtown Trolley	\$0.60			
Community Bus	\$0.50			
Local Bus			\$1.10	
<b>MTS/NCTD 14 Day Local/Corridor Rolling Pass</b>				
				\$41.00
<b>MTS/NCTD 30 Day Rolling Pass</b>				
				\$68.00


**JOINT COMMITTEE ON REGIONAL TRANSIT**

May 12, 2008

Chairman Jim Madaffer  
 SANDAG Transportation Committee  
 401 B Street  
 San Diego, CA 92101

Subject: Transit Fares

Dear Chairman Madaffer:

On May 1, 2008 the Joint Committee on Regional Transit (JCRT) met to discuss matters of mutual concern. Among these matters was the issue of transit fares, implementation of proposed fare increases and the fare study that has been in process at SANDAG since 2006. As you are aware, both transit agencies are facing very difficult budget decisions this year and we are jointly concerned about the process and schedule that has been set for the Transportation Committee consideration of modifications to the fare ordinance.

Due to the urgency to approve and implement balanced transit agency budgets for FY 2009, the JCRT respectfully requests that the issue of currently proposed fare increases be bifurcated from the longer range, more strategic considerations that are expected to come out of the fare study.

The JCRT requests that information regarding the fare study be presented to each transit Board with adequate time to thoughtfully consider the study and provide input to the consultants before a draft report is finalized. It was the opinion of the JCRT members that this would not be possible prior to July 1, 2008 as neither NCTD nor MTS have received any information regarding some aspects of the fare study and in light of the transit Board's current focus to approve and implement a balanced budget that will require both fare increases and service cuts.

We appreciate that SANDAG is focusing immediately on the fare increases needed to achieve balanced transit budgets for FY2009, but request that SANDAG staff work with MTS and NCTD to identify those aspects of the fare study that need more time for consideration by the transit boards. We would be happy to meet with you at your convenience to discuss our request.

Sincerely,

Harry Mathis  
 MTS Chair

Ed Gallo  
 NCTD Chair

cc: SANDAG Transportation Committee Members  
 MTS Board Members  
 NCTD Board Members  
 Gary Gallegos, SANDAG Executive Director  
 Paul Jablonski, General MTS Chief Executive Officer  
 Karen King, NCTD Executive Director

Public Comments on Proposed Fare Changes (as of 5/22/08)					
No.	Date	Time	Email/Voicemail	Name	Comment
1	05/14/2008	10:14AM	Email	Lita McConroy	Customer is dissatisfied with the raising of fares and the reduction of routes.
2	05/15/2008	7:58 AM	Email	Matthew Stecker	Customer believes that if fares are raised for coaster connection in Sorrento valley, people will be driven away from using this type of public transit. Despite the fact that gas prices are up, this rise in cost will not be low enough to offset the convenience of riding in a car.
3	05/15/2008	8:36 AM	Email	Christine Faschini	Customer comments that having the hearings during working hours, limits the sheer amount of people who can attend the meetings.
4	05/15/2008	8:38 AM	Email	Christine Faschini	Customer comments that she has been riding the coaster for 10 years, and her monthly pass has only been checked six times. She believes that there should be more systems to hold customers accountable for buying a ticket.
5	05/15/2008	8:41 AM	Email	Christine Faschini	Customer would like to know if the rumor that a coaster conductors do not give tickets because that would mean that they would have to go to court to contest on their free days.
6	05/15/2008	8:45 AM	Email	Christine Faschini	Customer believes that many of the budgetary problems that the coaster is dealing with is because that patrons are not held accountable to buy a ticket. She believes that the system here should be similar to Washington DC where there are ticket counters and turnstiles before patrons can board the train.
7	05/15/2008	8:49 AM	Email	Joseph Tuchscherer	Customer comments that it would be financially difficult to have an increase in both coaster monthly pass as well as the svcc monthly pass. He comments that if these were both to increase, he would have no choice but to stop riding.
8	05/15/2008	9:55 AM	Email	Sheri Day	Customer comments that a raise of \$14 twice in seven months is too much of a raise for the working poor. She comments that the rolling 30 consecutive day pass for the Compass card is confusing. Lastly, she agrees that senior/disabled prices should be raised, because she feels they should do their fair share also.
9	05/15/2008	11:28 AM	Email	Shane Lutz	Customers comments that he began to ride the train to save money on gas and car maintenance, but with the proposal of increased fares, riding his car to work would be cheaper.
10	05/15/2008	1:32 PM	Email	Heather Lutz	Customer comments that riding the coaster and taking the free shuttle was a way to save money on gas and avoid traffic congestion. But with the rising fares it would be more convenient to ride her car, thus adding to the traffic congestion of the area. She questions how is everyone suppose to 'go green' if it's too expensive?
11	05/15/2008	1:42 PM	Email	Kimberly McIntyre	Customer comments that the \$40 fare hikes are unfair because it is only a 1 mile ride up the hill to the Sorrento valley station. She feels that the budget overages should be mitigated by reducing the number of almost empty mid day trains and forcing youth and seniors to pay the same rates as all the other patrons. Lastly, she comments that these types of fare hikes are why average citizens cannot 'go green.'
12	05/15/2008	6:47 PM	Email	Diana	Customer would like to speak to a SANDAG representative.
13	05/16/2008	8:24 AM	Email	Susan Kincade	Customer comments that the rider alert is unclear if there is a savings in purchasing the compass pass. She would like to know if it is cheaper to buy the pass for a monthly, or buy single tickets every day.
14	05/16/2008	8:36 AM	Email	John Cissna	Customer comments that the fare increase by \$68 dollars, which is a 59% increase for patrons using one zone is unfair. He also believes that it is unfair that seniors and students pay 75% less than everyone else. Customer also feels there should be a regular shuttle services to the Coaster station.
15	05/16/2008	10:36 AM	Email	William Blakeslee	Customer comments that he is a senior citizen who has relied on using the coaster train at Old town to get to work in north county. In the past, he has been able to ride in his car 3 miles to the station and pay \$38 dollars for a monthly pass. But now, with rising fuel costs and an increase in fares he doesn't know how he will be able to afford it? Also, he comments that the rider alert is very unclear as to the exact increase in fares. He asks how do you calculate 25% of the new 4 zone coaster pass? He asks for clarification.

No.	Date	Time	Email/Voicemail	Name	Comment
16	05/16/2008	11:33 AM	Email	Lamees Mansur	Customer comments that increases in prices is distressful for seniors. She also comments the rider alert is unclear with exactly how much the fares will increase. She comments what is 25% of the new 4 zone pass? She comments that it should be more clear in the alert, by saying what is the current price and how much will it increase? She wonders how normal citizens will be able to afford this fares increases. She believes that the fares should be decreasing, not increasing. She would like a SANDAG employee to call her back about the exact fare increases for ADA complimentary passes and senior fares.
17	05/16/2008	12:42 PM	Email	Christopher Carmichael	Customer comments that he believes the fare hikes are fair, although he believes that there is too much anticipation for the compass cards and no results yet.
18	05/16/2008	9:54 PM	Email	Bill Overman	Customer is concerned that the raised fares will affect paratransit riders
19	05/16/2008	1:42 PM	Voicemail	Jeff London	Customer comments that senior/medical/ disabled fare being doubled is unfair, because they live on fixed incomes and general relief programs such as food stamps. He comments that instead of increasing fares, SANDAG should petition to get more funding for transit, or more food stamps for disabled/Medicare/senior citizens.
20	05/17/2008	1:37 PM	Email	Peter Lau	Customer would like to know if the new fare change will affect the currently monthly bus and trolley passes.
21	05/17/2008	7:45 AM	Voicemail	Wendy Thomas	Customer would like to know how the senior pass fares will be changed?
22	05/17/2008	7:39 PM	Voicemail	Charles Keisar	Customer would like to verify the amendment to the fare proposal. He would like to be called back as soon as possible.
23	05/18/2008	8:54 AM	Email	Ron LaClair	Customer is concerned that will the rising fuel costs, and also increase in transit fares, ridership will decrease. He notices that in the past couple weeks, ridership has increased, and if these raises still are processed, this may deter many patrons. He believes both the first and second fee hikes are unreasonable for the working middleclass, and a decrease in a coaster monthly pass to \$28 dollars would be more reasonable.
24	05/19/2008	11:38 AM	Email	William Huggins	Customer comments that the increase in both coaster monthly pass and the svcc shuttle, will be a total of 48% increase--which she feels is unacceptable.
25	05/19/2008	12:18 PM	Email	Diann Pierson	Customer comments that the \$1 fare will delay the shuttle both ways. She also feels that patrons who ride the shuttle to other stops should have to pay an extra fare for different zones, similar to the coaster shuttle system.
26	05/19/2008	1:23 PM	Email	Tim Scott	Customer comments that the svcc shuttle is a very vital service because it is close to his office, and he hopes that these fares will not be raised. He also agrees that the compass card would really be helpful to many patrons.
27	05/20/2008	9:46 AM	Email	Christina	Customer comments that if the fares increase, people will start driving to work again.
28	05/20/2008	9:50 AM	Email	Gulam Jamal	Customer comments that she is a new patron to the Coaster and the Coaster shuttle, and thoroughly enjoys it. She understands why the first fare raise must be made, but not the second.
29	05/20/2008	10:03 AM	Email	Marc Kozai	Customer believes that raising the fares would deter people from using public transportation. He comments that instead of raising all fares, some bus routes, that he sees empty many times should be cut. He also comments that the coaster shuttle is vital to those that live in north county, and those fares should not be raised.
30	05/20/2008	11:02 AM	Email	Kimberly Huynh	Customer comments that the point of mass transit is that it should be cheaper than driving. She feels if these fares are raised, they will almost be equal. She agrees with the raise in svcc shuttle fees, but not in the raise in coaster fares.
31	05/20/2008	12:56 PM	Email	Gary Brown	Customer comments that if these fares are raised, he will no long use the coaster. He comments that one year ago, he paid \$43 for the 10-tripper, which was eliminated. Now with these fare increases, he will have to pay \$75 for the same 5 trips. He believes that instead of fare increases, the coaster should check for tickets more often.

No.	Date	Time	Email/Voicemail	Name	Comment
32	05/20/2008	3:10 PM	Email	Warren Dale	Customer comments that he would like to see the svcc shuttle continue, and not to have a monthly coaster pass be 30 consecutive days, because he feels this is more of a hassle. Customer comments that if these fare hikes continue, the coaster shuttle should have extended hours. His co-workers do not take the coaster shuttle as of right now, because it does not run in off hours, when many times his co-workers have to ride the coaster.
33	05/20/2008	3:59 PM	Voicemail	N/A	Customer is calling on behalf of ADA paratransit changes. He would like a call back about the changes that will occur for passes and monthly rider fees. The customer is calling on behalf of his wife who is a paratransit user.
34	05/20/2008	9:14 AM	Voicemail	Peggy Russel	Customer is inquiring as to how much the fee would be for a senior that would be able to ride all transit services. She would like to know the name of the pass for a senior and the costs of all fees.
35	05/20/2008	9:33 AM	Voicemail	Sheila Christine	Customer comments that the 30 day consecutive Coaster pass will be troublesome for people who work for company subsidized monthly transit passes. She would like a call back for some clarification.
36	05/20/2008	2:47 PM	Voicemail	Mr. Hooker	Customer comments that doing away from a calendar month for the monthly passes would be hard for senior citizens and disabled citizens who are on fixed incomes. He comments that an increase in cash fares seems fair, but not for monthly passes.
37	05/20/2008	10:57 AM	Email	Jesse Hammond	Customer believes that an increase in fares will only deter people from using public transit. She wonders why the Coaster does not sell ad space on the train, just like New York and Boston do.
38	05/21/2008	8:05 AM	Email	Heather Lutz	Customer comments that the percentage of Coaster patrons has risen 9% since last year, and now fares are being increased. She believes that people are getting greedy, and that the fare raises are unfair.
39	05/21/2008	8:52 AM	Email	Dave Beadle	Customer comments that the fare raises will prevent companies such as his own (Qualcomm) from paying into a commuter benefits program where company subsidy with pre-tax and post tax payroll deductions are made. He strongly urges that these fees are not raised before the deadline to make adjustments on June 10, 2008.
40	05/21/2008	9:36 AM	Email	Robert Gannon	Customer comments there should be some increase in fares--but at a reasonable rate. He does not agree with the 50% increase in fares for Coaster and SVCC shuttle, and believes that ridership will falter if these fares are implemented. He believes in affordable mass transit, and hopes that these fare hikes are re-considered.
41	05/21/2008	9:27 AM	Email	Michael Nelson	Customer comments that the increase in over 50% for Coaster fares would be highly detrimental to ridership. He comments on an article that he read in North County Times that indicated that SANDAG spends 4 million dollars per year on marketing. He believes that this budget should be reduced, and that money be put into transit. Also, he feels that the service to Petco park should be cut because not enough people use it. Lastly, he comments that if these fares go into implementation his company (one of the largest in San Diego) will begin sponsoring a van pool as an alternative to the Coaster.
42	05/21/2008	10:14 AM	Email	Lance Hetherington	Customer comments that he hopes that the svcc shuttle and coaster fares are not raised. He also comments that he would use the coaster more often if it was a little cheaper, and had extended hours to downtown SD.
43	05/21/2008	10:16 AM	Email	Melinda Scott	Customer comments that monthly passes should cover the entire month whether that be 29 or 31. She does not agree with the raise in fares, since they just increased a few months ago. Lastly, she feels that seniors should get a discount on a <del>all day pass</del>
44	05/21/2008	10:48 AM	Email	Chris Fulmer	Customer believes: fare increases are too large, premium day pass is a great idea, round trip tickets for the coaster should
45	05/21/2008	11:15 AM	Email	Mark Morel	Customer comments that he has been a daily patron of the Coaster and Coaster connection for seven year, but if these fare increases are implemented, he will abandon this transit method.
46	05/21/2008	11:43 AM	Email	Joshua	Customer believes that prices should not be raised, because this will add to congestion on the freeways.
47	05/21/2008	12:43 AM	Email	Shirley Phillips	Customer comments that North County times report an increase by 9% in Coaster ridership, but if the fares are increased, ridership will decrease. He believes that only one fare increase would be reasonable, instead of two.

No.	Date	Time	Email/Voicemail	Name	Comment
48	05/21/2008	1:35 PM	Email	Violet Rosales	Customer comments that the increase in fees would be an additional hardship for patrons, especially since the 978 bus is always full and standing room.
49	05/21/2008	8:58 AM	Voicemail	N/A	Customer would like to know if he can still purchase a monthly pass at Vons? He believes that this will be more confusing, if passes are 30 consecutive days instead of a calendar month.
51	05/21/2008	2:29 PM	Email	Roxanne Olson	Customer is passionately against the raising of prices and vows to not use the Coaster if fares are raised.
52	05/21/2008	3:01 PM	Email	Diana Brown	Customer would like SANDAG to consider not raising the fares for the Coaster shuttle, and also would like the pay per trip option to be reinstated.

# Public Hearing on Fare Change Proposals

Transportation Committee – June 6, 2008



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## Introduction

- SANDAG is responsible for establishing transit fares for MTS and NCTD
- Two public hearings will be held
- First reading by TC of ordinance  
June 6, 2008
- Second reading by full Board  
June 13, 2008

## Reasons for Fare Changes

- Immediate financial need by both MTS & NCTD
  - State government has not increased transit funding
  - Sales tax revenues are declining
  - Fuel costs have doubled
- Over last year MTS and NCTD have absorbed millions in lost revenue and higher costs
- Continue to reduce complexity
- Compliance with *TransNet* Extension and FTA

## Other Actions

- Fare increases are being taken with other actions to respond to financial crisis:
  - Service and staff reductions
  - Hiring freezes
  - Deferred capital and maintenance projects

## Fare Options

- The following slides outline the proposed changes to the Regional Fare Ordinance
- In some cases, an optional amendment is presented for consideration
- The options maintain the revenue levels sought by the transit agencies

## Proposed COASTER Fares

Fare Element	Existing	Proposed July '08	Proposed January '09
1 Zone Regular Cash Fare	\$4.00	\$4.50	\$5.00
2 Zone Regular Cash Fare	\$4.50	\$5.00	\$5.50
3 Zone Regular Cash Fare	\$5.00	\$5.50	\$6.00
4 Zone Regular Cash Fare	\$5.50	\$6.00	\$6.50
1 Zone Monthly Pass	\$115.00	\$129.00	\$144.00
2 Zone Monthly Pass	\$126.00	\$140.00	\$154.00
3 Zone Monthly Pass	\$142.00	\$156.00	\$170.00
4 Zone Monthly Pass	\$154.00	\$168.00	\$182.00
Senior/Disabled/Medicare Cash	50% of Regular Cash		
Senior/Disabled/Medicare Monthly	\$38.50	\$42.00	\$45.50
Youth Pass	\$77.00	\$84.00	\$91.00

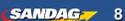
## Proposed BREEZE/SPRINTER Fares

Fare Element	Existing	Proposed July '08	Proposed January '09
Regular Monthly Pass	\$54.00	\$59.00	
College Monthly Pass	\$44.00	\$49.00	
Regular Day Pass Option A	\$4.00	\$4.50	
Regular Day Pass Option B (Recommended)	\$4.00	\$4.50	\$5.00

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## Proposed Changes to ADA Paratransit: Lift/Access

Fare Element	Existing	
NCTD LIFT and MTS Access	Option A	\$3.50
		\$4.00
		\$4.50
Option B (Recommended)		\$3.50
		\$4.00
		\$4.50
NCTD LIFT	Reduced Fare I.D.	Free BREEZE and SPRINTER

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## Proposed Sorrento Valley Coaster Connection Fares

- Proposed interim fare to keep service running for next 9 months
- Proposed effective date: September 1, 2008

	<i>Monthly</i>	<i>Single Trip</i>
Regular	\$40	\$1.00
Senior/Disabled Medicare	\$10	\$0.50
Youth	\$20	N/A

## Trolley Fares - Existing

- Complex structure with 7 zones:

Downtown zone: (up to 5 stations)	\$1.25
1 Station	\$1.50
2 Stations	\$1.75
3 Stations	\$2.00
4 - 10 Stations	\$2.25
11 - 19 Stations	\$2.50
20+ Stations	\$3.00
Senior/Disabled/Medicare	\$1.00

## Proposed Trolley Fares

- Both options generate same revenue
- **Recommended: Option A**
  - Same rules as MTS and NCTD bus, and SPRINTER
  - Lowest possible fare to generate required revenue
  - Preferable from Title VI impact viewpoint

	<b>Option A Sept. 1, '08</b>	<b>Option B Sept. 1, '08</b>
Flat fare:	\$2.25	\$2.50
Transfers:	No	Trolley
Day Pass:	\$5.00	\$5.00
Downtown zone:	\$1.25	\$1.25
Senior/Disabled Medicare:	\$1.10	\$1.25

## Proposed Change to Senior/Disabled/Medicare/Youth

Fare Element	Existing	Sept. '08	Jan. '09	July '09
Regional Day Pass	\$5.00			
Trolley	\$1.00	\$1.10 or \$1.25		
Premium Express	\$1.00	\$2.50		
Express	\$1.00	\$1.25		
Urban Bus	\$1.00	\$1.10		
Downtown Trolley	\$1.00	\$0.60		
Community Bus	\$1.00	\$0.50		
Local Bus	\$1.00		\$1.10	
Premium Express S/D/M Pass	\$16.00		\$22.50	
Premium Express Youth Pass	\$32.00		\$45.00	
Premium Express Senior/Disabled/Medicare Day Pass	\$11.00		\$5.50	
Premium/COASTER Day Pass				\$14.00
Premium/COASTER Senior/Medicare/Disabled Day Pass				\$7.00

## Proposed Changes Regional Passes

- Monthly Regional Pass converted to rolling pass
  - Responds to request from TC
  - Valid for 30 days from first use
  - Effective January 1, 2009
- NEW rolling 14 Day Regional Pass
  - Priced at 60% of 30 Day Pass (\$41.00)
  - Valid for 14 days from first use
  - Effective January 1, 2009
  - Existing 2nd half of the month pass discontinued

## NO Proposed Fare Changes

- Regional Monthly pass
- Seniors Monthly pass
- Youth Monthly Pass
- MTS or NCTD bus single trip cash fares
- MTS Adult Day Pass
- Premium Express Adult Pass

## Fare Study Update

- SANDAG is preparing a Regional Fare Structure and Revenue Sharing Study
  - All recommendations today are consistent with fare study
  - Aim: develop new simplified fare structure and equitable revenue sharing
  - Recommendations reduce fare types from 200+ to about 45
  - Held public workshops last month
- Draft report due later this summer
  - Will bring report and public comments to transit boards and Transportation Committee for review

## Next Steps

- Today: NCTD service area public hearing
- June 6, 2008 Transportation Committee
  - Public hearing for MTS service area
  - Title VI analysis presented to TC
  - First Reading of proposed changes to Regional Fare Ordinance
- June 13, 2008 Board of Directors/TC: Second Reading proposed changes to Regional Fare Ordinance

# Public Hearing on Fare Change Proposals

Transportation Committee – June 6, 2008

