



New Fare Product Evaluation



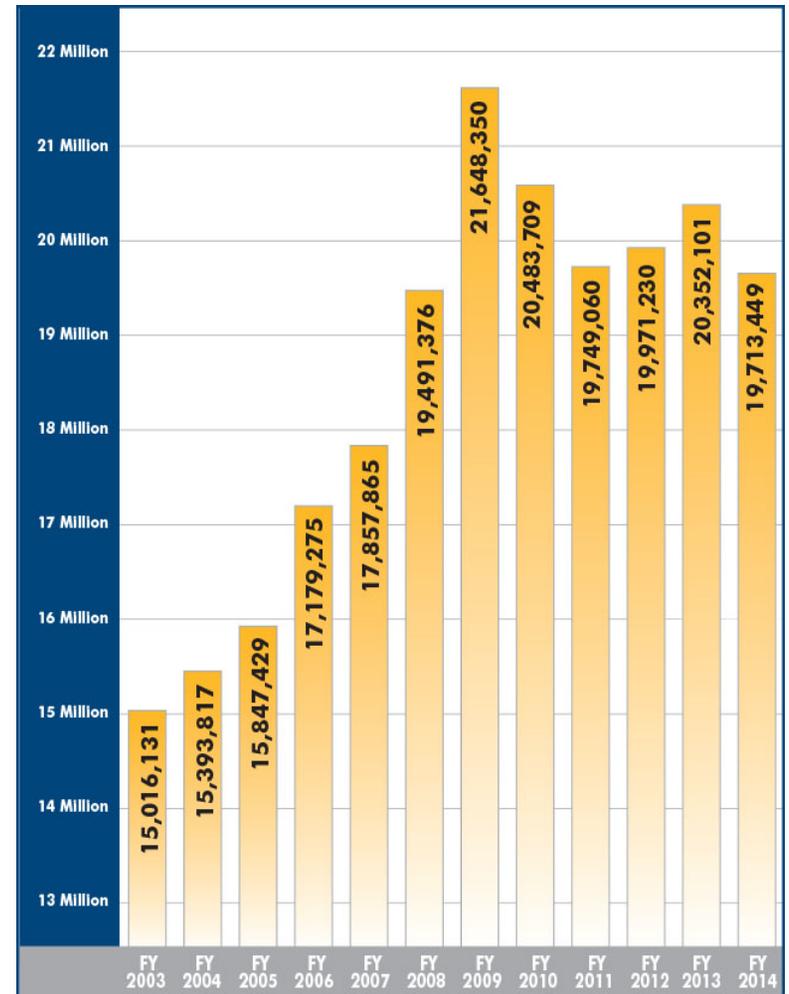
TTF Direction

- Staff request - Prioritized list
- Focus on pass products before marketing
- TTF Committee responses



Pass Development Goals/Criteria

- Increase ridership
- Increase revenue
- Convenient for Public
- Total number of pass products
 - Limit passenger confusion
 - Limitations with SunGO system - TTF





Current Fare Payment Options



SunGO Cards & Tickets

Photo ID for Economy Customers



Exact change

Transfers issued on Sun Tran; No cash onboard Sun Link



Current Pass Options

- 1-Day Pass - \$3.50 (\$4 at Sun Link TVM)
- 30-Day Pass - \$42
- 30-Day Express Pass - \$56
- 30-Day Economy Pass - \$15
- UA
 - Semester – \$173
 - Semester Express - \$230
 - Annual - \$413
 - Annual Express - \$450





Pilot Pass Programs

- Bulk Purchase Programs
 - Discount given to groups purchasing 100 or more tickets
 - Promote transit to special events
 - Programs evaluated for possible future implementation
- 7-Day Pass
 - \$15 SunGO Card & pass
 - Pre-loaded cards available at select locations near Gem Show, transit center TVMs and online
 - Rolling out in time for Gem Show
- Youth Summer Pass (currently evaluating)





Pass Products for Evaluation

- Youth Summer Pass
- Youth Fare
- Annual Pass
- 3, 7 or 10-Day Pass



History of Selected Pass Products

- Youth Fare
 - Introduced before 1980
 - Raised to \$.60 in 1997
 - Valid for 12th grade and younger
 - Eliminated in 2000 in order to not increase the cost of the economy fare





History of Selected Pass Products

- Youth Summer Pass – Go Card
 - Introduced in 1997
 - Cost: \$20
 - Valid approximately 6 weeks
 - Eliminated in 2000 with the elimination of the Youth Fare





History of Selected Pass Products

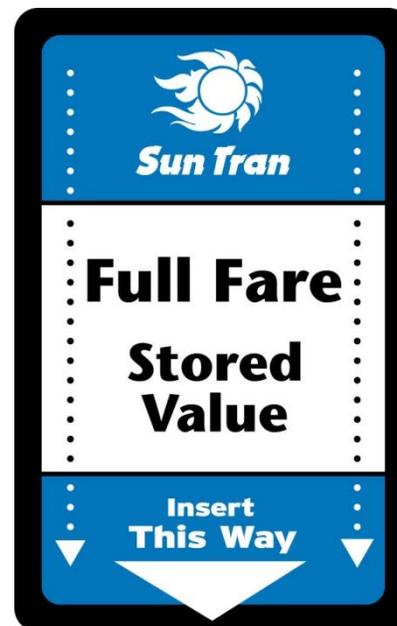
- Annual Pass
 - Introduced in July 2000 for \$288
 - \$275 in 2009
 - Stopped selling in August 2009
 - Eliminated due to lack of sales





History of Selected Pass Products

- Full Fare Stored Value – (same as 10 rides)
 - \$15.00 in 2011
 - Eliminated with the launch of SunGO





What Attracts New Riders

- Service Area (travels where people need to go)
- Frequency of service
- Clean, well maintained equipment
- Safe
- Saves money
- Friendly staff





Staff Recommendation

1. Proceed with the current pilot pass projects and fully evaluate the usage of those passes/programs once complete.
2. Analyze implementation of:
 - 7-Day Pass
 - Youth Summer Pass
 - Youth Fare
 - Annual Pass

In February, staff will report on proposed marketing strategies for all or some of the bulleted passes above



Process & Timeline

- **Today** - Staff report on TTF feedback and recommended list of products to evaluate
- **February** – Staff report on fare product analysis, initial thoughts on marketing and implementation strategy
- **March** – Final product recommendations, final marketing plan and implementation strategy

Discussion

