

FARE ALTERNATIVES

Potential changes in the passenger fare structure for Roseville Transit are reviewed in this section.

Fixed Route Fares

In the interest of marketing and coordination between the western Placer County public transit services, a review of the fare structures of the three fixed route operators is worthwhile.



A comparison of fixed route fares on the two programs is shown in Table 44. As shown, Roseville Transit has the highest base fare of \$1.50. This is in line with other peer transit around the region, per the following examples and as shown in Table 22 in Chapter 6:

	Placer County Transit	Roseville Transit	Auburn Transit
One-Way - General Public	\$1.25	\$1.50	\$1.00
One-Way - Senior/Youth/Disabled	\$0.60	\$0.75	\$0.50
24 Hour Pass - General Public	\$2.50	\$4.00	\$2.50
24 Hour Pass - Senior/Youth/Disabled	\$1.25	\$2.00	\$1.25
10 Ride Pass - General Public	\$10.00	\$15.00	--
10 Ride Pass - Senior/Youth/Disabled	\$5.00	\$7.50	--
14 Day Pass - General Public	\$21.50	--	--
14 Day Pass - Senior/Youth/Disabled	\$10.75	--	--
30 Day Pass - General Public	\$37.50	\$58.00	\$40.00
30 Day Pass - Senior/Youth/Disabled	\$18.75	\$29.00	\$20.00
30 Ride Pass - General Public	--	--	\$24.00
30 Ride Pass - Senior/Youth/Disabled	--	--	\$12.00
5 and under	Free	Free ¹	Free
Summer Youth	\$10.00	\$10.00	\$10.00

*Free is 4 years old and under on Roseville Transit. Maximum 2 children per adult rider.

Source: LSC Transportation Consultants, Inc.

- Folsom Stage -- \$2.50
- Gold Country Stage (Grass Valley) -- \$1.50 to \$3.00 depending on zone
- El Dorado Transit -- \$1.50
- E-Tran (Elk Grove) -- \$2.25
- Roseville Transit -- \$1.50
- Sacramento RT -- \$2.75

One notable difference between Roseville Transit and the other two western Placer operators is the age for a child. On Auburn Transit and PCT, a child may ride free at age 5 and under; whereas on Roseville Transit the child must be 4 and under. To be consistent, Roseville Transit should consider changing the age of a child to 5 and under. Given the high proportion of riders in the area that use multiple transit services, providing consistent fare policies help to improve the convenience of the transit network as a whole, and reduce conflicts between passengers and drivers.

Commuter Fares

Table 45 presents a comparison of commuter service fares on PCE and Roseville Transit. The base one-way cash fare from Rocklin/Roseville is slightly less on PCE (\$4.25) than for non-residents on Roseville Transit (\$4.50), although the resident fare on Roseville Transit is lower (\$3.25). Similarly, the cost of a PCE monthly pass from the Roseville/Rocklin area (\$131.25) is between the Roseville 30-day Pass for non-residents (\$155) and residents (\$110). PCE has a lower one-way fare for Connect Card users traveling from between Penryn and Roseville to Sacramento. Roseville Transit does not offer this option.

In addition, other commuter transit fares in the Sacramento Region are as follows:

	<u>Base 1-Way</u>	<u>Monthly Pass</u>
El Dorado Transit	\$5.00	\$180.00
Yuba Sutter Transit	\$4.00	\$128.00
YoloBus Route 45	\$3.25	\$121.00

In comparison, Roseville Transit’s resident fares are at the low end of the peer system fares.

One option would be to better align Roseville Transit commuter and PCE fares as a step to coordinate the two similar services. Overall, fare prices are fairly similar between the two operators. As noted above, the price from Rocklin/Roseville on PCE is \$4.25 vs. \$4.50 for non-residents on Roseville Transit. A complicating factor is the discounted fare option for Roseville Transit residents (\$3.25). It would likely be an unpopular policy to eliminate this discount for Roseville Transit residents. Roughly 77% of Roseville Transit riders are residents.

Table 45: Western Placer County Commuter Service Fares

Placer County Express				
	Colfax / Clipper Gap	Auburn / Penryn / Loomis	Rocklin / Roseville	Sacramento
Cash One-Way	\$5.75	\$4.75	\$4.25	\$4.25
Monthly Pass	\$178.50	\$147.00	\$131.25	--
Connect One-Way	\$5.75	\$4.50	\$3.70	\$3.70

Roseville Transit			
	Resident	Non-Resident	Reverse Commuter
Single Fare	\$3.25	\$4.50	\$3.25
10-Ride Pass	\$32.50	\$45.00	\$32.50
30-Day Pass	\$110.00	\$155.00	\$110.00
Roseville Transit Commuter/Capital	\$110.00	\$155.00	--
Corridor Monthly Pass			

Source: Individual websites.

If Roseville Transit were to eliminate the discount for a Roseville resident and align commuter fares with the PCE base fare from Roseville (\$4.25 cash/ \$132 monthly pass), roughly 10,000 trips per year would be lost and \$23,000 in fare revenue would be gained. Roseville Transit services have a high farebox ratio of 79 percent, which achieves the standard of 75 percent, and thus does not necessarily need to increase fares for this service. Given that the commuter services have such a high farebox ratio and given the potential for conflict from eliminating the Resident discount, promoting the use of Connect Card may be a better way of coordinating PCE and Roseville Transit services.

College Transit Pass Program

College transit pass programs have become relatively common, particularly among larger colleges and universities. Under these programs, funds are provided (typically from student activity fees) to offset the loss of transit fares that accompanies a fare program by which students are allowed to board the bus system at no charge. Some programs also include college staff and faculty (with funding provided from non-student-fee sources. Consideration was given both to a college pass program for Sacramento State University and for Sierra College.

Sacramento State University students may ride all Sacramento RT fixed-route transit services, including the light rail, by presenting a valid Sacramento State OneCard and the student

commuter sleeve. Students pay a nominal fee for this service through their registration fees. Approximately 5,000 “Sac State” students live in Placer County. This bears the questions whether western Placer County transit operators should also offer discounts or free rides to Sac State students through a registration fee program.

Two factors which contribute to the success of a college transit pass program are student transit demand and parking costs. The demand for transit service between Placer County and Sac State is reduced by the long travel times resulting from the current schedules of the various transit services. As an example, a student living near downtown Roseville wishing to use transit to the Sac State campus faces a total travel time ranging from 1 hour 45 minutes (using Roseville Route B, RT Route 21 and Gold Line LRT) up to 2 hours 15 minutes (using Roseville Route B, RT Route 93 and RT Route 26), depending on the time of travel. In comparison, driving would take around 30 minutes. Daily parking fees at Sac State student lots are \$6.00, which does not create much incentive to spend an additional 2.5 to 3 hours a day commuting to/from campus. Given this, it is not surprising that the onboard passenger surveys did not identify any existing Roseville Transit passengers traveling to or from Sac State. It can be concluded that a pass program for Sac State students would not generate a noticeable level of use on Roseville Transit unless parking costs increase and/or much more direct transit services are provided.

A partnership between Sierra College and western Placer County transit operators may be more useful. A reasonable scenario would be a pass program that provides free boardings on Roseville Transit and PCT to current students (showing a current student ID, or ultimately a Connect Card). The reduction in farebox revenue would be offset by funding generated by the campus. To determine the feasibility of this option, surveys would need to be conducted to help determine specific student travel patterns and interest in public transit. Next, the transit operators would need to negotiate with Sierra College an annual subsidy which is reasonable and meets the needs of all parties. College pass programs are typically financed by student fees or parking revenues.

Regional Day Pass

Currently, the three fixed route transit operators in western Placer County charge different fares, although there are free transfers between the different systems. Table 44 shows the different fare structures for each transit operator. Western Placer County communities focus on commercial services in Roseville and Rocklin. Therefore, it is not out of the question for someone to require travel on all three operators in one day. While the second leg of the journey would be covered by a transfer but the third leg would require purchasing a new fare. In an effort to make transferring more simple and seamless, a regional day pass could be implemented.

Many other areas, such as Sacramento, San Luis Obispo and King County, Washington have developed universal passes and fare revenue-sharing agreements so that riders can transfer between one system and another without having to pay a second fare. In the San Luis Obispo area, multiple transit agencies have coordinated to offer a universal pass to riders. The San Luis

Obispo Regional Transit Authority (RTA) coordinates with South County Transit, Paso Express, and San Luis Obispo Transit. Each system has different fare pricing; however, riders may purchase an one-day pass for \$5.00 which can be used on any of the four different systems. Likewise, there is a regional 31-day pass valid for rides on any of the four transit systems.

Internally, the agencies share revenues by calculating a fare-weighted ridership percentage for each system, and distribute collected pass revenues to each agency based on the percentage of fare-weighted ridership. Fare-weighted ridership is calculated by multiplying the number of pass-holding trips on each transit system by the average fare for that system (presumably the weighted average of adult, senior, and youth single-ride fares collected).

A reasonable regional day pass price for unlimited rides on the three Western Placer County transit operators would be around \$4.50. This represents a 10 percent discount to round trips on all three transit operators in one day (including free transfers).

Use of regional passes in similar systems indicate that actual usage would be low. The available survey data regarding the number passengers making multiple transfers indicates that use (and thus fare revenue impacts) would be small. However, this would be a step towards making the various western Placer County transit systems operate more effectively as a regional network.

MARKETING STRATEGIES

The City of Roseville will direct a future contract to research and develop an overall marketing and communications plan for Roseville Transit. The plan will identify target budgets for resources, and outline marketing, advertising, and public relations initiatives.

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