

Class Pass Update II

9/03/2014



As you know, the \$0.60/boarding rate is substantially lower than the cash fare of \$1.25/boarding on our local lines and the \$2.45/boarding fare for our Silver Streak service. A change to a more deeply subsidized fare structure for the Class Pass program will present a few challenges for us.

The primary concern is that in March when our Board took action to set the rate for the Class Pass program at \$0.60/boarding, they did so after considering what Foothill Transit could sustainably and consistently apply across all the colleges with whom we have Class Pass student ridership programs. A second concern is that the only mechanism by which we could apply a subsidy would be a further reduction in the per-ride fare, and we would need to apply this across all the colleges and universities where we have the Class Pass in place. A further complication here is that in order to comply with Federal Transit Administration (FTA) regulations, we conducted the necessary Title VI non-discrimination fare equity analysis at the Board-approved \$0.60/boarding level. Any change to that fare would likely require us to obtain Governing Board approval at their meeting on October 9 and then perform another fare equity analysis. We would not be able to get this done in time for a student vote in November.

I am hopeful that our respective Marketing teams can collaborate to help the student body appreciate the many benefits of the Class Pass program at the already deeply discounted fare subsidy rate. In fact, in the coming year our comprehensive operational analysis that is currently underway is very likely to point to a fare increase, so the \$0.60/boarding rate will represent an even deeper discount for Class Pass participants.

Thanks again for your continuing work with us to make the program a success.

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