# Agenda Item 11 – Free Fare Pilot Program for Youth and Seniors
# December 20, 2023

Free Fare Pilot Program

- Free Fare Pilot Program
  - Youth (18 and under) and Seniors (65 and over)
  - April 1, 2024 – June 30, 2025
    - Provides time to market and advertise
    - Program Clipper Cards

- Estimated Impact
  - Annual cost - $282,000
  - Increase youth/senior ridership by 25%
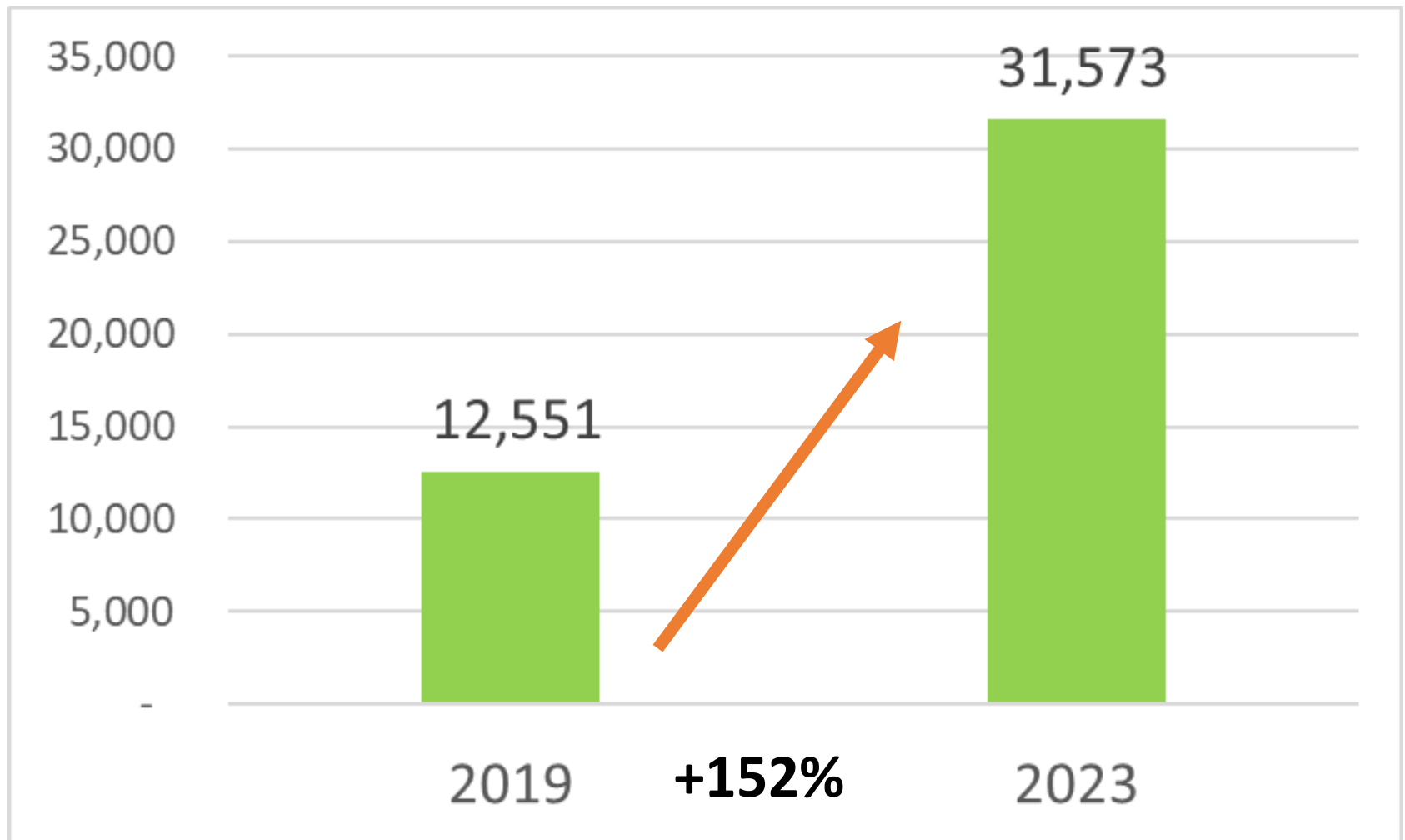 - Increase overall ridership 5% to 10%

Free Fare Pilot Program
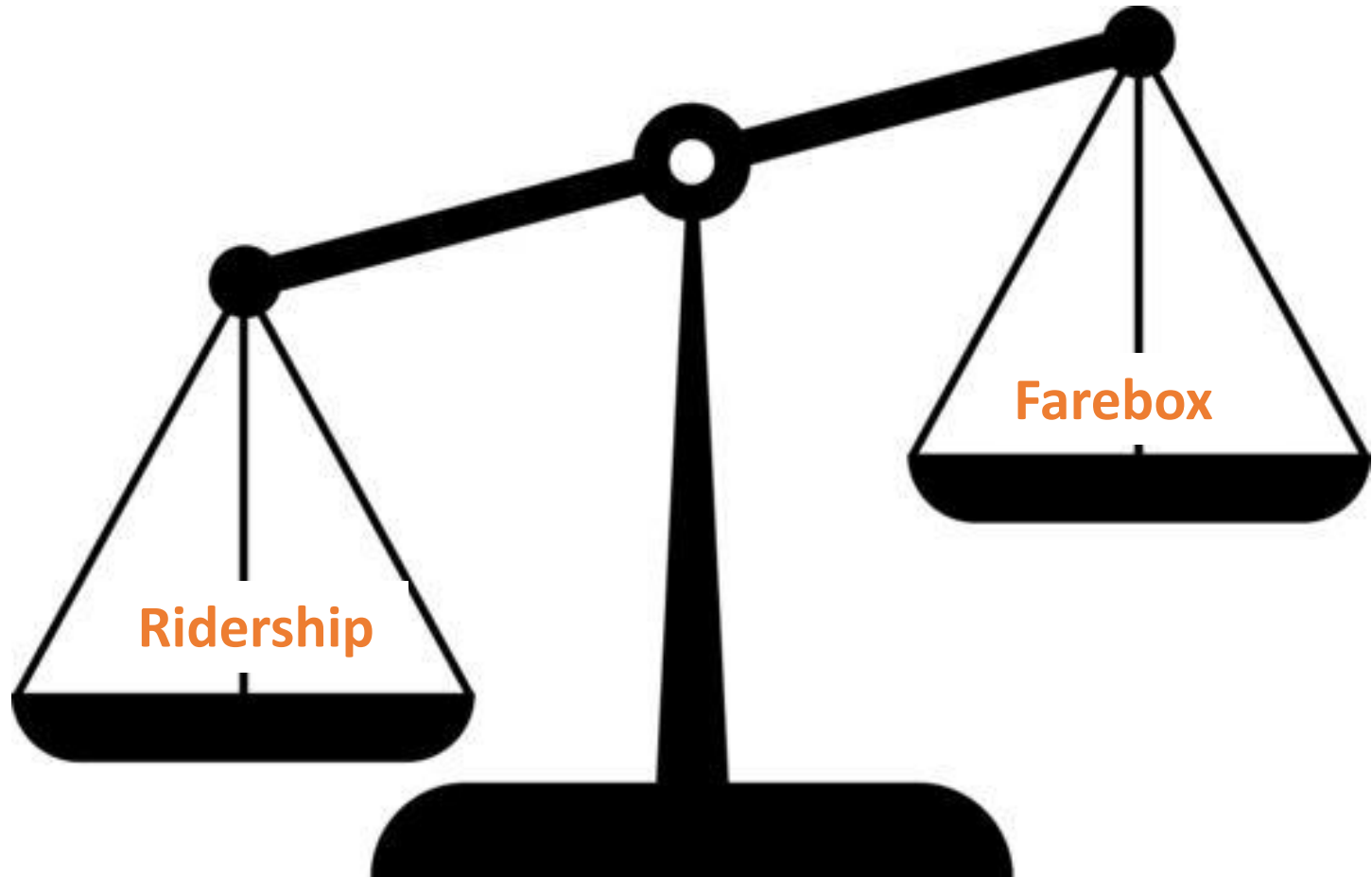
2022 SONOMA - MARIN DEMOGRAPHICS

Youth, 23%

Adult, 58%
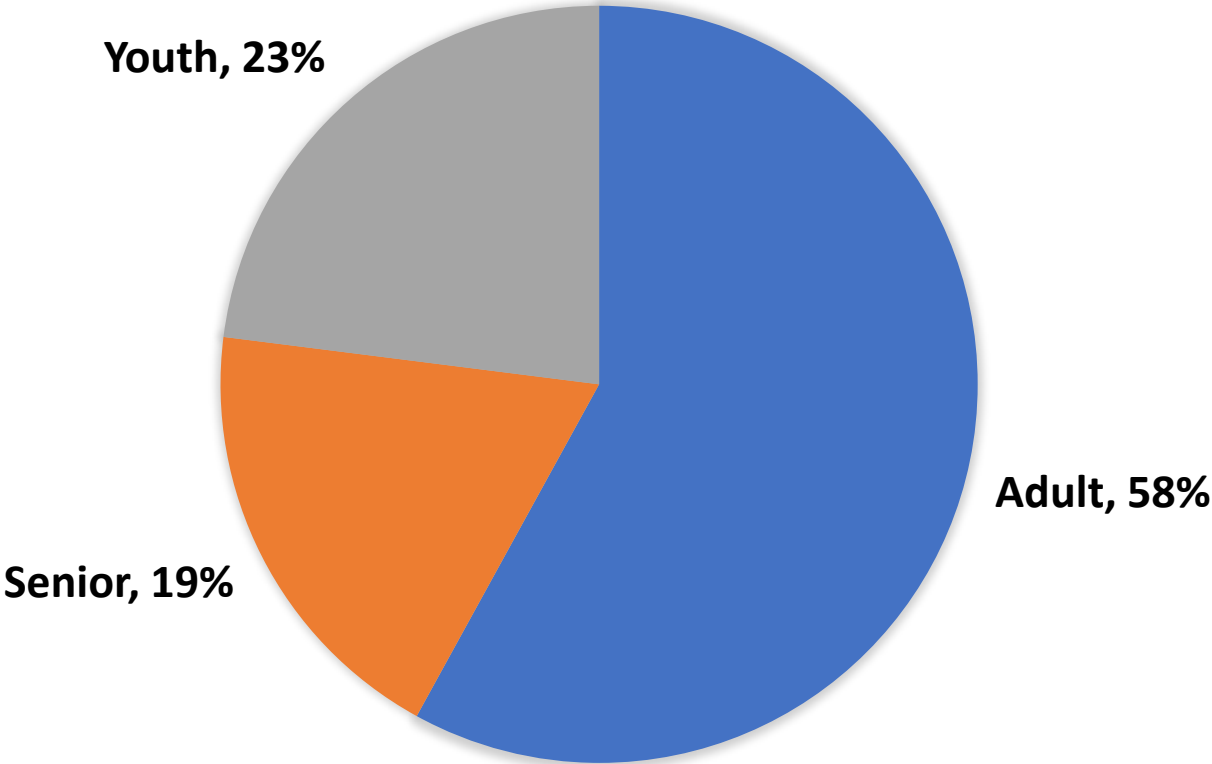
Senior, 19%

- Seniors and Youth
  - 42% of population
  - 25% of current ridership

Free Summer Youth Program

Bar chart showing Free Summer Youth Program ridership: 2019 = 12,551 and 2023 = 31,573, a +152% increase.
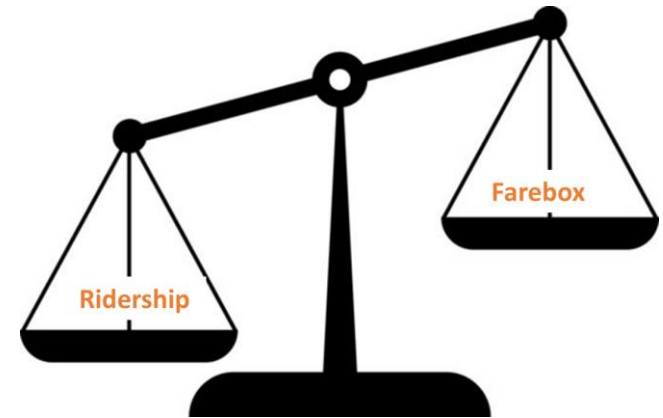
General Manager's Report

- Maximize effectiveness
  - High farebox recovery ratio
  - High ridership

- Tradeoffs: What's more important?
  - Higher farebox recovery rate
  - Lower investment per passenger miles traveled

- Two ways to calculate commuter rail effectiveness
  - Farebox recovery ratio
  - Investment per passenger mile (IPPM)

SMART Farebox Recovery Calculation

Farebox Strategy

Fare Revenue / Operating Cost = Farebox Recovery %

SMART Example:

FY23 Operating Cost	FY23 Fare Revenue	Farebox Recovery %
$ 30,585,066.00	$ 1,800,747	6%

SMART Investment Per Passenger Mile (IPPM)

Ridership Strategy

Operating Cost – Fare Revenue / Passenger Miles = IPPM

SMART Example:

FY23 Op Cost	FY23 Fare Revenue	Pass Miles	IPPM
$30,585,066	$1,800,747	13,922,153	$2.07

Farebox vs. Ridership Analysis

Scenario	FY23 Op Cost	Ridership	FY23 Fare Revenue	Passenger Miles	IPPM	Farebox Recovery %
FY23 Actual	$30,585,066	640,099	$1,800,747	13,922,153	$2.07	6%
Quadruple Fare	$30,585,066	640,099	$7,202,988	13,922,153	$1.68	24%
* Ridership +25%	$30,585,066	800,124	$1,518,747	17,402,692	$1.67	5%

* 25% ridership increase is cumulative not directly free fare related

Free Fare Pilot Program

Staff Recommends Approval
- Free Fare Pilot Program
  - Youth (18 and under) and Seniors (65 and over)
  - April 1, 2024 – June 30, 2025
  - Annual cost - $282,000

Questions

Connect with us:

www.SonomaMarinTrain.org

Customer Service:

CustomerService@SonomaMarinTrain.org

(707) 794- 3330