

# Council Item of Special Interest: Transit Services Fare Structure

---

City Council Workshop  
February 21, 2017



# Purpose

---

- Mayor Weiers requested at August 2, 2016 workshop
- Two Questions
  - Fare Structure for Dial-A-Ride Users
  - Higher rate for ADA service
- Staff met with the Mayor on October 12
- Staff is seeking guidance on possibility of fare adjustment

# Dial-A-Ride

---



# History of Dial-A-Ride (DAR)

---

- Started in 1975 as a 6 month demonstration project – first of its kind in Arizona
- Originally contracted with a vendor
- City took over operations in 1977
- Last fare adjustment was in 1991

# Dial-A-Ride Service

---

- Service area of 55 square miles and is still available to the general public
- 22 Dial-A-Ride wheelchair accessible buses with 16 in service during peak times on weekdays
- Same day service is available Monday-Friday
- Reservations are required for service on weekends and holidays

# Dial-A-Ride Hours of Operation

---

- 7 days a week
  - 7am - 6pm Monday through Friday
  - 7am - 5pm Weekends and Holidays

Phone number for reservations:  
623-930-3500

# History of ADA Service

---

- Mandated by Americans with Disabilities Act (ADA) of 1990 (federal term: paratransit)
- More flexibility than Dial-A-Ride
  - Additional hours
  - Tighter pick-up windows
  - Advanced reservations
  - Door to door service

# Who can use ADA service

---

- Riders certified through Valley Metro eligibility process
- A Personal Care Attendant (PCA) - (if needed) – individual to assist passenger – person rides free
- Companion – at the ADA fare rate
- Service animal

# ADA Service Reservations

---

- Must be made at least 1 day prior to travel - can be made up to 14 days in advance
- Scheduled pickups are made within 1 hour, before or after, the requested time
  - Ex: request for 8:30am pickup; can be scheduled for pick up between 7:30am and 9:30am
- Reservation phone number:
  - 623-930-3515

# Regional ADA Service

---

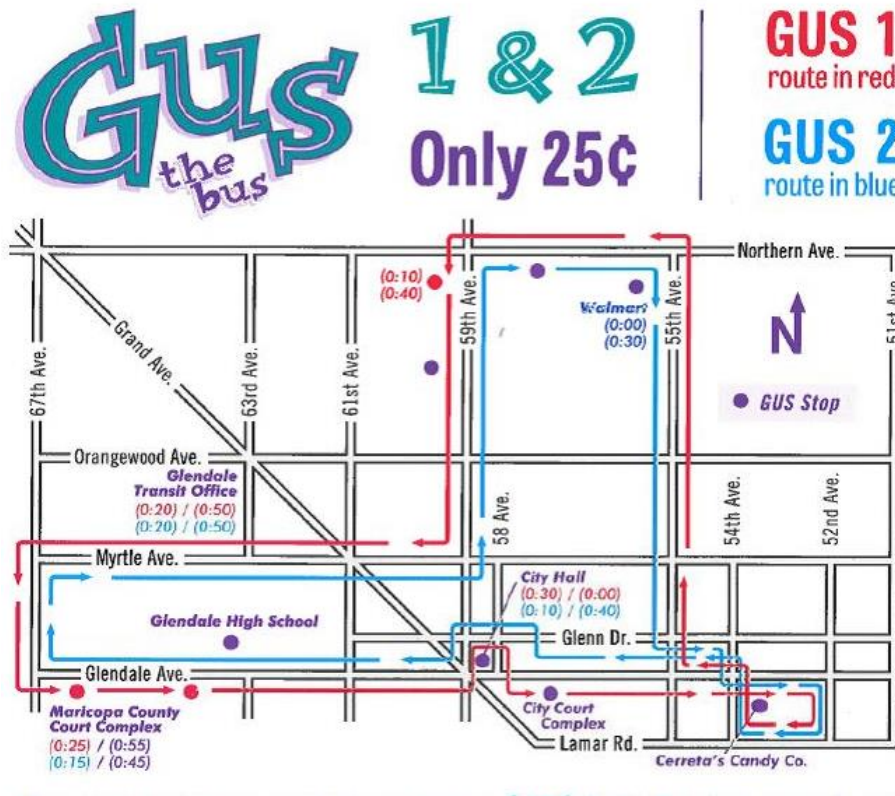
- Provided by Valley Metro contractor
- Available to ADA eligible residents of all Valley Metro partner cities
- Flat, one-way, \$4.00 fare to any destination within the service area
- Rider's city of residence pays remaining balance of trip cost

# Glendale Urban Shuttle (GUS)

---



# GUS 1 & 2 (Neighborhood Circulator)



- GUS 1 – Hours of operation
  - Monday – Saturday  
7am to 6:30pm
  - Sundays/Holidays  
8am to 6pm
- GUS 2 – Hours of operation
  - Monday – Friday 9am  
to 5:50pm

**GUS**  
the bus  
**3**



- 
- GLENDAL

# Dial-A-Ride/ADA One-Way Fares

---

| <b>Single Passenger</b>                          | <b>Current<br/>est. 1991</b> | <b>Proposed</b> |
|--|------------------------------|-----------------|
| General Public (age 14-64)                       | \$2.00                       | \$5.00          |
| Seniors (age 65 or older)                        | \$1.00                       | \$2.00          |
| Disabled (non-ADA)                               | \$1.00                       | \$2.00          |
| ADA (internal Glendale)                          | \$2.00                       | \$3.00          |
| Regional ADA (outside Glendale)                  | \$4.00                       | \$4.00          |
| Juniors (age 6-13)                               | \$1.00                       | \$2.00          |
| Child (under age of 5)                           | Free                         | Free            |
| <b>Group Rates (4 or more paying passengers)</b> | <b>Current</b>               | <b>Proposed</b> |
| General Public (age 14-64)                       | \$1.00                       | \$3.00          |
| Seniors, Disabled, Junior                        | \$0.50                       | \$1.00          |



# Fare Comparison

---

|                 | <b>Glendale</b> | <b>Peoria</b> | <b>Phoenix</b> | <b>Tempe</b> | <b>Mesa</b> | <b>Chandler</b> |
|-----------------|-----------------|---------------|----------------|--------------|-------------|-----------------|
| 0 – 5           | Free            | Free          | NA             | NA           | NA          | NA              |
| 6 – 13          | \$1.00          | \$1.50        | NA             | NA           | NA          | NA              |
| 14 – 64         | \$2.00          | \$3.00        | NA             | NA           | NA          | NA              |
| 65+             | \$1.00          | \$1.50        | NA             | \$4.00 +     | NA          | \$4.00 +        |
| Disabled        | \$1.00          | \$1.50        | NA             | NA           | NA          | NA              |
| Local<br>ADA    | \$2.00          | \$1.00        | \$4.00         | \$4.00       | \$4.00      | \$4.00          |
| Regional<br>ADA | \$4.00          | \$4.00        | \$4.00         | \$4.00       | \$4.00      | \$4.00          |



# Dial-A-Ride / ADA Ridership

---

- Total ridership: 74,256 passengers

| By Type  | Percentage of Riders |
|--|----------------------|
| General Public                                 | 9%                   |
| Seniors  | 19%                  |
| Disabled                                       | 35%                  |
| Junior   | 1%                   |
| ADA  | 30%                  |
| Other (children under 5, PCA's,<br>free fares) | 6%                   |

# Analysis of Proposed Fares

---

- Decrease in Dial-A-Ride ridership

| By Type           | Percent Reduction in riders |
|-------------------|-----------------------------|
| General Public    | 60%                         |
| Senior / Disabled | 40%                         |
| ADA               | 20%                         |

- Dial-A-Ride Fares in Fiscal Year 2015-16: \$92,016
- Estimated impact to revenue: +\$23,907
- Average cost to the city per rider: \$33.90  
(before fares)

# Why not increase fares higher?

---

- ADA Option – ridership on the more costly ADA service may increase
- Regional ADA service – incentivizes residents to use local instead of regional service

# GUS Fares

---

| <b>Single Passenger</b>                       | <b>Current</b> | <b>Proposed</b> |
|---|----------------|-----------------|
| General Public                                | \$0.25         | Free            |
| Child (age 5 and younger)                     | Free           | Free            |
| Seniors/Disabled Patrons between 10am and 2pm | \$0.10         | Free            |

- GUS Fares totaled \$21,676 in FY 2015-16
- Average cost per rider: \$8.67

# Why eliminate GUS fares?

---

- Labor intensive
- Better customer experience
- Currently is not cost recoverable
- GUS 1 of only 2 neighborhood circulators in the region that charges a fare (17 total circulators in the region)

# Impacts to Transit Budget

---

- Net positive revenue of \$2,231
- Current operating budget for Dial-A-Ride: \$2,879,318
- Current approximate operating budget for GUS (as a portion of fixed route): \$769K

# Fare work plan

---

- If given direction to proceed with investigating fare adjustments:
  - Continual discussions with Citizens Transportation Oversight Committee (CTOC)
  - Community Outreach
    - Glendale Star, Channel 11, City website
  - Public Meetings in April/May:
    - City Hall, FRAC, Glendale Adult Center



# Fare Work Plan (continued)

---

- Council Workshop in May
- Council Voting in June
- Any changes would take place 30 days after

# Questions?

---

