

Action Agenda Item #8.C

To: LYNX Board of Directors

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Item Name: Authorization of the Recommended LYNX Fare Structure and Technology to include SunRail Fares

Date: 12/4/2013

ACTION REQUESTED:

Staff is requesting the Board of Directors' authorization for the Chief Executive Officer (CEO) or designee to implement the proposed fare structure and technology changes effective as of April 2014.

BACKGROUND:

The Federal Transit Administration (FTA) Title VI Circular 4702.1B requires that with the implementation of New Starts and Other New Fixed Guideway Systems a fare equity analysis be conducted at least six months prior to the start of service. LYNX, in coordination with the Florida Department of Transportation (FDOT) and Votran, developed a fare policy and proposed pricing structure. The FTA advised LYNX, Votran, and FDOT that all three agencies would need to conduct an equity analysis for their respective agencies related to service implementation and/or modification and fare equity.

In May 2013, staff requested the Board of Directors' approval of a contract increase for Data Transfer Solutions, Inc. (DTS) to complete LYNX' Title VI Program Update and also the fare equity analysis compliant with the revised Title VI Circular 4702.1B and FTA's direction. As such, LYNX staff secured the services of Tindale-Oliver & Associates, Incorporated (TOA) a sub-consultant to DTS to perform the required fare equity analysis.

LYNX Board Agenda

In September 2013, staff requested the Board of Directors' approval to initiate the public participation process for the proposed LYNX fare structure and technology. Public involvement meetings were scheduled for October 22, 2013 at Casselberry City Hall, October 23, 2013 at LYNX Central Station, and October 24, 2013 at Osceola Square Mall. Public comments provided on the fare policy, structure, and technology have been included in the full Title VI Program Update document submitted for approval at this Board Meeting. Public comments regarding LYNX' fare policy, structure, and technology did not indicate that implementation would cause a disparate impact or disproportionate burden. Meeting participants did comment on the higher costs of the SunRail monthly pass as compared to the MARTA monthly pass, were pleased that discount fares will be offered for the elderly and disabled, and that there is the ability to transfer between SunRail and bus modes.

At this time, the recommendation for LYNX' fare structure is to maintain its existing fares for the current bus (regular fixed-route, Xpress, FastLink), NeighborLink, and paratransit services. Continuing the free fare on the existing LYMMO service is also being recommended at this time.

The current service fare structure approved at the September 2011 LYNX Board of Directors Meeting with an effective date of December 4, 2011 is presented below, with the exception of activating the stored value card and its associated discount.

LYNX Board Agenda

Service	LYNX Fare Structure Fare Type	Fare
Fixed Route	Full Fare	\$2.00
	Youth Fare	\$1.00
	Senior and Disabled Fare	\$1.00
	Income Qualified (IQ) Fare	\$1.00
	Transfers	Free
	Express	\$3.50
	Express Discount Fare	\$1.75
	NeighborLink (NL)	\$2.00
	NL Discount Fare	\$1.00
	Shuttle	Determined Per Event
	Children (age 6 and under)*	Free
	Daily	\$4.50
	Discount Daily	\$2.25
	7-Day	\$16.00
	Discount 7-Day	\$8.00
	30-Day	\$50.00
	Discount 30-Day	\$25.00
	Express Daily	\$6.50
	Express Daily Discount	\$3.25
	Express 7-Day	\$23.00
	Express 7-Day Discount	\$11.50
	Express 30-Day	\$70.00
	Express 30-Day Discount	\$35.00
		Stored Value Discount Card
LYMMO	Single Ride	Free
Special Events	Shuttle – Single Ride	Determined Per Event
VOTRAN XL (Express LYNX)	Single Ride	\$ 3.50
	Seniors/Students	\$ 1.75
ACCESS LYNX	ADA Fare (Inside ¾ mile radius)	\$ 4.00
	ADA Fare (Outside ¾ mile radius)	\$ 7.00
	Medicaid Fare	\$ 1.00
<i>As authorized by the Local Coordinating Board</i>	TD Fare – 0 to 4.99 Miles	\$ 2.50
	TD Fare – 5 to 9.99 Miles	\$ 3.50
	TD Fare – 10 Miles	\$ 4.50

Transfers

Transfers are valid on the date issued and must be used by the purchasing rider within a specified time interval from when it was issued. The Chief Executive Officer, or designee, determines the appropriate time interval. Transfers cannot be used for stopovers or return travel.

Daily Pass

The daily pass is valid from 4:00 a.m. on the day of issuance until 3:00 a.m. the following day. The Chief Executive Officer, or designee, may make adjustments to the hours of validity as needed.

Discounted Fares and Passes

All Discounted Fare Riders must have a valid LYNX ID to purchase and use a discounted fare. Discounted fares and passes will be offered to the following riders:

Disabled

Disabled riders shall be qualified for the AdvantAge Pass program based on reasonable and sufficient procedures and criteria established by the Chief Executive Officer and documented in LYNX Policy.

Income Qualified

Income qualified riders shall be qualified for the AdvantAge Pass Program based on reasonable and sufficient procedures and criteria established by the Chief Executive Officer and documented in LYNX Policy.

Seniors

Senior riders shall be qualified for the AdvantAge Pass Program based on reasonable and sufficient procedures and criteria established by the Chief Executive Officer and documented in LYNX Policy.

Students (K-12)

Youth Fare applies to riders aged 18 and younger. Riders aged 6 and under ride free. All Youth over the age of ten (10) must have a LYNX ID. The Youth Fare is available seven days a week and has no time restrictions. Youth over the age of 18, and still in High School, must have a valid LYNX ID to qualify for the reduced fare. Youth Pass Program is based on reasonable and sufficient procedures and criteria established by the Chief Executive Officer and documented in LYNX Policy.

Children (Age 6 and under)

Children six and under may ride free when accompanied by an adult (full or discount). No more than three children may ride free per adult. Children six and under must pay \$1.00 when not accompanied by an adult.

Stored Value Discount Card

The Stored Value Discount of 10% is being offered as a convenience for riders who wish to prepay. This option using the SunRail Connection smart card will also allow riders to access both the LYNX and SunRail systems.

Group Discounts

Employer discounts for groups are available and will be determined by the Chief Executive Officer and documented in LYNX Policy.

Human Service Agencies

Single Ride tickets may be issued by human service agencies to clients and will not be redeemable for cash.

Consistent with the SunRail fare policy document, the SunRail zonal fare structure is being recommended as follows:

Number of Zones Traveled	One Way	Reduced	Round	Reduced	Reduced		Reduced	Reduced	Annual	Reduced	Transfer	Reduced
		One Way	Trip	Round Trip	Weekly	Weekly	Monthly	Monthly	Annual	Annual	Upgrade	Transfer Upgrade
1	\$2.00	\$1.00	\$3.75	\$1.75	\$17.00	\$8.50	\$56.00	\$28.00	\$560.00	\$280.00	\$0.00	\$0.00
2	\$3.00	\$1.50	\$5.50	\$2.75	\$25.00	\$12.50	\$84.00	\$42.00	\$840.00	\$420.00	\$1.00	\$0.50
3	\$4.00	\$2.00	\$7.50	\$3.75	\$34.00	\$17.00	\$112.00	\$56.00	\$1,120.00	\$560.00	\$2.00	\$1.00
4	\$5.00	\$2.50	\$9.50	\$4.75	\$42.50	\$21.25	\$140.00	\$70.00	\$1,400.00	\$700.00	\$3.00	\$1.50

The proposed SunRail stored value fare structure is provided below.

Stored Value Purchase Examples	Bonus Value	Stored Value
\$5	0%	\$5.00
\$10	5%	\$10.50
\$25	10%	\$27.50
\$50	15%	\$57.50
\$100	20%	\$120.00
\$200	25%	\$250.00
\$300	25%	\$375.00

Consistent with the existing LYNX fare policy, and the stored value equity analysis completed by TOA, LYNX recommends the stored value fare option be offered at a flat discount rate of ten percent (10%) across the board. During LYNX' equity analysis for stored value fare options, TOA concluded that offering a tiered discount on stored value, at time of purchase, would create a disparate impact on low-income populations covered under the Environmental Justice Executive Order 12898. LYNX submitted the stored value equity analysis component to FTA for their review.

LYNX is including this required equity analysis with their submittal of the FY2014 – 2016 Title VI Program Update to the FTA to be in compliance with Circular 4702.1B.

FISCAL IMPACT:

The impacts of the recommended fare structure and technology are included in the FY2014 Proposed Operating and Capital Budgets, as appropriate.