



April 17, 2014

To: Fox Cities Transit Commission

From: Deborah Wetter – General Manager

**Subject: Approve a \$1.00 fare increase for the Connector service effective June 15, 2014**

At the March 12<sup>th</sup>, 2014 Fox Cities Transit Commission, we provided information regarding some of the challenges face The Connector this year along with ways Valley Transit was exploring to address the challenges. One of the options presented was a \$1.00 fare increase for both types of trips: Extended Service Area and Extended Service Hours.

The Connector is funded through a combination of state, federal and local dollars. The majority of local funding comes from United Way Fox Cities and is supplemented with grants from local businesses and foundations.

As we explained in March, due to a change in federal funding policies, the designated employment transportation funds we had been awarded in the past have been eliminated effective this year which is resulting in a \$40,000 increase in local share required to operate the service which we believe is unattainable. Because of this, we are recommending that the Transit Commission hold a Public Hearing to consider a \$1.00 fare increase for The Connector. This means that, if approved, the Extended Service Area fare will go from \$3.00 to \$4.00 and the Extended Service Hours fare will go from \$5.00 to \$6.00. Without additional revenues to support The Connector, the only other alternative is to reduce service. Valley Transit and United Way Fox Cities are continuing to work together to identify additional cost-saving measures and funding sources.

The timeline we propose is:

May 15, 2014 Public Hearing before Transit Commission

May 28, 2104 Transit Commission takes action on proposed Connector fare increase

June 16, 2014 If approved, Connector fare increase goes in effect

**Recommendation: Transit Commission authorizes Valley Transit to schedule a Public Hearing in consideration of a \$1.00 fare increase to Connector Extended Service Area and Extended Service Hour fares.**