



May 22, 2014

To: Fox Cities Transit Commission

From: Sal LaPuma – Assistant General Manager
Nikki Voelzke – Community Relations Specialist

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

A change in federal funding policies has eliminated the designated employment transportation funds Valley Transit has been awarded in the past and has resulted in a projected \$40,000 increase in local share required to operate The Connector. In an effort to close the gap of the impending deficit for 2014, we are asking the Fox Cities Transit Commission to approve a \$1.00 fare increase for The Connector service. The fare increase will help to contribute to the revenue necessary to continue offering the service. Valley Transit and United Way Fox Cities will continue to work together to identify additional funding sources and cost-saving measures.

The proposed fare increase has been advertised in the Post-Crescent and Bargain Bulletin, posted on Valley Transit's website and social media pages, posted inside the Transit Center and handed out to customers taking trips with The Connector. Information was emailed to non-profit agencies and businesses with clients using The Connector. There was also media coverage on the proposed fare increase. The public had several options to provide comment on the proposed fare increase: in person at the public hearing on May 14, 2014, recorded phone line, email or mail. As of May 22nd, Valley Transit has not received any public comment on the issue. The deadline for comment is 5:00 p.m. on Tuesday, May 27, 2014. Comments received between the date of this memo and the deadline will be shared with the Transit Commission at their meeting on Wednesday, May 28, 2014.

Request for Fare Increase:

- Valley Transit requests that the fare be increased for the Extended Service Area (ESA) trips from \$3.00 to \$4.00.
- Valley Transit requests that the fare be increased for the Extended Service Hours (ESH) trips from \$5.00 to \$6.00.

Recommendation: Approve a fare increase for The Connector to \$4.00 for Extended Service Area trips and \$6.00 for Extended Service Hour trips.