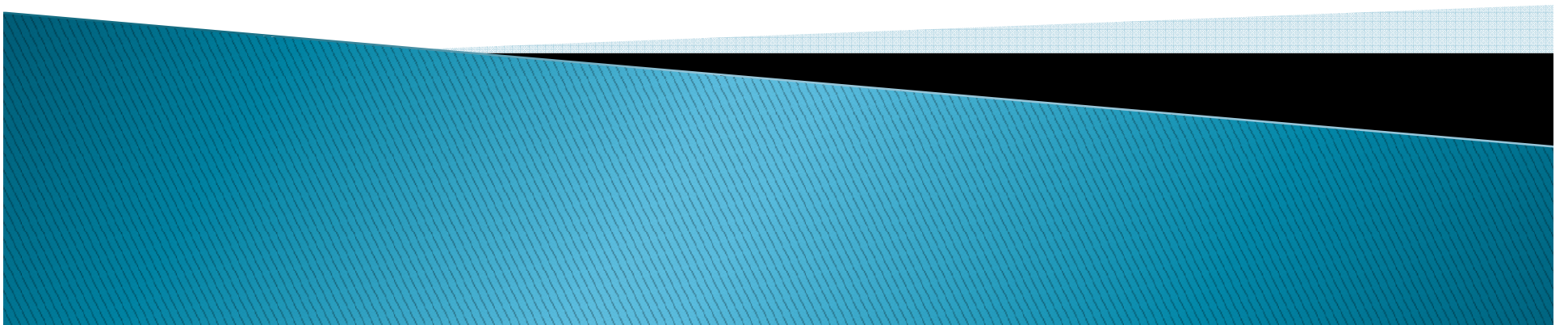
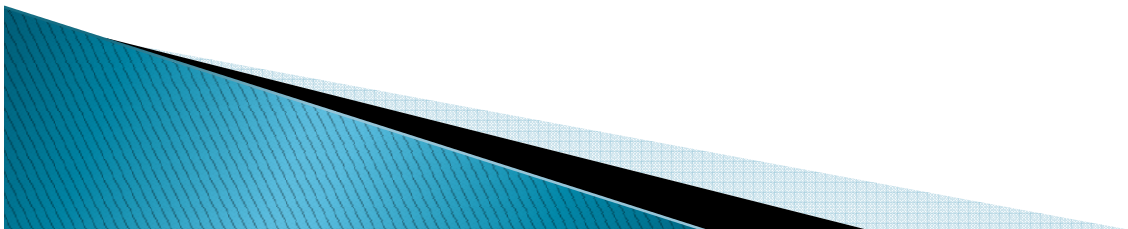


# Share-A-Fare



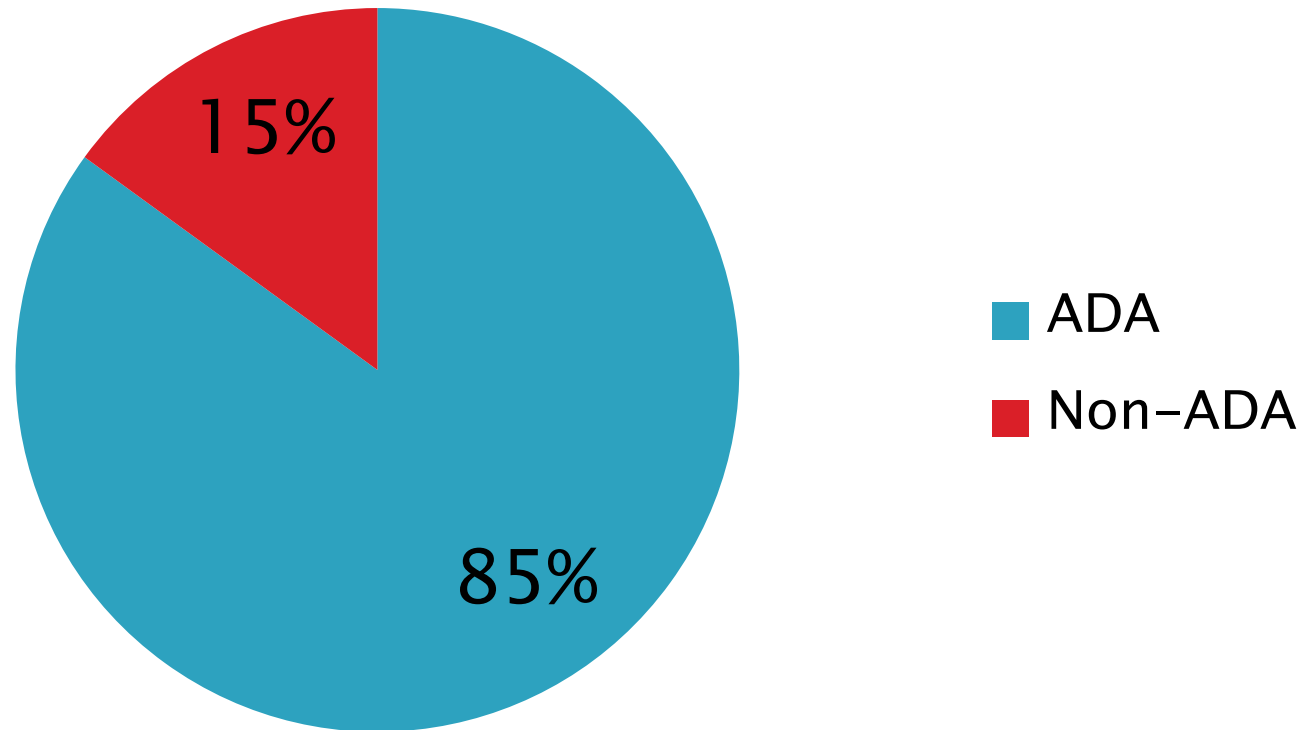
# Fare Increase

ADA Eligible	CURRENT	May 1, 2011
All trips within $\frac{3}{4}$ miles of a fixed route bus	\$2.50	\$3.00
Non-ADA, Share-A-Fare		
<u>Trip Length</u>	<u>Fare</u>	<u>Fare</u>
0 – 3 miles	\$2.75	\$3.00
3 – 6 miles	\$4.50	\$5.00
6 – 9 miles	\$6.00	\$7.00
9 – 12 miles	\$7.75	\$9.00
12 – 15 miles	\$11.00	\$11.00
15+ miles	\$11.00 + \$1.65 per mile	\$11.00 + \$2.00 per mile



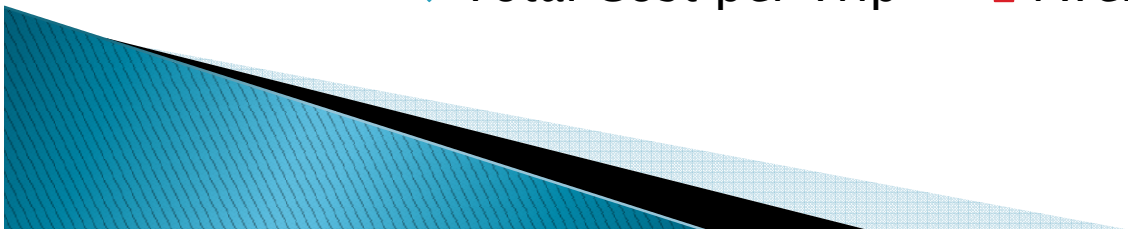
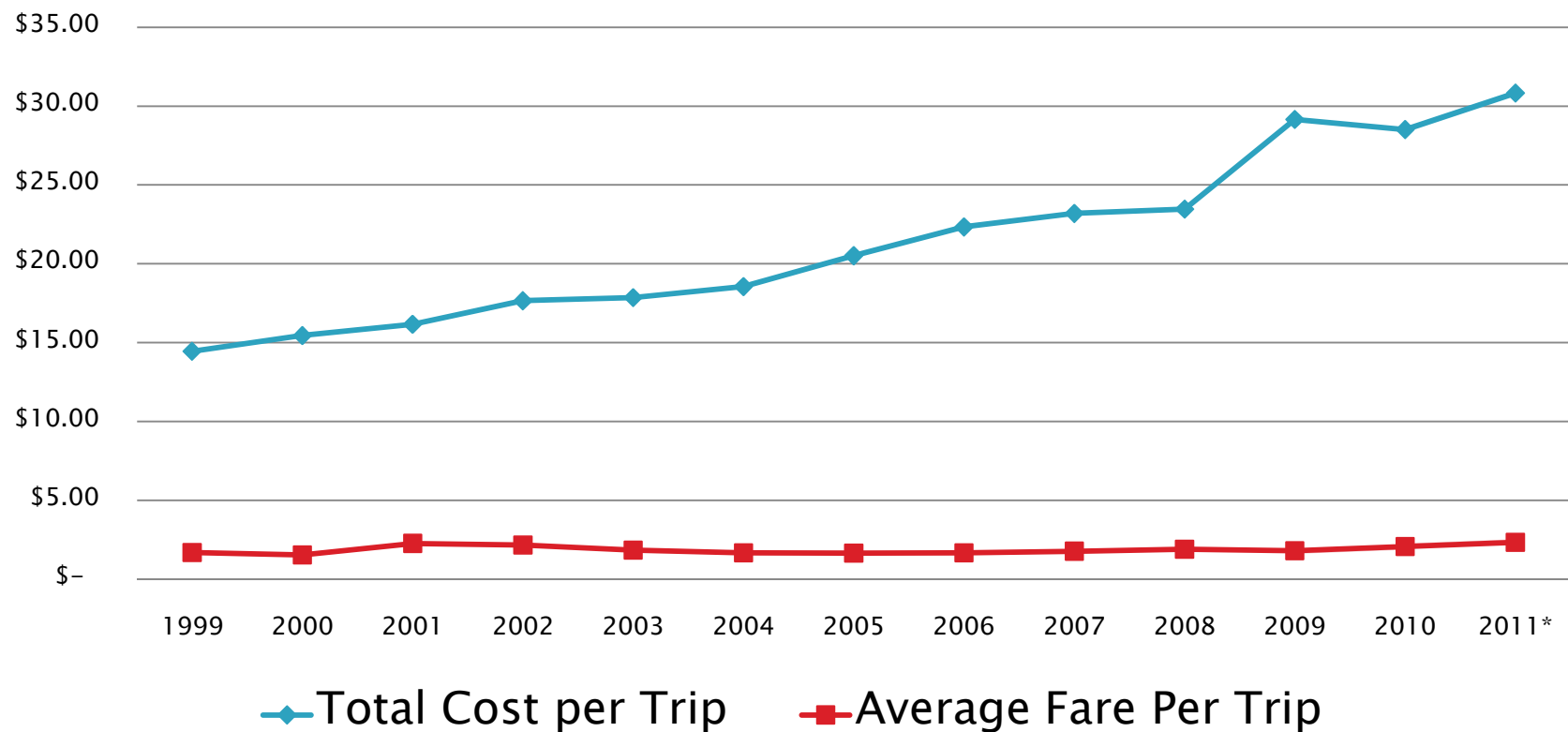
# Ridership Distribution

Total Trips by Service Type

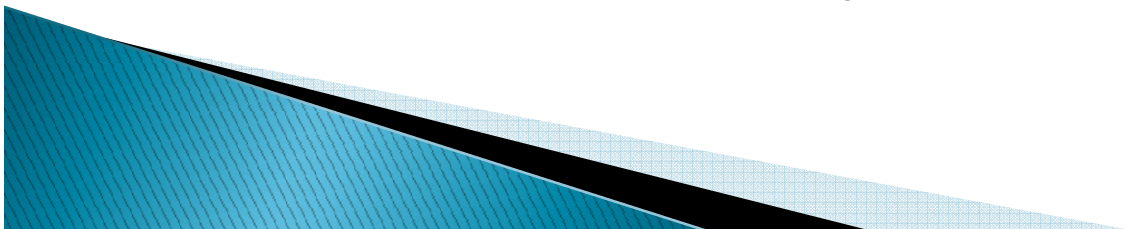
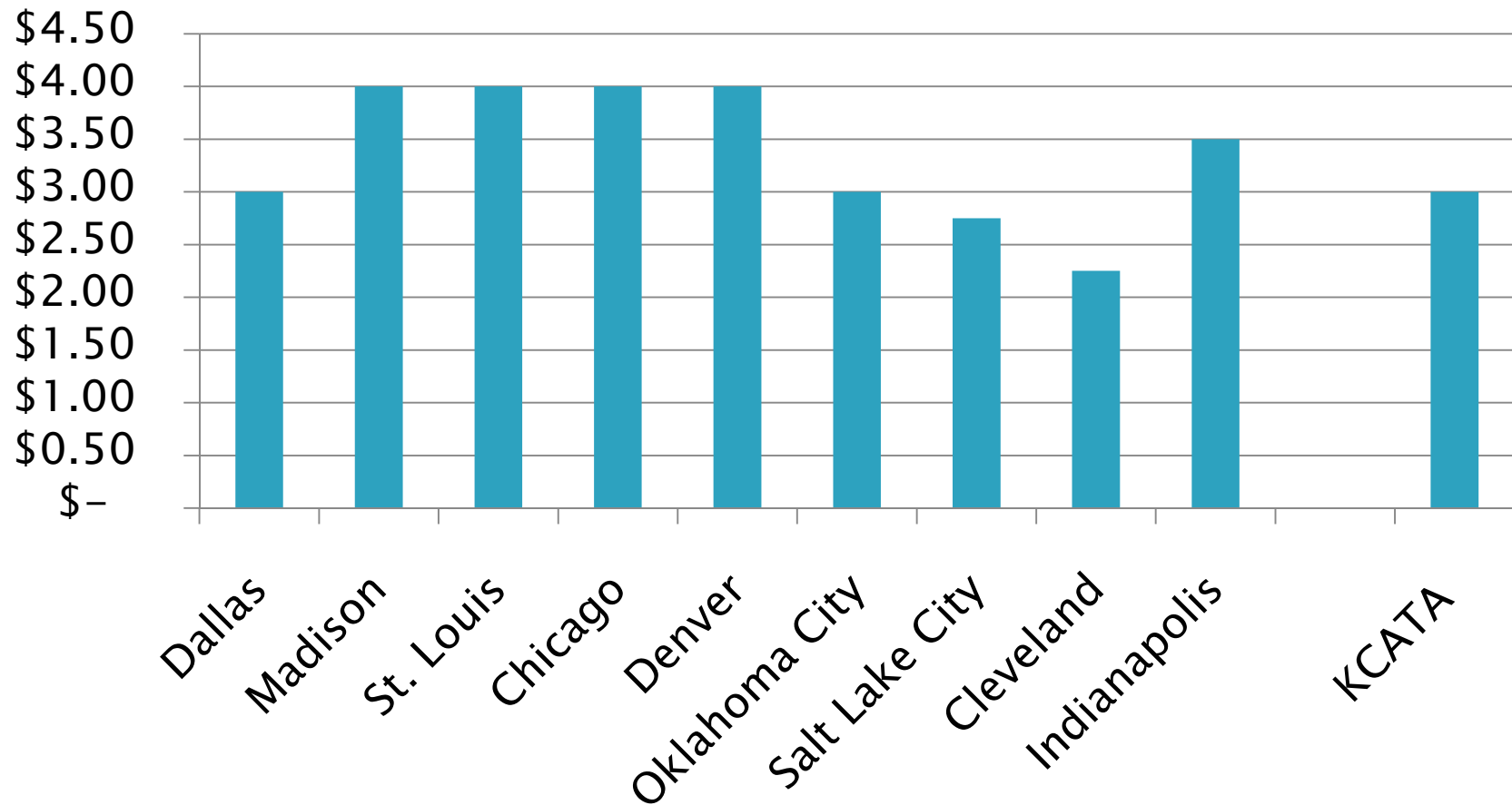


# Increasing Costs...

## Cost Per Trip vs. Average Fare



# Regional ADA Fare Comparison



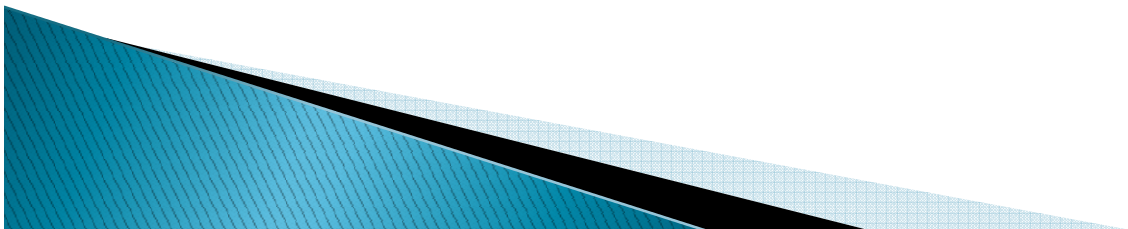
# Fare Increase Communication

## ► March 2011

- Letter to all SAF participants (~2000 active)
- Web site posting
- Notice posted on all vehicles
- Public meeting # 1 (KCATA Board Room)
- Braille notice distributed (~50 copies)

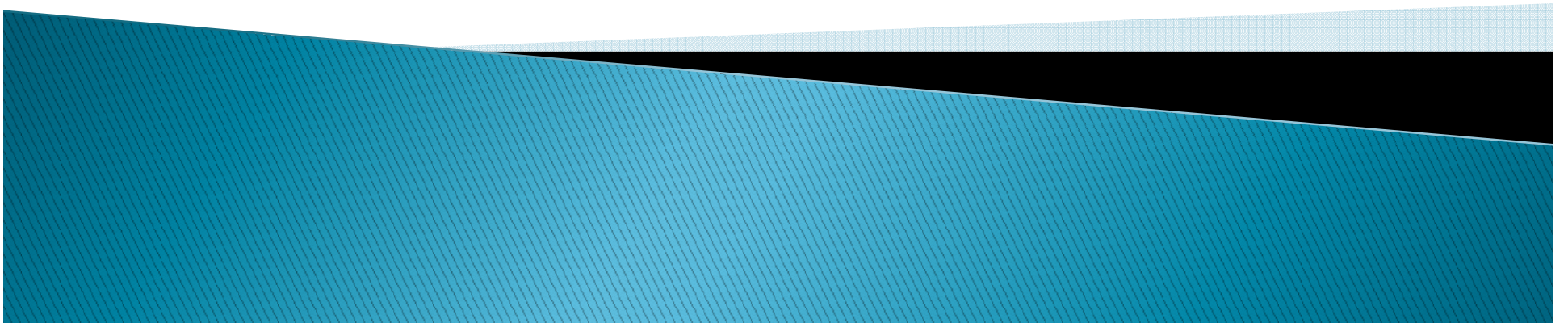
## ► April 2011

- Press release
- Public meeting # 2 (KCATA Board Room)
- Began booking May trips with new fares (4/17)



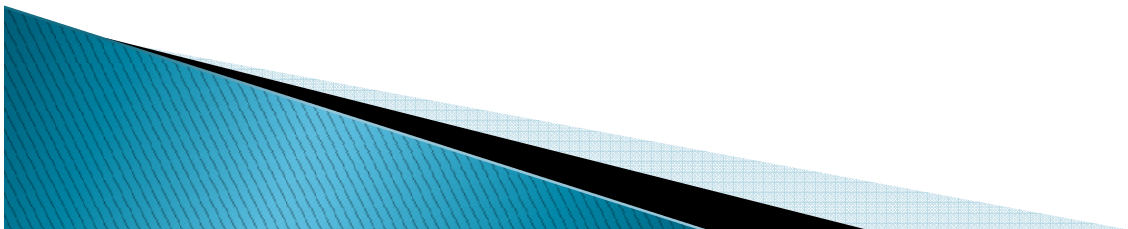
# Service Review

2010



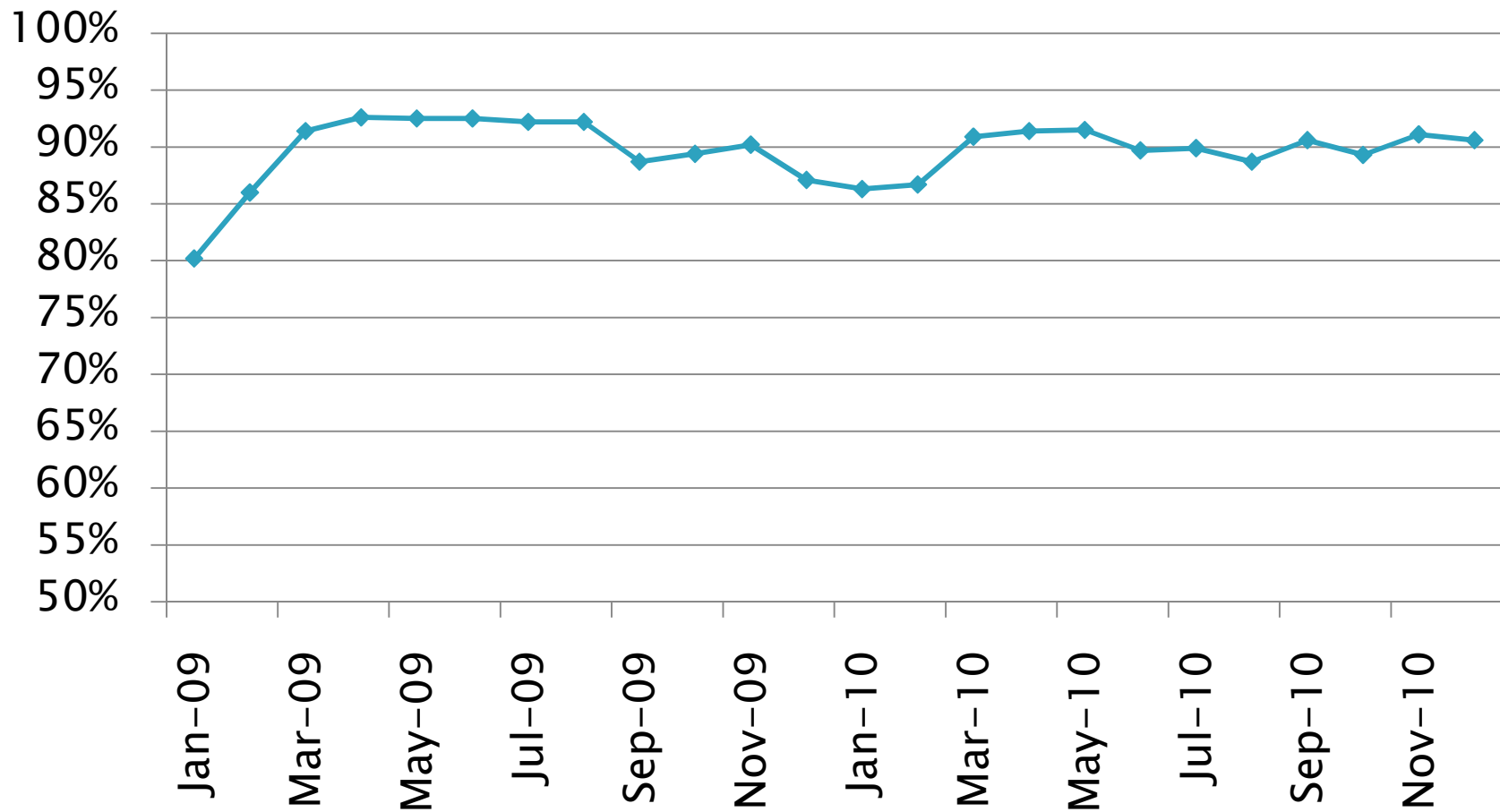
# Key Performance Indicators

- ▶ Ridership – 4.1% Increase
  - 2009 = 266,618
  - 2010 = 277,626
- ▶ Unperformed Trips (Late Cancel & No Show)
  - 2009 = 9%
  - 2010 = 11%
- ▶ On Time Performance
  - 2009 = 89.7%
  - 2010 = 89.7%



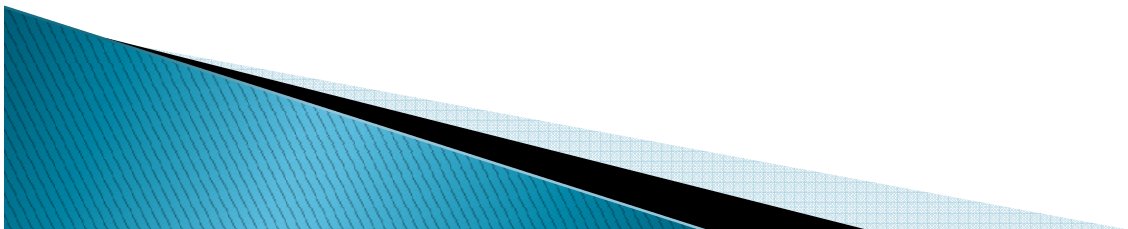


# On Time Performance



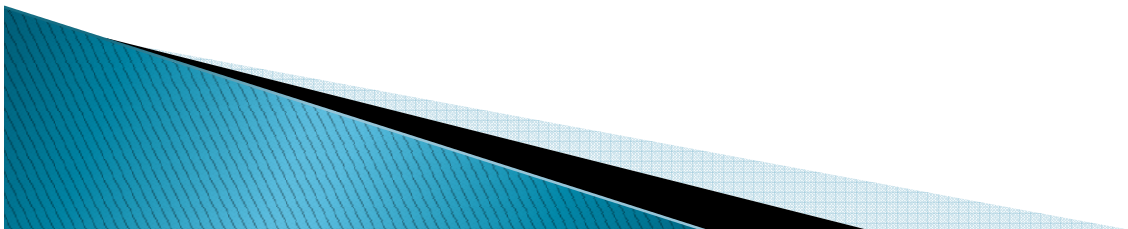
# Key Performance Indicators

- ▶ Passengers per Hour
  - 2009 = 1.40
  - 2010 = 1.61
  - (Goal is 1.80 passengers per hour)
- ▶ Customer Complaints
  - 2009 = 160 per month (7.2 per 1000 trips)
  - 2010 = 122 per month (5.3 per 1000 trips)
  - (Goal is < 6.0 complaints per 1000 trips)



# 2011 Strategic Focus

- ▶ OTP (40% of all complaints)
  - 2011 goal is 92%
- ▶ Late Cancellations and No Shows
  - Publish new participant guidelines
- ▶ Increased Ridership and Fuel Costs
  - Projected 5% ridership increase
  - Fuel prices have increased 32% since December
- ▶ Travel Training Program
- ▶ Eligibility & Certification Program



# Questions?

