

TRANSPORTATION COMMITTEE REPORT relative to new discount DASH pass categories and electronic payment incentive fares.

Recommendations for Council action:

1. APPROVE the proposed DASH fares and pass prices contained in Table 1 of the Los Angeles Department of Transportation (LADOT) report to Council dated February 24, 2015.
2. APPROVE the LADOT Title VI Fare Equity Analysis for the recommended DASH fare changes attached to the LADOT report to Council dated February 24, 2015.
3. APPROVE the LADOTs recommended Title VI Minority Disparate Impact Fare Policy and Title VI Low-Income Disproportionate Burden Fare Policy attached to the LADOT report to Council dated February 24, 2015.
4. REQUEST that the City Attorney prepare and present an ordinance establishing pass prices and incentive fares for LADOT DASH transit services, substantially as shown in the draft ordinance accompanying the LADOT report to Council.

Fiscal Impact Statement: None submitted by the LADOT. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

In a report to Council dated February 24, 2015, LADOT requests authority to add several new discount DASH pass categories, including a new DASH weekly pass, DASH student passes, and three new senior/disabled/Medicare passes on TAP smart cards. LADOT also requests authority to begin offering reduced DASH incentive fares to riders who pay using an electronic fare payment system including but not limited to TAP, mobile ticketing, etc. The Department anticipates that implementation of these recommendations will increase ridership, speed boarding, enhance automation of ridership and fare payment data, and promote increased use of the regional transit network.

The Department also prepared a Fare Equity Analysis and found that the new DASH passes and fares will not have a disparate impact on minority riders or a disproportionate impact on low income riders. LADOT also prepared a Minority Disparate Impact Fare Policy and a Low Income Disproportionate Burden Fare Policy to guide future fare changes for Council approval. LADOT's recommendations were approved by the Board of Transportation Commissioners at its meeting held February 12, 2015.

At its meeting held April 22, 2015, the Transportation Committee discussed this matter with LADOT staff. Riders who use electronic payment cards will pay a reduced fare in the amount 35 cents to ride. Regular fare is fifty cents. The Department representatives stated that the goals of the new DASH fare are to encourage riders to use electronic payment methods such as TAP cards and to increase ridership. Since the DASH fare was increased from twenty-five to fifty

cents, ridership is down 31 percent, but fare revenue is up 34 percent. A ridership increase of 2.5 million boardings is anticipated.

The Department representatives went on to state that it is difficult at this time to estimate the impact of the reduced fare on DASH revenue. In a worst case scenario, revenue could fall by \$2 million. LADOT will conduct public outreach and use signage on DASH and Metro buses to promote the new fare. The Department will also work with community groups to increase the distribution of electronic payments to members of the public.

The Transportation Committee recommended that Council approve LADOT's proposed DASH fare incentive and related actions, as recommended by the Board of Transportation Commissioners.

Respectfully Submitted,

TRANSPORTATION COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
BONIN:	YES
KORETZ:	YES
LABONGE:	YES
PARKS:	YES
KREKORIAN:	YES

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-NOT OFFICIAL UNTIL COUNCIL ACTS-