



## Public Comments Sought on Proposed Fare Increase

Maple Grove Transit is receiving public comments on a proposed fare increase that would be effective January 2, 2020. The current MY RIDE fare is \$1.75 per one way ride. It is reduced to a \$1.50 when a rider uses a 10-Ride Punch Card or 10-Ride Token Transit Mobile Fare Pass. Both items sell for \$15. This service began as the Maple Grove Dial-A-Ride in 1997 with a base cash fare of \$1.50. In 2004, the fare was raised to the current \$1.75.

The proposed fare would increase the base fare from \$1.75 to \$3.00, but offer a deep discount for those riders using a 10-ride punch ticket or the 10-ride Token Transit Mobile Fare pass. The cost per ride for the current fare versus the proposed fare is shown below:

Per Ride Cost	Current Fare	Proposed Fare	Variance
Single Cash Fare	\$1.75	\$3.00	\$1.25
Single Token Transit Mobile Fare	\$1.75	\$2.00	\$0.25
Ten-Ride Punch Ticket	\$1.50	\$2.00	\$0.50
Ten-Ride Token Transit Mobile Pass	\$1.50	\$2.00	\$0.50

The cost for the current ticket or pass versus the proposed is shown below:

Pass or Ticket Cost	Current Fare	Proposed Fare	Variance
Ten-Ride Punch Ticket	\$15.00	\$20.00	\$5.00
Ten-Ride Token Transit Mobile Pass	\$15.00	\$20.00	\$5.00

For 2018, the service had 36,568 annual rides generating a total of \$52,770 in fare revenue for an average fare of \$1.44. While the overall MY RIDE service is productive in terms of ridership, its financial performance measures merit a consideration of a fare increase. The current fare is below the local market for similar services. Another goal of the proposed fare increase would be to create an incentive to have more riders use the punch ticket or Token Transit Mobile Fare app to pay for their fare. Handling cash offers a higher probability of short fare, fraud, and mistakes. Below is a summary of fares for similar transit programs:

- **Plymouth Dial-A-Ride** - \$3.00 per person, per ride. Ten-ride punch cards \$30.
- **Southwest Transit Prime Service** - \$4.00 per person, per ride. Ten-ride punch cards \$40.
- **Metropolitan Council Transit Link** - Peak fares each way: \$4.50 weekdays. Off-Peak fares each way: \$3.50. A 75-cent surcharge is assessed for trips longer than 15 miles.

Maple Grove Transit will receive comments on this matter until August 1, 2019. Please submit your comments via [transit@maplegrovern.gov](mailto:transit@maplegrovern.gov) or 763-494-6005. Following the public comment period, a public hearing would be held at a future Maple Grove City Council meeting if Maple Grove Transit moves forward with a fare increase proposal. The final fare increase proposal and the date of the future public hearing would likely be announced in September 2019.

If you have any questions, please contact the Transit Administrator at: [transit@maplegrovern.gov](mailto:transit@maplegrovern.gov) or 763-494-6005.