



**Metro**

Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

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**EXECUTIVE MANAGEMENT COMMITTEE  
MARCH 15, 2012**

**SUBJECT: METRO DAY PASS**

**ACTION: RECEIVE AND FILE REPORT ON PRELIMINARY RESULTS OF \$5  
DAY PASS IMPLEMENTATION**

**RECOMMENDATION**

Receive and file report on results of \$5 Day Pass implementation.

**ISSUE**

In May 2011, the Board authorized staff to implement the sales of TAP-enabled Day Passes on buses. The cost of the individual Day Pass was reduced from \$6 to \$5 if a customer boarded the bus with a TAP card. Staff committed to report back to the Board with results. This report summarizes data from August to December 2011.

**DISCUSSION**

Staff reintroduced the sales of Day Passes on buses in August 2011. Early revenue figures show that during the first five months there was an increase in sales of Day Passes. Monthly sales grew from 260,000 units to 400,000 and revenue grew from \$1.65 million to \$2.35 million, even as the rate per boarding fell from \$1.23 to \$1.10. However, at this time it is too early to determine overall revenue impacts because other changes also occurred during the same time period. Specifically, the 30-Day and 7-Day Rolling Passes were introduced; the I-TAP program suffered the loss of the Los Angeles Community College District; and the City of Los Angeles cancelled its CityRide program for seniors.

These events, along with the normal downward trends of the holiday season, indicate that it is too early to draw any definite financial conclusions. The current fare structure must settle down to enable sound analysis of revenue transactions associated to specific fare product usage and sales.

**NEXT STEPS**

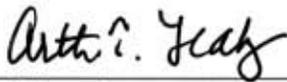
Staff will continue to monitor performance of the Day Pass and return to the Board with a more detailed report seeking direction for continuation.

Prepared by: Matthew Raymond, Chief Communications Officer



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Matthew Raymond  
Chief Communications Officer



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Arthur T. Leahy  
Chief Executive Officer