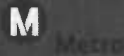


\$5 Day Pass Implementation Preliminary Results

Executive Management Committee
Matt Raymond, Chief Communications Officer
March 14, 2012



\$5 Day Pass



- Reintroduced August 2011
- Increase in 1st 5 months
 - Monthly sales grew: 260K to 400K
 - Revenue grew: \$1.65M to \$2.35M
 - Rate per boarding fell: \$1.23 to \$1.10
- However, many other changes:
 - Introduction of 30- & 7-Day Passes
 - Cancellation of programs
 - Light holiday ridership
- Too early to determine revenue impacts
- Next steps:
 - Monitor performance
 - Return to Board with more details & direction for continuation

