



**CITY OF WAUKESHA**

**Administration**

201 Delafield Street, Waukesha, WI 53188  
 Tel: 262.524.3701 fax: 262.524.3899  
 www.waukesha-wi.gov

<b>Committee:</b> Transit Commission	<b>Date:</b> 11/21/2019
<b>Common Council Item Number:</b> 19-1506	<b>Date:</b> 12/3/2019
<b>Submitted By:</b> Fred Abadi- Public Works	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator KL
<b>Finance Department Review:</b> Denise Vandebush-Kohlmann, Acting Finance Director DVK	<b>City Attorney's Office Review:</b> Brian Running, City Attorney BER
<b>Subject:</b> Approval of Resolution Authorizing Revising of Fare Tariff No. 24 to Create Fare Tariff No. 25 for Waukesha Metro Transit Increasing Bus Pass Fares	

**Details:**  
 This item is to seek the approval of a resolution authorizing revisions to the Waukesha Transit Commission Fare Tariff No. 24 and create Fare Tariff No. 25 which would increase the prices for 31 Day Passes and Summer Youth Passes. The now approved 2020 Transit Operating Budget included additional fare revenue from the proposed increase of the 31 Day Pass Prices for Adult by \$4, Youth by \$2 and Senior/Disabled by \$2. Also the Summer Youth Pass would increase \$5. The estimated increase in revenue from these changes is \$15,000 in 2020. No other fares would change. The proposed increases in fares would be the first fare increase in nearly 7 years (March 2013) so fares have been stable for a long time.

In examining the Waukesha Metro pass prices compared to other similar sized Wisconsin Transit systems that charge a \$2 base Adult Fare, the Waukesha Metro 31 Day Adult Pass price at \$46 is considerably lower than our peers which range between \$60-65. Two of the three peer systems do not operate on Sundays and all either have monthly or 30 day passes so Waukesha Metro passengers are receiving extra day(s) of benefit for each pass purchased. It would seem reasonable to increase the price to \$50 given the difference in pricing and the minimum extra day of use Metro passengers receive from their pass.

The \$2 increases in the Youth and Senior/Disabled Pass are modest increases over the current prices.

Of the 10 transit systems in Wisconsin that would be considered our peers for similar sized system, only four of them offer the Summer Youth Pass and the price varies widely from \$25 -\$75. Most systems used to offer this pass but no longer do so.

**Options & Alternatives:**  
 An alternative would be to not raise fares but would short the Transit Commission \$15,000 in fare revenue that was budgeted. Another alternative is to tweak the proposed increases but the proposed increase were brought forth as a way to have a meaningful increase in revenue without creating a hardship on the passengers.



**Financial Remarks:**

As stated in the details, the proposed pass fare increases are forecasted to generate \$15,000 of addition fare revenue and was included in the approved 2020 Transit Operating Budget.

**Executive Recommendation:**

Recommend approval.