

2015 Seniors Ridership - Conventional

Month	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors
January	607	1,667	1,759	1,972	1,930	2,275	1,420	11,630
February	406	943	2,028	1,969	1,831	1,664	1,094	9,935
March	792	2,697	2,715	2,090	2,066	2,158	1,201	13,719
April	673	2,007	2,618	2,899	2,958	1,851	1,470	14,476
May	895	1,783	2,503	2,462	2,654	3,246	1,792	15,335
June	594	2,986	3,216	2,455	2,627	2,581	1,458	16,017
July	778	2,305	2,125	2,604	3,118	3,113	1,485	15,528
August	1,053	2,294	2,376	2,325	2,381	2,313	1,888	14,630
September	774	2,023	3,054	3,018	2,586	2,436	1,464	15,355
October	723	1,845	2,532	2,242	3,417	3,246	1,706	15,711
November	919	3,137	2,502	2,443	2,545	2,270	1,388	15,204
December	668	1,939	2,769	2,859	2,509	1,832	1,281	13,857
Totals	8,982	25,626	30,197	29,338	30,622	28,985	17,647	171,397

2015 Seniors Ridership - Handivan

Month	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors
January	53	256	265	298	246	346	132	1,596
February	55	161	287	293	292	284	107	1,479
March	62	319	368	289	260	331	94	1,723
April	56	211	318	406	356	247	102	1,696
May	61	203	272	283	300	372	134	1,625
June	46	320	396	275	278	315	110	1,740
July	42	294	315	279	337	333	105	1,705
August	49	270	281	297	313	273	141	1,624
September	54	224	404	323	278	296	75	1,654
October	72	216	370	302	407	346	160	1,873
November	80	330	324	365	330	316	132	1,877
December	69	267	387	417	284	240	104	1,768
Totals	699	3,071	3,987	3,827	3,681	3,699	1,396	20,360

2015 Seniors Ridership - Combined

Month	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors	Seniors
January	660	1,923	2,024	2,270	2,176	2,621	1,552	13,226
February	461	1,104	2,315	2,262	2,123	1,948	1,201	11,414
March	854	3,016	3,083	2,379	2,326	2,489	1,295	15,442
April	729	2,218	2,936	3,305	3,314	2,098	1,572	16,172
May	956	1,986	2,775	2,745	2,954	3,618	1,926	16,960
June	740	3,306	3,612	2,730	2,905	2,896	1,568	17,757
July	820	2,599	2,440	2,883	3,455	3,446	1,590	17,233
August	1,102	2,564	2,657	2,622	2,694	2,586	2,029	16,254
September	828	2,247	3,458	3,341	2,864	2,732	1,539	17,009
October	795	2,061	2,902	2,544	3,824	3,592	1,866	17,584
November	999	3,467	2,826	2,808	2,875	2,586	1,520	17,081
December	737	2,206	3,156	3,276	2,793	2,072	1,385	15,625
Totals	9,681	28,697	34,184	33,165	34,303	32,684	19,043	191,757

Category	Count	Percentage
Senior Cash	10,469	5%
Senior Pass	65,799	34%
Senior Ticket	64,219	33%
Senior Presto	51,270	27%
Total	191,757	

Category	Count
Senior Pass	1,457
Tickets (Sheets)	6,869

Category	Count
Senior Cash	\$ 36,641.50
Senior Pass	\$ 86,327.25
Senior Ticket	\$ 130,511.00
Senior Presto	\$ 85,956.50
Total	\$ 339,436.25

Estimated Senior Revenue in 2015 (Mondays - Conventional Transit)	Estimated impact of a \$30 Monthly Pass (Conventional)
Average Fare reported in CUTA 2014: \$2.39 25,626 x \$2.39 = \$61,246.14	2015 Senior Pass Sales: 1,457
Estimated Revenue impact for a 6 Month Period \$61,246.14 / 2 = \$30,623.07	Assuming that the sales for 2016 are equivalent, the estimated revenue impact for a 6-Month trial is:
Therefore, based on 2015 Seniors Ridership, the estimated cost of a 'Free Monday' for a 6-Month period is: (\$30,623.07)	729 * \$59.25 = \$43,193.25 729 * \$30.00 = \$21,870.00 Total = \$65,063.25
Estimated impact of a \$30 Seniors Pass for PRESTO (Conventional)	2015 Senior Pass Aprox. Revenue: \$86,327.25 \$86,327.25 - \$65,063.25 = \$21,264.00
Number of rides needed at \$1.85 to reach 30\$: 17 Revenue Generated by Seniors who used PRESTO 18 or more times in a month for 2015: \$13,836.15	Therefore, the estimated revenue impact for a \$30 Seniors Pass Trial of 6-month is (\$21,264.00)
Estimated cost of a 6-month Pilot: \$13,836.15 / 2 = \$6,918.07 Therefore, the estimated PRESTO revenue impact is: (\$6,918.07)	