Promotional Fares - Current

<table>
<thead>
<tr>
<th>One-Way</th>
<th>Zone 1</th>
<th>Zone 2</th>
<th>Zone 3</th>
<th>Zone 4</th>
<th>Zone 5</th>
<th>Daily Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Fare</td>
<td>$1.50</td>
<td>$3.00</td>
<td>$4.50</td>
<td>$6.00</td>
<td>$7.50</td>
<td>$15.00</td>
</tr>
<tr>
<td>Seniors, youth, low-income, and passengers with disabilities (50%)</td>
<td>$0.75</td>
<td>$1.50</td>
<td>$2.25</td>
<td>$3.00</td>
<td>$3.75</td>
<td>$7.50</td>
</tr>
</tbody>
</table>

- **Individual Fares**
  - Adults
    - $1.50 base fare for 1 zone
    - $1.50 for each additional zone
    - $15.00 daily maximum
  - **Discounted Fares**
    - Senior, youth, low-income, and passengers with disabilities
    - 50% discount from adult fare
    - $0.75 base fare for 1 zone
    - $0.75 for each additional zone
    - $7.50 daily maximum
Promotional Fares

• 31-Day Pass
  • $135.00 for adults
  • $67.50 for seniors, youth, and passengers with disabilities

• Weekend Day Pass
  • Currently only available on Saturday
  • Flat rate pass good for unlimited trips for the day regardless of distance traveled
    • $10 for each adult
    • $5 for each senior, youth, and passenger with disabilities
Benefits of Implementation of Promotional Fares

• Easy to Understand
  • $1.50 base fare
  • $1.50 each additional zone

• Easy to implement

• Consistent with local transit transfer agreements and makes transfers simple
  • $1.50

• Significant discount (over 40%)

• Weekday - Keeps distance-based cost differential in place – pay more for longer trips

• Keeps the daily accumulator in place (Now $15 max per day vs $23 max per day)
Implementation

• Two methods of payment currently
  • Clipper card
    • Individual trips
    • Daily accumulator
    • Monthly passes
  • Masabi app
    • Individual trips
    • Special Promotions
      • Rail & Sail
      • Weekend Day Pass
Fares

• Pre-Pandemic Revenue
  • $4,094,540

• FY 22 Revenue through January
  • $692,220

• Estimated Foregone Revenue – through August 2022
  • $110,000
  • 28,423 additional riders
Parking

SMART Park-n-Rides that Charge for Parking

• Sonoma County Airport
• Rohnert Park
• Petaluma Downtown
• Novato San Marin
• Novato Hamilton
• Larkspur
Park-n-Rides

- Rohnert Park P-n-R ($2/day)
  ![Rohnert Park P-n-R](image)

- Petaluma Downtown P-n-R ($2/day)
  ![Petaluma Downtown P-n-R](image)

- Cotati Downtown P-n-R (No charge)
  ![Cotati Downtown P-n-R](image)
Parking

• Cost
  • $2/day or $20/month

• Pre-Pandemic Revenue
  • $74,763

• FY 22 Revenue through January
  • $8,566

• Estimated Foregone Revenue – through August 2020
  • $6,600
  • 1,705 additional riders