

COUNCIL WORKSHOP ITEM

ITEM: Change in Rates for Grove Commuter Shuttle
DATE: June 8, 2004
PREPARED BY: David H. Barber, P.E., Director of Public Works
PURPOSE: Transmit Ordinance for Consideration

DISCUSSION:

In 2003 the Village increased the rates for the Grove Commuter Shuttle. After the increase was placed into effect the ridership on the commuter line dropped by about 30%. The Local Transportation Subcommittee proposed to Village Council in January that the rates should be reduced to help increase the current number of riders on the system. Village Council also discussed this matter during the budget review process.

On May 27, 2004 the Local Transportation Subcommittee met and reviewed a communication and proposal from staff to adjust the rates for the Grove Commuter Shuttle service. Based on the discussion at this meeting the LTS recommends that the following rates be established for the Grove Commuter Shuttle effective in July 2004.

Monthly Permit	\$45 (Reduced from \$60)
12-Ride Pass	\$18 (Reduced from \$26)
Single Ride Fare	\$2 (Reduced from \$3)

The staff report suggested the single ride fare at \$1.75 but the drivers suggested the \$2 fare would require less change and would speed up the process of loading the buses. The LTS[®] agreed.

ATTACHMENT:

Proposed Ordinance amending bus rates
May 24, 2004 memorandum to the LTS

RECOMMENDATION:

Adoption of the Ordinance is recommended.

VILLAGE COUNCIL POLICY

VILLAGE OF DOWNERS GROVE, ILLINOIS

SUBJECT: Rates to be Charged for Service for the Village of Downers Grove Bus System

ISSUED BY: Village Council **Effective Date:** June 1, 2003 June 15, 2004

THIS IS A: New Policy

 X Supersedes Previous Policies Dated December 9, 1996, July 20, 1998; June 1, 2003

 And Related to: Rates for Services of Village of Downers Grove Bus System

ORDINANCE NO. 4501

AN ORDINANCE AMENDING RATES TO BE CHARGED FOR SERVICE FOR THE VILLAGE OF DOWNERS GROVE BUS SYSTEM

WHEREAS, the Village of Downers Grove has established a bus transportation system to provide services for Village residents and others in the form of set routes and charter service; and,

WHEREAS, it has been the policy of the Council of the Village of Downers Grove to operate such transportation system of the Village as a self-supported enterprise; and,

WHEREAS, the Village Council adopted Ordinance No. ~~4051~~ 4501 on July 20, 1998 establishing new rates for such transportation service; and

WHEREAS, the Village Council had determined that it is necessary and desirable to amend the rates for charter service.

NOW, THEREFORE, BE IT ORDAINED by the Council of the Village of Downers Grove, DuPage County, Illinois, as follows:

SECTION 1. That rates are hereby set for the Downers Grove transportation system as follows:

- I. *Commuter Service (Effective ~~June~~ July 1, 2003 2004)*
 - A. Monthly \$~~60.00~~45.00
 - B. 12 Ride Tickets \$~~26.00~~18.00
 - C. Single Ride Tickets \$~~3.00~~2.00

- ~~2. Charter Service - Minimum 4 hour booking required (Effective for all charters booked on or after June 1, 2003)~~
- ~~A. Not for profit organizations located within Downers Grove \$40.00~~
 - ~~B. Charter service for trips within DuPage County..... \$50.00~~
 - ~~C. Charter service for trips outside of DuPage County..... \$55.00~~
- ~~32. Bristol Club Route (Effective June July 1, 2003-2004)~~
- ~~A. Hourly..... \$ 43.60~~

SECTION 2. All ordinances or parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION 3. This ordinance shall be in full force and effect ten days after its passage and publication in the manner provided by law .

Brian J. Krajewski, Mayor

Passed: May 6, 2003

Published: May 7, 2003

Attest: April K. Holden, Village Clerk

<http://www.villageofdowners.org/council/policies-rates>



**Village of Downers Grove
Public Works
Memo**

To: Local Transportation Subcommittee

From: David Barber, Director of Public Works
Dorin Fera, Traffic Manager

Date: May 24, 2004

Subject: **Grove Commuter Shuttle – 2004-05
Proposed Bus Rates**

PURPOSE:

The purpose of this communication is to provide suggestions for proposed bus service rates to help increase the number of riders during 2004. Village Council requested that the rate structure be reviewed to help increase the number of daily riders from 176 passengers (round-trip rides) by 50% (88 new riders) to 264 daily riders by April 2005.

BACKGROUND:

In 2003 the Village increased the rates for commuter and charter bus service. This change in rates had a dramatic effect on the daily number of riders and resulted in a reduction of about 30%. Based on contact with PACE and in communication with our own drivers it appears the riders lost were, in many cases, from areas close to the end of the routes nearest to the train stations who found alternate means of reaching the stations. PACE routes did not see an increase in riders after the Village's rate increase.

When analyzing rates it is necessary to look at the competition. In the case of the Village's Commuter bus service the competition is our own commuter parking system. When bus rates become too high it becomes more attractive for potential bus riders to use the Village's daily fee parking spaces. Current monthly permit fees for commuters (resident rate) are between \$75 and \$80 per quarter. This equates to about \$25 to \$26.67 per month or about \$1.16 to \$1.26 per day to park. The daily fee space is \$3 per day. It is also important that one looks at the spread in rates when offering multiple levels of rates. The rates charged for commuter service before and after the rate increase result in the following costs per day for our customers. (Note: It is assumed that the use of the commuter system is based on 255 work-days annually or 510 rides per year.) The percent shown is the increase above the daily rate for the monthly pass.

	<u>Cost per Day Former Rates</u>	<u>Cost per Day Current Rates</u>
One Day Ride Fee	\$2.50 + 76%	\$6.00 + 112%
12-Ride Pass Cost/Day	\$2.00 + 41%	\$4.33 + 54 %
Monthly Pass Cost/Day	\$1.42	\$2.82

When the rates were adjusted in 2003 the spread between the daily costs charged under the monthly pass (\$2.83) and the One Day Ride Ticket (\$6.00) increased to 112%. The new rates also were much less competitive when compared to the rates for parking even at the highest daily fee parking rate.

Suggested New Rates for Commuter Bus Service

During the review of the FY2004-05 budget two alternate rate plans were considered. They are shown on the attached table.

Both proposals included a monthly pass rate of \$45, which is half way between the previous \$30 monthly pass fee and the current \$60 monthly pass fee. The 12-ride pass is proposed at either \$18 or \$20 (\$1.50 per ride or \$1.67 per ride) under the two plans, which is also between the previous \$12 rate (\$1.00 per ride) and the current \$26 rate (\$2.17 per ride). The two proposals also suggested either \$3.50 per ride or \$4.00 per ride for the one-ride ticket. If the monthly pass rate of \$45 is established as proposed under both suggested rates, (\$2.12 per day) and the former spread between the monthly pass rate and the 12-ride and daily pass fee were applied, the proposed rate for the 12-ride pass would be \$18.00 (\$3.00 per day, +40%) and the daily fee per ride rate would be about \$1.87 (\$3.75 per day, +75%). For purposes of making change we would suggest this fee be set at \$1.75 per ride (\$3.50 per day).

Recommendation

Based on the review of the recommended rates, a comparison to current parking rates and a review of the difference between previous monthly, 12-ride and daily ride rates staff would suggest a new rates structure as follows:

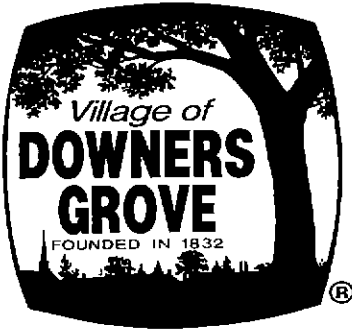
Monthly Permit Rate	\$45.00 (Daily Cost = \$2.12)
12-Ride Pass	\$18.00 (Daily Cost = \$3.00)
Daily Ride Ticket	\$1.75 Per Ride (Daily Cost = \$3.50)

This proposed action to implement the new rates for commuter bus service will require concurrence from the Local Transportation Subcommittee and adoption by the Village Council.

Rate Comparison Table

(All Numbers Based on 255 Days Per Year)

	1 Ride Ticket	Cost Per Day	Cost per Month
Past	\$1.25	\$2.50	\$52.50
Current	\$3.00	\$6.00	\$126.00
Option 1	\$1.75	\$3.50	\$73.50
Option 2	\$2.00	\$4.00	\$84.00
Recommended	\$2.00	\$4.00	\$84.00
	12-Ride Ticket	Cost Per Day	Cost per Month
Past	\$12.00	\$2.00	\$42.00
Current	\$26.00	\$4.34	\$91.15
Option 1	\$18.00	\$3.00	\$63.00
Option 2	\$20.00	\$3.30	\$69.30
Recommended	\$18.00	\$3.00	\$63.00
	Monthly Ticket	Cost Per Day	Cost per Month
Past	\$30.00	\$1.42	\$30.00
Current	\$60.00	\$2.85	\$60.00
Option 1	\$45.00	\$2.12	\$45.00
Option 2	\$45.00	\$2.12	\$45.00
Recommended	\$45.00	\$2.12	\$45.00



VILLAGE OF DOWNERS GROVE

VISITOR ROSTER

Public Services Committee Meeting
 Local Transportation Subcommittee
 May 27, 2004

	Print Name	Address	Phone
Staff	Douglas Krolawski	Director of Marketing & Media Relations	434-5550
Visitor	William Waldack	1409 Willard Pl. D.G 60515	969-9191
LTS	RITA MULLER	1460 CONCORD DR DG 60576	960-5475
LTS	BOB KOLMAR	1420 CONCORD DR DG	512 0803
Staff	David Barber	Vo DG Public Works	434-546
Visitor	Jim Mulqueeny	1190 Parker Ave. DG	960-3560
Visitor	Jeff Waxingh	5503 East Lake by #10 Lisle	663-1471
Visitor I	Dawn Larson	7117 Dunham Rd DG	960-9220
Staff	Carl Schumacker	Transportation Bus Driver	
	Eric Akuehah	transportation Bus Driver	
	Bob Segroes	transportation bus driver	
Staff	Kirsten Coulman	Admin Tech	
Visitor II	Amy Buonassisi	6841 Saratoga	