

**Fare Revenue Model for 2023 - LIFAC Request - Cap Multiride Vehicle increase to \$3.60 per trip offset difference with Single Ride Increase**

Adjusted Total Operating Expense as defined in WCC		Green cells have data from PWA budget.		<b>Target Fare Revenue:</b>		<b>Result from Your Chosen Fares:</b>	
\$4,020,803		55.0%	portion	\$2,211,442		Total Surplus (+) or Shortfall (-)	
2023 budget used				Ticket Revenue: \$2,100,000		TARGET 55% (\$111,442)	
Est Ferry Deficit Reimbursement: \$320,000						ACTUAL 52%	
Interest: \$16,000				Total Fare Revenue: \$2,100,000			

No Change Revenue  
1,517,000

**Summary of Changes**

Enter data yellow cells in this color. For ticket cost for other classes, either trip price OR discount can be entered)

Fare Class (does not include "free" ticket classes)	round trips/ticket	2022 tickets sold	projected change in sales	Estimated 2023 ticket sales	Inferred Estimate for 2023 Trips	Single Ride Fare (SRF)	Multiride as % of SRF	Fare per Round Trip	Total ticket or multiride price	2023 Projected Revenue	% of Rider-ship	% of Rev
<b>Passenger / Pedestrian</b>												
Passenger/Pedestrian Cash*	1	21,549	1.00%	21,764	21,764	\$ 8.00		\$ 8.00	\$ 8.00	\$ 174,116	14%	8%
Passenger/Pedestrian Multiride	25	1,106	2.00%	1,128	28,203		50.00%	\$ 4.00	\$ 100.00	\$ 112,812	18%	5%
Needs Based Multiride (25->10)	10	168	2.00%	171	1,714			\$ 4.00	\$ 40.00	\$ 6,854	1%	0%
Post- HS full time student multiride	25	0		0	0		50.00%	\$ 4.00	\$ 100.00	\$ -	0%	0%

Proposed Final Price	
Ticket Price with Capital Surcharge	Ticket
\$ 9.00	Pedestrian
\$ 125.00	White
\$ 40.00	Red
\$ 100.00	Green

2011 Applied Pricing	2015 Applied Pricing	2023 Proposed Pricing	Rider Savings (Increase)	% Change	Per Ticket Rate Increase
\$ 7.00	\$ 7.00	\$ 8.00	\$ (21,764)	12.5%	\$ 1.00
\$ 115.00	\$ 88.00	\$ 100.00	\$ (13,537)	10.6%	\$ 12.00
\$ 37.00	\$ 28.00	\$ 40.00	\$ (2,056)	42.9%	\$ 12.00
\$ 66.00	\$ 70.00	\$ 100.00	\$ -	42.9%	\$ 30.00

<b>Vehicle / Driver</b>												
Bicycle w/Rider	1	900	1.00%	909	909	\$ 8.00		\$ 8.00	\$ 8.00	\$ 7,272	1%	0%
Motorcycle w/Driver	1	220	1.00%	222	222	\$ 15.00		\$ 15.00	\$ 15.00	\$ 3,333	0%	0%
Motorcycle w/Driver Multiride	25	9	2.00%	9	230		50.00%	\$ 7.50	\$ 187.50	\$ 1,721	0%	0%
Vehicle < 11k W/Driver Cash	1	30,665	-20.00%	24,532	24,532	\$ 24.00		\$ 24.00	\$ 24.00	\$ 588,768	16%	28%
Vehicle < 11k W/Driver Multiride	10	199	2.00%	203	2,030		50.00%	\$ 12.00	\$ 120.00	\$ 24,358	1%	1%
Vehicle < 11k W/Driver Multiride	25	2,704	2.00%	2,758	68,952		50.00%	\$ 12.00	\$ 300.00	\$ 827,424	44%	39%
Needs Based Vehicle W/Driver	10	486	2.00%	496	4,957		35.00%	\$ 8.40	\$ 84.00	\$ 41,640	3%	2%
Vehicle/Driver - small truck < 20,000	1	796	1.00%	804	804	\$ 38.00		\$ 38.00	\$ 38.00	\$ 30,550	1%	1%
Vehicle - small truck Multiride	10	76	2.00%	78	775		80.00%	\$ 30.40	\$ 304.00	\$ 23,566	0%	1%
Vehicle/Driver - med truck < 36,000	1	325	1.00%	328	328	\$ 90.00		\$ 90.00	\$ 90.00	\$ 29,543	0%	1%
Vehicle - med truck Multiride	10	44	2.00%	45	449		100.00%	\$ 90.00	\$ 900.00	\$ 40,392	0%	2%
Vehicle/Driver - large truck < 50,000	1	292	1.00%	295	295	\$ 174.00		\$ 174.00	\$ 174.00	\$ 51,316	0%	2%
Vehicle - large truck Multiride	10	47	2.00%	48	479		100.00%	\$ 174.00	\$ 1,740.00	\$ 83,416	0%	4%

Ticket Price	Ticket
\$ 9.00	Bike
\$ 16.00	Motorcycle
\$ 212.50	Yellow
\$ 25.00	Vehicle
\$ 130.00	Drk Blue
\$ 325.00	Blue
\$ 84.00	Gold
\$ 39.00	Small Truck
\$ 314.00	Grey
\$ 91.00	Med Truck
\$ 910.00	Salmon
\$ 175.00	Large Truck
\$ 1,750.00	Purple

2011 Applied Pricing	2015 Applied Pricing	2023 Proposed Pricing	Rider Savings (Increase)	% Change	Per Ticket Rate Increase
\$ 7.00	\$ 7.00	\$ 8.00	\$ (909)	12.5%	\$ 1.00
\$ 8.00	\$ 8.00	\$ 15.00	\$ (1,555)	77.8%	\$ 7.00
\$ 155.00	\$ 140.00	\$ 187.50	\$ (436)	28.8%	\$ 47.50
\$ 13.00	\$ 13.00	\$ 24.00	\$ (269,852)	78.6%	\$ 11.00
\$ 102.00	\$ 102.00	\$ 120.00	\$ (3,654)	16.1%	\$ 18.00
\$ 235.00	\$ 210.00	\$ 300.00	\$ (248,227)	38.3%	\$ 90.00
\$ 66.00	\$ 52.00	\$ 84.00	\$ (15,863)	61.5%	\$ 32.00
\$ 32.00	\$ 32.00	\$ 38.00	\$ (4,824)	18.2%	\$ 6.00
\$ 237.00	\$ 272.00	\$ 304.00	\$ (2,481)	11.3%	\$ 32.00
\$ 68.00	\$ 75.00	\$ 90.00	\$ (4,924)	19.7%	\$ 15.00
\$ 524.00	\$ 638.00	\$ 900.00	\$ (11,759)	40.4%	\$ 262.00
\$ 133.00	\$ 145.00	\$ 174.00	\$ (8,553)	19.9%	\$ 29.00
\$ 1,070.00	\$ 1,233.00	\$ 1,740.00	\$ (24,306)	40.8%	\$ 507.00

<b>Trailer</b>												
Trailer < 16 feet	1	1,010		1,010	1,010	\$ 24.00		\$ 24.00	\$ 24.00	\$ 24,240	1%	1%
Trailer < 16 feet Multiride	5	0		0	0		100.00%	\$ 24.00	\$ 120.00	\$ -	0%	0%
Trailer 16-30 feet	1	484		484	484	\$ 46.00		\$ 46.00	\$ 46.00	\$ 22,264	0%	1%
Trailer 16-30 feet Multiride	5	0		0	0		100.00%	\$ 46.00	\$ 230.00	\$ -	0%	0%
Trailer > 30 feet	1	17		17	17	\$ 84.00		\$ 84.00	\$ 84.00	\$ 1,428	0%	0%

Ticket Price	Ticket
\$ 25.00	
\$ 125.00	
\$ 47.00	
\$ 235.00	
\$ 85.00	

2011 Applied Pricing	2015 Applied Pricing	2023 Proposed Pricing	Rider Savings (Increase)	% Change	Per Ticket Rate Increase
\$ 18.00	\$ 20.00	\$ 24.00	\$ (4,040)	19.0%	\$ 4.00
		\$ 120.00	\$ -		
\$ 34.00	\$ 38.00	\$ 46.00	\$ (3,872)	20.5%	\$ 8.00
		\$ 230.00	\$ -		
\$ 63.00	\$ 70.00	\$ 84.00	\$ (238)	19.7%	\$ 14.00

<b>Special Trips after boat shut-down</b>	1	7		7	7	\$ 720.00		\$ 720.00	\$ 720.00	\$ 5,040	0%	0%
										\$2,100,000		

\$ 721.00	
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\$ 578.00	\$ 600.00	\$ 720.00	\$ (840)	20.0%	\$ 120.00
			\$ (644,000.00)		

Rides	158,161	<b>Variable Controls</b>		Blended Cost of Trips	2022	2023
		Single Vehicle	1.0%	Passengers	\$ 4.92	\$ 5.68
		Single Ped	1.0%	Vehicles (no Trucks)	\$ 9.42	\$ 14.68
Overall Revenue Increase:	38%	Multi Vehicle	2.0%			
		Multi Ped	2.0%	Difference	Annual %	Discount:
		<b>Fare increase:</b>	20.0%	(\$111,442)	52.2%	50.00%
						50.00%

Assumptions: Designed to maintain passenger fare at \$7 in an effort to get closer to the passenger-to-vehicle ratio used by WSF of 1:3.  
Increased Single Ride fares 20% to provide revenue for larger multiride discount.  
Not enough to arrest 2023, but may work alright in long run.  
Dropped discount for multiride trucks.