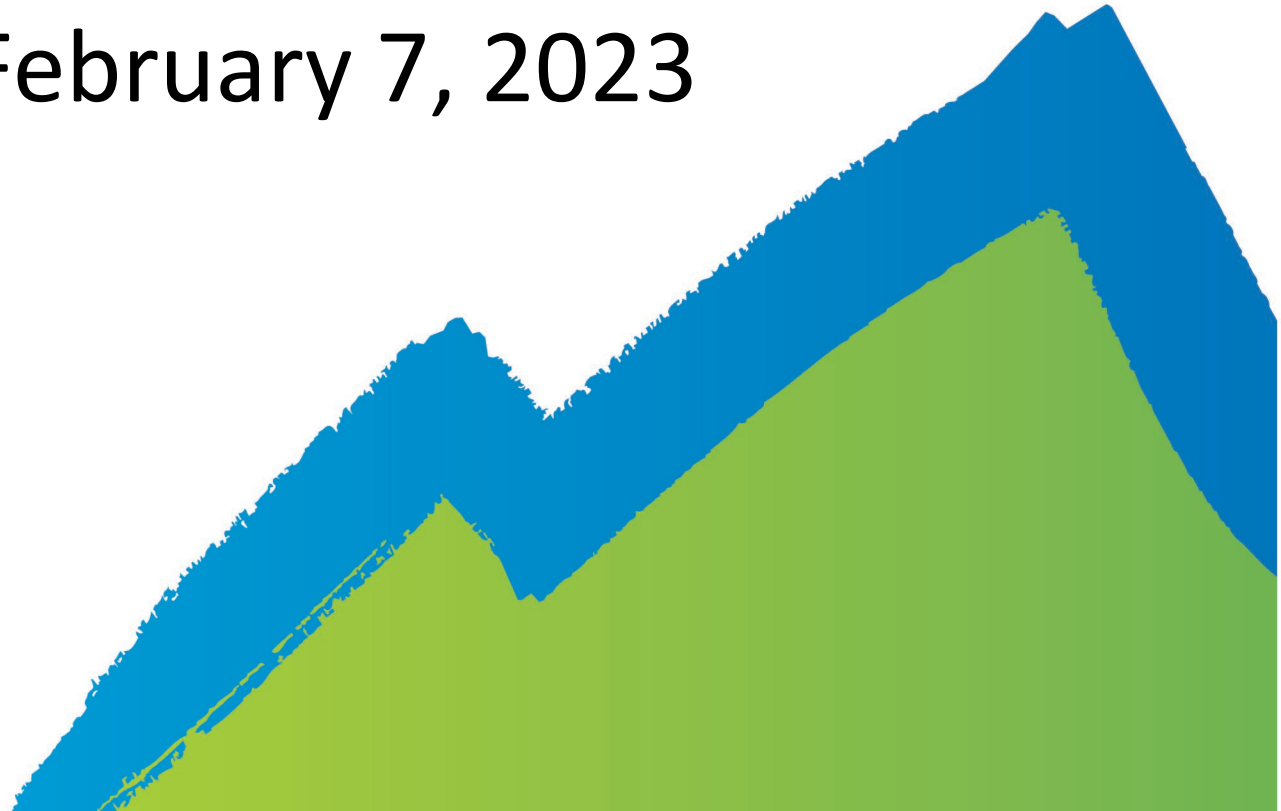


Vista Transit Update and Fare Proposal

February 7, 2023



Vista Transit Update

- Staffing situation
- Ridership trends
- Pandemic Impacts
 - Reduced ridership
 - Increased hesitance with handling money
 - Most Transit providers, including Vista Transit, went fare free during COVID
 - Some have made the change permanent, including Tucson's Sun Tran
 - Difficulty attracting drivers



Analysis of Cashless Systems

- Partial funding available through FTA
- Staff pursued both a Request for Information and a Request for Proposal
- Installation and set-up costs = \$240,000 to \$280,000
- Ongoing annual maintenance/licensing fees = \$80,000
- Costs do not include merchant transaction fees or additional costs associated with Information Technology support



Proposal on Transit Fares

- Going fare free
 - Driving factors
 - Limited fare revenues
 - Trend towards cashless operations
- Fare revenue versus expenses
 - Fare box revenue = \$63,000 annually
 - Direct expenses to collect fares = \$57,000 annually
 - Direct expenses include printing, selling passes, cash box maintenance, counting money, delivering money to City Hall, Finance reconciliations, etc.
 - Indirect expenses are more difficult to account for and are not included

