



CITY OF GLENDALE, CALIFORNIA  
Public Works Division  
TRAFFIC AND TRANSPORTATION SECTION

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## City of Glendale Notice On Proposed Fare Increase and Service Change for Glendale Beeline and Dial-A-Ride – And Request For Public Comment

### Background

In FY 2009, the City conducted a system wide data collection and route analysis process commonly referred to as a "Line by Line Analysis". The report which was originally presented at the September 28, 2009 Transportation and Parking Commission meeting is available online at [www.GlendaleBeeline.com](http://www.GlendaleBeeline.com) and a report is available for viewing at the Traffic & Transportation Offices at 633 E. Broadway, Room 300, Glendale, the Central Library, 222 E. Harvard Street, Glendale, and the Montrose-Crescenta Valley Library at 2465 Honolulu Avenue, Glendale.

### Fare & Service Reduction Recommendations

Based on the Line by Line Analysis, prior commission comments and public comments received last year, staff has developed three options for service changes and fare increases. Staff will provide an overview of the recommended service changes which resulted from the Line by Line Analysis at the August 23, 2010 Transportation and Parking Commission meeting. This meeting may also be viewed anytime online at [www.ci.glendale.ca.us/agenda.asp](http://www.ci.glendale.ca.us/agenda.asp).

Three combinations of fare increases and service cuts are presented to Glendale Beeline and Dial-A-Ride passengers, community and Transportation and Parking Commission for review and comment. The three options can be summarized as follows:

- **Option A** – Recommends a high fare increase and minimum service cuts.
- **Option B** - Recommends a moderate fare increase and moderate service cuts.
- **Option C** - Recommends the lowest fare increase and severe service cuts.

Public comments will be presented to the City Council in a study session tentatively scheduled for September 21, 2010 to receive Council policy direction on the fare structure and service changes.

**A report with details on the options presented for the Proposed Fare Increase and Service Change for Glendale Beeline and Dial-A-Ride is available online at [www.GlendaleBeeline.com](http://www.GlendaleBeeline.com).**

### Comments Welcome

Staff welcomes any comments to the proposed options. Comments may be submitted by email at [beeline@ci.glendale.ca.us](mailto:beeline@ci.glendale.ca.us), by phone at 818-548-3960, Option 1, or in writing to Glendale Beeline, 633 E. Broadway, Room 300, Glendale, CA 91206. **Comments will be collected through September 18, 2010.**

The proposed fare and service options will be discussed at the Traffic & Transportation Commission Meeting, on Monday, August 23, 2010 at 6:00 p.m. in the City Council Chambers, City Hall, 613 E. Broadway, Glendale. Beeline riders, residents, business community and other interested parties are invited to attend the meeting and provide comments.



CITY OF GLENDALE CALIFORNIA
REPORT TO TRANSPORTATION AND PARKING COMMISSION

August 23, 2010

AGENDA ITEM

Report Regarding Proposed Fare Increase for Glendale Beeline and Dial-A-Ride Services And Service Reductions for Glendale Beeline Fixed Route Service

COUNCIL ACTION

Public Hearing [ ] Ordinance [ ] Consent Calendar [ ] Action Item [ ] Report Only [x]

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn, Director of Public Works

[Handwritten signature of Stephen M. Zurn]

Prepared

Kathryn Engel, Transit Manager

[Handwritten signature of Kathryn Engel]

Reviewed

Jano Baghdanian, Traffic & Transportation Administrator

[Handwritten signature of Jano Baghdanian]

Christina R. Sansone, General Counsel - Public Works

[Handwritten signature of Christina R. Sansone]

RECOMMENDATION

Staff seeks input from the Traffic & Parking Commission (TPC) on the three options for fare increases and service reductions presented in this report.

SUMMARY

In FY 2009, the City conducted a system wide data collection and route analysis process commonly referred to as a "Line by Line Analysis". Commissioners were provided copies of the Line by Line Analysis Report, highlights of which were presented at the September 28, 2009 Commission meeting.

Staff has developed three options for service changes and fare increases. Staff will provide an overview of the recommended service changes which resulted from the Line by Line Analysis at the TPC meeting. For comparison of the recommended service changes, a Summary of Proposed Service Changes may be found on Exhibit 1. For comparison of the recommended fare increases for Beeline and Dial-A-Ride, a Summary of Proposed Beeline and Dial-A-Ride Fares and Fare Policy may be found on Exhibit 2.

The following combinations of fare increases and service cuts are presented for further review and comment by the TPC:

- Option A - Recommends a high fare increase and minimum service cuts (Exhibit 3.1).
Option B - Recommends a moderate fare increase and moderate service cuts (Exhibit 3.2).

- Option C - Recommends the lowest fare increase and severe service cuts (Exhibit 3.3).

Staff prefers Option A with a high fare increase and minimum service cuts. The higher fares will be compliant with Beeline's funding regulations that require a 20% farebox recovery ratio. The higher fare revenues will allow implementation of Option A's limited service reduction. Option A's service cuts would be limited to underutilized service, retaining core service levels to meet current travel demand.

## **FISCAL IMPACT**

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The proposed Beeline service changes would reduce annual operating cost. The proposed fare increase for Beeline and Dial-A-Ride would generate operating revenue. In combination, the cost reduction and revenue enhancement would assist in balancing the Transit Fund, which is currently operating at a deficit.

## **BACKGROUND**

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In FY 2009, the City conducted a system wide data collection and route analysis process commonly referred to as a "Line by Line Analysis". Commissioners were provided copies of the Line by Line Analysis Report, highlights of which were presented at the September 28, 2009 Commission meeting. The Line by Line Analysis is also available online at [GlendaleBeeline.com](http://GlendaleBeeline.com).

### The Line by Line Analysis

- Obtained a complete statistical picture of the ridership, productivity and performance of existing Glendale Beeline routes by route segment;
- Identified strengths and weaknesses of existing fixed route service in the Glendale Beeline service area;
- Produced recommendations for Glendale Beeline service deployment that optimizes operating effectiveness and efficiency of the existing fixed routes by modifying routes and fine-tuning service levels to ensure the best allocation of City resources; and
- Produced recommendations for passenger fares to support the desired services.

The Line by Line Analysis is a valuable tool that allows staff and policy makers to implement an effective service deployment plan within the available financial and capital resources. Based on the Line by Line Analysis, prior commission comments and public comments received last year, staff has developed three options for service changes and fare increases. Staff will provide an overview of the recommended service changes which resulted from the Line by Line Analysis at the TPC meeting. For comparison of the recommended service changes, a Summary of Proposed Service Changes may be found on Exhibit 1. For comparison of the recommended fare increases for Beeline and Dial-A-Ride, a Summary of Proposed Beeline and Dial-A-Ride Fares and Fare Policy may be found on Exhibit 2.

The following combinations of fare increases and service cuts are presented for further review and comment:

- Option A – Recommends a high fare increase and minimum service cuts (Exhibit 3.1).
- Option B - Recommends a moderate fare increase and moderate service cuts (Exhibit 3.2).
- Option C - Recommends the lowest fare increase and severe service cuts (Exhibit 3.3).

For fiscal year ending June 30, 2010, the cost to operate the Beeline was \$6.9 million. This is equivalent to an average cost per passenger trip of \$2.67 with passenger fares contributing 6.4% of the cost. Due to funding regulations, Beeline's farebox recovery requirement is 20% for FY10-11. The cost to operate Dial-A-Ride last year was \$937,974. The cost per passenger trip was \$18.05 with passenger fares contributing 4.4%.

Staff prefers Option A with a high fare increase and minimum service cuts. The higher fares will be compliant with Beeline's funding regulations that require a 20% farebox recovery ratio. The higher fare revenues will allow implementation of Option A's limited service reduction. Option A's service cuts would be limited to underutilized service, retaining core service levels to meet current travel demand.

The City has begun a 30 day notification period to Beeline and Dial-A-Ride passengers for the proposed fare and service changes. A sample of the public notice is provided in Exhibit 4 and the entire report is available online at [GlendaleBeeline.com](http://GlendaleBeeline.com). The public is invited to provide comment by email, in writing, and phone. The Commission may also receive public comments at this meeting. Staff is also notifying large employers who participate in the Glendale Transportation Management Association (TMA) as well as the Chamber of Commerce. Public comment will be accepted through September 18, 2010.

TPC input along with any public comments will be presented to the City Council in a study session tentatively scheduled for September 21, 2010 to receive Council policy direction on the fare structure and service changes.

## **EXHIBITS**

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Exhibit 1 - Summary of Proposed Service Changes

Exhibit 2 - Summary of Proposed Beeline and Dial-A-Ride Fares and Fare Policy

Exhibit 3 - Options for Fare Increases and Service Reductions

Exhibit 4 – Sample Rider Alert - 2010 Proposed Fare Increase and Service Changes

**Summary of Proposed Service Changes for Glendale Beeline and Glendale Dial-A-Ride**

8/23/2010

**Exhibit 1**

**Route Option A - Minimum Service Reductions**

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)

7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	No changes	-
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13	Cancel service due to low ridership.	(44,370)
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**Estimated Annual Savings (751,623)**

**DAR Option A - Minimum Service Reductions**

No recommended change to span of service or number of trips	-
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**Route Option B - Moderate Service Reductions**

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)

7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	Reduce Route 12 to GTC Only	(100,000)
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13	Cancel service due to low ridership.	(44,370)
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**Estimated Annual Savings (974,465)**

**DAR Option B - Moderate Service Reductions**

Reduce annual trips by 1225 by eliminating Sunday service.	(22,100)
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**Route Option C - Severe Service Reductions**

1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)

2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes.	
	Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)
	Cancel Saturday Service	(49,764)

3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)

4	Cancel first and last trips due to low ridership.	(8,381)
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5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893
	Cancel Saturday Service	(24,671)

6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)
	Cancel Saturday Service	(48,859)

7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes.	
	Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)

11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
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12	Cancel entire route	(456,000)
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13	Cancel service due to low ridership.	(44,370)
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**Estimated Annual Savings (1,453,759)**

### City of Glendale Proposed Beeline & Dial-A-Ride Fares & Fare Policy

	CURRENT \$393,000 Current Revenue		Option A - High \$1,396,553 Additional Revenue		Option B - Moderate \$1,224,553 Additional Revenue		Option C - Low \$743,733 Additional Revenue	
	Regular	Senior 60+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare
<b>Beeline Fare Media</b>								
<b>Regular Cash Fare</b> Cash fare for each one-way boarding on regular Beeline routes 1-7, and 13.	25¢	\$0.15	\$1.00	50¢	75¢	35¢	50¢	25¢
<b>Express Cash Fare</b> Cash fare for each one-way boarding on Beeline Express routes 11 & 12.	\$1.00	\$1.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
<b>31 Day Pass</b> Good for unlimited trips during any consecutive 31 days on regular Beeline routes 1-7, and 13.	\$12.00	\$4.50	\$36.00 25% savings	\$18.00 25% savings	\$27.00 25% savings	\$13.50 25% savings	\$18.00 25% savings	\$9.00 25% savings
<b>10-ride Card</b> Good anytime for 10 one-way boardings on regular Beeline routes 1-7, and 13.	\$2.00	NA	\$4.50 10% savings	NA	\$6.75 10% savings	NA	\$9.00 10% savings	NA
<b>Beeline Transfer</b> For transfer from one regular Beeline route to another regular Beeline route to complete a one-way trip. Transfer is valid for up to 2 hours at transfer stops only.	NA	NA	25¢	15¢	25¢	15¢	NA	NA
<b>Interagency Transfer (IAT)</b> Required for transfer to/from Metro and other municipal bus lines at transfer stops only; not valid on Metrolink or Beeline Express routes.	50¢	25¢	50¢	25¢	50¢	25¢	50¢	25¢

<b>Children &lt; 5 years</b> Up to two children under age 5 may travel with each fare-paying passenger on regular Routes 1-7, and 13.	Free	Free	Free	Free	Free	Free	Free	Free
<b>Other Agency Fare Media</b>	Regular	Senior 60+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare	Regular	Senior 65+/ Disabled/ Medicare
<b>Access Services, EZ transit pass, Metrolink EZ transit pass Cardholders</b> Good on any Beeline regular route 1-7 and 13; includes attendant for Access cardholder.	Free	Free	Free	Free	Free	Free	Free	Free
<b>Metrolink pass and ticket holders</b> Good on any Beeline Express route 11 & 12.	Free	Free	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00

	Current \$44,000 Current Revenue		Option A – High \$40,000 Additional Revenue		Option B – Moderate \$22,000 Additional Revenue	
<b>Dial-A-Ride Fare Media</b>	Senior 60+ /Disabled	Personal Care Attendant	Senior 65+ /Disabled	Personal Care Attendant	Senior 65+ /Disabled	Personal Care Attendant
<b>Regular Cash Fare</b> Curb to Curb cash fare for each one-way boarding on Glendale Dial-A-Ride service.	\$1.00	Free	\$2.00	\$1.00	\$1.50	\$1.00
<b>Premium Service Cash Fare</b> Door to Door cash fare for each one-way boarding on Glendale Dial-A-Ride service.	NA	NA	\$4.00	NA	\$3.00	NA

## **Beeline Fare Policy Continued**

Failure to pay the proper fare is a violation of Section 640 Penal Code and may result in a fine up to \$250 and 48 hours community service.

Glendale Beeline's fareboxes accept coins, currency, and Beeline passes, but do not make change and the bus drivers carry no cash.

Metro passes and tokens are not accepted as Beeline fare media. Any Metro tokens used on the Beeline system will be resold to the City of Glendale Employee Trip Reduction program at the Metro token rate.

### **Reduced Fare Eligibility**

Proper identification is required at the time of boarding for all reduced fares.

#### Seniors

The reduced fare rate for seniors is available to all persons 65 years of age and older. Boarding with the reduced fare requires one of the following photo ID cards: DMV Identification Card, California Drivers License, passport, US Permanent Resident Card, or Metro Senior Tap Card.

#### Disabled

The reduced fare rate is available for disabled persons of all ages and disabilities. Boarding with the reduced fare requires one of the following photo ID cards having a disabled designation: DMV Identification Card, California Drivers License, Metro Disabled Tap Card, or LACTOA Card. Persons holding valid Access Services photo ID cards may board for free. Access Services cards identified with "PCA" will allow one personal care attendant to board for free along with the Access cardholder.

#### Medicare

The reduced fare rate is available any Medicare cardholders.

### **Other Fare Programs**

#### EZ transit pass

The EZ transit pass rate is available to all persons holding a valid EZ transit pass. The EZ transit pass fare rate is available under a countywide agreement that provides half fare reimbursement directly to the Beeline. The Beeline half fare program may be rescinded at any time should the countywide agreement be terminated.

*Passengers who use multiple transit agencies on a regular basis are encouraged to purchase a regular EZ transit pass or a senior/disabled EZ transit pass.*

#### Metrolink

8-23-10

The Metrolink fare rate is available to all Metrolink monthly EZ transit pass holders or passengers with Metrolink EZ transit pass 10-trip ticket valid for the same day traveled. Metrolink pass or ticket must be presented to bus operator upon request. The Metrolink cash fare rate per passenger is in addition to the Metrolink EZ transit pass fare reimbursement program available under a countywide agreement that provides half fare reimbursement directly to the Beeline. The Beeline half fare program may be rescinded at any time should the countywide agreement be terminated.

Jury Badge

Glendale court jurists who park in the Market Place parking structure may board Beeline Route 4 free of charge. Jurists must show a court issued juror identification badge as fare media for each boarding.

City Employees

Full time and part time City of Glendale employees may board Beeline routes for free. An employee must present his City issued Identification card as fare media for each boarding.

## **Dial-A-Ride Fare Policy Continued**

Failure to pay the proper fare is a violation of Section 640 Penal Code and may result in a fine up to \$250 and 48 hours community service.

Glendale Dial-A-Ride's fareboxes accept coins and currency, but do not make change and the drivers carry no cash.

Metro tokens are not accepted as Dial-A-Ride fare media. Any Metro tokens used on the Dial-A-Ride system will be resold to the City of Glendale Employee Trip Reduction program at the Metro token rate.

Registered Dial-A-Ride participants may have one personal care attendant (PCA) accompany them on any trip.

Premium Service applies to any passenger trip that requires driver assistance for the passenger from door to door rather than curb to curb. Any passenger trip requesting special service above and beyond the traditional curb to curb service is subject to the premium service fare per trip.

### **Dial-A-Ride Program Eligibility**

Program participants must pre-register for Dial-A-Ride services. Photo identification is required at the time of registration and must be shown to the driver upon request.

#### Seniors

Dial-A-Ride for seniors is available to all persons 65 years of age and older and requires one of the following photo ID cards to register: DMV Identification Card, California Drivers License, Senior TAP card, passport, or certified birth certificate and photo ID.

#### Disabled

Dial-A-Ride is available for disabled persons of all ages with permanent disabilities and requires one of the following photo ID cards to register: LACTOA Card, Metro Disabled TAP Card, Access Services card, or medical certification and photo ID.

**Option A - High Fare Increase and Minimum Service Cuts**

	<b>Option A - High</b> \$1,396,553 Additional Revenue	
<b>Beeline Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Regular Cash Fare</b> Cash fare for each one-way boarding on regular Beeline routes 1-7, and 13.	\$1.00	50¢
<b>Express Cash Fare</b> Cash fare for each one-way boarding on Beeline Express routes 11 & 12.	\$2.00	\$2.00
<b>31 Day Pass</b> Good for unlimited trips during any consecutive 31 days on regular Beeline routes 1-7, and 13.	\$36.00 25% savings	\$18.00 25% savings
<b>10-ride Card</b> Good anytime for 10 one-way boardings on regular Beeline routes 1-7, and 13.	\$4.50 10% savings	NA
<b>Beeline Transfer</b> For transfer from one regular Beeline route to another regular Beeline route to complete a one-way trip. Transfer is valid for up to 2 hours at transfer stops only.	25¢	15¢
<b>Interagency Transfer (IAT)</b> Required for transfer to/from Metro and other municipal bus lines at transfer stops only; not valid on Metrolink or Beeline Express routes.	50¢	25¢
<b>Children &lt; 5 years</b> Up to two children under age 5 may travel with each fare-paying passenger on regular Routes 1-7, and 13.	Free	Free
<b>Other Agency Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Access Services, EZ transit pass, Metrolink EZ transit pass Cardholders</b> Good on any Beeline regular route 1-7 and 13; includes attendant for Access cardholder.	Free	Free
<b>Metrolink pass and ticket holders</b> Good on any Beeline Express route 11 & 12.	\$1.00	\$1.00

Route	<b>Option A - Minimum Service Reductions</b>	
1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)
4	Cancel first and last trips due to low ridership.	(8,381)
5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893
6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)
7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes. Fix travel time.	(15,314)
11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
12	No changes	-
13	Cancel service due to low ridership.	(44,370)
<b>Estimated Annual Savings</b>		<b>(751,623)</b>

	<b>Option A – High</b> \$40,000 Additional Revenue	
<b>Dial-A-Ride Fare Media</b>	<b>Senior 65+/ /Disabled</b>	<b>Personal Care Attendant</b>
<b>Regular Cash Fare</b> Curb to Curb cash fare for each one-way boarding on Glendale Dial-A-Ride service.	\$2.00	\$1.00
<b>Premium Service Cash Fare</b> Door to Door cash fare for each one-way boarding on Glendale Dial-A-Ride service.	\$4.00	NA

DAR	<b>Option A - Minimum Service Reductions</b>	
No recommended change to span of service or number of trips		-

**Option B - Moderate Fare Increase and Moderate Service Cuts**

	<b>Option B - Moderate</b> \$1,224,553 Additional Revenue	
<b>Beeline Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Regular Cash Fare</b> Cash fare for each one-way boarding on regular Beeline routes 1-7, and 13.	75¢	35¢
<b>Express Cash Fare</b> Cash fare for each one-way boarding on Beeline Express routes 11 & 12.	\$2.00	\$2.00
<b>31 Day Pass</b> Good for unlimited trips during any consecutive 31 days on regular Beeline routes 1-7, and 13.	\$27.00 25% savings	\$13.50 25% savings
<b>10-ride Card</b> Good anytime for 10 one-way boardings on regular Beeline routes 1-7, and 13.	\$6.75 10% savings	NA
<b>Beeline Transfer</b> For transfer from one regular Beeline route to another regular Beeline route to complete a one-way trip. Transfer is valid for up to 2 hours at transfer stops only.	25¢	15¢
<b>Interagency Transfer (IAT)</b> Required for transfer to/from Metro and other municipal bus lines at transfer stops only; not valid on Metrolink or Beeline Express routes.	50¢	25¢
<b>Children &lt; 5 years</b> Up to two children under age 5 may travel with each fare-paying passenger on regular Routes 1-7, and 13.	Free	Free
<b>Other Agency Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Access Services, EZ transit pass, Metrolink EZ transit pass Cardholders</b> Good on any Beeline regular route 1-7 and 13; includes attendant for Access cardholder.	Free	Free
<b>Metrolink pass and ticket holders</b> Good on any Beeline Express route 11 & 12.	\$1.00	\$1.00

	<b>Option B – Moderate</b> \$22,000 Additional Revenue	
<b>Dial-A-Ride Fare Media</b>	<b>Senior 65+/ Disabled</b>	<b>Personal Care Attendant</b>
<b>Regular Cash Fare</b> Curb to Curb cash fare for each one-way boarding on Glendale Dial-A-Ride service.	\$1.50	\$1.00
<b>Premium Service Cash Fare</b> Door to Door cash fare for each one-way boarding on Glendale Dial-A-Ride service.	\$3.00	NA

Route	<b>Option B - Moderate Service Reductions</b>	
1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)
2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)
3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)
4	Cancel first and last trips due to low ridership.	(8,381)
5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893
6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)
7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes. Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)
11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
12	Reduce Route 12 to GTC Only	(100,000)
13	Cancel service due to low ridership.	(44,370)
<b>Estimated Annual Savings</b>		<b>(974,465)</b>

DAR	<b>Option B - Moderate Service Reductions</b>	
	Reduce annual trips by 1225 by eliminating Sunday service.	(22,100)

**Option C - Moderate Lowest Increase and Severe Service Cuts**

	<b>Option C - Low \$743,733 Additional Revenue</b>	
<b>Beeline Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Regular Cash Fare</b> Cash fare for each one-way boarding on regular Beeline routes 1-7, and 13.	50¢	25¢
<b>Express Cash Fare</b> Cash fare for each one-way boarding on Beeline Express routes 11 & 12.	\$2.00	\$2.00
<b>31 Day Pass</b> Good for unlimited trips during any consecutive 31 days on regular Beeline routes 1-7, and 13.	\$18.00 25% savings	\$9.00 25% savings
<b>10-ride Card</b> Good anytime for 10 one-way boardings on regular Beeline routes 1-7, and 13.	\$9.00 10% savings	NA
<b>Beeline Transfer</b> For transfer from one regular Beeline route to another regular Beeline route to complete a one-way trip. Transfer is valid for up to 2 hours at transfer stops only.	NA	NA
<b>Interagency Transfer (IAT)</b> Required for transfer to/from Metro and other municipal bus lines at transfer stops only; not valid on Metrolink or Beeline Express routes.	50¢	25¢
<b>Children &lt; 5 years</b> Up to two children under age 5 may travel with each fare-paying passenger on regular Routes 1-7, and 13.	Free	Free
<b>Other Agency Fare Media</b>	<b>Regular</b>	<b>Senior 65+/ Disabled/ Medicare</b>
<b>Access Services, EZ transit pass, Metrolink EZ transit pass Cardholders</b> Good on any Beeline regular route 1-7 and 13; includes attendant for Access cardholder.	Free	Free
<b>Metrolink pass and ticket holders</b> Good on any Beeline Express route 11 & 12.	\$1.00	\$1.00

Route	<b>Option C - Severe Service Reductions</b>	
1	Rename service to Brand Blvd only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
	Operate weekend service from 11 am to 5pm	(15,080)
	Cancel Sunday Service	(49,764)
2	Rename service Central Ave only.	-
	Reduce service from every 20 minutes to 30 minutes. Cancel first and last trips due to low ridership.	(120,907)
	Cancel Sunday Service	(49,764)
	Cancel Saturday Service	(49,764)
3	Shorten 1/2 of the trips to Glendale College to improve frequency from downtown Glendale to the College. Add trips to relieve overcrowding during peak hours.	(368,961)
	Cancel first and last trips due to low ridership.	(11,832)
4	Cancel first and last trips due to low ridership.	(8,381)
5	Cancel first trip due to low ridership.	(3,944)
	Add a trip and change times to improve service and travel time.	6,893
	Cancel Saturday Service	(24,671)
6	Changing times to improve service during peak hours.	2,323
	Cancel first and last trips due to low ridership.	(19,393)
	Cancel Saturday Service	(48,859)
7	Cancel first trip due to low ridership.	(22,136)
	Reduce service from every 20 minutes to 30 minutes. Fix travel time.	(15,314)
	Cancel Saturday Service	(23,314)
11	Cancel first trip due to low ridership. Fix travel time.	(9,614)
12	Cancel entire route	(456,000)
13	Cancel service due to low ridership.	(44,370)
<b>Estimated Annual Savings</b>		<b>(1,453,759)</b>

# RIDER ALERT



## Proposed Changes to Beeline Service and Fares

Based on the Line by Line Analysis and public comments received, the City has developed three options for fare increases and service reductions to meet available financial resources.

The following combinations of fare increases and service cuts are presented for further review and comment:

- Option A – Recommends a high fare increase and minimum service cuts.
- Option B - Recommends a moderate fare increase and moderate service cuts.
- Option C - Recommends the lowest fare increase and severe service cuts.

The full report is available online at **GlendaleBeeline.com**

The City has scheduled a presentation of the report to the

**Transportation & Parking Commission**  
**Monday, August 23, 2010 at 6:00 p.m.**  
**City Council Chambers, City Hall**  
**613 E. Broadway, Glendale**

Comments on the proposed fare increase and service change may be submitted

- by email at **GlendaleBeeline.com**
- by phone at **818-548-3960**, Option 1
- in writing to Glendale Beeline, 633 E. Broadway, Room 300, Glendale, CA 91206.

Comments will be collected through September 18, 2010 and incorporated into a report to the City Council later this fall.