



**Finance, Administration and Oversight Committee**

**Information Item IV-B**

**May 8, 2008**

# **Ridership and Passenger Revenue Analysis**

**Washington Metropolitan Area Transportation Authority  
Board Action/Information Summary**

Action  
 Information

MEAD Number:

Resolution:  
 Yes  No

**PURPOSE**

To present the Board of Directors with an analysis of ridership and passenger revenues.

**DESCRIPTION**

An analysis of ridership and passenger revenues trends through March 2008 for Metrobus, Metrorail and parking.

**NEXT STEPS**

Continue to monitor and report on revenue trends and opportunities.



# Ridership and Passenger Revenue Analysis

*Presented to the Board of Directors:*

**Finance, Administration and Oversight  
Committee**

May 8, 2008





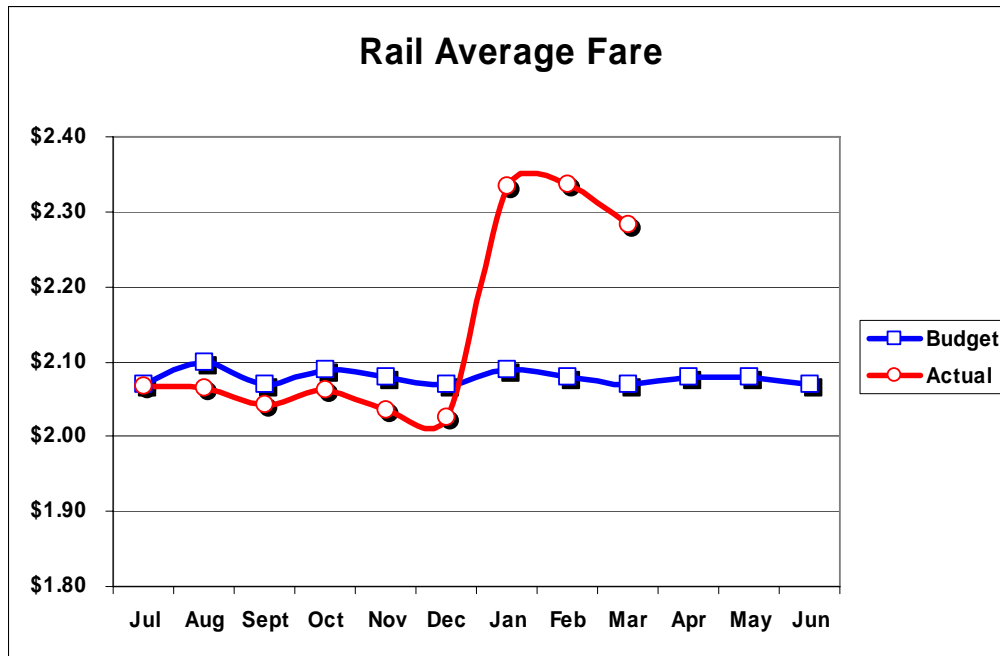
# Metrorail

Jan: As expected, average rail fare increased approximately 15%

Feb: Rate remained constant

Mar: Decline is within norms – no change in rider behavior

Apr: Data is pending

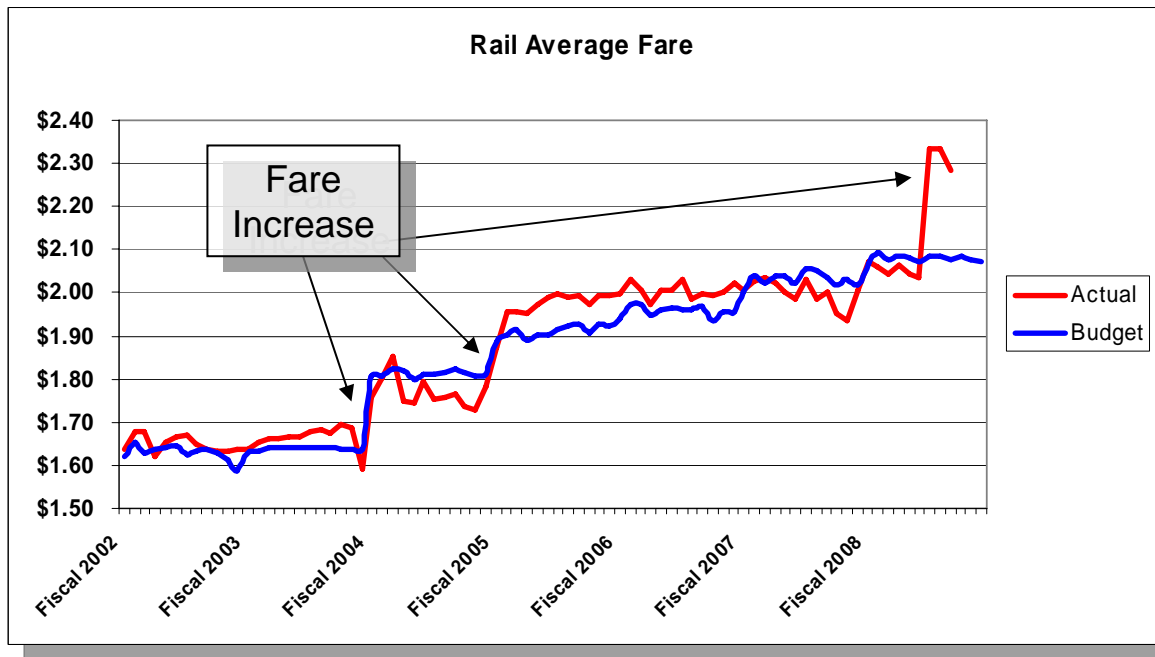


FY09 budget is a few cents too high... causing a gap between ridership results and revenue results



# Metrorail

- Average fare has been increasing for many years
- Minor variations are normal
- Adjustments made each budget year to compensate

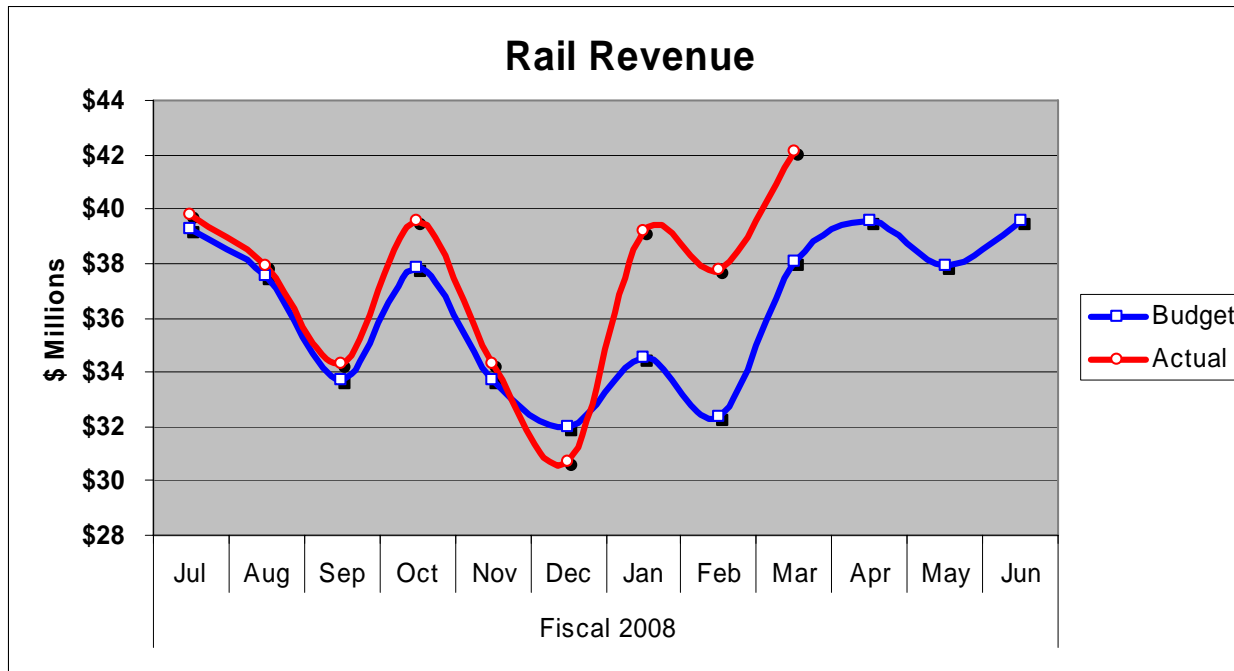


When red is above blue: more revenue than budgeted  
When red is below blue: less revenue than budgeted



# Metrorail

- 1<sup>st</sup> Half of FY08: Revenue was \$2.6 million above budget
- 2<sup>nd</sup> Half of FY08: Rail fare increase is generating \$30 million for FY09
- FY08 year end forecast is \$4 million revenue surplus



Fare increase is generating revenue as expected

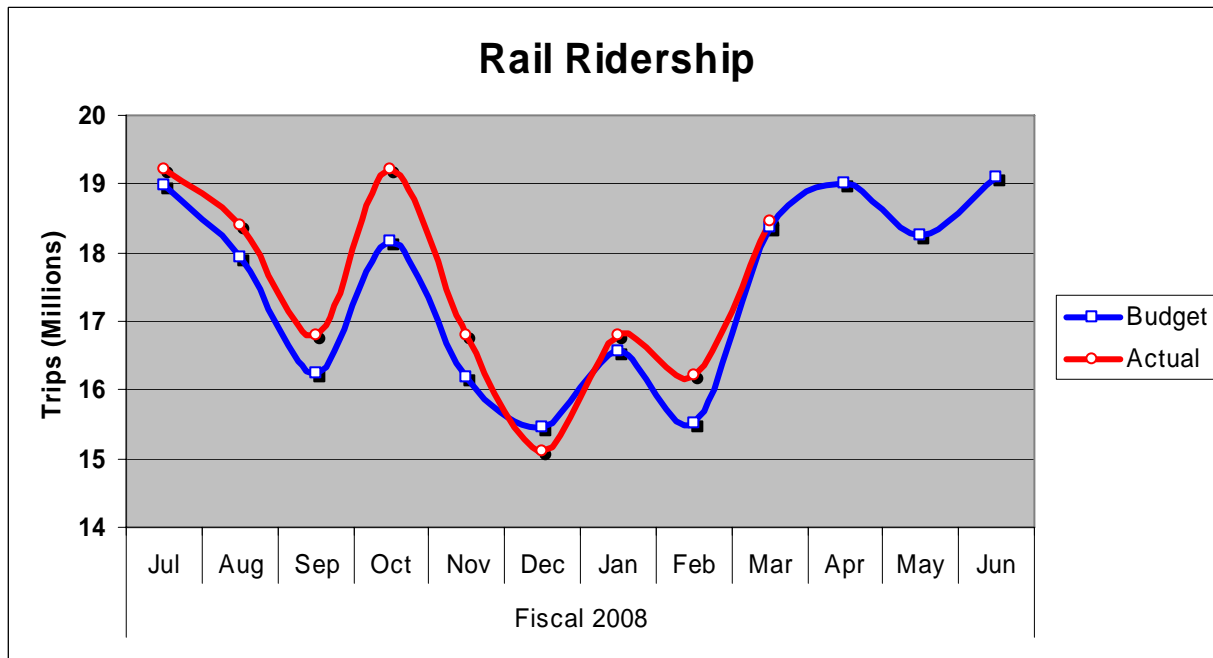


Prior to the fare increase:

5 months higher than budget  
1 month lower than budget

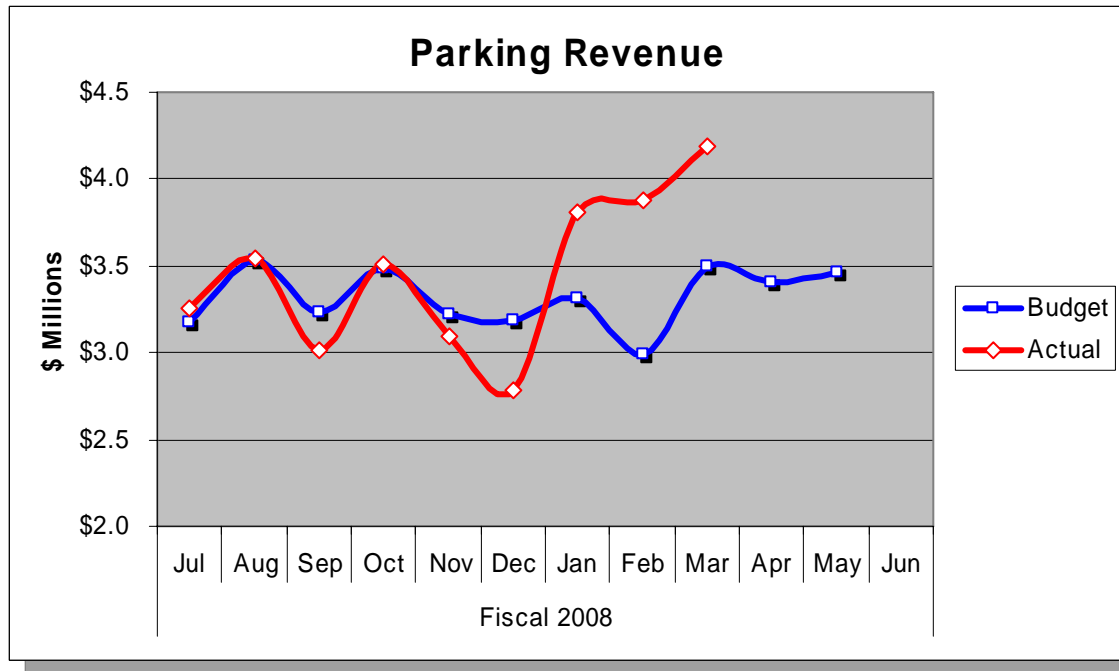
After the fare increase:

2 months higher than budget  
1 month on budget



Fare increase has had no immediate impact on ridership

- Parking revenue was on-budget through 1<sup>st</sup> half of FY08
- December dip due to unexpected federal holidays



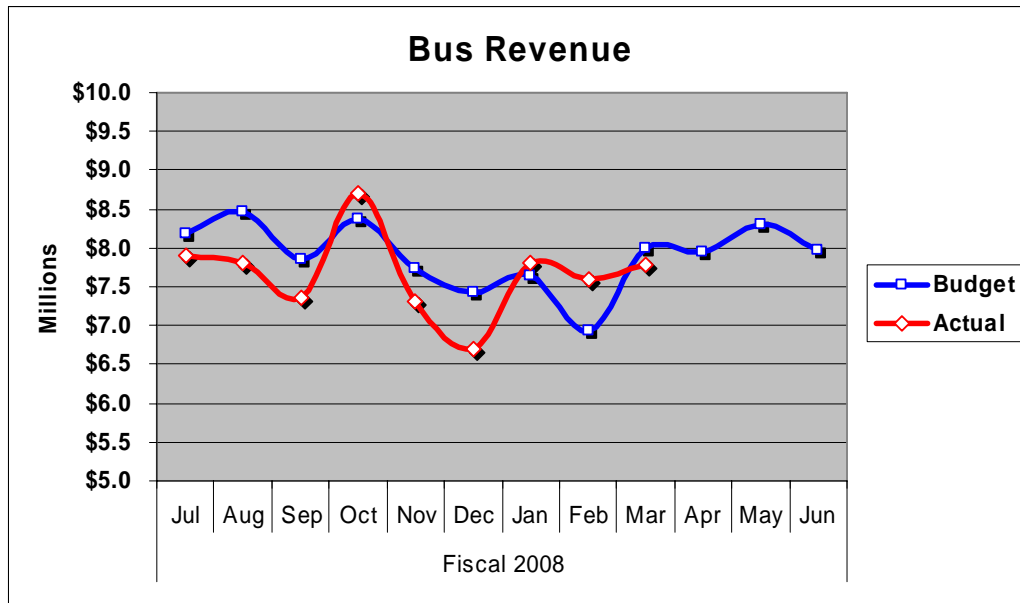
Parking fee increase is generating revenue as expected  
No additional fee increase is planned





# Metrobus

- FY08 bus revenue under budget before and after fare change
- FY09 impact is \$2.2 million revenue reduction



- 1<sup>st</sup> Half of FY08 under budget
- Jan: Exactly on budget
- Feb: Better than budget (weather)
- Mar: Back to trend under budget

Prior to the fare increase Smartrip usage was 20%  
Smartrip use has increased to 26%



## Summary

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### Analysis Conclusion:

- Fare increase is producing revenue as expected
- No significant ridership loss
- No measurable change in ridership patterns

### FY09 Proposed Budget Adjustments:

- Rail - Monitor but do not change FY09 projection  
Base rail revenue contains minimal risk of shortfall
- Parking - No change to FY09 projection
- Bus - Reduce FY09 projection by \$2.2 million due  
to underlying shortfall occurring prior to fare increase