

[Metro.net](#) (web)

Resources

[Safety](#)
[Pressroom](#) (web)

[CEO Hotline](#)
[Metro Projects](#)
[Facts at a Glance](#)
(web)

[Archives](#)
[Events Calendar](#)
[Research Center/
Library](#)
[Metro Cafe](#) (pdf)

[Metro Classifieds](#)
[Retirement
Round-up](#)

Metro Info

[Strategic Plan](#) (pdf)

[Org Chart](#) (pdf)

[Policies](#)
[Training](#)
[Help Desk](#)
[Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[E-Mail Webmaster](#)

New \$3 Metro Day Pass Popular with Operators, Customers

By BILL HEARD, Editor

(Feb. 5, 2004) The new Metro Day Pass has been on the street for just over a month now as a key element of the fare restructuring that began Jan. 1. Sales are strong, with about 50,000 sold on weekdays.

The effect is felt at the street level where Metro Bus operators, who once had to cope with scores of complex transfers each shift, now sell only the \$3 Day Pass.

Central City Division 1 Operator Rosa Chavez usually sells 20 to 30 Day Passes a day, and more on Fridays, driving Line 18 between Montebello and downtown LA. "They're so much easier than the transfers and less hectic. As an operator, your day goes by smoother."

Operator Roberto Cortez, who works the extra board out of North Los Angeles Division 3, sold about 20 Day Passes Thursday morning, but often sells 30, depending on the line he's driving. "This is way more convenient and I don't have to collect transfers."

'A very easy transition'

West Valley Division 8 Operator Terry McCrary, who's also vice chairman of UTU Local 1608, sells 40 to 50 Day Passes a day. Of the switch from transfers, he says, "It was a very easy transition, very easy. We've had good feedback from customers who say it's much more convenient."

April McKay, project manager for the fare restructuring program, isn't surprised by the way customers and operators have taken to the new Day Passes.

The Day Pass has reduced the number of transactions operators have to make during a shift. Customers can buy one \$3 pass -- \$1.50 for seniors and disabled patrons -- and ride Metro Buses or Metro Rail until 3 a.m. the next day.

The savings really kick in after the second ride. A study of Day Pass usage on 120 lines in early January indicated that the 50,000 passes sold each weekday were being used another 165,000 times after purchase, a total of just over four times each.

The Day Pass also has affected farebox revenues. Although Metro ridership has fallen off 9 percent since last year's strike and the cash



fare was lowered by 10 cents, net weekday farebox revenues are averaging about \$42,000 more than before.

Increase due to Day Pass

McKay attributes the revenue increase directly to sales of the Day Pass.

"Because of the Day Pass, our coins and tokens are down and our dollar bills are up," she says. The net \$42,000 doesn't include revenue from the sale of monthly passes.

McKay also believes use of the Day Pass is reducing fare evasion. "I think one reason our cash count is up is that there was a lot of transfer fraud."

The old transfers were complicated and difficult for an operator to read as customers boarded a bus. The new, simplified Day Passes are bigger, brightly colored, and are dated with large, bold numbers that can be read at a glance.

The only transfers left in the system are the 25-cent transfers needed to move from the Metro system to a municipal transit operator, and those used to transfer from a muni bus to the Metro system. Even those have been redesigned for better recognition.

For Operator Rosa Chavez, seeing an end to constant use of transfers is welcome news. "Now all I see is Day Passes and monthly bus passes."

| [Home](#) | [Phone Directory](#) | [Forms Online](#) | [FIS Online](#)