

2009 FARE RATE CHANGE OPTIONS

OPTION 1						
Increase Tickets & Passes to GTA average plus increase all Express categories						
Fare Category	Distribution	Current	Proposed	% Increase	Net Additional Revenue	Avg Fare
ADULT - 10 TICKETS	25.0%	\$24.00	\$24.00	0.0%	\$ -	\$22.50
ALL CASH	39.0%	\$3.00	\$3.00	0.0%	\$ -	\$2.72
STUDENT - 10 TICKETS	6.0%	\$17.00	\$19.00	11.8%	\$ 340,000	\$18.60
SENIOR/CHILD - 10 TICKETS	2.0%	\$14.00	\$15.50	10.7%	\$ 104,000	\$15.80
EXPRESS CASH	1.0%	\$3.25	\$3.50	7.7%	\$ 37,000	\$3.25
EXPRESS - 10 TICKETS	1.0%	\$30.00	\$32.50	8.3%	\$ 40,000	\$30.00
GTA WEEKLYPASS	4.0%	\$47.00	\$47.00	0.0%	\$ -	\$47.00
STUDENT PASS	5.0%	\$65.00	\$75.00	15.4%	\$ 370,000	\$74.53
MULTIPASS	15.0%	\$95.00	\$95.00	0.0%	\$ -	\$91.00
SENIOR PASS	1.0%	\$42.00	\$53.00	26.2%	\$ 134,000	\$53.41
EXPRESS PASS	1.0%	\$115.00	\$125.00	8.7%	\$ 42,000	N/A
GO RAIL INTEGRATION	0.0%	\$0.50	\$0.50	0.0%	\$ -	\$0.54
	% Increase (Weighted Average):			8.17%	\$ 1,067,000	
Shaded Cells Indicate Fare Increases						

OPTION 2						
Increase all tickets and passes and increase flat cash						
Fare Category	Distribution	Current	Proposed	% Increase	Net Annual Revenue	Avg Fare
ADULT - 10 TICKETS	25.0%	\$24.00	\$26.00	8.3%	\$ 1,000,000	\$22.50
ALL CASH	39.0%	\$3.00	\$3.25	8.3%	\$ 1,560,000	\$2.72
STUDENT - 10 TICKETS	6.0%	\$17.00	\$19.00	11.8%	\$ 340,000	\$18.60
SENIOR/CHILD - 10 TICKETS	2.0%	\$14.00	\$15.00	7.1%	\$ 69,000	\$15.80
EXPRESS CASH	1.0%	\$3.25	\$3.50	7.7%	\$ 37,000	\$3.25
EXPRESS - 10 TICKETS	1.0%	\$30.00	\$32.50	8.3%	\$ 40,000	\$30.00
GTA WEEKLY PASS	4.0%	\$47.00	\$47.00	0.0%	\$ -	\$47.00
STUDENT PASS	5.0%	\$65.00	\$75.00	15.4%	\$ 370,000	\$74.53
MULTIPASS	15.0%	\$95.00	\$105.00	10.5%	\$ 756,000	\$91.00
SENIOR PASS	1.0%	\$42.00	\$46.00	9.5%	\$ 45,000	\$53.41
EXPRESS PASS	1.0%	\$115.00	\$125.00	8.7%	\$ 42,000	N/A
GO STICKER PASS	0.0%	\$0.50	\$0.50	0.0%	\$ -	\$0.54
	% Increase (Weighted Average):			9.20%	\$ 4,259,000	

OPTION 3						
Increase all tickets and passes but not flat cash						
Fare Category	Distribution	Current	Proposed	% Increase	Net Annual Revenue	Avg Fare
ADULT TICKET	25.0%	\$24.00	\$26.00	8.3%	\$ 1,000,000	\$22.50
ALL CASH	39.0%	\$3.00	\$3.00	0.0%	\$ -	\$2.72
STUDENT TICKET	6.0%	\$17.00	\$19.00	11.8%	\$ 340,000	\$18.60
SENIOR/CHILD TICKET	2.0%	\$14.00	\$15.00	7.1%	\$ 69,000	\$15.80
EXPRESS CASH	1.0%	\$3.25	\$3.50	7.7%	\$ 37,000	\$3.25
EXPRESS TICKET	1.0%	\$30.00	\$32.50	8.3%	\$ 40,000	\$30.00
GTA WEEKLY PASS	4.0%	\$47.00	\$47.00	0.0%	\$ -	\$47.00
STUDENT PASS	5.0%	\$65.00	\$75.00	15.4%	\$ 370,000	\$74.53
MULTIPASS	15.0%	\$95.00	\$105.00	10.5%	\$ 756,000	\$91.00
SENIOR PASS	1.0%	\$42.00	\$46.00	9.5%	\$ 45,000	\$53.41
EXPRESS PASS	1.0%	\$115.00	\$125.00	8.7%	\$ 42,000	N/A
GO STICKER PASS	0.0%	\$0.50	\$0.50	0.0%	\$ -	\$0.54
	% Increase (Weighted Average):			9.00%	\$ 2,699,000	
Shaded Cells Indicate Fare Increases						