

Background Information

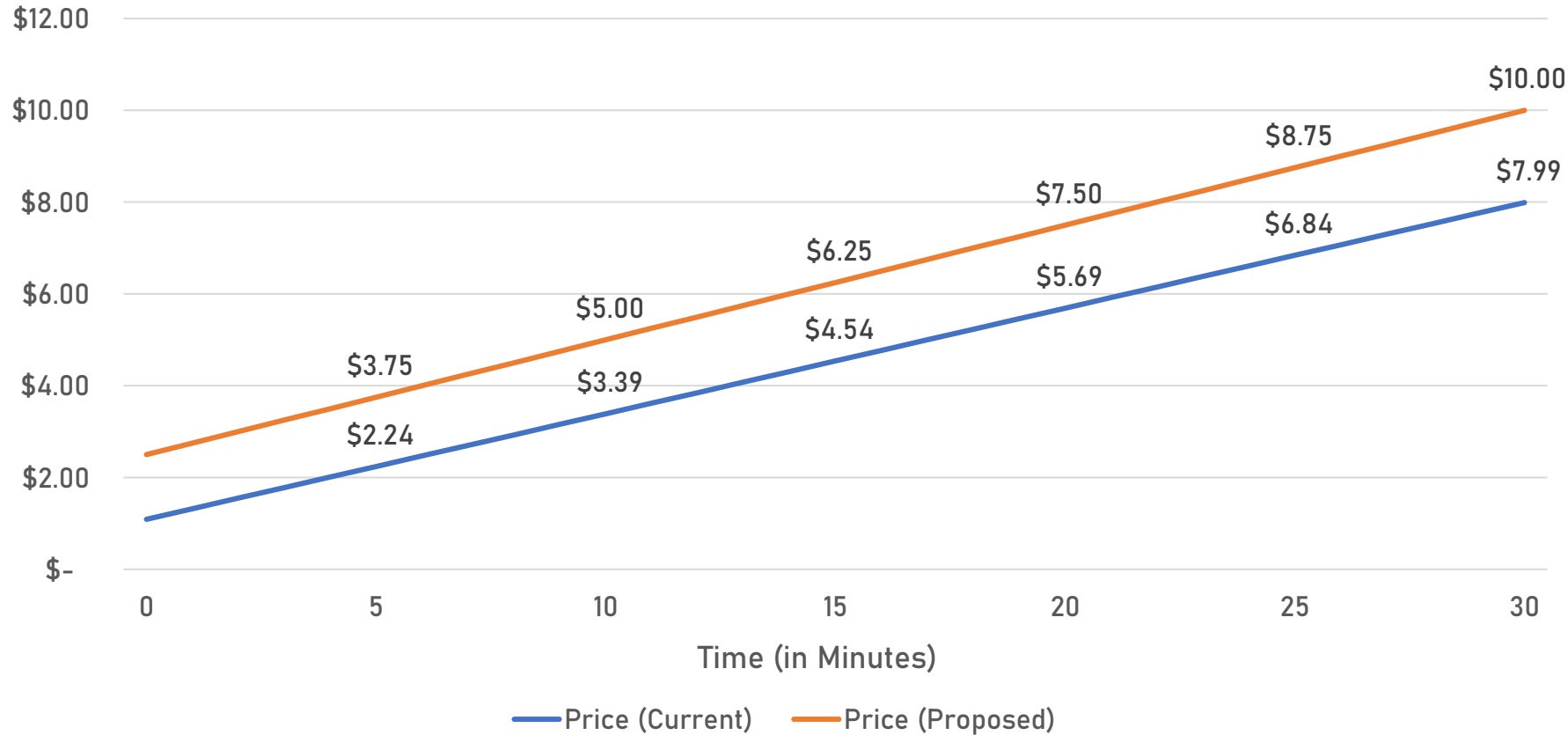
CapMetro Bikeshare fares have been the same since 2013.

Adjustments are necessary to support the continued sustainability of the program, as well as future expansion.

The proposed fares will continue to be some of the lowest fares in the U.S., and less than private bike- and scooter-sharing systems.

Price Changes for Pay-as-you-Go

Current and Proposed Cost per Minute for Pay-as-you-Go Riders



Current Price:

\$1.09 Unlock Fee
+ \$0.23 per Minute

Proposed Price:

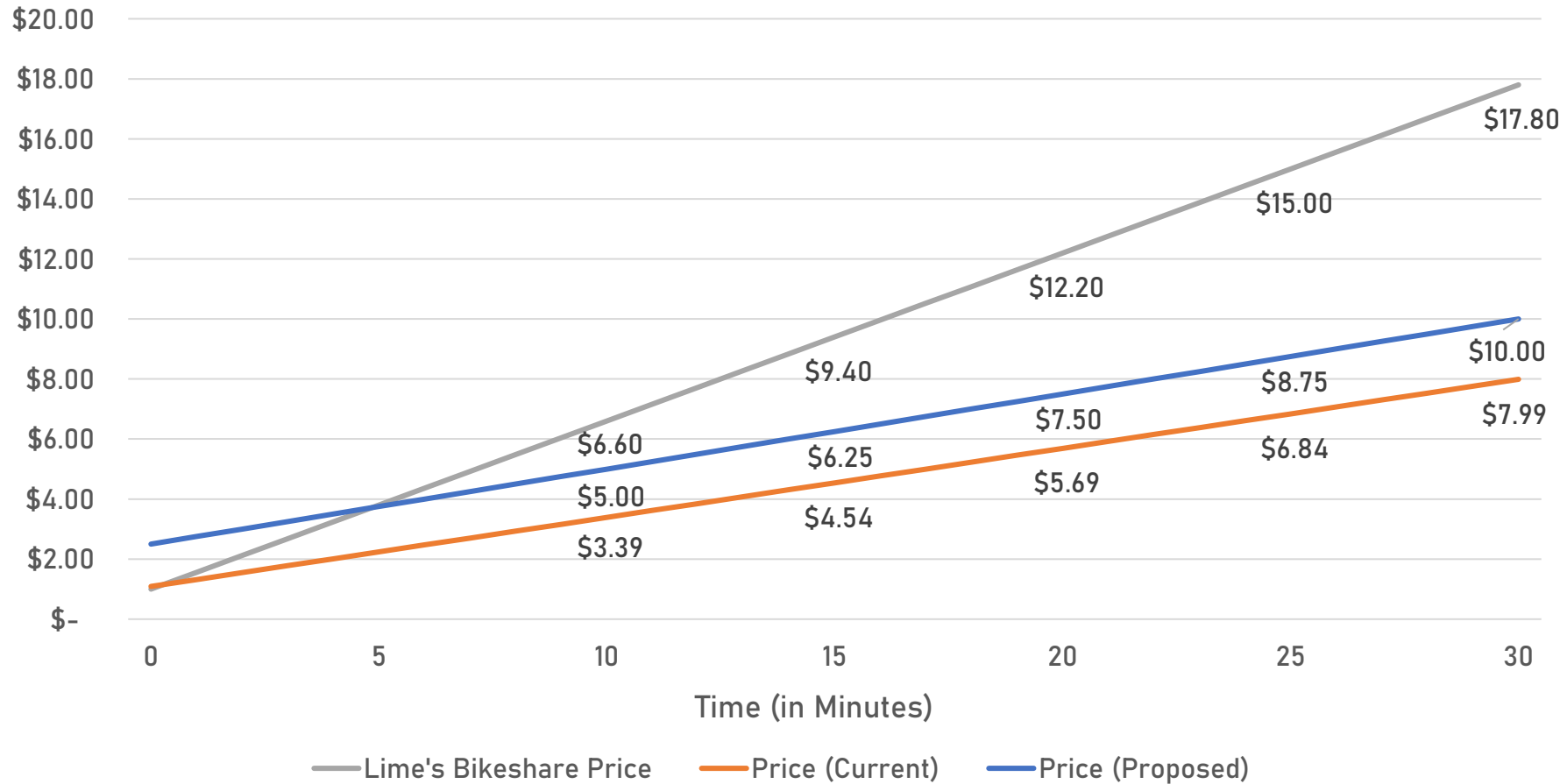
\$2.50 Unlock Fee
+ \$0.25 per Minute

Lime's Bikeshare Price:

\$1.00 Unlock Fee
+ \$0.56 per minute

Comparison for Other Pay-as-you-Go Options

Comparison for Other Pay-as-you-Go Options



Current Price:

\$1.09 Unlock Fee
+ \$0.23 per Minute

Proposed Price:

\$2.50 Unlock Fee
+ \$0.25 per Minute

Lime's Bikeshare Price:

\$1.00 Unlock Fee
+ \$0.56 per minute

Price Changes for Each Pass Type

1-Day Pass	31-Day Pass	Annual Pass	Student Pass
Current: • \$12.99	Current: • \$11.00	Current: • \$86.60	Current: • \$12.00
Proposed: • \$10.00	Proposed: • \$25.00	Proposed: • \$150.00	Proposed: • \$75.00 (50% Discount)
-----	-----	-----	-----
Change: -\$2.99 per pass	Change: +14.00 per pass (or ~50c/day)	Change: +63.40 per pass (or ~\$5.25/mo)	Change: +63.00 per pass (or ~\$5.25/mo)

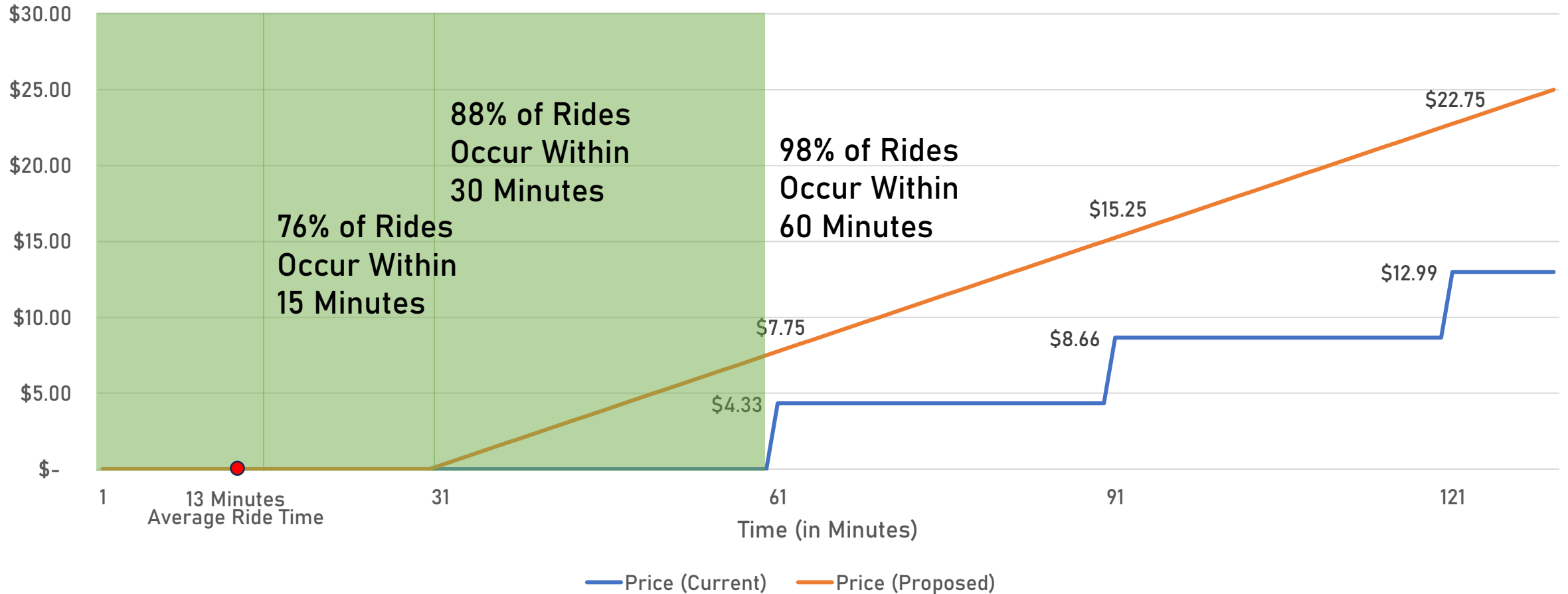
Discounts for Students of All Backgrounds

The student fare will be modified to become a discount for students aged 18 and over. This will open this fare to individuals currently enrolled in:

- Trade and Technical Schools
- High Schools
- Nursing and Other Vocational Schools
- Colleges and Universities

Ride Duration and Overage Fee Changes

Current and Proposed Overage Fee Structure Comparison



What Can You Do In 30 Minutes?

10-15 Minute Trip:

West Campus to the Trader Joe's at Seaholm

20-25 Minute Trip

Speedway Ave. to SoCo

15-20 Minute Trip:

Franklin Barbeque to the Palmer Events Center

25-30 Minute Trip

Kreig Fields to Zilker Park

Price Comparison Using Example Riders

Scenario	Price (Current)	Price (Proposed)	Lime's Bikeshare Price
Rita takes one 45-minute ride	\$11.00	\$13.75	\$15.99
Edward takes two 30-minute rides in a day	\$11.00	\$10.00	\$16.99
Terry takes two 45-minute rides in a day	\$11.00	\$17.50	\$31.98
Eric takes five 30-minute rides in a month	\$11.00	\$25.00	\$40.99
Paige takes seventy-five 30-minute rides in a year	\$86.60 (\$12.00 if using UT Student Pass)	\$150.00 (\$75.00 if using Student Discount)	\$477.20

Timeline

June 2024 - February 2025

Researched and Assessed Feasibility of Current Fare Structure

March 2025

Stakeholders Notified and Engagement Started

April 9, 2025 @ 5:00 p.m.

Virtual Public Meeting

April 14, 2025 @ 12:00 p.m.

Official Public Hearing

April 21, 2025, CapMetro Board Meeting

CapMetro Board of Directors to Consider the Item

August 1, 2025

Implementation Date (if approved)

Notification & Engagement Activities

Digital Communications

10,000+ Approx. Engagements

- App Push Notification
- CapMetro Alerts
- Social Media Campaign
- Emails to:
 - Expansion Plan Participants
 - HACA Staff
 - University Groups
 - Bikeshare Customers:
 - All Annual Passholders
 - 31-Day Passholders from Oct '24 - Present
 - 1-Day Passholders and Pay-as-you-Go Customers from Jan '25 - Present

In-Person Opportunities

1,200 Approx. Engagements

- At-Stop Outreach around UT Stops & Stations
 - 500+ Engagements
- Tabling & Related Activities:
 - Earth Day ATX at Huston-Tillotson University, ~100 Engagements
 - Squirrel Fest at Pease Park, ~400 Engagements
 - UT Sustainability Symposium, ~200 Engagements

Public Meetings / Presentations

43 Approx. Engagements

- April 9 @ 5:00PM
Proposed August CapMetro Changes – Virtual Public Meeting
- April 9 @ 6:00PM
Customer Satisfaction Advisory Committee Meeting
- April 14 @ 12:00PM
CapMetro Public Hearing
- April 15 @ 6:00PM
Bicycle Advisory Council Meeting

CapMetro

Thank you!