



**LANE TRANSIT DISTRICT
AD HOC FARE POLICY MEETING**

**Monday, August 27, 2018
5:30 p.m.**

LTD BOARD ROOM

3500 E. 17th Avenue, Eugene (in Glenwood)

AGENDA

- | Time | | |
|-----------|------|--|
| 5:30 p.m. | I. | WELCOME AND INTRODUCTIONS |
| 5:40 p.m. | II. | PURPOSE
<i>Staff will provide a description of the purpose of this meeting and the committee that is to be formed.</i> |
| 5:50 p.m. | III. | REVIEW OF LTD'S CURRENT FARE POLICY
<i>Lane transit district's current fare policy will be provided for review and discussion.</i> |
| 6:10 p.m. | IV. | PROCESS FOR DEVELOPING A RECOMMENDATION
<i>Discussion will be held to determine the process of evaluating LTD's fare policy and the most effective process to develop a policy recommendation.</i> |
| 6:30 p.m. | V. | TIMELINE AND FUTURE MEETINGS' SCHEDULE
<i>Discussion will be held regarding the timeline, number, and structure of future meetings.</i> |
| 6:45 p.m. | VI. | ADJOURNMENT |

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LANE TRANSIT DISTRICT FARE POLICY



AGENCY FARE COMPARISON



LTD REVENUE SOURCES BREAKDOWN



LTD FARE REVENUE BREAKDOWN



INCOME BASED FARE PROGRAM SURVEY



Lane Transit District Fare Policy

The fare policy is used to provide direction in making decisions about changes in the District's fare structure. The policy is composed of objectives and guidelines. The objectives indicate the general goals the District's fare structure should achieve. The guidelines provide more specific direction on the various aspects of a fare structure. The intent of each of the guidelines is further explained in a discussion section that follows each statement.

This Fare Policy applies to both the fixed-route and paratransit (RideSource) systems. Unless otherwise stated, objectives and guidelines apply to both systems.

OBJECTIVES

1. To promote fixed-route ridership by making the fare structure attractive to users
2. To improve the farebox recovery ratio
3. To improve the efficiency of fare collection
4. To promote equity of fare payment among patrons

APPLICATION

This policy applies to all recommendations for changes to the fare structure.

GUIDELINES

1. Recommendations for changes in the fare will be developed by LTD staff. LTD Staff will work with the Board Finance Committee to develop a recommendation for review by the LTD Board of Directors. The LTD Board of Directors will change fares through an amendment of the LTD fare ordinance, which requires a series of public hearings. Changes to the RideSource fare also will include review by the Accessible Transportation Committee.
 - a. Typically, fare change decisions are made over the course of three Board meetings. At the first meeting, an informational presentation to the Board and a public hearing are held. The first reading of the ordinance is held at the second meeting, and the second reading and approval of the fare ordinance occur at the third meeting.
2. *When considering changes to the fare, the Board will consider:*
 - *The effects of the change on Title VI populations*
 - *The inflation rate*
 - *Ridership and revenue trends*
 - *Local economic trends*
 - *Trends in automobile-related costs such as gas*
 - *Service changes*
 - *Economic impact on customers*
 - *Market conditions and opportunities*

- *The District's financial situation*
 - *The District's goals and objectives*
3. This policy statement lists the most important factors to be considered in making recommendations for changes to the fare structure. The list of factors to be evaluated is not meant to be exclusive; other factors may need to be considered from year to year.
 4. Increases or decreases in fares on certain transit modes or by fare payment type or payment media will be analyzed using any available information generated from ridership surveys, indicating whether minority or low income riders are more likely to use the mode of service, payment type, or payment media that would be subject to the fare increase. This analysis will be summarized in a fare equity report and staff will provide this report to the Board of Directors at a regularly scheduled Board meeting.
 5. Increases to the Group Pass rates will be based on guidelines included in the Group Pass section of this policy.
 6. The RideSource fare should exceed the fare of the fixed-route system to reflect the higher cost of a RideSource trip and to encourage use of the fixed-route system when possible.

RideSource, a demand-responsive, curb-to-curb service, has a much higher cost per trip than LTD's fixed-route service. Establishing a higher cash fare for RideSource than for the fixed-route system will help to compensate for the higher cost and encourage riders who may have a choice between systems to use the fixed-route service. By law, RideSource fares cannot exceed twice the regular fixed-route cash fare.

7. Recognizing that increases in fares can have a negative impact on ridership, increases in the farebox recovery ratio should be pursued primarily by improving the ridership productivity of the system and by improving internal operating efficiency.

There are three ways to improve farebox recovery ratio: by increasing the fare (in real terms); by improving internal operating efficiency; and by improving ridership productivity. Attempts on the LTD fixed route to improve the recovery ratio by increasing the fare by an amount substantially greater than the inflation rate have proven unsatisfactory. Ridership decreases have almost offset the increase in the average fare, yielding only small gains in revenue and significant ridership loss. Improvements in internal operating efficiency should be pursued whenever possible. Improvements in ridership productivity are likely to provide the greatest potential for a significant improvement to the farebox recovery ratio. If the average fare remains stable (in real terms), a 10 percent increase in ridership productivity would achieve a 10 percent improvement in the farebox recovery ratio.

Unlike the fixed-route system, significant increases in RideSource rides do not provide significant additional income to offset costs. Encouraging use of the RideSource Shopper and providing incentives for grouping trips may improve productivity but would not have a substantial impact on the farebox recovery ratio. Due to the significant fare subsidy on RideSource, efforts should be made to maintain a minimum farebox recovery ratio including collaboration with local social service agencies and charging the Americans with Disabilities Act (ADA) maximum allowable cash fare.

8. Prepayment of fares on the fixed-route system shall be encouraged. Accordingly, passes should be priced below the cash fare.

Prepayment of fares benefits the District in a number of ways: It improves the cash flow situation; it guarantees ridership and revenue by the customer; it reduces the chance of non-payment or underpayment; and it speeds boarding. Prepayment mechanisms also tend to

encourage increased ridership by customers since the cost of the ride is not required at the time the decision to take the ride is made. It is recommended that monthly passes be priced at 25 to 30 times the cash fare. It should be noted that *RideSource* does not use passes since there should not be an incentive to ride *RideSource* more frequently. However, *RideSource* provides ticket books for riders to encourage ease of boarding for customers, and to offer a non-cash alternative to riders.

9. Increases to the base fixed-route fare generally should not exceed 10 percent within a year and changes should be rotated by fare category.

This policy directs that changes in the fare be incremental in nature to avoid large "catch-up" increases. The District's experience has been that large fare increases (even though occurring less often) have a substantially more negative impact on ridership than smaller, more frequent fare increases. Additionally, rotating fare increases by fare type allows customers to choose a fare type that is not increasing in cost that year.

LTD will charge the ADA maximum fare of twice the fixed-route adult cash fare for *RideSource* service. Additional fare increases would occur only when the LTD adult cash fare increases.

Recommendations for fare changes will be developed prior to the budget process each spring for the following fiscal year.

Given the dynamic nature of ridership, budgets, and other factors that affect fares, it is necessary to consider changes in the fare on a yearly basis. This policy ties the recommendations on fare changes to the budget process, as well as to decisions on major changes in the service that result from the Annual Route Review. This policy does not preclude making unprogrammed changes to the fare in mid-year if unforeseen conditions warrant.

10. Changes in the fare structure should be implemented on the first day of a month, preferably in July or September.

Since LTD ridership changes significantly at the start and end of summer, these are good times to implement changes to fares. Pass price increases during the school year when LTD ridership is highest are more visible and therefore may result in a greater loss of ridership.

11. Fare promotions can be used to attract new riders to the system.

Fare promotions may be single day fare adjustments or longer term promotions that achieve both promotional and operational outcomes.

Fare promotions have shown to be a cost-effective method of attracting new users to the system at a very low cost per trip. Surveys indicate that many of those attracted by free or reduced fares are not regular bus riders. The process to be followed in fare promotions includes an analysis of the proposal, a marketing plan for the promotion, and a post-project evaluation. The extent of the analysis, marketing plan, and evaluation would be based on the scale of the promotion. *RideSource* fare promotions shall be designed to transition riders to the LTD fixed route and to increase *RideSource* productivity.

12. Discounted fares may be used to encourage ridership during traditionally low-demand periods.

The District has had very good success in generating additional ridership in low-demand times through fare reductions. The cost per trip generated by the fare reductions has been much lower than for other options available to the District.

13. Fare payment options that effectively attract a different market segment or encourage increased use of the bus by current riders shall be developed. The fare payment options should be made conveniently available to customers.

The District currently offers customers the choice of paying cash, purchasing a day pass from the bus operator, or purchasing a 10-ride ticket book, or purchasing monthly passes or three-month passes. Each of these fare payment options is attractive to a different segment of the market. Other fare payment options that attract additional riders, increase bus use among current riders, or are more convenient forms of current options should be investigated and, if feasible, implemented. Convenient access to all fare payment options will tend to make the system more attractive to customers and thus will increase ridership.

14. The design and number of fare payment instruments shall consider the ease of enforcement by bus operators and ease of understanding by customers.

Bus operator enforcement of fares is necessary to ensure adherence by customers to the fare policies. The ease of enforcement is dependent upon the design of the fare payment instrument and the quantity of different fare payment options available. These two factors should be considered when making decisions on the implementation of a new fare option or the redesign of an existing fare instrument. Fare enforcement programs should be evaluated periodically to ensure that they are appropriate.

MAINTENANCE

The Customer Services and Planning Department will monitor application of this policy as it relates to cash fares, and standard passes, and propose revisions as necessary.

ATTACHMENTS: FARE MEDIA DONATIONS GUIDELINES
FARE DISCOUNTS (PRIVATE NON-PROFIT AGENCY PROGRAM) GUIDELINES
WHOLESALE DISCOUNTS GUIDELINES
GROUP PASS PROGRAM GUIDELINES
EZ ACCESS PROGRAM GUIDELINES

REVISED: 4/18/01
3/17/04
4/20/05
1/18/06
9/21/11
12/19/12
8/8/18

Fare Media Donations

OBJECTIVE

The District offers fare discounts for purposes of joint marketing promotions and to support community activities. Donations will occur in the form of fare media and gift certificates. Examples include gift certificates to local school fundraising events and the donation of bus passes to organizations. (For example, Mobility International USA, that hosts delegates who come to our community to learn about accessibility.)

APPLICATION

The following guidelines apply to all fare media donations.

PROGRAM GUIDELINES

Donations of both fare media and gift certificates will be handled through LTD Customer Services. Any community group may request a donation. The LTD Director of Service Planning, Accessibility, and Marketing or the Customer Services Supervisor will review the request and determine the benefit to the District. Upon approval, the Customer Services staff or Marketing and Communications secretary will issue a certificate or the appropriate fare media. Authorization for free fare media must be given in writing (email), by the Customer Services Supervisor or an LTD department director. Requests for fare media to be used for internal employee displays may be authorized by an LTD Marketing Representative.

MAINTENANCE

The Customer Services and Planning Director is responsible for a semi-annual report of donations. This report will be forwarded to the LTD General Manager for review.

Fare Discounts

Private Not-for-Profit Agency Program

OBJECTIVE

The District offers private not-for-profit agencies the opportunity to purchase LTD fare media at a 50 percent discount. This discount is granted in recognition of a community need for transportation services for low-income individuals and families who are working with an agency(s) to seek employment, housing, and medical services.

APPLICATION

This policy applies to any private not-for-profit [IRC 501(c)(3) and IRC 501(c)(19)] agency.

PROGRAM GUIDELINES

1. Agencies must complete the program application and return it to LTD Finance. An annual certification must be signed by each participating agency. Once certified, agency staff place fare media orders by contacting emailing orders to ar@ltd.org or faxing orders to LTD Finance staff at 682-6188.
2. Agencies with more than one program or location are required to place a single order for all programs or locations.
3. LTD will invoice agencies for purchases. LTD will not process orders for agencies who are behind in paying an invoice,
4. All orders will be mailed to agencies within two business days. Orders for monthly passes should be submitted to LTD prior to the 25th of the month to ensure delivery prior to the first day the passes become valid.
5. Agencies are eligible for a 50 percent discount toward the purchase of 10-Ride Ticket books or monthly passes.
6. The amount of fare media available will be established on an annual basis. The program limit will be up to \$80,000.00 in LTD's fiscal year (July 1 – June 30). The cap may be raised by approval of the LTD Board of Directors.
7. Fare media purchased by agencies must be distributed free of charge to clients and are not to be resold.
8. Agencies will not direct their program participants to the LTD Customer Service Center for the purchase of discounted fares.
9. LTD does not process refunds or exchanges for fare media purchased.

MAINTENANCE

The Customer Services and Planning Director is responsible for monitoring and making recommendations for modifications to this policy. An annual report of program use will be forwarded to the LTD General Manager for review.

Revised 3/06
Revised 9/06
Revised 06/09
Revised 12/19/12

Wholesale Discounts

OBJECTIVE

The District offers private retail sales outlets and public agencies a wholesale discount on the purchase of fare media. This discount recognizes that these organizations play an important role in the distribution of fare media to LTD customers.

APPLICATION

This policy applies to all private retail outlets that LTD chooses to contract with for the sales of fare media. All public agency purchases will be issued according to the same discount structure.

PROGRAM GUIDELINES

LTD offers a 5 percent discount on the purchase of fare media for private retail sales outlets who purchase fare media for their customers. Monthly passes will be consigned.

MAINTENANCE

The Service Planning, Accessibility, and Marketing Department Director is responsible for monitoring and making recommendations for modifications to the wholesale discount program.

Adopted 2/85
Revised 6/86
Revised 6/87
Revised 2/98
Revised 2/01
Revised 1/02

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GROUP PASS PROGRAM

OBJECTIVES

A Group Pass Program is one in which the cost of transit fares is shared by a group. All persons within the group receive the transit benefit whether or not they actually use the service. The employer enters into a contract for services with LTD. In this way, the cost per person for the service is significantly reduced, and ridership within the group can be expected to increase significantly.

Group pass programs attempt to:

1. Increase ridership and ridership productivity (rides per service hour) by encouraging transit and other mode use as an alternative to drive-alone automobile use and to provide convenient, effective, and efficient public transportation services to all group pass participants;
2. Reduce parking demand, traffic congestion, and auto emissions problems in the community;
3. Maintain or increase LTD's farebox to operating cost ratio; and
4. Decrease LTD's cost per trip.

The establishment of these programs is based on the premise that increased use of transit, as a replacement to the single-occupancy vehicle, is a goal established by our community because it will provide numerous benefits. In order to meet that goal, LTD should aggressively pursue fiscally responsible programs that increase use of the bus, particularly in areas with traffic congestion, parking or air quality problems, or where there is a transportation need that can be effectively addressed with public transit.

APPLICATION

The following guidelines apply to all group pass programs established by the District.

PROGRAM GUIDELINES

Qualifying Organizations

The District will consider any organization, public or private, for a group pass program if it:

1. Consists of employees, students, or residents of a multi-unit residential facility who have an ongoing transit need that requires them to make multiple trips each week to and from a specific destination. Lane Transit District reserves the right to determine whether the transit-related needs of an organization qualify it to participate in the Group Pass Program.
2. Includes at least 10 individuals.
3. Is financially capable and legally empowered to enter into a contract with LTD and meet the financial obligations dictated by that contract. The group pass program will apply to all members in the organization.
4. LTD will consider qualifying organizations on a first-come/first-served basis, only if LTD has the service and equipment capacity to serve that organization.

Pricing

Revenue from organizations that participate in the group pass programs will be computed according to whether or not an organization contributes to the LTD payroll tax and to group size. All organizations participating in the group pass program will provide revenue that meets the following two criteria:

1. A base rate per employee per month will be levied on individuals within the organization. The base rate will be increased annually, not to exceed, the three-year rolling average of LTD cost increases. The base rates are:

Taxpayers	\$5.42 per employee per month
Non Taxpayers	\$6.50 per employee per month

Rates effective January 1, 2018. Current rates are available in annual pricing plan summary.

2. The cost of additional service that is instituted by the District to directly respond to increased ridership resulting from the group pass program.
3. Participating Group Pass organizations shall not, in any manner or form, charge their employees, students or residents a fee for a Group Pass which is greater than the fee paid by the organization to Lane Transit District for the Group Pass without the express written consent of Lane Transit District.

Term of the Contract

Contracts will normally be for a one-year period, with annual renewals. Yearly evaluation, at a level appropriate for the size of the organization, is to be conducted of each group pass program prior to renewing the contract to determine if the pricing criteria are still being satisfied. The District reserves the right to terminate group pass contracts within the contract period.

Whenever possible, the District will seek to have the group pass programs institutionalized in order to reduce the possibility of programs becoming discontinued from one year to the next. This is obviously of greatest concern with the larger group pass programs, which require significant capital and operational investment and expenditures.

Operational Issues

Group pass participants are to have photo identification that is easily verified by the bus driver. The photo identification may be either the organization's, in which case it must have an LTD validating sticker, or issued by the District. In either case, the cost of issuing the photo identification will be borne by the organization. Participating organizations will be responsible for administering the program within their organizations.

Marketing

The District will provide trip planning assistance for the individuals of a group pass organization. Marketing of the service to individuals of a group pass organization will be conducted where it is determined to have a significant impact on ridership.

Maintenance

The Director of Customer Services and Planning is responsible for monitoring and making recommendations for modifications to this program.

REVISED 8/8/18

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EZ Access Program

OBJECTIVE

To provide reduced fares for seniors and people with disabilities in cooperation with the Federal Transit Administration's half-fare requirements.

APPLICATION

This program applies to all qualified individuals who are eligible according to the guidelines contained in the EZ Access program.

PROGRAM GUIDELINES

LTD's EZ Access program provides free fares to customers age 65 and older, and half-price discounted bus fares to customers with disabilities.

Who qualifies for the half-fare program?

1. Medicare cardholders
2. Persons who receive Supplemental Security Income (SSI), *based on disability*, or Social Security Disability (SSD) benefits, as long as they continue to receive these benefits
3. Veterans who are disabled, who receive a determination of at least 50 percent permanent disability or a non-service connected pension as determined through the Veterans Administration
4. People who meet the Federal Transit Administration's (FTA)¹ definition of disabled: *"disabled persons means any individual who, by reason of illness, injury, age, congenital malfunction, or other permanent or temporary disability, are unable, without special facilities or special planning or design to utilize mass transportation and services as effectively as persons who are not so affected."* See page 4 for special assistance categories.

What do I need to have to show that I qualify?

Eligibility: These following proofs will qualify you for the program:

1. Medicare card
2. Official verification of age (valid driver's license, passport, State ID card)
3. Letter of Authorization that you receive Supplemental Security Income (SSI) or Social Security Disability (SSD) benefits
4. Letter of Authorization signifying eligibility for participation in programs established specifically for people with disabilities through Lane County Developmental Disabilities Services, Lane County Mental Health, Senior & Disabled Services, or Vocational Rehabilitation.
5. Verification of eligibility for local Projects for Assistance in Transition from Homelessness (PATH) or Homeless Outreach Projects and Evaluation (HOPE)
6. Verification that you receive benefits from the Veterans Administration at a 50 percent disability level or greater, or receive a disability pension from the VA

Disability Verification: If you do not have proof of eligibility listed, then you need to verify that your disability requires *special facilities or special planning or design to utilize mass transportation* by

¹ FTA is a department of the United States Department of Transportation

completing the section (page 2) of the application.

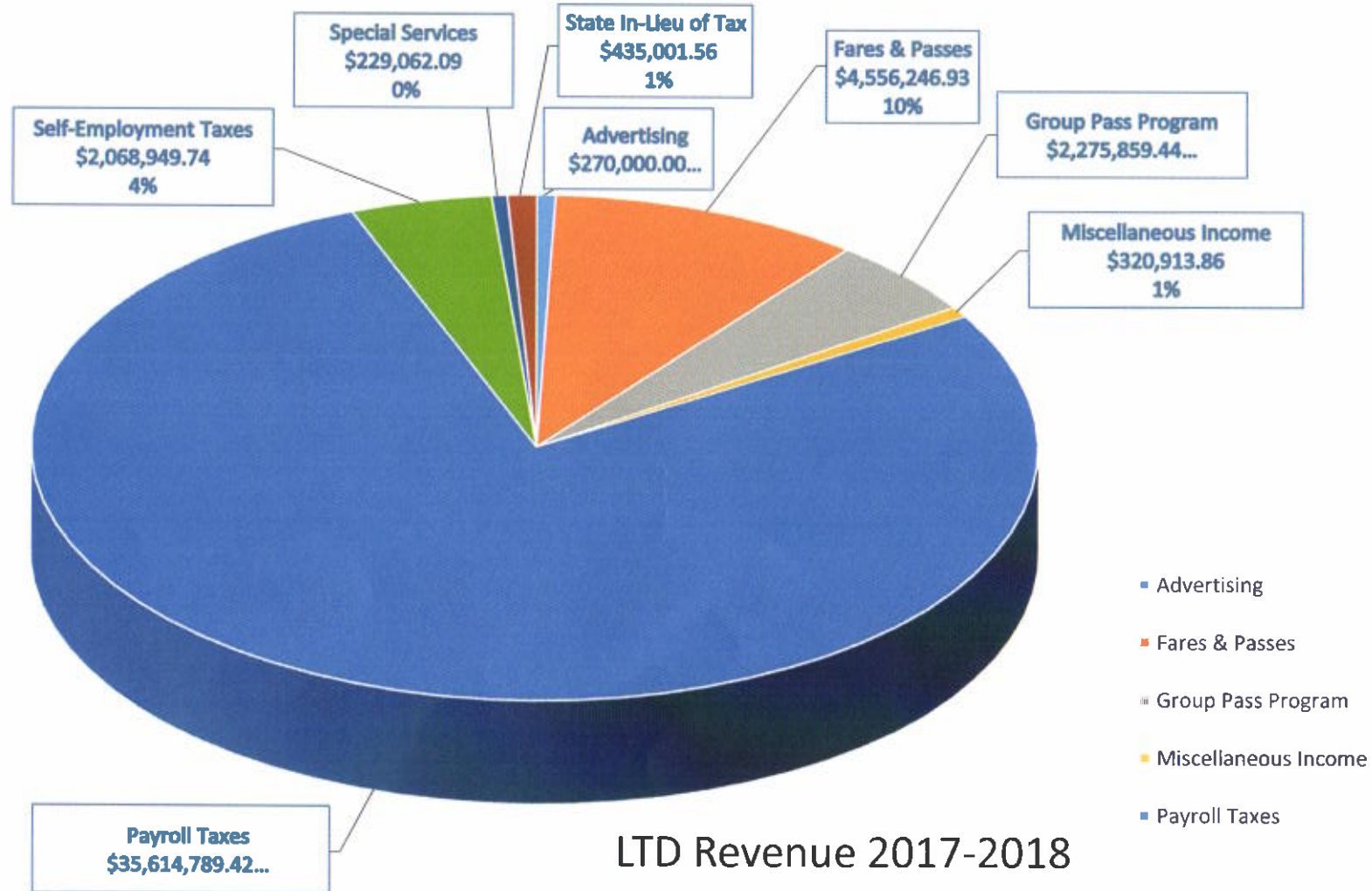
MAINTENANCE

The Accessible and Customer Services Manager is responsible for monitoring and making recommendations for modifications to the half-fare program.

Agency Fare Comparison

		LTD	RVTD	TriMet	King County
Single Fares					
Adult/Full		\$ 1.75	\$ 2.00		\$ 2.75
2 & 1/2 Hour Ride				\$ 2.50	\$ 1.50
Youth Single Ride		\$ 0.85	\$ 1.00		\$ 1.00
Senior/Disabled/Half Fare Single			\$ 1.00		\$ 1.00
Senior/Disabled/Half Fare Single Ride for 2 & 1/2 hours				\$ 1.25	
Honored Riders (65 years plus)		free			
Children (5 & under)		free			
Day Pass					
Reg. Day Pass		\$ 3.50	\$ 6.00	\$ 5.00	\$ 8.00
Youth Day Pass		\$ 1.75			\$ 4.00
S/D/HF Single		\$ 0.85	\$ 1.00	\$ 1.25	\$ 4.00
S/D/HF Day Pass		\$ 1.75	\$ 6.00	\$ 2.50	\$ 4.00
S/D/HF Monthly		\$ 25.00	\$ 28.00	\$ 28.00	
Ticket Books					
10 Ticket Book		\$ 16.00			
20 Ride Pass			\$ 32.00		
Passes					
1- Month		\$ 50.00	\$ 28.00		
3-Month		\$ 135.00			
Honored Citizen Monthly Pass & Youth (Honored Riders (65+) & Youth 7 - 17 years of age)		free		\$ 28.00	
		free			
Special Services					
RideSource/OrcaLift/Paratransit/Lift Single		\$ 3.50		\$ 2.50	\$ 1.50
RideSource/OrcaLift/Paratransit/Lift 10 ticket				\$ 25.00	
RideSource/OrcaLift/Paratransit/Lift 20 Trip Punch Card				\$ 48.00	
RideSource/OrcaLift/Paratransit/Lift Monthly Pass				\$ 74.00	\$ 63.00
RideSource/OrcaLift/Paratransit/Lift Annual Pass				\$ 888.00	
Autzen Express/Husky Express Single		\$ 5.00			\$ 7.00
Autzen Express/Husky Express Season					\$ 30.00
Summer Youth Pass		\$ 50.00	\$ 44.00		

LTD Revenue Sources Breakdown



LTD Fare Revenue Breakdown

Revenue Status Report		8/15/2018 03:53 PM
07/01/2017 - 06/30/2018		
010 General Fund		
Account Number		YTD Revenues
41010	Farebox Cash	\$ 1,429,639.60
41011	Ticket Vending Machine (TVM) Fares	\$ 314,860.88
41012	Farebox replacement	\$ 3,149.60
41015	Football fares	\$ 98,970.71
41019	GSC NSF payments and fees	-
41020	Monthly Passes	\$ 2,175,773.00
41022	Pass replacement	\$ (1,018.50)
41025	LCC Term Pass	-
41026	Student Transit Pass	-
41034	Contract - 3 month	\$ 313,290.00
41035	Passes-3mo Flash	-
41038	Misc. Pass Sales	\$ 22,890.00
41039	Annual passes	\$ 144,736.12
41040	Day Passes	\$ 18,997.85
41041	Day Pass Ticket Books	\$ 1,211.00
41042	10-Ride Ticket Books	\$ 356,270.25
41050	Tokens	-
41060	Gift Certificates Sold	\$ 465.00
41110	Cash over/(short)	\$ 326.80
41111	Credit Card Discounts	\$ (60,168.08)
41115	Pass refunds	\$ (7,274.00)
41118	Gift Certificates Used	\$ (2,261.00)
41119	On Account Clearing	\$ 15,803.35
41120	Consignment Discount	\$ (27,768.15)
41121	Not for Profit Discount	\$ (240,457.50)
41122	Donations/Promo	\$ (6,417.00)
41210	Shipping & Handling Revenue	\$ 5,227.00
41510	Group Pass Earned Income	\$ 2,275,859.44
	General Fund Total	\$6,832,106.37

Income Based Fare Program Survey

220 Respondents

How many buses do you ride in a typical day? (count each time you board a bus as 1 bus)

0 times	27
1 time	13
2 times	58
3 times	12
4 times	50
5 times	09
6 times	16
7 times	03
8 times	01

Survey open 1/31/18 – 2/28/18

How many days per week do you and members of your household typically ride the bus?

0 times	37
1 time	16
2 times	17
3 times	14
4 times	22
5 times	49
6 times	28
7 times	28
8 times	28

Income Based Fare Program Survey

Do you live in a household that makes more than \$25,000 per year?

Yes	30%
No	70%

Could you afford to ride the bus if the cost was \$2.50 per day or \$40 per month?

Yes	27.73%
No	32.73%
Possibly	39.55%

Could you afford to ride if the cost was \$3.50 per day or \$50 month?

Yes	13.64.%
No	67.27%
Possibly	19.09%

Is the cost of a bus pass a barrier to you doing the things you need/want to do in your community?

Significantly	40.91%
Sometimes	36.82%
Never	22.27%

Income Based Fare Program Survey

If you are a bus rider, how do you buy your bus pass?

Daily	25.45%
Monthly	23.64%
10-Ride Ticket Book	13.18%
*Other (please specify)	37.73%

*Most answers to this "option are either "I don't ride the bus" or they get their pass from an agency.

Are you:

Male	30.45%
Female	63.64%
Prefer not to answer	5.91%

Age Bracket:

5 - 18	2.28%
19 - 34	32.88%
35 - 49	29.68%
50 - 64	28.77%
65+	6.39%