

An illustration of a transit station. In the background, a grey and blue train is stopped at a platform. A blue sign above the train reads "STATION". In the middle ground, a woman in a pink dress and glasses stands on the platform, with a thought bubble containing a glowing lightbulb above her head. In the foreground, a man in a blue cap and orange shirt is working at a turnstile, also with a thought bubble containing a glowing lightbulb above him. The scene is set against a light blue sky with a white cloud.

**STATION**

## **Phase 2: TransLink Transit Fare Review** Stakeholder Engagement Summary



# TRANSIT FARE REVIEW PHASE 2 ENGAGEMENT SUMMARY

## Introduction

TransLink is currently reviewing its 3-zone transit fare structure, which has remained relatively unchanged for over 30 years. Phase 2 of the Transit Fare Review sought to obtain feedback from members of the public regarding a list of options within each of the three main “structure-forming” components of a transit fare system: distance travelled, time of travel, and service type. Stakeholders and the public were asked to consider and comment on how these three components should affect fares.

TransLink developed these options using feedback from Phase 1, during which we received feedback from over 30,000 people on the concerns, issues and ideas they had for a new fare structure.

As a part of Phase 2 engagement, TransLink invited stakeholders to a stakeholder forum, held an Elected Officials forum, hosted a workshop on request for the City of Vancouver's citizen advisory councils, and held individual or smaller meetings by request. A discussion guide was prepared and circulated to interested parties. This was done in addition to running and promoting a public, region-wide survey and hosting an online discussion forum for anyone who wished to join.

This document summarizes the results of the Phase 2 stakeholder forums and individual meetings. Survey results and comments gathered through the online discussion forum are presented in a separate document.

# PART I: WHAT WE DID

## Stakeholder Notification and Promotion

On January 18, 2017 TransLink sent an invitation email to over 500 regional stakeholder groups inviting them to attend the January 30th Stakeholder Forum for Phase 2 of the Transit Fare Review process. Due to the nature of the forums, social media was not used to promote these events. In the week prior to the forum, TransLink sent a reminder email to all organizations that had not responded to the invitation.

Additionally, on January 18, 2017 TransLink sent an invitation email to 238 Elected Officials inviting them to attend an Elected Officials Forum which was held on January 24, 2017. At the request of the City of Vancouver, TransLink also worked with the City to host a workshop for Vancouver-based stakeholders at City Hall on February 10, 2017. The results

for this forum hosted by request is shown in the final section of this report.

Stakeholders invitations were sent based on a comprehensive database of organizations to engage as stakeholders in the Regional Transit Fare Review process. TransLink worked with MODUS during Phase 1 to develop this list, and the BC211 service supported the identification and prioritization of key stakeholder groups by providing TransLink with a list of the most referred organizations by area of focus and geographic region.

## Public Notification and Promotion During Phase 2

In addition to engaging with Stakeholders during Phase 2, TransLink also engaged members of the public. Engagement efforts included preparing and circulating

a detailed discussion guide, as well as running and promoting a public, region-wide survey and hosting an online discussion forum for anyone interested in engaging in deeper discussion. Several short explanatory videos and a moderate level of advertising helped promote participation.

Notification and promotion efforts directed participants to the Fare Review webpage ([translink.ca/farereview](https://translink.ca/farereview)), and this webpage included a link to the online forum.

From January 30 to February 17, 2017, TransLink used the following communication channels to promote Phase 2 engagement opportunities:

- The Fare Review brochure
- Newspaper ads
  - 24 Hours (3/5 page vertical): Feb 1, 3, 8, 10, 15, 17
  - Metro (digest): Feb 2, 9, 10, 16, 17
  - Metro (two-page wrap): Feb 6

- Transit shelter ads
  - Edmonds Station
  - Carvolth Exchange
- LCD 10 second spot (on all SkyTrain platforms)
- Online videos x 4
- Digital ad buy
  - Facebook newsfeed ad
  - Facebook video ad
  - Twitter click-to-website ad
  - Global news social post (1 x Facebook)
- Owned channels (TL.ca assets)
  - Homepage rotator
  - eNewsletter
  - m.translink banner
  - Buzzer blog

## Stakeholder Engagement Activities

### STAKEHOLDER EVENTS

All three events took place between January 24 and February 10th. At the events, participants sat at tables in mixed groups of five to seven people along with a table facilitator. Prior to the forum, all registered attendees received a discussion guide to ensure that participants had ample time to review the materials. The discussion guide (download a copy from [translink.ca/farereview](https://translink.ca/farereview)) briefly summarized the transit system fare components to be discussed at the forum, providing the rationale for

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## Three stakeholder events took place between January 24 and February 10th.

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each option, issues addressed and possible trade-offs.

TransLink staff opened all events with a brief presentation on the Transit Fare Review process and the results from Phase 1. An event facilitator then explained the small group activities for the events.

Stakeholders participated in four group exercises. Prior to each exercise, a short video (see [translink.ca/farereview](https://translink.ca/farereview)) was shown to participants that summarized the background, considerations, and options for each component. The components discussed at the forums were:

- Exercise 1: Varying Fares by Distance
- Exercise 2: Varying Fares by Distance (Sub-Options)
  - This component was only covered at the main stakeholder forum

- Exercise 3: Varying Fares by Time of Travel
- Exercise 4: Varying Fares by Service Type

For each exercise, table facilitators guided participants through the following activities:

- Consider the options provided under this heading.
- Write and share a sticky note explaining the reason for your top choice among the options.
- Vote (using sticky dots on a worksheet) for your top choice after considering other's comments.
- For each of the options provided, rate your agreement with the statement "This is a good option for a future fare system" by placing a sticky dot on the corresponding [likert] scales (which ranged

from strongly agree to strongly disagree).

- Discuss and summarize the group's top three insights/ thoughts regarding each component.

TransLink staff were available at all forums to answer questions regarding the components or process as these table exercises proceeded. Closing activities included discussion from the floor, final question and answer, and a description of next steps in the process.

## INDIVIDUAL MEETINGS

Two additional meetings were held by request and followed the format used at the stakeholder forums. The meetings were hosted by stakeholder groups at locations best suited to their representatives. During the individual meetings, the stakeholders

completed surveys which covered the same components (except for sub-options) as covered in the forums. Through these individual meetings 33 surveys were completed and included as submissions to the Phase 2 public survey.

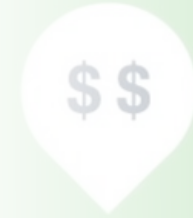
## Participation

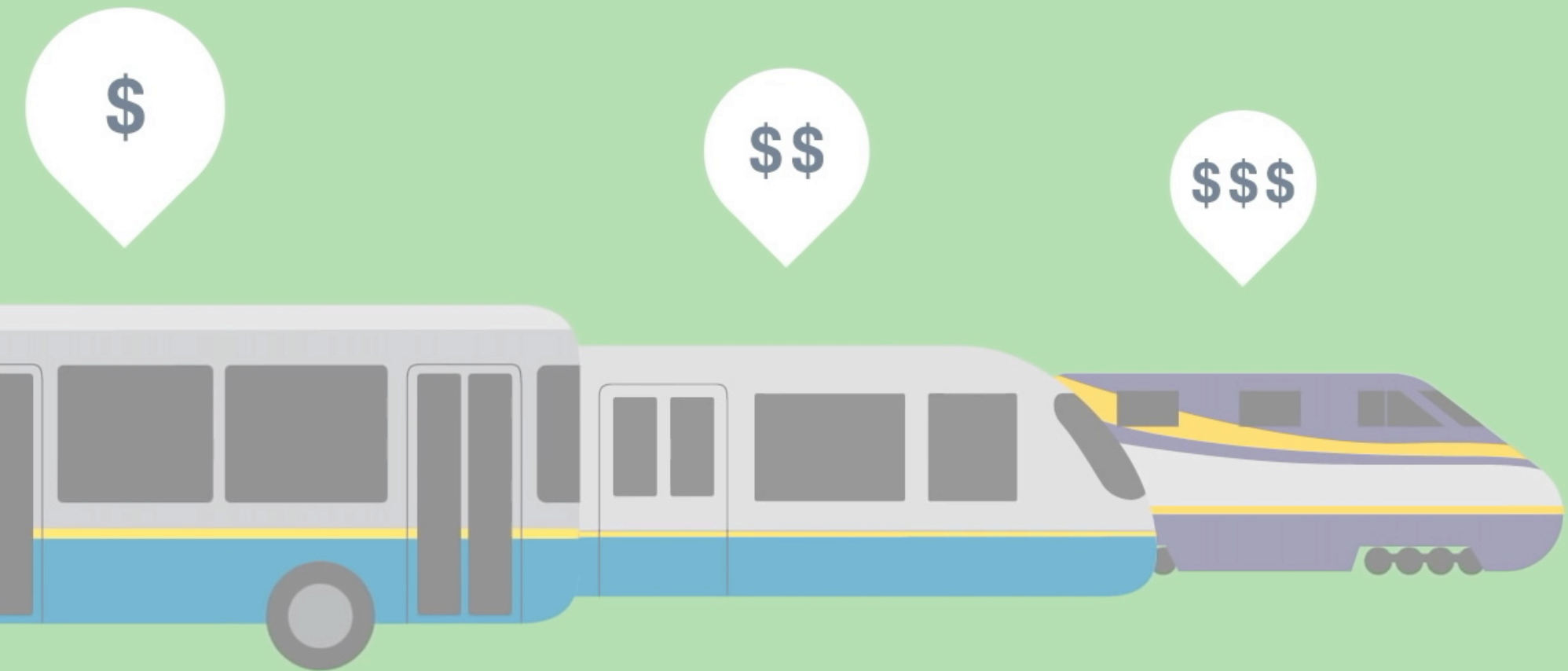
A total of 63 participants attended the three events (37 participants attending the Stakeholder Forum, 10 at the Elected Officials Forum and 16 at the City of Vancouver Workshop). 33 participants attended an individual meeting. In total, there were 96 participants.

These stakeholders included representatives from:

- Local governments
- Transit oriented groups
- Secondary & post-secondary institutions and student societies

- Accessibility and diversity groups
- Social Service organizations & care providers
- Local policy advocacy groups
- BIAs & Chambers of Commerce
- Neighbourhood houses & community associations
- Seniors Groups
- Municipal Advisory Committees







# PART II: WHAT WE HEARD

## Summary of Results

Preferences for a future fare system expressed by participants by component were as follows:

**Distance travelled:** Participants supported options that varied fares by distance on the gated portion of the system (e.g. SkyTrain, SeaBus), however participants at the Stakeholder Forum preferred a flat fare by distance for buses (Elected Officials commented on the system as a whole). Stakeholders expressed somewhat stronger support for using a refined zone system to vary fares by distance as compared with charging by km or stop/station. Elected Officials expressed stronger preference for charging by km or stop/station.

**Time of travel:** Participants (both stakeholders and Elected Officials) consistently expressed strong support for off-peak discounts, lower

levels of support for the option of hourly variation of fares, and strong disagreement with the option of no variation of fares by time.

**Service type:** Roughly 60% of participants at the Stakeholder Forum and Elected Officials Forum selected the option that minimized the variation of fares by service type ("Fares differ for premium service - i.e. only West Coast Express"). The other 40% of Elected Officials expressed a preference for variation of fares for some services, while 34% of stakeholders preferred the option in which fares varied for all service types. Commonly, stakeholders who voted for this option explained their intention was to promote lower fares for specific services like HandyDART.



## Common Themes for a Future Fare System

### 1. PERCEIVED AS FAIR:

Most participants indicated that fairness is an important objective underlying their preferences for how a future fare system should be structured. However, participants highlighted different aspects of what contributes to, or defines, fairness. This sometimes led participants to prefer different options, while rationalizing their choice in terms of fairness.

- a. When considering distance-based systems, some felt that it would be most fair if prices for each trip more accurately reflected the respective distances travelled (e.g. shorter trips cost less, longer trips cost more). Some also raised

concerns about fairness in terms of income-inequality; it could be unfair for lower income riders who have no option but to take long trips to have to pay more to use transit. Some participants recognized that this problem could be offset by user-based discounts rather than eliminating distance based fares altogether.

- b. When considering varying fares by time of travel, some perceived an opportunity to increase fairness of price for those senior and low income groups who can travel at less busy times to take advantage of off-peak discounts. Participants also stressed the importance of implementing off-peak pricing such that it would not be seen as unfair or penalizing those who don't

have flexibility in terms of when they travel.

- c. Participants felt strongly that there should be minimal variation of fares by service type. West Coast Express was recognized as an exception, however, because participants perceived it as distinct from the rest of the system, serving a unique customer set, and are already used to it costing more. Concerns over fairness and social stratification were the most common reasons why participants opposed varying fares by service type.

### 2. EASY TO UNDERSTAND:

Participants strongly favoured the simplest options, perceiving that the resulting system would be easier for users to understand and costs would be more clear and predictable. Some

emphasized that the future fare system should be easy to understand and use for seniors and new users. Others felt that making the system easy to understand does/should not stop us from varying fares to more accurately reflect use and shape ridership behaviour.

- a. In the case of varying fares by distance, support was commonly expressed for options which generally made longer trips cost more. However, stakeholder perceptions of creating a more complex and possibly confusing system explained reluctance to support more fine-grained variance of fares by distance (e.g. options with higher numbers of zones or charging by stop or km).
- b. When considering varying fares by time of travel, participants

showed consistent support for varying fares by time, but again support for the more fine-grained variation was frequently restrained by perceptions of uncertainty and complexity for users.

- c. Participants preferred keeping the system simple and easy to understand even when using multiple service types in a single trip. This was one of the main reasons that varying fares by service type was not well supported.

### 3. INCREASES RIDERSHIP:

Participants identified encouraging new riders and building ridership loyalty as underlying rationale for their support of a variety of options which reduced costs for certain trips and/or made the system easier to understand. Participants noted that reducing the cost barrier to transit is important for increasing ridership. Examples of options supported on this basis include flat fares by distance (encouraging longer trip commuters to take transit), more accurate pricing by distance (so that shorter trips are cheaper, attracting local riders running errands), and off-peak discounts (making some trips cheaper and more enticing).

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**Encourage new ridership and build loyalty of ridership.**

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#### **4. SEAMLESS:**

Participants most consistently supported keeping fares as consistent as possible across service types to support a seamless user experience throughout the system. For instance, participants explained it should be easy to transfer from bus to SkyTrain. An important exception to this theme, however, is that many participants felt it made sense for the West Coast Express to cost more since it is understood to be a unique and premium service, distinct from the rest of the system, serving a unique customer set, and participants are used to it costing more.

#### **5. AVOIDS SOCIAL STRATIFICATION:**

Participants felt it is important to avoid creating separate systems for the rich and the poor, which resulted in support for consistent fares across service types. Additionally,

participants recognized that varying fares by service type could require the creation of parallel services, increasing overall costs.

#### **6. ACCESSIBLE TO VULNERABLE & LOW-INCOME POPULATIONS:**

Many participants strongly emphasized the importance of any resulting fare system prioritizing physical and financial accessibility for disabled people and lower income groups (including many seniors and students for whom transit is a necessity). There was a strong desire to have an integrated experience between Custom Transit/HandyDART and the rest of the system. This population of users were identified as a group that should have reduced or no fares to facilitate necessary accessibility of services.

# **EXERCISE 1:** Varying Fares by Distance Travelled

## Summary

Overall, participants wanted the approach to varying fares by distance to be fair, easy to understand and simple to use. Fares should be predictable - although there were differing opinions on which option would provide the fairest, most predictable, or convenient outcome for riders. Stakeholders generally chose a system-wide flat fare or refined zones for the bus system and refined zones or measured distance for the gated system as their top choices. 47% of stakeholders agreed or strongly agreed with refined zones for the bus system. The majority of participants from both events agreed or strongly agreed with refined zones for the gated system. However, Elected Officials mostly selected measured distance as their top choice. All participants agreed or strongly agreed with refined zones. All Elected Officials who recorded answers (see note on page 18) disagreed with a system-wide flat fare.

## Key Findings

### 1. MORE SUPPORT FOR FLAT FARE ON BUS AND MEASURED DISTANCE ON GATED SYSTEM

Stakeholders expressed a preference for the bus system to continue with the current flat fare system. Some comments noted that it is less critical to pay by distance on the bus as riders usually ride for shorter distances on this service type. Stakeholders also supported flat

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**The perception from participants is that distance-based pricing will be easier to understand on the gated system than on buses.**

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fares by distance on the bus because they believe it will “even the playing field” for users of all income-levels and ensure an equitable system for those who do not have the option to choose a shorter route. Refined zones are also supported for the bus system.

Participants noted that a gated system would benefit from a refined zone or measured distance system. The perception from participants is that it will be easier to understand and predict fares by measured distance with the gated system as there are fewer, more defined stops/stations. These options are also preferred since it will not penalize short, zone-crossing trips.

## **2. MOST UNCERTAINTY WITH MEASURED DISTANCE**

Participants showed the most ambivalence about the measured distance option. It had the most “neutral” ratings, and participants

articulated many competing points of view about this option. On one hand, some felt it was the most fair and easy to understand while others felt it would be very difficult to understand and/or estimate costs of trips.

## **Other Key Themes**

### **1. BUILD RIDERSHIP**

Participants would like to see a system that gets more people onto the transit system. Suggestions include promoting shorter trips, encouraging less car use and reducing barriers to transit. The system should prioritize regular users and build rider loyalty. The fare system should avoid social segregation and be inclusive of users who are low-income and people with disabilities.

### **2. MORE INFORMATION NEEDED**

Participants noted that more

information is needed regarding the type of fare products that will be provided and the resulting changes in cost. Some expressed a desire for reduced fares for seniors and persons with disabilities, and additional products for visitors.

### **3. URBAN SPRAWL AND ROAD PRICING**

Participants emphasized that the fare system should integrate with road pricing, but also take into account the systemic effects of affordable housing and urban sprawl in the region. It is perceived that some of the fare options would penalize those who live further from the city centre or bus routes that have few stops.

## The Exercise

For this exercise, participants were asked to provide their feedback on the following options:

- D1: Flat by Distance
- D2: Refined Zones
- D3: Measured Distance

At the main stakeholder forum, participants were asked to consider these options for a bus system and gated (SkyTrain, SeaBus, West Coast Express) system separately. Elected Officials forum participants considered the options across the whole system.

Each small group of participants was asked to share their initial insights, vote for their top choice and then indicate their level of agreement that the option was a good option for a future fare system. Afterwards, participants discussed similarities and differences of their choices and provided group insights. Below is a summary of the feedback received during this exercise.

## Component: Distance

**Step 1: Review the 3 options for this component. Consider what you or your network / members would prefer and why. Write down any initial thoughts or reactions on the scrap paper provided as you read.**

**Step 2: Write and share 1 sticky explaining the reason for your top choice. Place the stickies here.**

**Step 3: Cast your individual vote.**

**FIRST:**  
Vote for your top choice by placing a sticky dot in one of the boxes below.

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

**NEXT:**  
For each of the options, rate your agreement with the statement **“This is a good option for a future fare system”** by placing a sticky dot on the corresponding scales.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know

**Step 4: Discuss the differences in preference between group members. Take notes here. Circle your group's top 3 insights.**

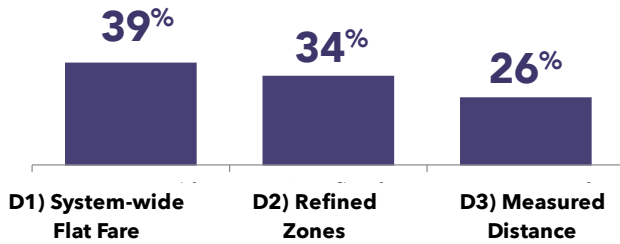


# STAKEHOLDER FORUM

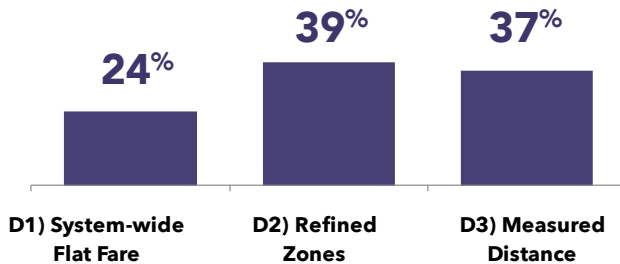
There were 37 participants at this event.

## Which option do you prefer?

BUS SYSTEM

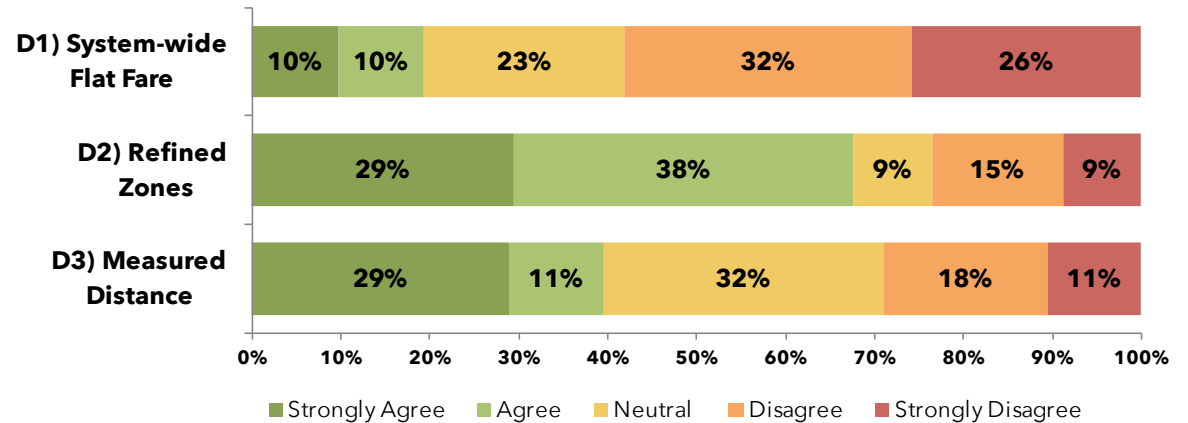
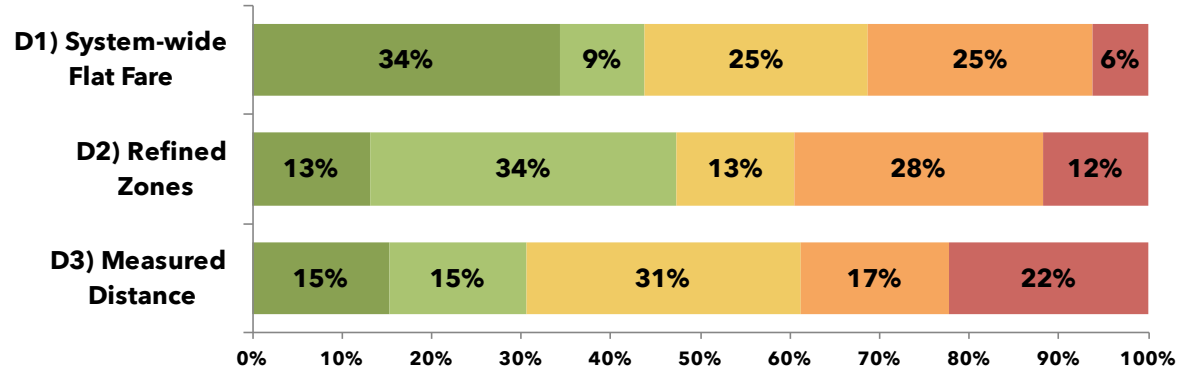


GATED SYSTEM



GATED SYSTEM = SKYTRAIN, SEABUS, WEST COAST EXPRESS

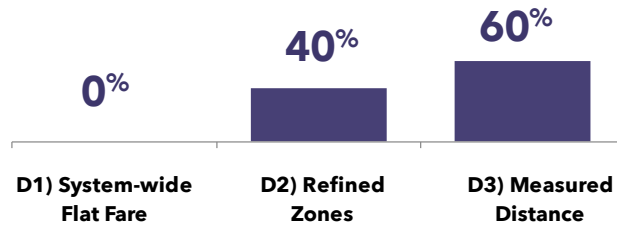
## Do you agree this is a good option for a future fare system?



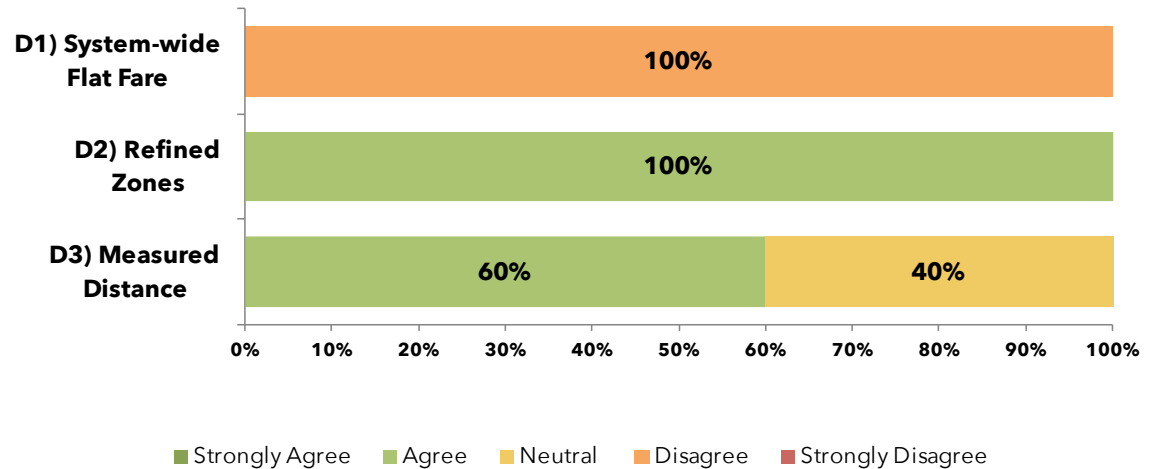
Stakeholder forum participants chose a system-wide flat fare or refined zones for the bus system and refined zones or measured distance for the gated system as their top choices. 47% of participants agreed or strongly agreed with refined zones for the bus system. The majority of participants (67%) agreed or strongly agreed with refined zones for the gated system.

There were 10 participants\* at this event.

## Which option do you prefer?



## Do you agree this is a good option for a future fare system?



Elected Officials forum participants preferred measured distance as their top choices. All participants agreed or strongly agreed with refined zones. All participants disagreed with a system-wide flat fare.

\*At this event, only 1 table (5 participants) recorded their quantitative answers for this question.

## Detailed Summary of Input

### OPTION D1 – FLAT BY DISTANCE

Elected Official Forum:

- Simple, fair, predictable and easy to understand

Stakeholder Forum:

- Simple, easy to understand
- Decrease social stratification/ fare share/income inequality
- Fair
- Encourages non-users on the system
- Bus - Less critical to price by distance because they're usually shorter

### OPTION D2 – REFINED ZONES

Elected Official Forum:

- Encourages short trips
- Predictability
- Balance of fairness and increasing usage of transit

Stakeholder Forum:

- Fair and predictable
- Easy to understand
- More complicated the more zones there are
- Balances fairness and predictability of fares/user friendly
- Complicated for casual riders
- Better for low income
- Gated – penalizes zone trips less

### OPTION D3 – MEASURED DISTANCE

Elected Official Forum:

- Easy to understand
- Better for regular users and shorter trips

Stakeholder Forum:

- Most fair
- Easy to understand
- Hard to estimate cost of trips
- Regular users will learn the structure quickly

- Allows short trips to be the most economical
- Seems designed to decrease the mobility of low-income people
- Complicated for casual riders

### OTHER OPTIONS PROPOSED:

Elected Official Forum:

- Refined Zone with distance equity

Stakeholder Forum:

- Flat fare within certain areas (e.g. urban centres)
- Flat fare with maximum

## THOUGHTS ACROSS ALL OPTIONS

- Need to be seamless across service types
- Not as concerned about tourists/infrequent users
- How does it integrate with regional road pricing models?
- Need more data on how customers will respond to changes
- Flat fare is regressive for low-income users who take shorter trips
- Process: would be easier to figure out if there were fares

## QUESTIONS

- What would the fare products be? Seniors? Disabilities?
- What happens to those who go the wrong direction?
- Weekend/off-hour trips?

**EXERCISE 2:**  
Varying Fares by  
Distance Travelled  
(Sub-options)

## Summary

Stakeholder forum participants preferred a system that was fair and uncomplicated. Comments showed that fewer zones or soft boundaries were easier to learn and therefore the preferred options. These stakeholders chose a fewer or medium number of zones for both the bus system gated system as their top choices. The majority (53%) agreed or strongly agreed with few zones, soft boundary fares for the bus system. A large number agreed or strongly agreed with a medium number of zones and 2-zone base fare for both the bus system (48%) and gated system (50%).

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**Participants preferred a system that was fair and uncomplicated.**

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## Key Findings

### **THE PREFERRED SUB-OPTIONS WERE PERCEIVED AS THE SIMPLEST AND EASIEST FOR THE PUBLIC TO LEARN**

When stakeholders were asked to discuss the sub-options for distance-based fares, the results showed that fewer zones and 2-zone base fare were preferred. These options were chosen as stakeholders perceived that they were the easiest to understand and adopt. The many zones option was perceived to be overwhelming and difficult to understand. For the gated system, the measured distance option was perceived as the easiest to understand since it would be based on set distances from station to station.

## Other Key Themes

### 1. IF THERE ARE ZONES, THEY SHOULD BE FAIR AND EASY TO UNDERSTAND

If a zone system is implemented, participants would like to see zone boundaries that are fair. Too many zones and soft zones were felt to be confusing and inaccessible for some.

### 2. GEOGRAPHY, SERVICE RELIABILITY AND FREQUENCY

Participants noted that there are external factors that affect the fare system. Stakeholders raised concerns that a strictly distance-based fare system would not factor in how less densely developed areas could experience inequity of pricing for daily trips relative to more dense areas. Service reliability and frequency in some areas would also unfairly penalize those who live further away.

### 3. ACCESSIBLE FOR ALL

The fare system should be accessible for all. This means ensuring that transit is affordable, accessible to those with physical disabilities as well as those with intellectual disabilities.

### 4. NEED USER-FRIENDLY RESOURCE TO ASSESS IMPACTS

Stakeholders were able to understand pricing by stops, but had difficulty assessing the impacts of a more fine-grained system that priced by kilometer/measured distance. A tool or resource was suggested to help understand impacts to the fare system.



# The Exercise

At the January 30th Stakeholder Forum, participants were also asked to provide feedback to the sub-options within a distance-based fare system.

For this exercise, the sub-options presented were:

- D2a: Refined Zones: Overlapping zones to soften the sharp zone boundary edge
- D2b: Refined Zones: More zones so increase in price is gradual
- D2c: Refined Zones: Two-zone base fare where first zone boundary crossing does not incur an additional cost.
- D3a Measured Distance: Kilometers
- D3b: Measured Distance: Number of stops/stations

Participants were asked to consider these options for a bus system and gated (SkyTrain, SeaBus, West Coast Express) system separately.

Each small group of participants was asked to share their initial insights, vote for their top choice and then indicate their level of agreement that the option was a good option for a future fare system. Afterwards, groups discussed similarities and differences of their choices and provided group insights. Below is a summary of the feedback received during this exercise.

## Component: Distance [Sub-options]






**Step 1: Review the sub-options for this component. Consider what you or your network / members would prefer and why. Write down any initial thoughts or reactions on the scrap paper provided as you read.**

**Step 2: Write and share 1 sticky explaining the reason for your top choice. Place the stickies here.**

**Step 3: Cast your individual vote.**

**FIRST:**  
Vote for your top choice by placing a sticky dot in one of the boxes.

**NEXT:**  
For each of the options, rate your agreement with the statement **“This is a good option for a future fare system”** by placing a sticky dot on the corresponding scales.

	Option 2 Sub-options	Option 3 Sub-options				
	<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/> 	<input type="checkbox"/> 	
	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
	Agree	Agree	Agree	Agree	Agree	Agree
	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree	Strongly Disagree
	I Don't Know	I Don't Know	I Don't Know	I Don't Know	I Don't Know	I Don't Know

**Step 4: Discuss the differences in preference between group members. Take notes here. Circle your group's top 3 insights.**

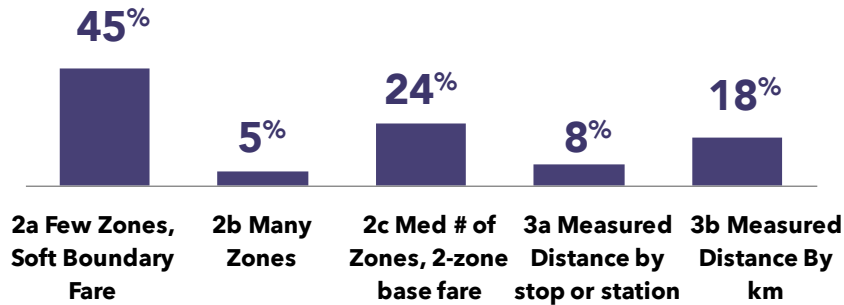


# STAKEHOLDER FORUM

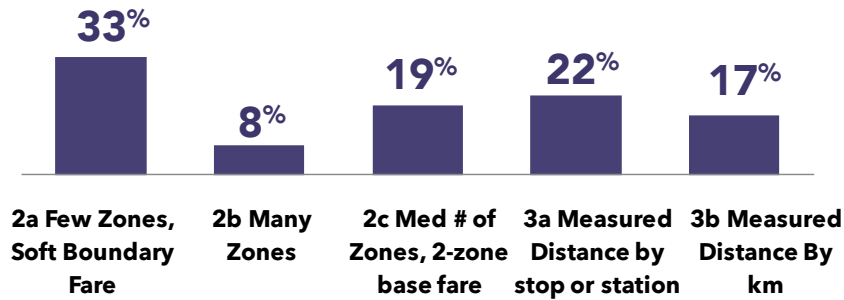
There were 37 participants at this event.

## Which option do you prefer?

BUS SYSTEM

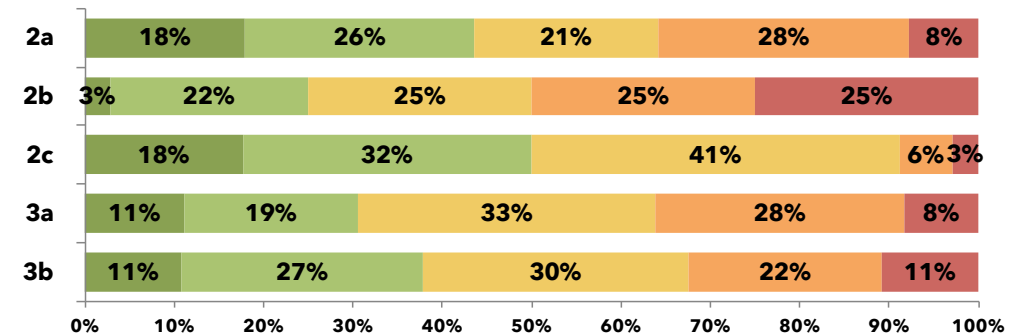
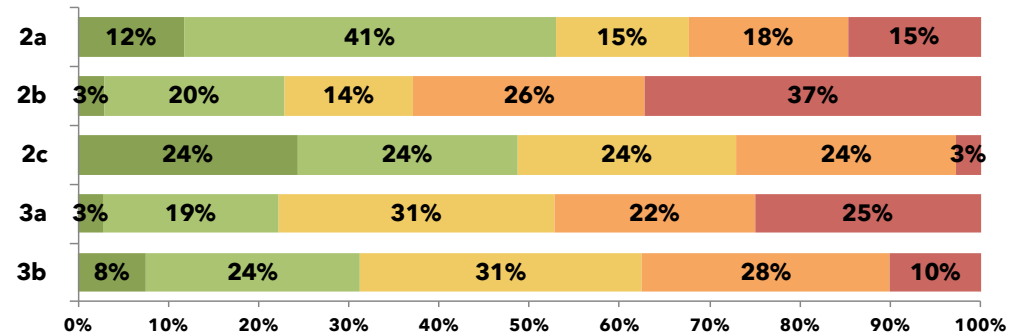


GATED SYSTEM



GATED SYSTEM = SKYTRAIN, SEABUS, WEST COAST EXPRESS

## Do you agree this is a good option for a future fare system?



Strongly Agree Agree Neutral Disagree Strongly Disagree

Stakeholder forum participants chose a fewer or medium number of zones for both the bus system gated system as their top choices. The majority of participants (53%) agreed or strongly agreed with few zones, soft boundary fares for the bus system. A large number of participants agreed or strongly agreed with a medium number of zones and 2-zone base fare for both the bus system (48%) and gated system (50%).

## Detailed Summary of Input

### **OPTION D2A – REFINED ZONES: OVERLAPPING ZONES TO SOFTEN THE SHARP ZONE BOUNDARY EDGE**

- Easy/easiest to understand
- Fair, simple
- Bus: long distance travelled with more stops
- Allow people to travel true distance and won't stop to avoid paying for next zone.
- Balance of fairness and predictability

### **OPTION D2B – REFINED ZONES: MORE ZONES SO INCREASE IN PRICE IS GRADUAL**

- Too many zones; overwhelming
- Rail should be few zones
- Less complicated and moderate rate
- Fares should increase gradually
- This is good because stations are uniformly spaced

### **OPTION D2C – REFINED ZONES: TWO-ZONE BASE FARE WHERE FIRST ZONE BOUNDARY CROSSING DOES NOT INCUR AN ADDITIONAL COST.**

- Easiest to understand
- Balances achieving benefits of charging on true distance (Balance)
- Encourages short trips
- Fares should increase gradually
- Confusing
- Language: "soft boundary" is confusing
- Disagree with distance based for suburban trips
- Avoids unfair boundary issues
- More than 2-zone base fare depending on service
- Easy to calculate/predict/certainty
- Lower fare evasion (short trips)
- Fares should increase gradually

### **OPTION D3A – MEASURED DISTANCE: KILOMETERS**

- Easy to understand
- Simple and fair
- Fairest
- Seems difficult to judge

### **OPTION D3B – MEASURED DISTANCE: NUMBER OF STOPS/ STATIONS**

- This is good because stations are uniformly spaced

### **OTHER OPTIONS PROPOSED:**

- Routes should be based on availability of service to create the zones
- Longer distances subsidized based on income
- Flat rate for the whole system
- Distance as crow flies (km) with a minimum and maximum price

## THOUGHTS ACROSS ALL OPTIONS

- Fairness for those with infrequent service or live in suburban areas (long distances)
- Effective
- Need more info on how zone system will affect pricing; type of fare products
- Suggestion: put fare machines at the bus stop versus on the vehicle
- Remove pain point: short trip that crosses zone boundaries
- As few zones as possible

## QUESTIONS

- What is happening to the transfer window?
- What geography are zones based on? Municipal boundaries? SkyTrain stations? Bus stops?
- How is distance measured? Is distance measured "as the crow flies"?

# **EXERCISE 3:** Varying Fares by Time of Travel

## Summary

Participants preferred a fare system that would be easy to understand and effectively manage demand on the transit system. Stakeholders preferred off-peak discount as their top choice. The majority of stakeholder forum participants (81%) agreed or strongly agreed with refined zones while 79% disagreed or strongly disagreed with no time variation. Elected Officials preferred off-peak discount as their top choice. 70% of Elected Officials disagreed with having no time variation, and 90% agreed or strongly agreed with an off-peak discount.

### Key Findings

#### 1. MAJORITY SUPPORTED THE OFF-PEAK DISCOUNT

Participants felt that the off-peak discount option balanced ease of understanding and predictability of fares over other options. Participants also felt that this option benefited

low-income users. Hourly variations were perceived as overly complicated and difficult for the public to learn.

#### 2. DISCOUNTS ARE UNFAIR FOR THOSE WHO DO NOT HAVE A CHOICE OF WHEN THEY TRAVEL

If fares vary based on time of travel, participants felt this may be unfair for those who have little control as to when they take transit. In turn, this may not be beneficial for those who have lower-incomes. Some comments noted that there needs

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**Participants have indicated that they would like to see smoother demand, moving flexible riders to off-peak times.**

---

to be more information on who has flexible travel times and how employers can be incentivized to provide more flexible time.

### **3. MAJORITY OF RESPONDENTS SUPPORT SOME USE OF PRICE SIGNALS TO SPREAD OUT THE TIMING OF RIDERSHIP**

The majority of participants disagreed or strongly disagreed with the “No Time Variation” option. Although this option is perceived as most fair to those who have no control over their time of travel, it also has little effect on moderating peak demand. Participants have indicated that they would like to see smoother demand, moving flexible riders to off-peak times, and providing a less crowded, more comfortable experience.

## **Other Key Themes**

### **1. FARE PRODUCTS MUST BE CONSIDERED TO ADDRESS FAIRNESS AND EQUITY**

Comments showed that peak hour travellers may perceive the system as unfair if they are paying more for a system they use regularly. Monthly passes and other types of fare products should be considered to encourage ridership. Participants felt that the fare system should assist low-income users and fare products were identified as a method to address equity in the fare system, such as providing a low-income or family pass.

## The Exercise

For this exercise, participants were asked to provide their feedback on the following options:

- L1: No Time Variation
- L2: Off-peak Discount
- L3: Hourly Variation

At all forums, participants were asked to consider these options across the whole system.

Each small group of participants was asked to share their initial insights, vote their top choice and then indicate their level of agreement that the option was a good option for a future fare system. Afterwards, groups discussed similarities and differences of their choices and provided group insights. Below is a summary of the feedback received during each exercise.

## Component: Time of Travel

**Step 1:** Review the 3 options for this component. Consider what you or your network / members would prefer and why. Write down any initial thoughts or reactions on the scrap paper provided as you read.

**Step 2:** Write and share 1 sticky explaining the reason for your top choice. Place the stickies here.

**Step 3:** Cast your individual vote.

**FIRST:**  
Vote for your top choice by placing a sticky dot in one of the boxes below.


**NEXT:**  
For each of the options, rate your agreement with the statement **“This is a good option for a future fare system”** by placing a sticky dot on the corresponding scales.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know

**Step 4:** Discuss the differences in preference between group members. Take notes here. Circle your group's top 3 insights.

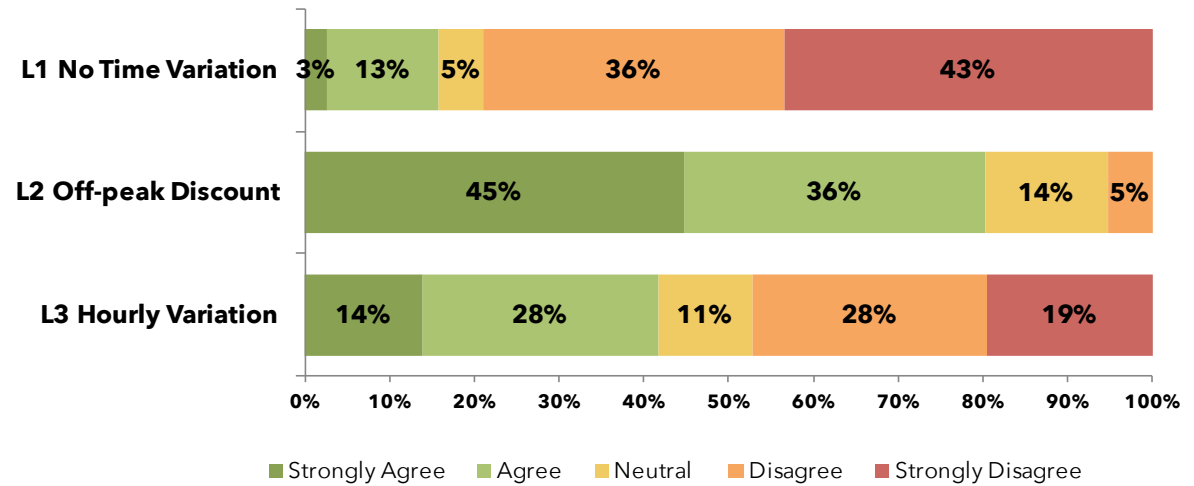
There were 37 participants at this event.

## Which option do you prefer?

WHOLE SYSTEM



## Do you agree this is a good option for a future fare system?

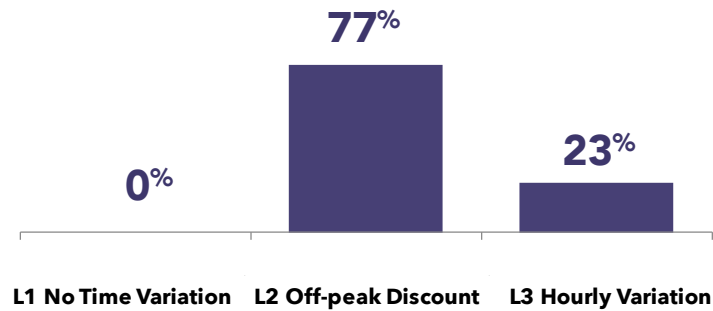


Stakeholder forum participants preferred off-peak discount as their top choices. The majority of participants (81%) Agreed or Strongly Agreed with refined zones while 79% of participants Disagreed or Strongly Disagreed with no time variation.

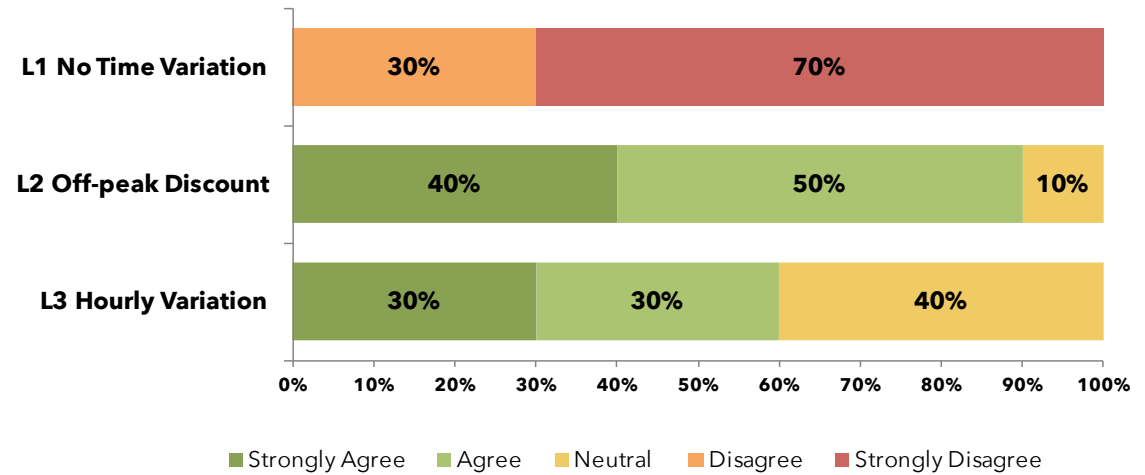


WHOLE SYSTEM

## Which option do you prefer?



## Do you agree this is a good option for a future fare system?



Elected Officials forum participants preferred off-peak discount as their top choices. 70% of participants Disagreed with having no time variation. 90% of participants Agreed or Strongly Agreed with an off-peak discount.

\*At this event, only 1 table (5 participants) recorded their quantitative answers for this question.

## Detailed Summary of Input

### OPTION L1 – NO TIME VARIATION

Elected Official Forum:

- Easiest to understand
- Doesn't manage demand

Stakeholder Forum:

- Most fair for those who have little control over when they must travel
- Doesn't help with peak demand

### OPTION L2 – OFF-PEAK DISCOUNT

Elected Official Forum:

- Flexible issues
- Could attract users who would not otherwise take transit
- Somewhat easy to understand

Stakeholder Forum:

- Best balance of demand management and user understanding
- Would like to see all three off-peak times used

- Benefits low-income during the day
- Makes sense
- Solves overcrowding
- Encourages travel in non-peak hours
- Simpler than the hourly variation
- Easier for public understanding
- Not overly complicated
- Certainty/predictability of fares
- Puts more pressure on system during rush hour

### OPTION L3 – HOURLY VARIATION

Elected Official Forum:

- Most effective in managing demand
- Most complicated

Stakeholder Forum:

- Provides deeper discounts
- Offer different "peak" hours for different areas

- Too complex
- Manages demand in real-time
- Needs to provide more certainty around which times have discounts

### OTHER OPTIONS PROPOSED:

- Minimum pricing with sliding scale to a maximum price

## THOUGHTS ACROSS ALL OPTIONS

- Some riders do not have choice of when to travel
- Demand should be managed to relieve pressure during peak hours
- Balance system usage
- Incentivize employers
- Incentive riders to take transit outside of work hours
- Ensure alignment with anticipated value with road pricing to shift use to non-peak hours
- It may be difficult to get casual users to reconsider time of travel
- Offer incentives to compete with car usage
- Some are not convinced that discounts will incentivize people and that inconvenience may be a better incentive.
- More information is needed on how many users can actually be flexible with travel time.
- Language: premium vs discount/incentive vs punitive
- Safety is a concern during peak times
- Peak hours may be different in different areas

## QUESTIONS

- What will happen to fare products/bulk tickets?
- What is the impact of pricing on employers and employees?
- How will delays affect pricing?
- What about monthly pass?
- Does L2 or L3 provide deeper discounts?
- What happens during special events? Unfair for regular users to be impacted by this.
- If buses are running late and/or there are other delays that impact trip times, how does this impact prices?

# **EXERCISE 4:** Varying Fares by Service Type

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**Regardless of system, many comments supported fares that would assist users who are seniors, disabled, students, and low-income that rely on the transit system.**

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## Summary

The majority of participants preferred fares differing for premium service only as their top choice. Comments showed that West Coast Express was perceived as a unique and premium service. Participants expressed that similar high-speed and long-distance express services be considered premium services while express bus services, such as the 99 B-Line, not be considered premium services. For stakeholder forum participants, 66% agreed or strongly agreed that this option (S1) is a good option for a future fare system. They were split on having fares differ for some service types, with 38% agreeing or strongly agreeing and 38% disagreeing or strongly disagreeing that it would be a good option for a future fare system. They were also split on fares differing for all service types, with 42% agreeing or strongly agreeing and 48% disagreeing or strongly disagreeing that it would be a good option for a future fare system. Elected Officials preferred

fares differing for premium service only as their top choice. 67% strongly agreed that S1 was a good option for a future fare system, while 100% disagreed or strongly disagreed with fares differ for all service types.

## Key Findings

### 1. THE STATUS QUO AVOIDS SOCIAL STRATIFICATION

There was a strong sentiment that public transit should not be tiered. Some comments indicated that the current system does not provide a tiered system and a future fare system should avoid social segregation. Related concerns included inefficiency in using resources to create parallel services and concerns over safety and rise in crime if there were “tiered” services.

## **2. IF THERE WERE DIFFERING FARES, SHOULD FARES BE DECIDED THROUGH PERCEIVED VALUE OR ACTUAL COSTS?**

Some participants felt that the services should be priced relative to actual costs to provide the service, while others felt that it should be priced according to perceived quality of service such as comfort or reliability. Some comments supported differing fares by service type as it would be fair to charge for the service or quality of service that is provided.

## **3. FARES SHOULD BENEFIT USERS OF HANDYDART AND VULNERABLE POPULATIONS**

Regardless of system, many comments supported fares that would assist users who are seniors, disabled, students, and low-income that rely on the transit system. These participants felt the fare

system should create fare products and reduce fares accordingly to ensure an accessible system for all users and reduce the challenges vulnerable populations already experience. Participants expressed that seamlessness of the system between HandyDART and the conventional transit system is important and HandyDART fares should not be higher than other services.

## **Other Key Themes**

### **1. COMPETE WITH CARS, BUILD RIDERSHIP**

Participants expressed that the fare system should disincentivize driving and maintain or increase transit ridership. Some believe that varying fares by service type would provide an option for better transit services that would encourage drivers to switch to transit. Others felt that varying fares by service type would have the opposite

effect and discourage ridership due to increased complexity, stigma or inconvenience. It was suggested that discounting short, local trips regardless of service type could help increase ridership.

## The Exercise

For this exercise, participants were asked to provide their feedback on the following options:

- S1: Fares differ for premium service
- S2: Fares differ for some service types
- S3: Fares differ for all service types

At all forums, participants were asked to consider these options across the whole system.

Each small group of participants was asked to share their initial insights, vote their top choice and then indicate their level of agreement that the option was a good option for a future fare system. Afterwards, groups discussed similarities and differences of their choices and provided group insights. Below is a summary of the feedback received during each exercise.

## Component: Service Type

**Step 1: Review the 3 options for this component. Consider what you or your network / members would prefer and why. Write down any initial thoughts or reactions on the scrap paper provided as you read.**

**Step 2: Write and share 1 sticky explaining the reason for your top choice. Place the stickies here.**

**Step 3: Cast your individual vote.**

**FIRST:**  
Vote for your top choice by placing a sticky dot in one of the boxes below.

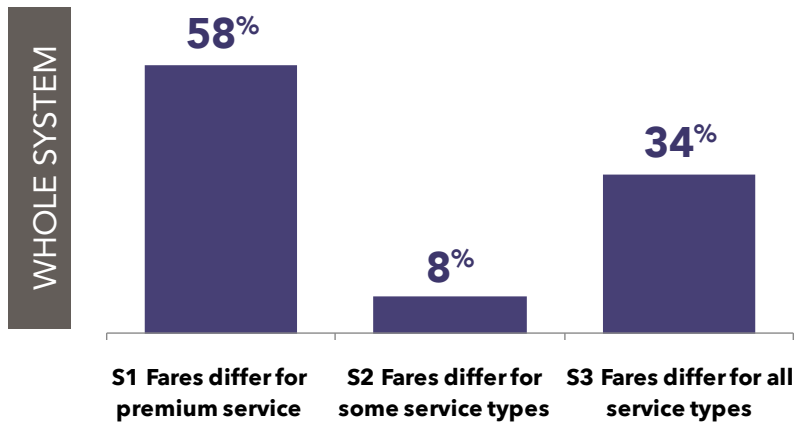
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**NEXT:**  
For each of the options, rate your agreement with the statement "This is a good option for a future fare system" by placing a sticky dot on the corresponding scales.

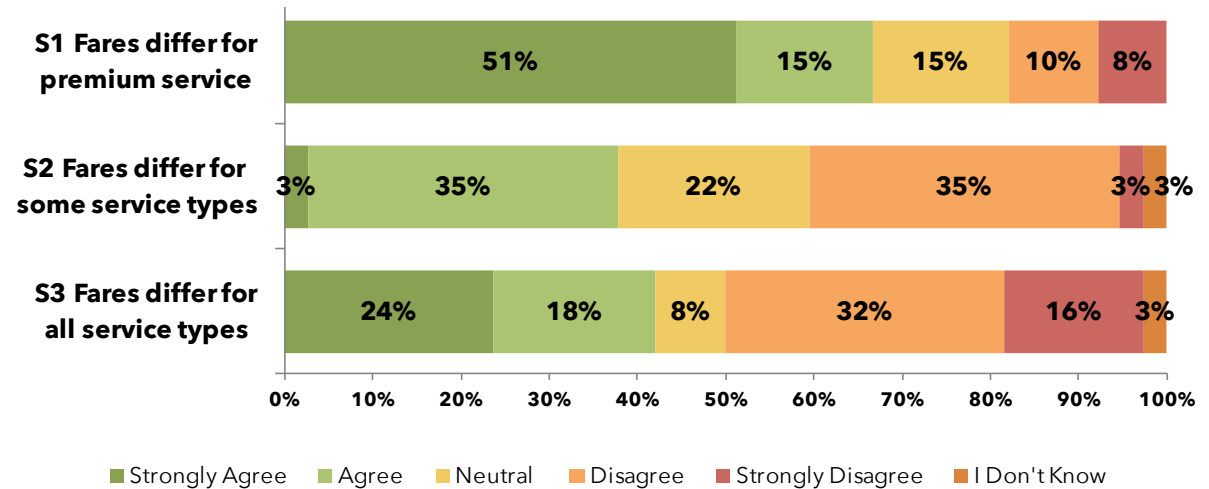
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	I Don't Know

**Step 4: Discuss the differences in preference between group members. Take notes here. Circle your group's top 3 insights.**

## Which option do you prefer?



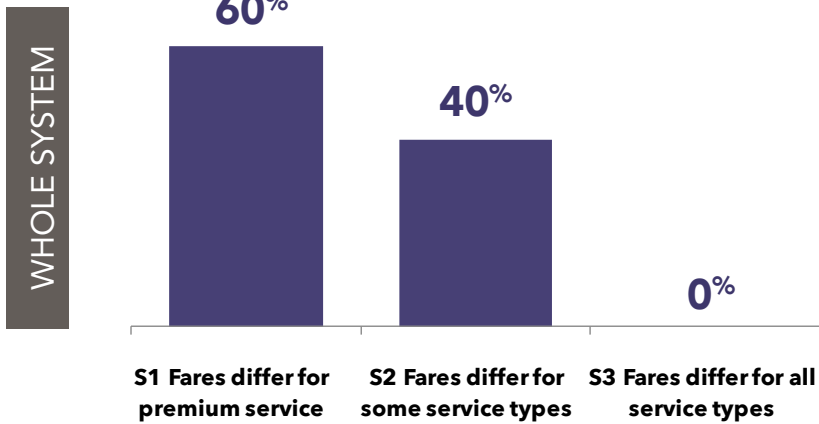
## Do you agree this is a good option for a future fare system?



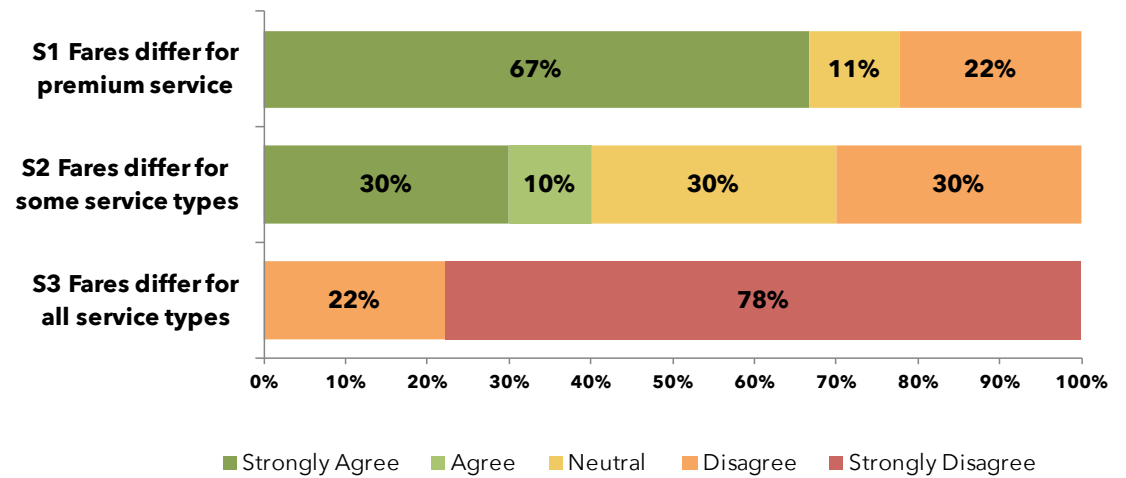
Stakeholder forum participants preferred fares differing for premium service only as their top choice. The majority of participants (66%) agreed or strongly agreed that this option (S1) is a good option for a future fare system. Participants were split on having fares differ for some service types, with 38% agreeing or strongly agreeing and 38% disagreeing or strongly disagreeing that it would be a good option for a future fare system. Participants were also split on fares differing for all service types, with 42% agreeing or strongly agreeing and 48% disagreeing or strongly disagreeing that it would be a good option for a future fare system.



## Which option do you prefer?



## Do you agree this is a good option for a future fare system?



Elected Officials forum participants preferred fares differing for premium service only as their top choice. 67% of participants strongly agreed that S1 was a good option for a future fare system, while 100% of participants disagreed or strongly disagreed with fares differ for all service types.

\*At this event, only 1 table (5 participants) recorded their quantitative answers for this question.

## Detailed Summary of Input

### OPTION S1 – FARES DIFFER FOR PREMIUM SERVICE

Elected Official Forum:

- Fairness, simplicity
- Encourages more people to take transit
- Easy to understand
- No social/income stratification leads to connected transit system

Stakeholder Forum:

- Simplest
- Fare structure should provide access to full system
- Don't segregate ridership
- All services are interchangeable, efficient
- Avoid complication with distance-based fares
- Reflects quality – reliability, comfort, speed
- Prevents stigmatization of bus

users.

- Do not segregate/create a class issue
- Provides most options for travel without increased costs
- Fair for those inside Vancouver-proper
- Reduces social stratification

### OPTION S2 – FARES DIFFER FOR SOME SERVICE TYPES

Elected Official Forum:

- Not seamless
- Perceived as not fair to users

Stakeholder Forum:

- Creates equal opportunities for all without penalizing those who use rapid transit and live further way

### OPTION S3 – FARES DIFFER FOR ALL SERVICE TYPES

Elected Official Forum:

- Not seamless
- Perceived as not fair to users

Stakeholder Forum: Fairness and value

- Can pull those who are willing to pay out of the demand for regular service
- Works well with flat distance
- Best reflects benefit provided in price
- Paying more for better service makes sense
- HandyDART should be the cheapest
- Should vary fares by service type based on efficiency
- Social stratification is a concern

### OTHER OPTIONS PROPOSED:

- Fares differ for some service types with a 1 zone fare for buses

## THOUGHTS ACROSS ALL OPTIONS

- The system should be fair and simple to understand
- There's preference for a seamless system
- System should encourage use of transit
- Fares should be based on perceived value for service
- Fares should reflect marginal costs
- Fares should reflect quality of service
- Costs should balance the trade-off between money and time
- HandyDART should be lowest price
- Lower cost options must be available
- Tiered system creates a system for the poor that is not prioritized or well maintained
- A tiered system seems inefficient and more costly as it would require creating parallel services to provide a cheaper option where only higher cost service types currently exist.
- Ensure that people don't pay more if trips take longer by bus
- Discount fare products need to be kept for seniors and persons with disabilities as they are currently paying more than they would if they were not disabled

## QUESTIONS

- How would this affect system planning? Requiring parallel services could add costs.
- What is the problem being addressed with this exercise?

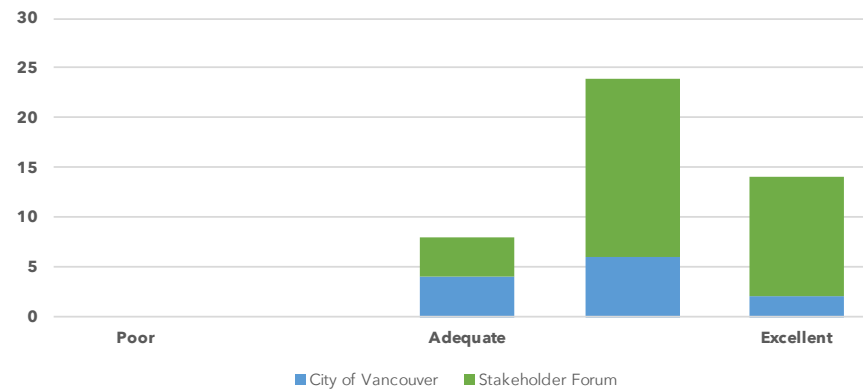
# FEEDBACK FORMS

## Feedback Forms

Participants were asked to provide their feedback at the end of the stakeholder forum on January 30th and the City of Vancouver Forum on February 10th. We received 50 completed forms. A summary of responses is provided below.

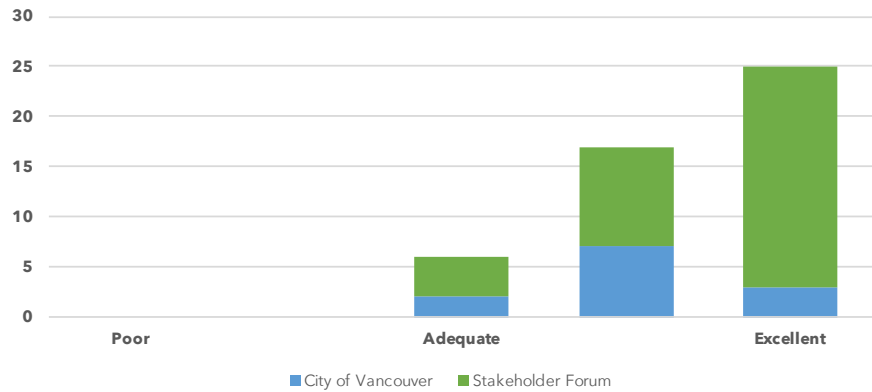
### 1. HOW USEFUL WAS THE INFORMATION PROVIDED TODAY?

Participants thought that the information provided was useful and gave enough background to provide feedback on the fare options discussed in the session. However, others also indicated that they would like to see a more detailed look at the options, such as including concrete costs and more details on how costs impact behaviour and the whole system. Additional information could help participants make more informed contributions to the conversation.



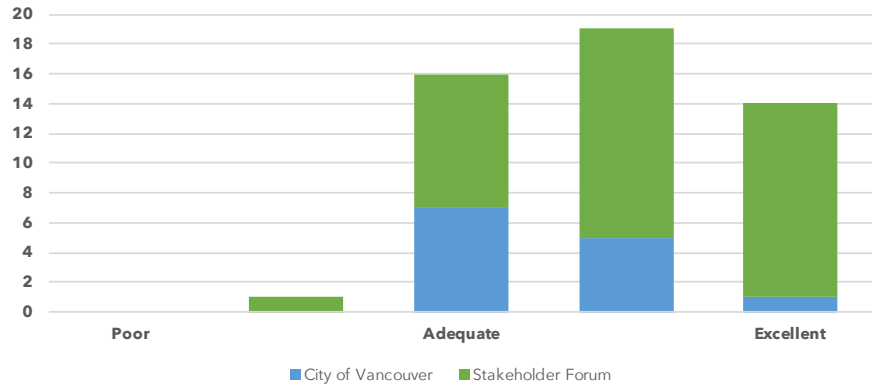
## 2. HOW USEFUL WERE THE EXERCISES AND DISCUSSIONS AT THE SMALL TABLES?

Participants expressed that the group activities were structured in a useful format. Participants felt able to discuss the various options within the time given, as the exercises kept them focused and on topic. It was noted that there was a lack of diversity at some of tables, limiting the potential for discussions around diverse opinions on the fare options, as members were from the same community group.



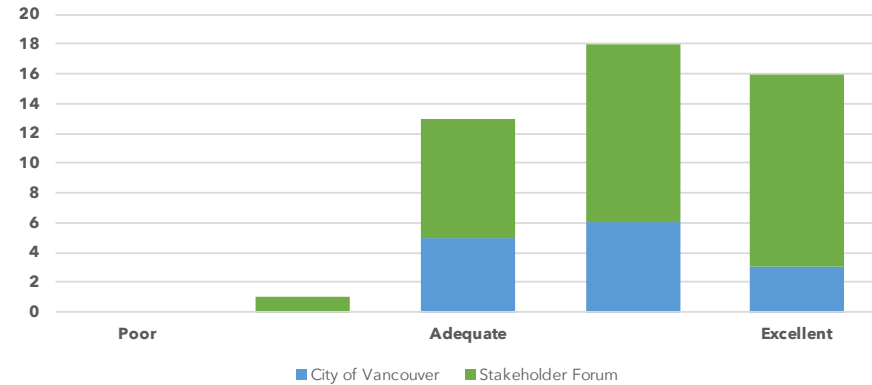
## 3. HOW TRANSPARENT IS THIS PROCESS?

Some participants felt that the process was transparent, while others noted that they would like to see more research behind the data given. Some felt the background materials were more transparent than the forum. The real-time data was appreciated but some comments also noted that they did not understand how their opinions from the session would feed into the larger process.



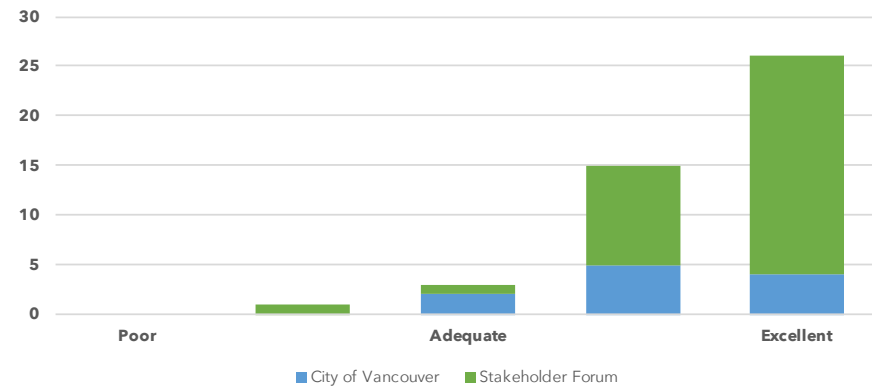
#### 4. HOW WELL DID THE VENUE, LOCATION, AND TIME OF THE EVENT SUPPORT YOUR AND OTHERS' PARTICIPATION IN THIS PROCESS?

Overall, participants found the logistics of the forum to be adequate and provided practical suggestions to help improve future forums. Some comments suggested providing more notice for the event and increased choice in time slots, in particular a start time that doesn't coincide with commuter rush hour. One comment noted that it would be useful to have a longer session.



#### 5. OVERALL, HOW WORTHWHILE DO YOU FEEL IT WAS TO ATTEND THIS FORUM?

Participants indicated that they found the forums worthwhile, well organized and were thankful for having the opportunity to participate in the process.

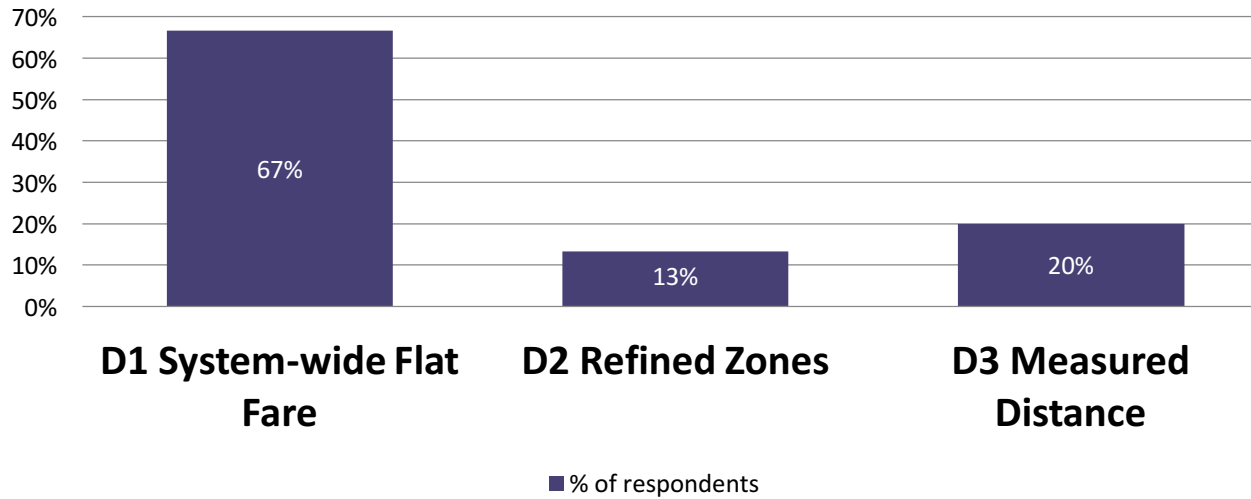


**CITY OF  
VANCOUVER  
WORKSHOP**

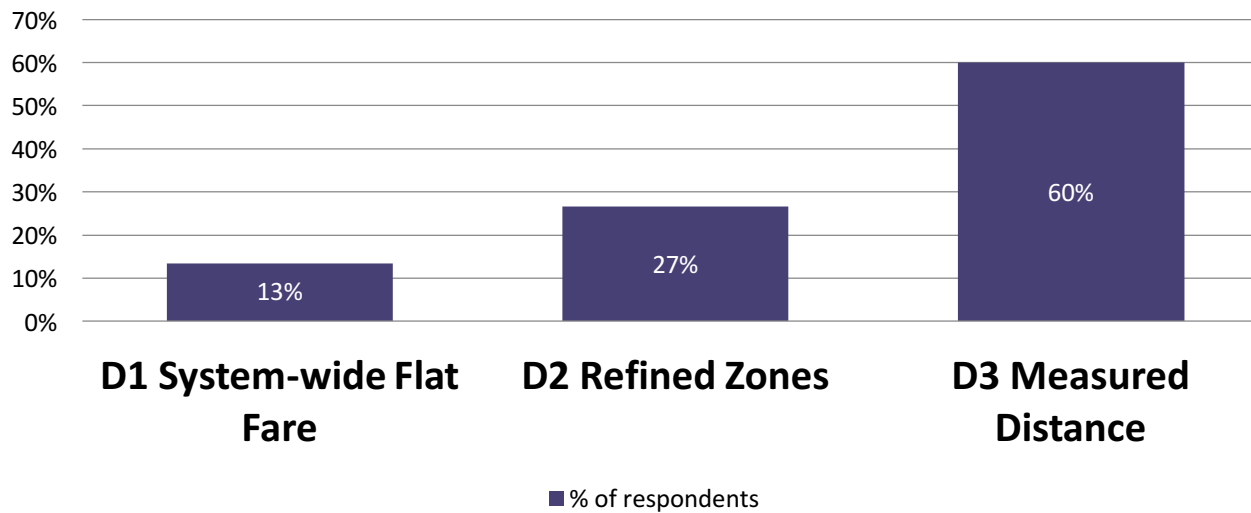


## EXERCISE 1: VARYING FARES BY DISTANCE TRAVELLED

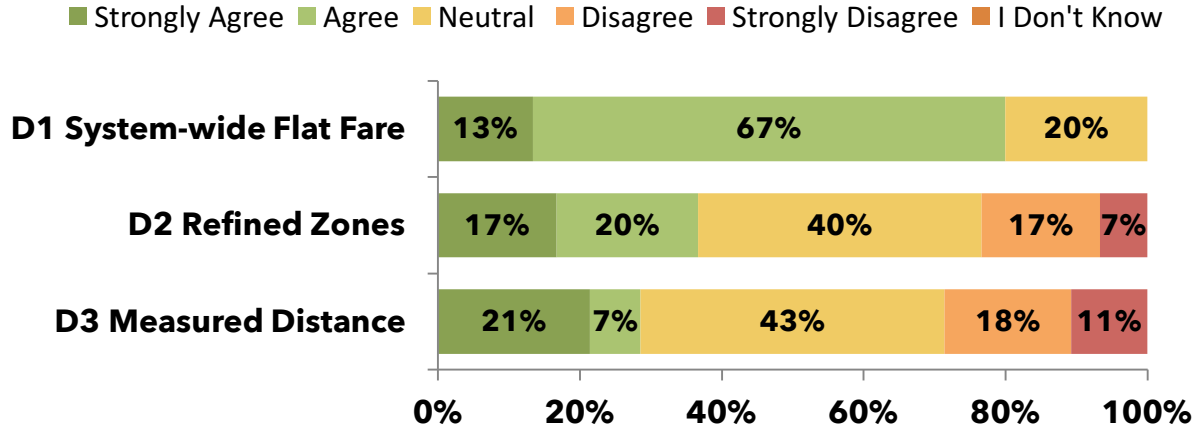
### Top Choice for Fares by Distance (BUS)



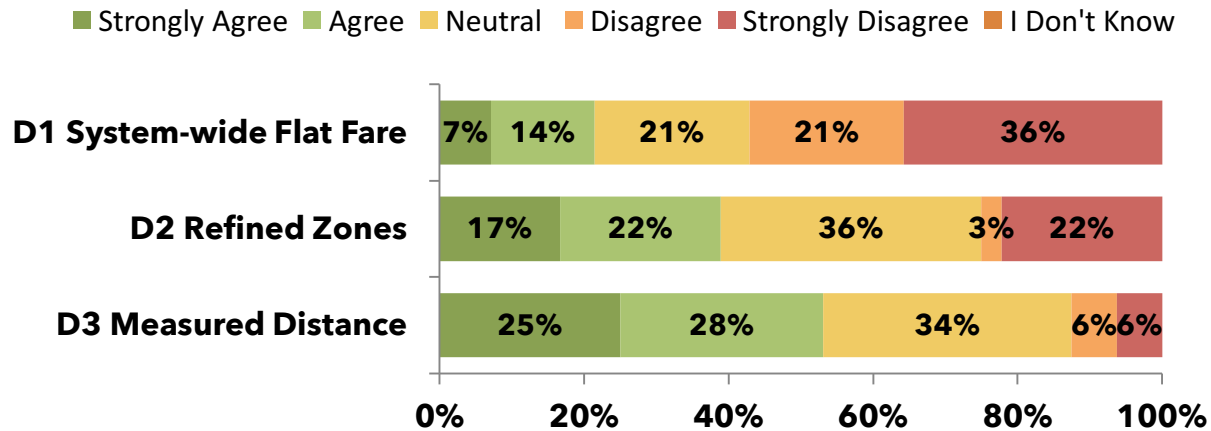
### Top Choice for Fares by Distance (Gated)



## % Agreeing this is a Good Option for a Future Fare System (BUS)



## % Agreeing this is a Good Option for A Future Fare System (GATED)



## SUMMARY OF INITIAL THOUGHTS:

### Option D1 – Flat by Distance

- Easy to implement
- Flat rate lower, Seabus single distance
- Including HandyDART
- Easy to understand
- Works, simple cheaper

### Option D2 – Refined Zones

- I like the 2-zone base fare w/smaller zones and a free inter one zone
- Prefer overlapping zone to reduce overall # of zones; don't even like 8 zones
- Might be difficult to predict for the user
- Larger/softened; predictable
- Too complicated

### Option D3 – Measured Distance

- Pay by distance would encourage more people to travel by bus for short trips (vs driving)
- Cost of use do not reflect the cost of management
- Prefer measured distance for clarity, but best system will reflect actual use while supporting increased access and affordability of transit service
- Makes easier to measure station to station
- I find this fair, but think it should be combined with "extra" passes. 3>2>1
- Easy to implement; longer distance; add fare is cheaper
- More expensive but most fair

### Other options:

- Flat minimum/maximum with measured distance between
- System-wide flat fares with some restrictions
- Flat but varies by mode

### Initial thoughts across all options:

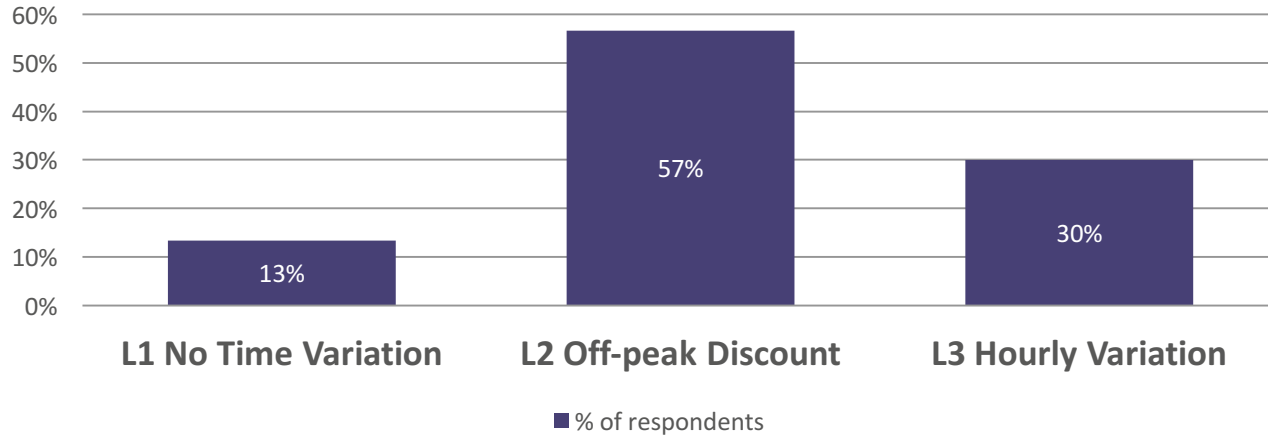
- Flat fare is simple to plan cost of travel; flat fare is most unfair; refined zones combine fairness and ease of planning; refined zones are both harder to plan than flat fare and less fair than distance traveled
- For pwd (persons with disabilities?) Often little option but transit so boils down to flat rate cannot usually choose time/distance travel by obligation
- HandyDART should be free
- Simplicity/low cost for seniors
- Don't assume all users can access technology
- Fair rate makes difference
- 3 zones with grey area between

### Insights on Fares by Distance

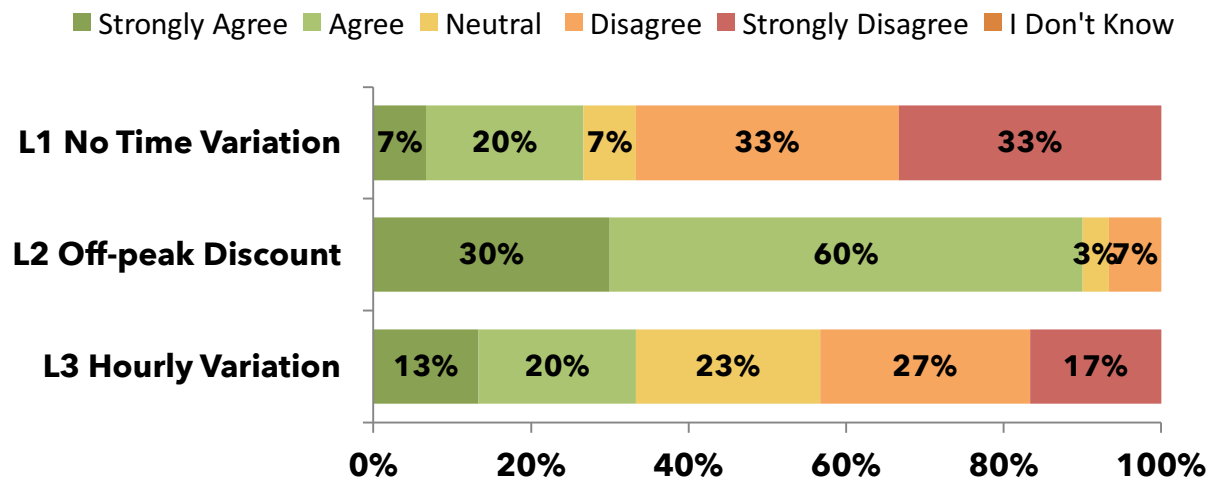
- Equity
- Bus should be flat because: should be transferable; achieves simplicity, especially helpful for HandyDART thinking about disabled and seniors
- Our thinking is situated within urban frame of reference. Because buses in farther areas are more difficult for seniors and disabled to access
- Fare products for seniors and persons with disabilities must be retained at minimum (enabling assumptions for this discussion)
- Charge by dist. For rail because: faster, more direct, easy to cover more distance, technologically easier to implement
- Predictability is important for users; creates stress, unknown costs
- Equitable system for those who don't have a choice
- Ease of understanding and use that supports different users; development/cognitive issues users, those who don't have access to technology, what about those who get lost
- Efficiency of system from user perspective; comfort
- Support off peak
- Ease of use/customer experience
- Accessibility of transit for more users
- Regardless of type of fare system, health rides should be subsidized or free; HandyDART and conventional

EXERCISE 2: VARYING FARES BY TIME OF TRAVEL

### Top Choice for Fares by Time of Travel



### % Agreeing this is a Good Option for A Future Fare System



## SUMMARY OF INITIAL THOUGHTS:

### Option L1 – No Time Variation

- Flat rate, no time variation except for weekends and evenings, easier to understand
- The time assumes that all buses are on high travel routes.
- To make the system seamless

### Option L2 – Off-peak Discount

- Increased fare during peak hours will help alleviate crowding and encourage people to travel outside of peak hours
- Although time of day is much less of a concern than distance when calculating the new fare system...
- Including options such as unlimited travel evening pass, not just per fare discount
- Every hour way too granular. Off peak more flexible
- Is the best choice as it affords more people to travel cheaply @ different times of day? This discount should apply to buses, train and Seabus. It also relieves crowding during peak hours
- I like off peak as it takes some cost loads off. Safety is a concern
- Ease of understanding/clarity
- Predictable, less confusing, help w/overcrowding
- Rush hour is mostly driven by those with jobs; those who don't have jobs don't have as much money, but have more time flexibility

### Option L3 – Hourly Variation

- I find it really interesting to choose the exact hours to travel. More options to pay less. I agree with L2 as well
- Most logical
- Most logical, incentive will shift
- Hourly variation. More dynamic and robust tools to deal w/capacity

### Overall

- The choice should not amount to richer people having possibility to pay for better service - equal opportunity for public services
- Working poor have least ability to time shift. Need subsidy for working poor. To those least fortunate because more of those options help them
- Assumptions that have not been substantiated: all income levels can vary times, costs more run in busiest times. This is not by individual costs

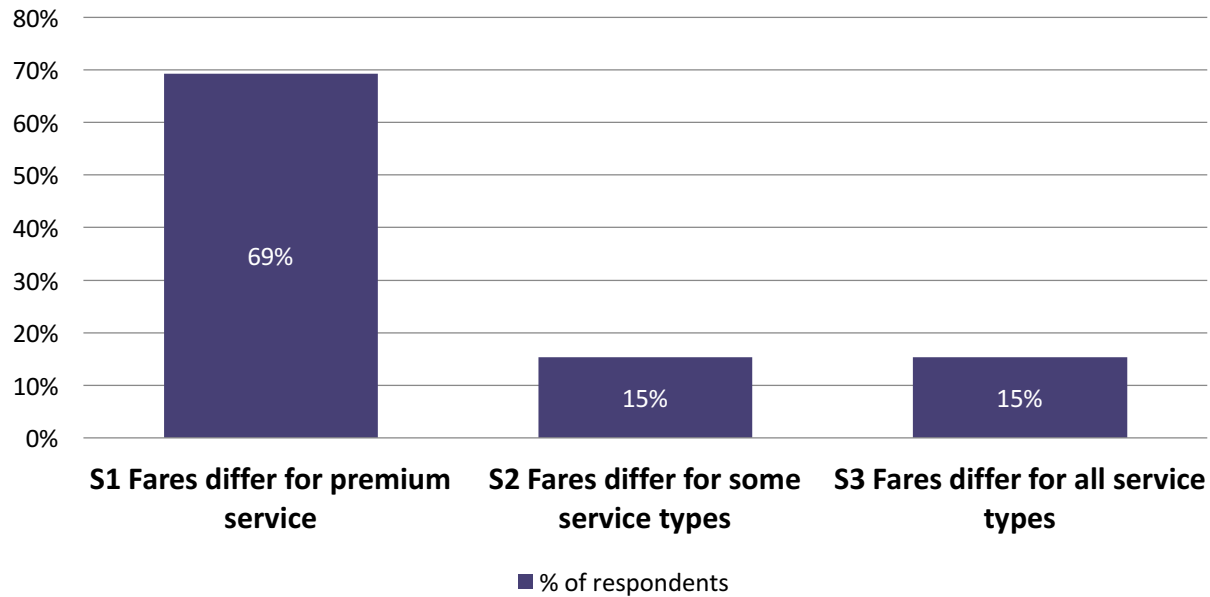
### Insights on Fares by Time of Travel

- System benefit vs individual benefit
- complexity/legibility/ease to understand
- language: discount vs paying more for peak

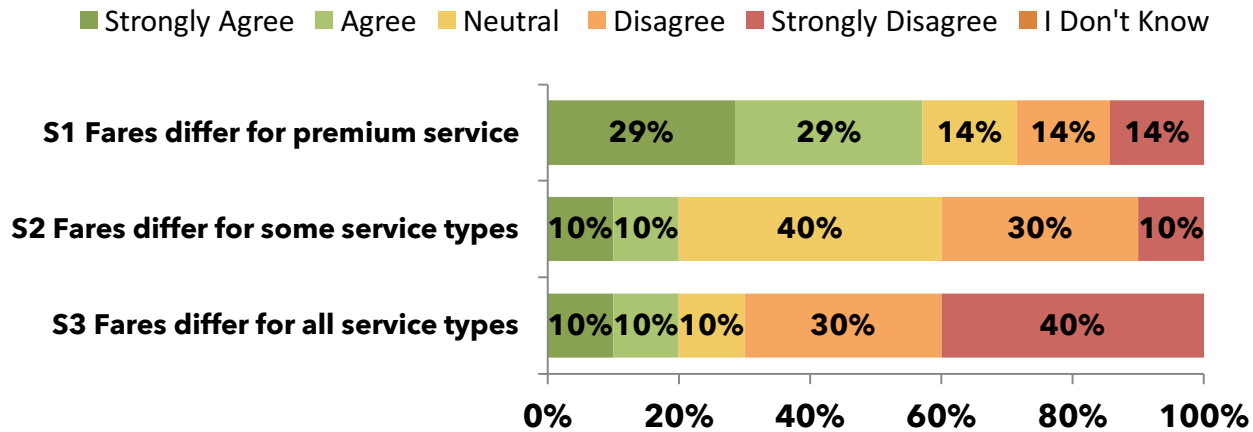
- increase resiliency when there are delays
- some people use transit out of need
- some people can't alter commute
- spreading/evening ridership through the day improves: comfort, safety especially for disabled and seniors, relieves overcrowding
- reduces overall system cost -> coming back to savings for us (esp. HandyDART)
- gives people more options for cheaper travel
- ease of understanding; too complicated to understand as a user and to implement
- equity for those who don't have a choice of when to take transit
- it shouldn't be just the user shifting time of travel; other ways; opening hours of services, bus routes, service centres
- seamless ness of system for the user

### EXERCISE 3: VARYING FARES BY SERVICE TYPE

#### Top Choice for Fares by Service Type



# % Agreeing this is a Good Option for A Future Fare System



## SUMMARY OF INITIAL THOUGHTS:

### Option S1 – Fares differ for premium service

- I prefer the status quo in this category; I feel any further division of the fare regarding mode will increase complexity and reduce literacy of the system
- Prefer option 1: fares for premium service differ - name change needs to infer that WCE is an exceptional service, premium could imply Canada Line
- No other choice but to keep the fares the same across the board #1 top choice
- I prefer s1 as it provides the most benefit for most people and makes it simple for implement and understand especially for seniors and persons w/disability. Fares should also be transferable from bus to train. WCE can remain @ a higher rate as it is a different type of service
- I believe that all services except west coast pays more
- Differing fare types "ghettoized" the disadvantaged
- Ease of understanding
- Social stratification
- Fares differ for premium services more efficient in terms of not duplicating transit services and avoid social stratification. Quality. Same options for everybody



### Option S2 – Fares differ for some service types

- HandyDART should be lowest cost in any variation of cost by service type. All bus and HandyDART same and lowest, rail can be higher
- Current system assumes that a higher fare system aka. Faster direct can replace as lower? Seniors/PWD may actually feel safer - closer to their homes. I like fare differ for some services as they are more expensive

### Option S3 – Fares differ for all service types

- Diff services have varying maintenance costs; I'm willing to pay more for faster/comfort/etc. Service and to help recover costs

### Overall

- concerned about one type of service replacing others. I.e. New evergreen less buses. This doesn't increase overall use or allow for increase in usage
- terminology may help - instead of forcing poorer people on "cheaper" options, allow them to use "more subsidized" options
- products vs services and cost; if increasing better connections
- process note: avoid language around "quality" of service. Implies class difference b/c of access to quality
- Language note: use "equity" and move away from private sector lens
- HandyDART should NOT be considered same level as express bus - it is slow and indirect despite being door-to-door

### Insights

- Usability/complexity
- Language - subsidies
- Cost of operation, pollution, for comfort/reliability
- #1 HandyDART is door-to-door not direct, nor is it timely. It should be the cheapest option. Concession rates for seniors should also be maintained; don't make seniors and disable pay full adult rate for HandyDART
- Ease of understanding and accessibility
- Avoid stratification; forced to take a mode because of income. Vulnerable populations made more vulnerable; ex. Targeted theft; fairness and equitable
- People may not be living further away b/c of choice but because of money; penalized b/c of situations; don't exacerbate. Access to services incl. Transit "not a privilege to ride the bus"
- Public transit is a right
- Seamlessness
- HandyDART not measured accurately; it is not as accessible than conventional or convenient; not that direct. It is necessary to take