



Transit Fare Review Survey Phase IV

Prepared for:
TransLink

July 25, 2018 [**Final Report**]



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Contents

[03] Background, Objectives & Methodology

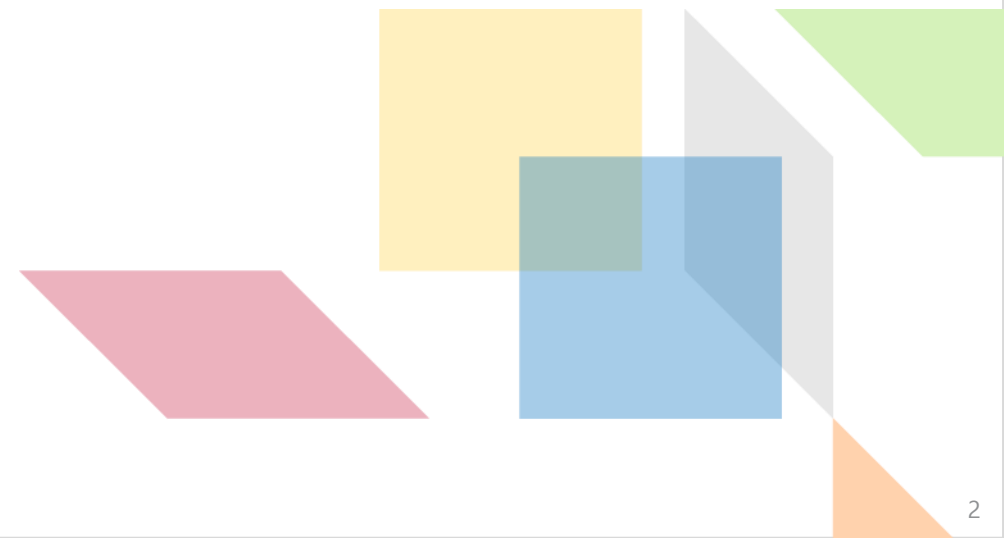
[06] Executive Summary

[10] Summary of Findings

- ▶ TransLink Listens Survey Results
- ▶ Public Survey Results

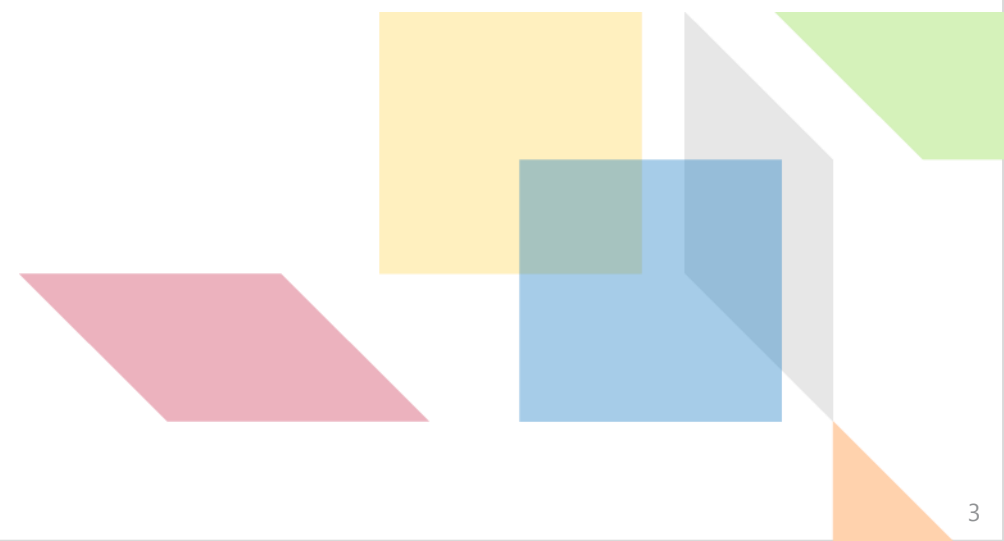
[21] Appendix

- ▶ Respondent Profile
- ▶ Questionnaire



A smaller version of the 'sentis' logo, consisting of a green and grey 3D cube icon.

Background, Objectives & Methodology



Background & Objectives

The Transit Fare Review is comprised of four phases.

- › Phase 1, which took place in May-June 2016, measured resident's satisfaction with the current way that transit is priced in Metro Vancouver.
- › Phase 2, which took place in Jan-Feb 2017, measured residents' opinions regarding different options for varying fares by distance, by time of travel, and by service type.
- › In Phase 3, which took place in Nov-Dec 2017, residents were asked for their opinions on the short-listed fare options narrowed down based on the results from the earlier phases.
- › In Phase 4, which is covered in this report, residents were asked for feedback on the three key recommendations proposed.

Specifically, the survey gathers feedback (likes and dislikes) on the following recommendations:

- › Recommendation 1
 - Eliminate zones and shift to pricing by the distance between stations on rapid transit (including updating pre-paid passes)
 - Maintaining flat fare on bus
- › Recommendation 2
 - Expand off-peak discounts/rewards to better manage overcrowding
- › Recommendation 3
 - Expand discounts for children, youth, and low-income residents (through partnerships with Senior Government)

Survey results from Phase 4 will be used to refine and finalize the recommended approach for changes to the fare structure before seeking endorsement and approval from the Mayors' Council and TransLink Board later in 2018.

Survey Design & Data Collection

The survey was designed by TransLink and administered online to two groups: members of TransLink Listens - TransLink’s online member panel – and the general public (who could participate by visiting the TransLink website).

The table below outlines the field dates and final sample sizes for both surveys.

| | Field Dates (2018) | Final Sample Size |
|-----------------------------|--------------------|-------------------|
| TransLink Listens Panelists | June 18 – 24 | 1,388 |
| Public Survey Respondents | June 18 – 29 | 9,745 |

The TransLink Listens dataset was weighted to reflect the Metro Vancouver population with respect to region, age, gender and main mode of transportation. No weighting was applied to the Public Survey data.

NOTE: TransLink Listens panelists’ responses may differ from random general population surveying, even with weighting, because of their deeper engagement with transit and transportation issues.



The logo for 'sentis' features a stylized 3D cube icon with a green top face and a grey bottom face.

Executive Summary



Executive Summary: TLL and Public Survey

Summary of Recommendations for Transit Fare Review Phase 4

Recommendation 1

Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.

- a. *Maximum fare would be equivalent to a three-zone fare.*
- b. *Evening and weekend off-peak discounts would be maintained.*

Recommendation 2

Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

Recommendation 3

Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

Recommendation 1

- › The primary perceived benefit of Recommendation 1 is that it will make the system more fair. Among both TLL panelists and respondents to the public survey, fairness is the aspect that generates the highest percentage of likes and the lowest percentage of dislikes.
- › Another perceived benefit of Recommendation 1 is that it will make the system simpler to understand. All survey respondents (and particularly TLL panelists) were more likely to indicate that the recommendation will make the system easier to understand as opposed to make the system more difficult to understand.

Recommendation 2

- › The primary perceived benefits of Recommendation 2 are that it will help reduce crowding during peak times and will encourage more people to take transit. Both TLL panelists and respondents to the public survey are much more likely to expect that this recommendation will result in reduced peak-time crowding and more people taking transit than in continued peak-time crowding and fewer people taking transit.
- › TLL panelists and respondents from the public survey are both ambivalent when it comes to whether or not they would personally benefit if the recommendation was implemented - approximately equal proportions like the recommendation because they will be able to shift their travel time to take advantage of off-peak discounts and dislike the recommendation because they will not be able to take advantage of these discounts.

Recommendation 3

- › Among both TLL panelists and respondents to the public survey, the primary perceived benefit of Recommendation 3 is that it will encourage more people to take transit. This is followed by the belief that this recommendation will make the system more fair.
- › Recommendation 3 is the one recommendation for which the majority of survey respondents do not have any dislikes.

Summary of Recommendations for Transit Fare Review Phase 4

Recommendation 1

Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.

- a. *Maximum fare would be equivalent to a three-zone fare.*
- b. *Evening and weekend off-peak discounts would be maintained.*

Recommendation 2

Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

Recommendation 3

Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

How Panelist and Public Results Differ

- › The table on the slide that follows illustrates the results for both TLL panelists and public survey respondents. There are a number of differences between the groups with respect to the percentage who indicated that they liked or disliked an aspect of a recommendation.
- › In general, the public survey respondents reacted less positively to the recommendations than TLL panelists did. In fact, for each aspect of each recommendation, the percentage of public survey respondents choosing 'dislike' was higher than the percentage of TLL panelists choosing 'dislike'. Also, the percentage of public survey respondents choosing 'like' was lower for most of the aspects of these recommendations than the percentage of TLL panelists choosing 'like'.
- › The difference is likely due, in part, to the higher percentage of regular transit users responding to the public survey. Among public survey respondents, 68% and 70% take the bus or SkyTrain at least once a week, respectively. Among TLL panelists, the percentages are 38% and 34%, respectively. Further, 68% of public survey respondents use public transit as their main mode, compared to 24% of TLL panelists. Regular users of transit did tend to respond less positively to the recommendations than other users.
- › What is important to note, however, is that for each of the three recommendations, the rank-order of the net result for the aspects of each recommendation – i.e., what is perceived to be the most beneficial aspect of the recommendation versus the least beneficial aspect – is the same for both public and TLL panel survey respondents. This means that the two survey groups do not differ in the primary benefits that they expect the system will yield when the recommendations are implemented.

TLL Survey and Public Survey Comparison



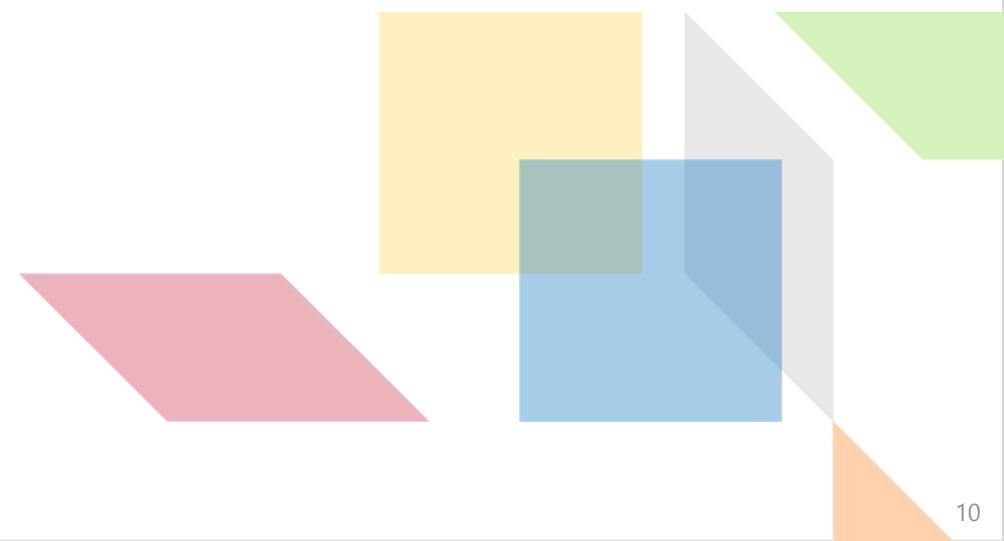
| | TLL Survey | | | Public Survey | | |
|---|-----------------------|--------------------------|------------------------------------|-----------------------|--------------------------|------------------------------------|
| | Like (% Selecting) | Dislike (% Selecting) | Net Result (Like minus Dislike) | Like (% Selecting) | Dislike (% Selecting) | Net Result (Like minus Dislike) |
| Recommendation 1 | | | | | | |
| Fairness: More fair / Less fair | 71% ▲ | 5% | +66 ▲ | 61% | 12% | +49 |
| Simplicity: Easy to understand / Difficult to understand | 47% ▲ | 25% | +22 ▲ | 34% | 25% | +9 |
| Impact on Transit Use: Encourages people to take transit / Discourages people from taking transit | 30% | 12% | +18 ▲ | 26% | 20% | +6 |
| Fare affordability: More affordable / Less affordable | 24% | 16% | +8 ▲ | 29% | 32% ▲ | -3 |
| Recommendation 2 | | | | | | |
| Impact on Crowding: Will reduce crowding / Will not reduce crowding | 65% ▲ | 23% | +42 ▲ | 52% | 28% | +24 |
| Impact on Transit Use: Encourages people to take transit / Discourages people from taking transit | 51% ▲ | 5% | +46 ▲ | 41% | 9% | +32 |
| Personal Benefit: Can shift time of travel to benefit / Can't shift time of travel to benefit | 35% | 32% | +3 ▲ | 29% | 37% | -8 |
| Fare affordability: More affordable / Less affordable | 29% | 2% | +27 ▲ | 28% | 11% | +17 |
| Fairness: More fair / Less fair | 21% | 5% | +16 | 25% | 10% | +15 |
| Simplicity: Easy to understand / Difficult to understand | 17% | 11% | +6 | 17% | 15% | +2 |
| Recommendation 3 | | | | | | |
| Impact on Transit Use: Encourages people to take transit / Discourages people from taking transit | 61% | 2% | +59 ▲ | 53% | 4% | +49 |
| Fairness: More fair / Less fair | 44% | 10% | +34 | 49% | 11% | +38 |
| Simplicity: Easy to understand / Difficult to understand | 23% | 3% | +20 | 22% | 5% | +17 |
| Fare affordability: More affordable / Less affordable | 21% | 5% | +16 | 21% | 11% | +10 |
| Personal Discount Benefit: Would benefit from the discounts / Would not benefit from the discounts | 13% | 27% | -14 | 15% | 34% | -19 |

▲ 10+ points higher than other survey

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Summary of Findings

TransLink Listens Survey



Recommendations for the Transit Fare Review

- › Before starting the survey, panelists were asked to watch a short video and were presented with the information below.
- › Additional information was also available in the full *draft report on Recommendations*.

Summary of Proposed Recommendations

Recommendation 1

Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.

- Maximum fare would be equivalent to a three-zone fare.*
- Evening and weekend off-peak discounts would be maintained.*

Recommendation 2

Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

Recommendation 3

Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

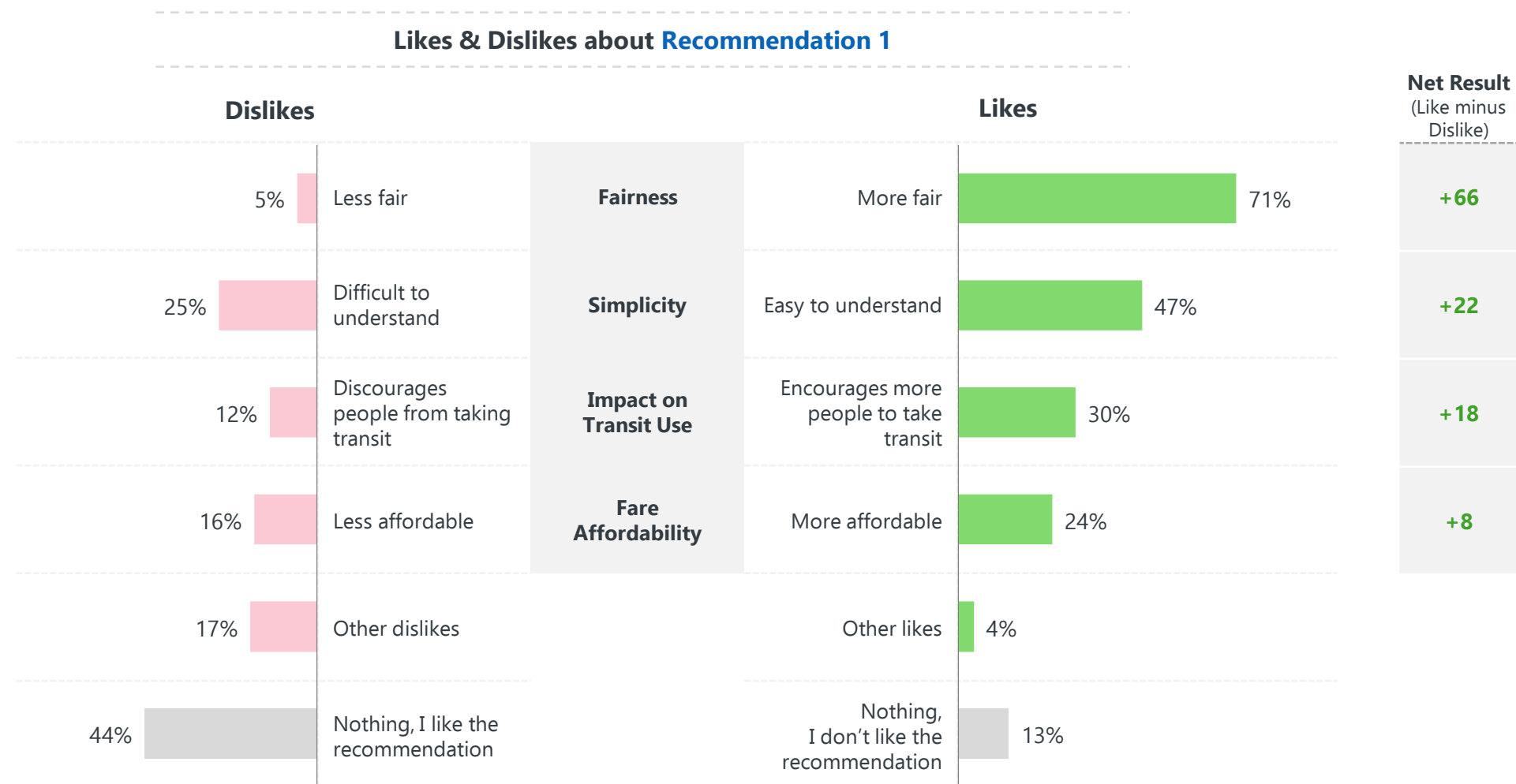
Recommendation 1: Distance

Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.

a. *Maximum fare would be equivalent to a three-zone fare.*

b. *Evening and weekend off-peak discounts would be maintained.*

- > Panelists are most inclined to like Recommendation 1 because it makes the system more fair (71% selecting). Only 5% feel it makes the system less fair.
- > When it comes to the level of simplicity, 47% feel the recommendation is easy to understand and 25% feel it is difficult to understand.
- > Fare affordability is the area that generates the most varied views, with 24% indicating it would make their fare more affordable and 16% indicating their fare would be less affordable.



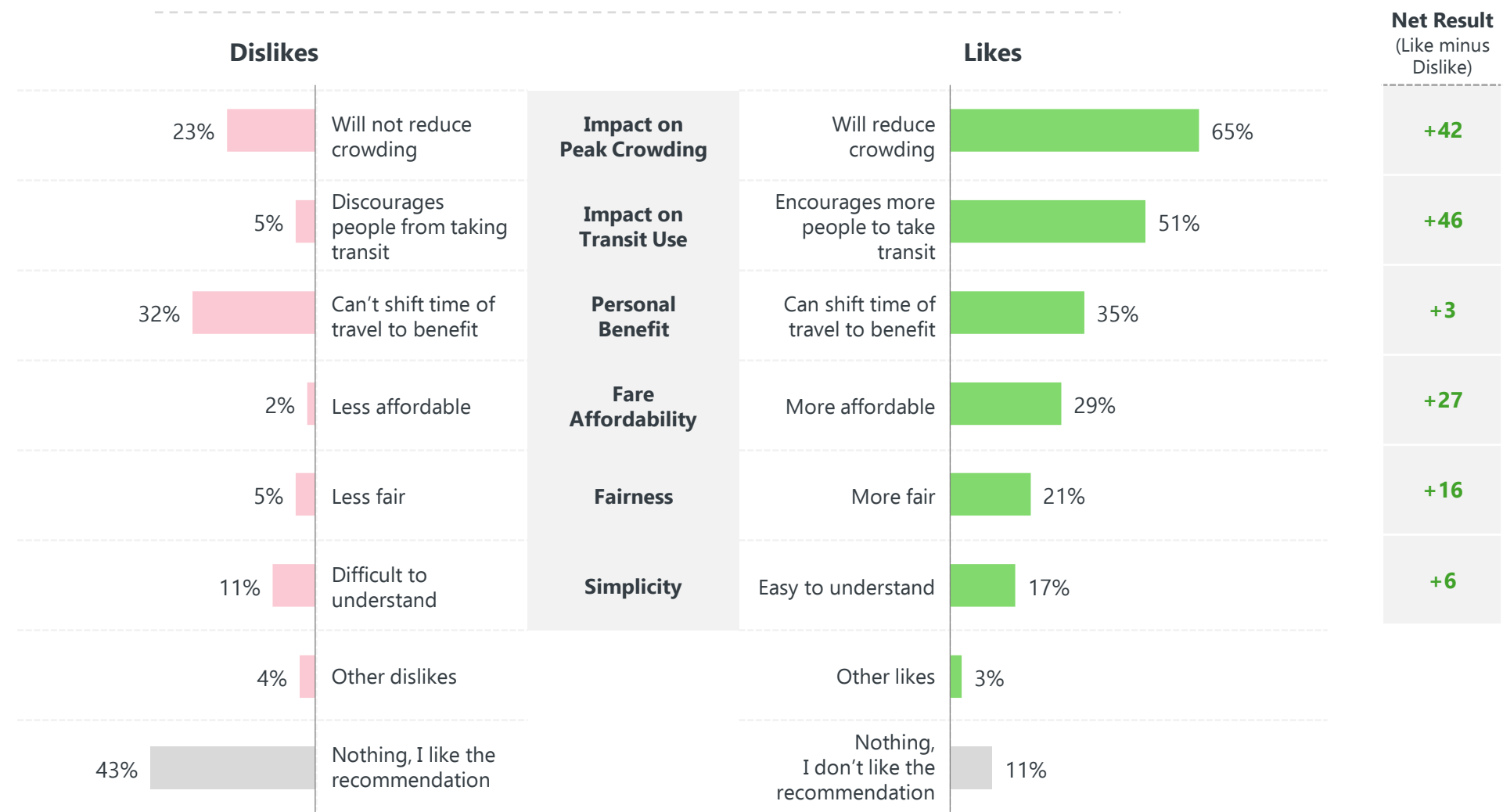
Base: Likes (1290); Dislikes (1220)
 TLL Survey data has been weighted. Results shown among those offering an opinion (i.e. 'No comment' responses are not included).
 Q1.1 / Q1.2 – What do you [like/dislike] about this recommendation? Select all that apply.

Recommendation 2: Time of Day

Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

- > The most-liked aspects of Recommendation 2 are that it would help reduce crowding during peak times, and would encourage more transit use (65% and 51% selecting, respectively).
- > Some panelists are more skeptical of the impact it would have on peak crowding – 23% feel that it won't help to reduce it.
- > Meanwhile, almost equal proportions of panelists feel that they will (35%) or won't (32%) be able to benefit from the off-peak discounts by shifting their time of travel.

Likes & Dislikes about Recommendation 2



Base: Likes (1280); Dislikes (1206)

TLL Survey data has been weighted. Results shown among those offering an opinion (i.e. 'No comment' responses are not included).

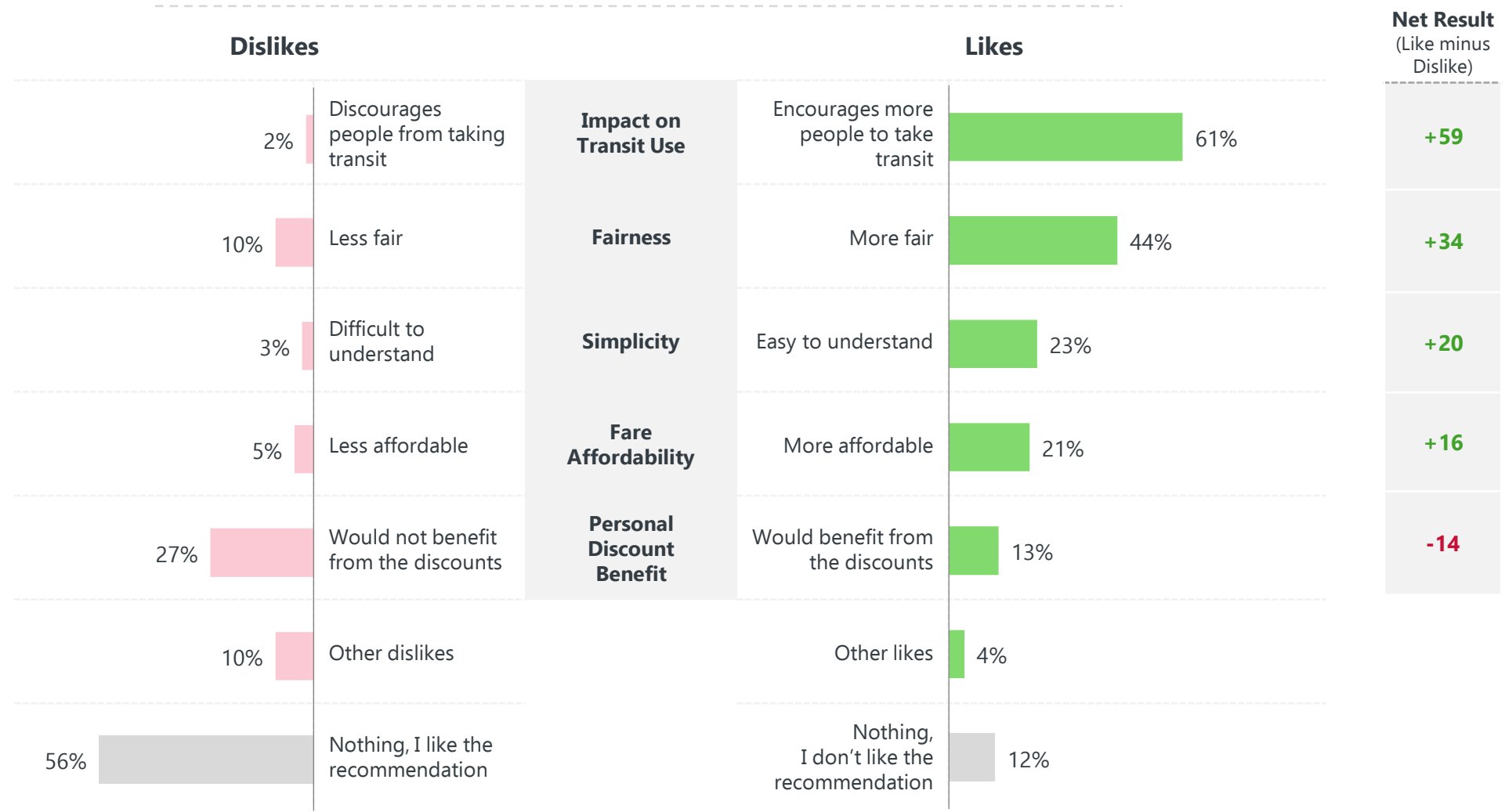
Q2.1 / Q2.2 – What do you [like/dislike] about this recommendation? Select all that apply.

Recommendation 3: Discounts

Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

- > The top 'likes' about Recommendation 3 are that it would encourage more transit use (selected by 61% and that it would make the system more fair (44%). Another two-in-ten believe it is easy to understand and would make fares more affordable.
- > By a wide margin, the main aspect that panelists dislike about the recommendation is that they would not personally benefit from the discount. That said, just one-quarter of panelists indicate this.
- > No other negative aspect is selected by more than 10% of panelists.
- > Recommendation 3 is the one recommendation that the majority of panelists (56%) do not have any dislikes for.

Likes & Dislikes about Recommendation 3



Base: Likes (1218); Dislikes (1158)

TLL Survey data has been weighted. Results shown among those offering an opinion (i.e. 'No comment' responses are not included).

Q3.1 / Q3.2 – What do you [like/dislike] about this recommendation? Select all that apply.

- › TLL panelists gave a variety of comments on the draft recommendations for the Transit Fare Review.
- › The most common comments are various questions about the recommendation (14%) or that fare costs are too expensive and must be affordable (13%).
- › One-in-ten panelists comment, without being prompted, that they are in favour of the recommendations.

Additional Comments on Draft Recommendations

| Top Comments (among those leaving a comment) | |
|--|-----|
| Base | 526 |
| Need more information/details / question about recommendation | 14% |
| Transit is too expensive/must be affordable to all/I will end up paying more (NET) | 13% |
| <i>Fares are too expensive / fares must be affordable to all</i> | 7% |
| <i>These recommendations will increase fares (general)</i> | 2% |
| <i>These recommendations will increase fares for me</i> | 2% |
| <i>Transit should be free</i> | 2% |
| In favour of recommendations / recommendations are good/reasonable | 11% |
| Crowding should be addressed / need more frequent service | 6% |
| Prefer flat fare across whole transit system | 5% |
| Work to prevent fare uncertainty / unpredictability | 5% |
| Not in favour of distance-based pricing | 5% |
| In favour of distance-based pricing | 4% |
| Discounts should not be covered by others | 4% |
| Buses should also have distance-based pricing | 4% |
| Improve service (e.g., more buses in my area, earlier service) | 4% |

Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.

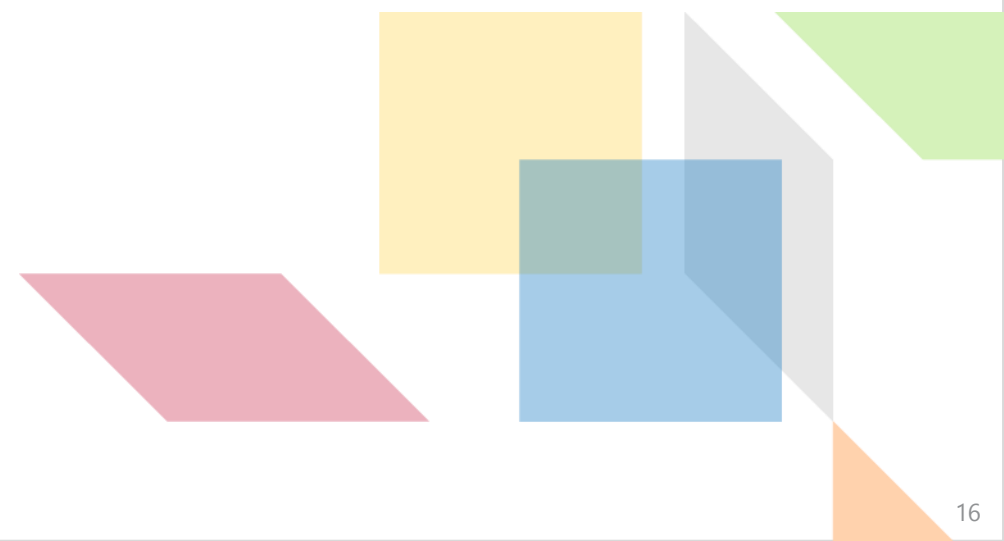
TLL Survey data has been weighted.

Q4.1. Do you have any additional comments on the draft recommendations for the Transit Fare Review?

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Summary of Findings

Public Survey



Recommendation 1: Distance

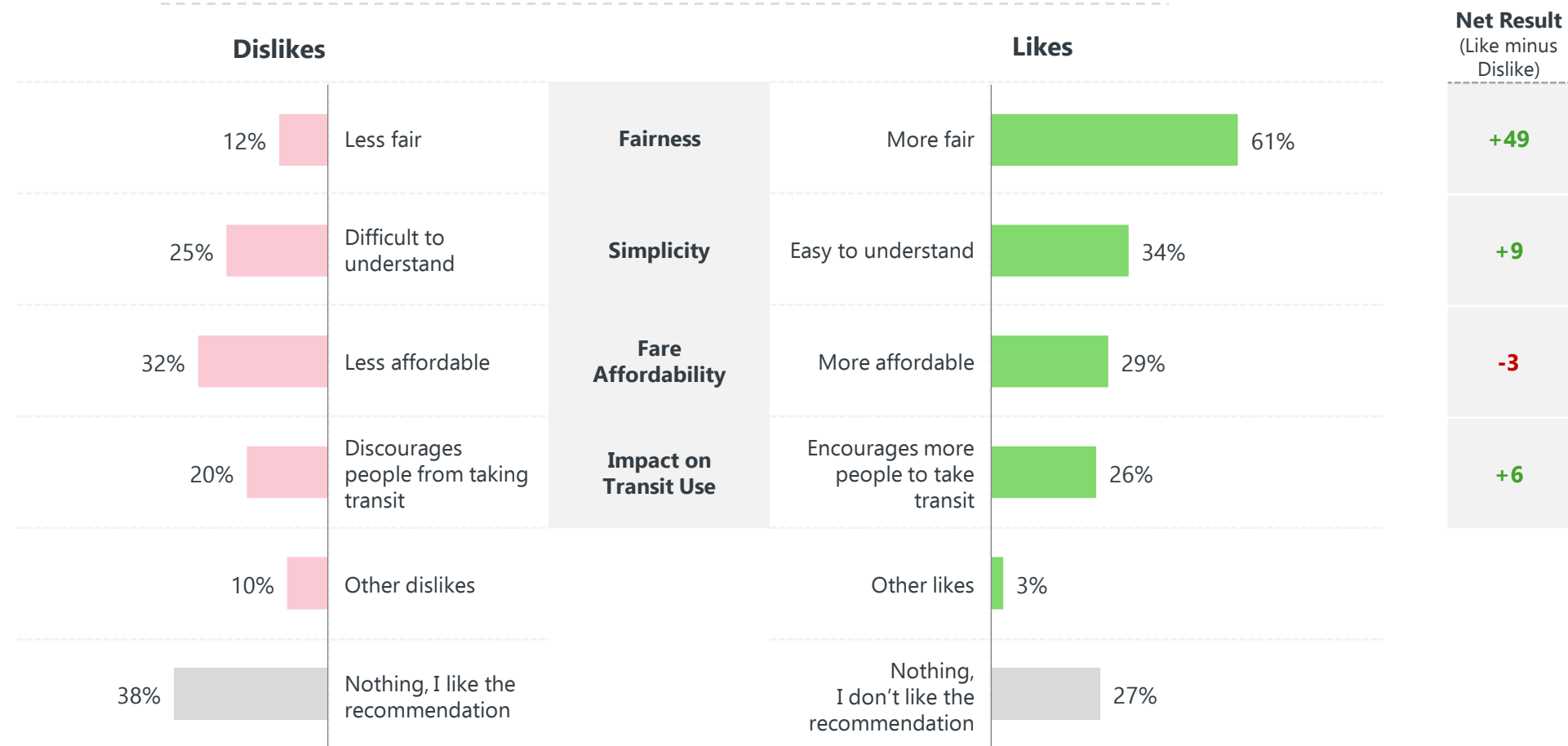
Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.

a. Maximum fare would be equivalent to a three-zone fare.

b. Evening and weekend off-peak discounts would be maintained.

- Among respondents to the public survey, the most liked aspect of Recommendation 1 is that it makes the system more fair (selected by 61%). By contrast, just one-in-ten feel it makes the system less fair.
- Opinions are more split when it comes to the simplicity and fare affordability of the recommendation.
- Slightly more respondents (32%) feel the recommendation will make their fare less affordable than feel it will make their fare more affordable (29%).

Likes & Dislikes about Recommendation 1



Base: Likes (9183); Dislikes (8918)

Results shown among those offering an opinion (i.e. 'No comment' responses are not included).

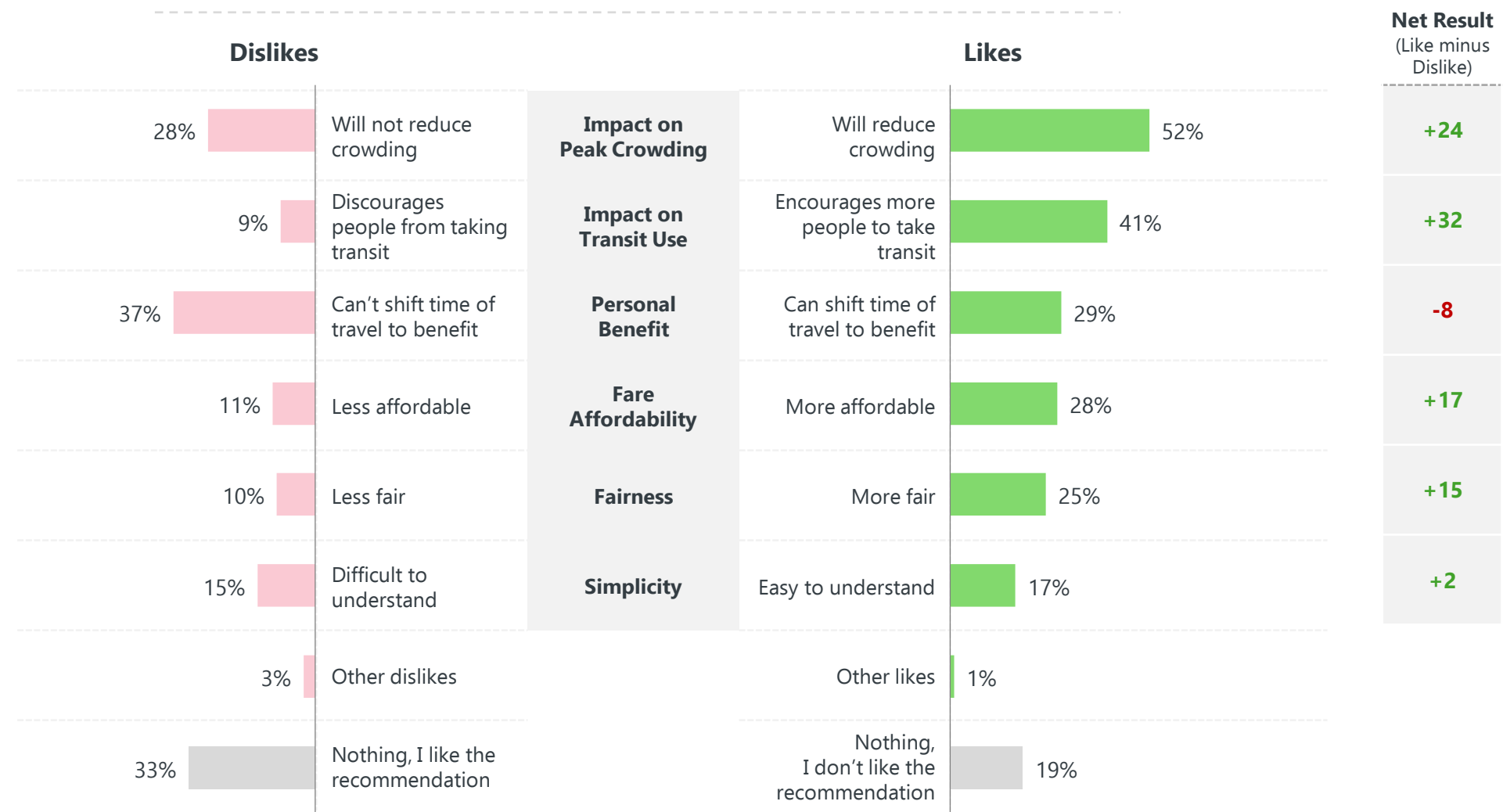
Q1 / Q2 – What do you [like/dislike] about this recommendation? Select all that apply.

Recommendation 2: Time of Day

Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

- When it comes to Recommendation 2, public survey respondents most like that it will reduce crowding (52% selecting) and will encourage people to take transit (41%).
- Another three-in-ten like that they will be able to shift their time of travel to benefit from the discount and that it will make their fares more affordable. One-quarter like that it will make the system more fair.
- In contrast, there are two primary aspects that respondents dislike about the recommendation: the personal benefit received (37% indicate they are unable to shift their time of travel) and the impact on peak crowding (28% feel it will not reduce crowding).
- Public survey respondents are ambivalent when it comes to the simplicity of the recommendation – 17% feel it is easy to understand, while 15% feel it is difficult to understand.

Likes & Dislikes about Recommendation 2



Base: Likes (8700); Dislikes (8630)

Results shown among those offering an opinion (i.e. 'No comment' responses are not included).

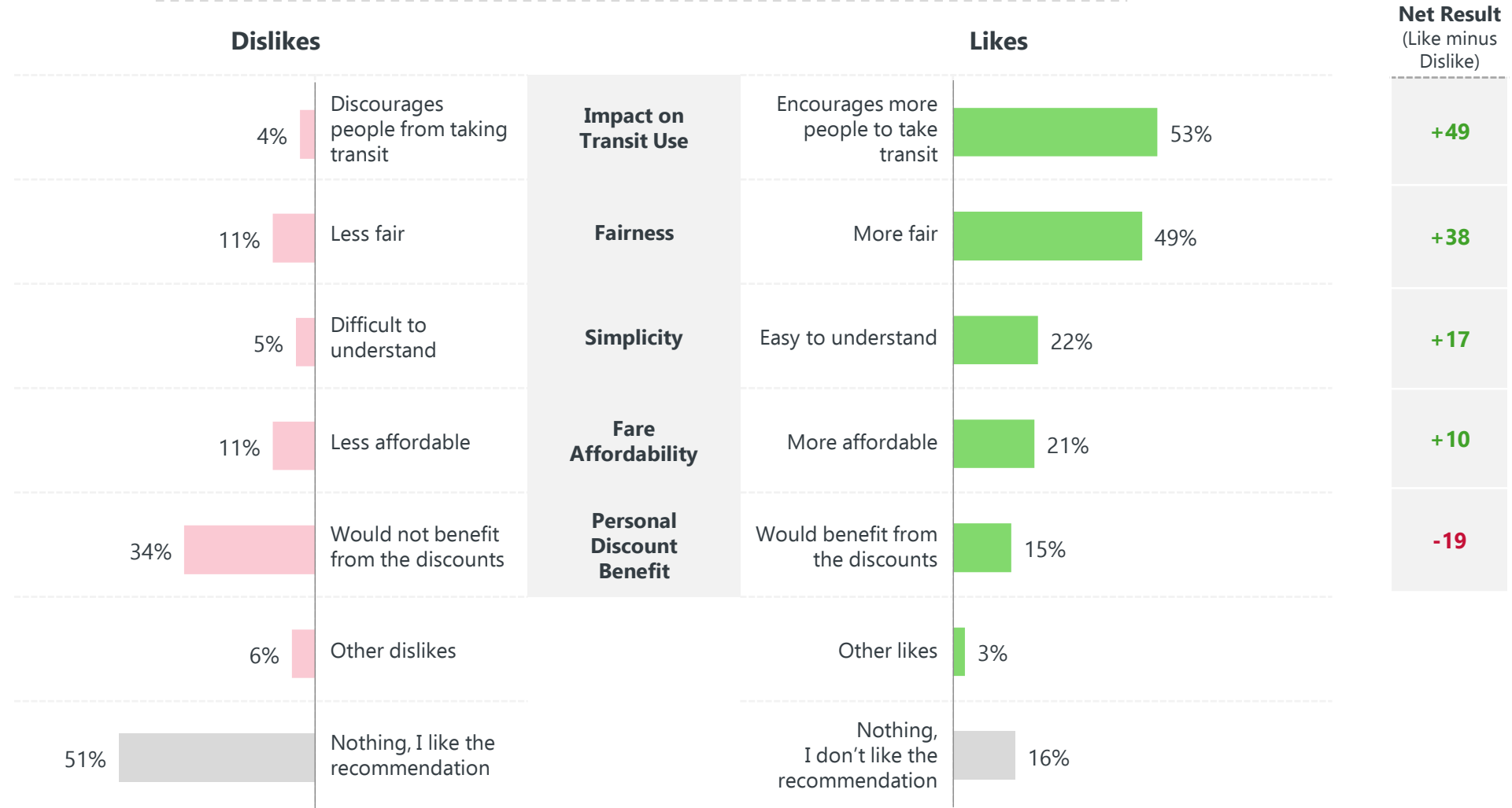
Q3 / Q4 – What do you [like/dislike] about this recommendation? Select all that apply.

Recommendation 3: Discounts

Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

- > Half of public survey respondents feel that Recommendation 3 will encourage people to take transit and make the system more fair. Just 4% and 11% disagree, respectively.
- > Two-in-ten feel that it is easy to understand and will make their fares more affordable.
- > The one area that generates more dislikes than likes is the personal discount benefit. One-third of respondents dislike that they would not benefit from the discounts, while 15% like that they would benefit from them.

Likes & Dislikes about Recommendation 3



Base: Likes (8284); Dislikes (8076)

Results shown among those offering an opinion (i.e. 'No comment' responses are not included).

Q5 / Q6 – What do you [like/dislike] about this recommendation? Select all that apply.

Final Comments

- › Among public survey respondents who elected to leave a final comment on the draft recommendations for the Transit Fare Review, 28% commented on fare cost (transit is too expensive, the recommendations will increase fares, etc.).
- › One-in-ten mention that they dislike distance-based pricing, are looking for service changes/improvements, or want more information about the proposed recommendations.

Additional Comments on Draft Recommendations

| Top Comments (among those leaving a comment) | |
|---|------|
| Base | 3688 |
| Transit is too expensive/must be affordable to all/I will end up paying more (NET) | 28% |
| <i>Fares are too expensive / fares must be affordable to all</i> | 13% |
| <i>These recommendations will increase fares (general)</i> | 9% |
| <i>These recommendations will increase fares for me</i> | 6% |
| <i>Transit should be free</i> | 1% |
| Not in favour of distance-based pricing | 12% |
| Need more information/details / question about recommendation | 10% |
| Improve service (e.g., more buses in my area, earlier service) | 10% |
| Offer better/alternative discounts (e.g., employer pass, monthly pass, family discount) | 7% |
| In favour of recommendations / recommendations are good/reasonable | 7% |
| Prefer flat fare across whole transit system | 6% |
| Crowding should be addressed / need more frequent service | 5% |
| In favour of distance-based pricing | 5% |
| Too complex to implement / keep it simple | 5% |
| Current system works well now | 5% |

Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.
Q7. Do you have any additional comments on the draft recommendations for the Transit Fare Review?

A small icon for the 'Appendix' section, identical to the 'sentis' logo, consisting of a light green and grey geometric 'S' shape.

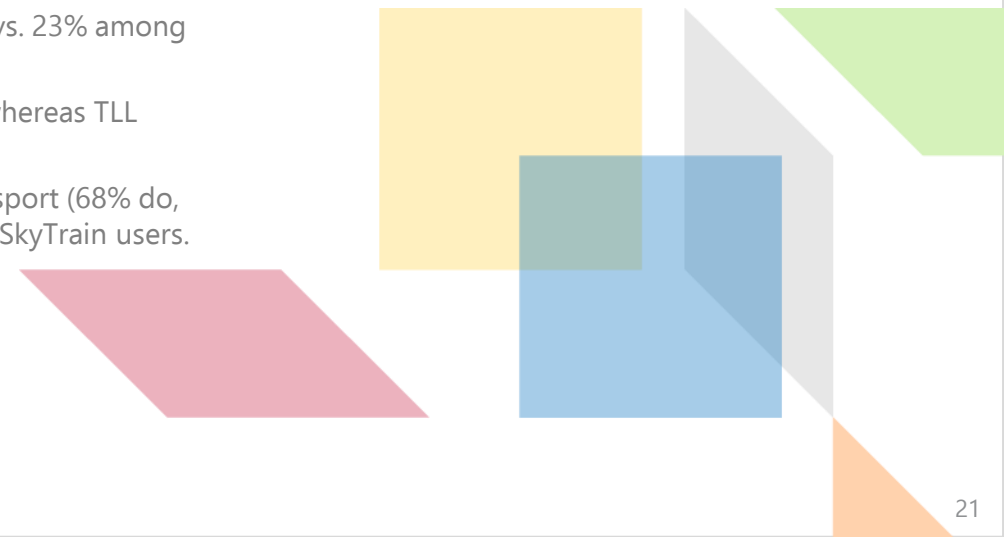
Appendix

Respondent Profile

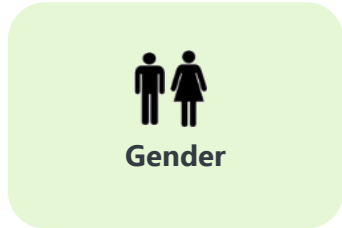
This Appendix shows the demographic profile and transit usage of respondents to the TLL Survey and Public Survey. Statistically reliable differences between the two groups have been highlighted.

To summarize:

- Compared to TLL panelists, respondents to the public survey are younger (51% are under 35 years old vs. 23% among TLL panelists) and are slightly more likely to be women.
- Public survey respondents are more likely than their TLL counterparts to be from Burnaby/New West, whereas TLL panelists are more likely to reside in the South of Fraser.
- Finally, public survey respondents are significantly more likely to use transit as their main mode of transport (68% do, compared to just 24% of TLL panelists). Further, public survey respondents over-index as daily bus and SkyTrain users.



Respondent Profile



| | TransLink Listens Survey | Public Survey |
|---|--------------------------|---------------|
| Base | 1382-1388 % | 9745 % |
| Gender | | |
| Male | 50 | 42 |
| Female | 47 | 50 |
| Transgender | 0 | 1 |
| Other | <1 | 1 |
| Prefer not to say | 3 | 6 |
| Age | | |
| Under 35 | 23 | 51 |
| 35-54 | 40 | 32 |
| 55 and over | 37 | 15 |
| Prefer not to say | - | 2 |
| Region | | |
| Vancouver (<i>includes University Endowment Lands</i>) | 31 | 33 |
| Burnaby/New Westminster | 13 | 23 |
| South of Fraser (<i>Delta, Langley, Richmond, Surrey, Tsawwassen First Nation, White Rock</i>) | 33 | 23 |
| Northeast (<i>Anmore, Belcarra, Coquitlam, Maple Ridge, Pitt Meadows, Port Coquitlam, Port Moody</i>) | 13 | 13 |
| North Shore (<i>Bowen Island, Lions Bay, North Vancouver, West Vancouver</i>) | 9 | 7 |
| Other | 1 | 1 |

Significantly higher than other survey

Respondent Profile

Mode of Transportation

Zones Travelled

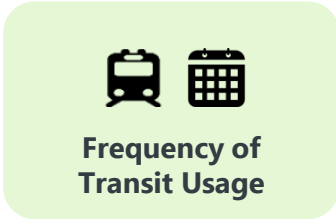
Channel Heard about Survey

| | TransLink Listens Survey | Public Survey |
|--|--------------------------|---------------|
| Base | 1388 | 9745 |
| | % | % |
| Main Mode of Transportation | | |
| Drive alone (single occupancy vehicle) | 53 | 15 |
| Public transit | 24 | 68 |
| Carpool/Car with one or more passengers | 12 | 6 |
| Walk | 7 | 6 |
| Bicycle | 3 | 4 |
| Most Frequent Number of Zones Travelled | | |
| One | 30 | 31 |
| Two | 38 | 45 |
| Three | 28 | 21 |
| Four or Five (West Coast Express only) | 2 | 1 |
| Don't Know/Not Applicable | 2 | 2 |
| Channel Heard About Transit Fare Review* | | |
| Online ads | 3 | 34 |
| TransLink Social Media (Twitter, Facebook) | 7 | 20 |
| News media (newspaper article, radio or television news story) | 15 | 18 |
| Bus shelter advertisement | 2 | 13 |
| TransLink website | 7 | 10 |
| Word of mouth (Email/heard from family, friend or colleague) | 3 | 9 |
| LCD screen at transit station | 1 | 6 |
| TransLink eNewsletter | 16 | 5 |
| Newspaper advertisement | 2 | 5 |
| Email from an organization | 16 | 3 |
| Buzzer blog | 2 | 3 |
| Print material/brochure | 1 | 2 |
| TransLink booth in the community | 0 | 2 |
| TransLink Listens panelist email | 60 | 1 |
| I work for TransLink or subsidiary | 0 | 1 |

Significantly higher than other survey

*Note: only top mentions are shown.

Respondent Profile



| | TransLink Listens Survey | Public Survey |
|---------------------------------|--------------------------|---------------|
| Base | 1388 | 9745 |
| | % | % |
| Bus Usage | | |
| Every day | 15 | 44 |
| At least once a week | 23 | 24 |
| At least once a month | 28 | 16 |
| At least once a year | 21 | 8 |
| Rarely or never | 12 | 8 |
| SkyTrain Usage | | |
| Every day | 11 | 43 |
| At least once a week | 23 | 27 |
| At least once a month | 38 | 20 |
| At least once a year | 22 | 8 |
| Rarely or never | 6 | 3 |
| SeaBus Usage | | |
| Every day | 0 | 2 |
| At least once a week | 2 | 3 |
| At least once a month | 6 | 11 |
| At least once a year | 37 | 31 |
| Rarely or never | 55 | 52 |
| West Coast Express Usage | | |
| Every day | 0 | 2 |
| At least once a week | 1 | 1 |
| At least once a month | 1 | 2 |
| At least once a year | 8 | 6 |
| Rarely or never | 90 | 89 |
| HandyDART Usage | | |
| Every day | 0 | 0 |
| At least once a week | 1 | 0 |
| At least once a month | 1 | 1 |
| At least once a year | 1 | 1 |
| Rarely or never | 98 | 98 |

Significantly higher than other survey

A stylized 3D cube icon with a green top face and a grey bottom face, identical to the one in the header.

Appendix

Questionnaire



Landing Page (Public Survey only)

[insert video]

Welcome to the final phase of the Transit Fare Review!

In this phase, we are proposing a draft set of recommendations for changes to TransLink's fare structure based on what we heard from more than 55,000 people who participated in the first three phases. We want to know what you think about the recommendations.

The recommendations are described below, but if you want more details, start by reading the full *draft Report on Recommendations* [[LINK](#)] before taking the survey.

The survey provides you with an opportunity to share your thoughts on each of the recommendations described below. Following these questions, there is an opportunity to provide any additional comments you have on the recommendations. The final page lists demographic questions.

The survey will take between 5 - 10 minutes to complete. Your responses will help us refine and finalize the recommendations before they are presented to the TransLink Board and the Mayors later this year.

Recommendations

The Transit Fare Review recommends the following changes to TransLink's fare structure.

First Moves: Actions or policies that help to improve the customer experience and can be implemented while maintaining overall fare revenue. These recommendations include:

1. Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, & future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.
 - a. Maximum fare would be equivalent to a three-zone fare.
 - b. Evening and weekend off-peak discounts would be maintained.

Future Moves: Actions or policies that help to improve the customer experience, but would require additional funding or further study before implementation. These recommendations include:

1. Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.
2. Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

Landing page (TLL only)

[insert video]

Welcome to the final phase of the Transit Fare Review!

In this phase, we are proposing a draft set of recommendations for changes to TransLink's fare structure, based on what we heard from more than 55,000 people who participated in the first three phases. We want to know what you think about the recommendations.

The recommendations are described briefly in the survey, but if you want more details, start by reading the full *draft Report on Recommendations* [\[LINK\]](#) before taking the survey.

The survey goes through each of the recommendations one at a time and provides you with an opportunity to share your thoughts on each one. Following these questions, there is an opportunity to provide any additional comments you have on the recommendations. The final page lists demographic questions.

The survey will take between 5 - 10 minutes to complete. Your responses will help us refine and finalize the recommendations before they are presented to the TransLink Board and the Mayors later this year.

Content Page (TLL only)

The Transit Fare Review recommends the following changes to TransLink's fare structure.

First Moves: Actions or policies that help to improve the customer experience and can be implemented while maintaining overall fare revenue. These recommendations include:

1. Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.
 - a. Maximum fare would be equivalent to a three-zone fare.
 - b. Evening and weekend off-peak discounts would be maintained.

Future Moves: Actions or policies that help to improve the customer experience, but would require additional funding or further study before implementation. These recommendations include:

1. Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.
2. Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

First Moves Recommendation

Actions or policies that help to improve the customer experience and can be implemented while maintaining overall fare revenue. These recommendations include:

1. Eliminate zones and shift to pricing by the distance between stations on SkyTrain, SeaBus, and future rapid transit and update pre-paid passes to reflect this change. Maintain flat fare on bus.
 - a. Maximum fare would be equivalent to a three-zone fare.
 - b. Evening off-peak discounts would be maintained.

Q 1.1 What do you like about this recommendation? *(select all that apply)*

- a. Makes the system more fair
- b. Is easy to understand
- c. Makes my fare more affordable
- d. Encourages more people to take transit
- e. Nothing, I don't like this recommendation
- f. Other (please specify): _____
- g. No comment (EXCLUSIVE)

Q 1.2 What do you dislike about this recommendation? *(select all that apply)*

- a. Makes the system less fair
- b. Is difficult to understand
- c. Makes my fare less affordable
- d. Discourages people from taking transit
- e. Nothing, I like the recommendation
- f. Other (please specify): _____
- g. No comment (EXCLUSIVE)

Future Moves Recommendation 1

Actions or policies that help to improve the customer experience, but would require additional funding or further study before implementation. These recommendations include:

1. Expand targeted off-peak discounts and/or rewards to better manage overcrowding on the system.

Q 2.1 What do you like about this recommendation? *(select all that apply)*

- a. Makes the system more fair
- b. Is easy to understand
- c. Makes my fare more affordable
- d. Encourages more people to take transit
- e. Will help reduce crowding at peak times
- f. I can shift my time of travel to benefit from off-peak discounts
- g. Nothing, I don't like this recommendation
- h. Other (please specify): _____
- i. No comment (EXCLUSIVE)

Q 2.2 What do you dislike about this recommendation? *(select all that apply)*

- a. Makes the system less fair
- b. Is difficult to understand
- c. Makes my fare less affordable
- d. Discourages people from taking transit
- e. Will not help reduce crowding at peak times
- f. I can't shift my time of travel to benefit from off-peak discounts
- g. Nothing, I like the recommendation
- h. Other (please specify): _____
- i. No comment (EXCLUSIVE)

Future Moves Recommendation 2

Actions or policies that help to improve the customer experience, but would require additional funding or further study before implementation. These recommendations include:

2. Expand discounts for children, youth, and low-income residents through partnerships with Senior Government.

Q 3.1 What do you like about this recommendation? *(select all that apply)*

- a. Makes the system more fair
- b. Is easy to understand
- c. Makes my fare more affordable
- d. Encourages more people to take transit
- e. I would benefit from these discounts
- f. Nothing, I don't like this recommendation
- g. Other (please specify): _____
- h. No comment (EXCLUSIVE)

Q 3.2 What do you dislike about this recommendation? *(select all that apply)*

- a. Makes the system less fair
- b. Is difficult to understand
- c. Makes my fare less affordable
- d. Discourages people from taking transit
- e. I wouldn't benefit from these discounts
- f. Nothing, I like the recommendation
- g. Other (please specify): _____
- h. No comment (EXCLUSIVE)

Additional Comments

Q 4.1 Do you have any additional comments on the draft recommendations for the Transit Fare Review?

[optional & open-ended]

Demographic Questions

Your answers to the following demographic questions help us plan for a future with all people represented..

D1. Which age group do you belong to? [PUBLIC SURVEY ONLY]

1. Younger than 14
2. 14-18
3. 19-24
4. 25-34
5. 35-44
6. 45-54
7. 55-64
8. 65-74
9. 75-84
10. 85+
11. Prefer not to say

D2. How do you describe yourself? *[single response]* [PUBLIC SURVEY ONLY]

1. Male
2. Female
3. Transgender
4. Identify as _____ [open-ended]
5. Prefer not to answer

D3. What municipality do you live in? [PUBLIC SURVEY ONLY]

1. Anmore
2. Belcarra
3. Bowen Island
4. Burnaby
5. Coquitlam
6. Delta (North)
7. Delta (South)
8. Tsawwassen First Nation
9. Fraser Valley
10. Langley (City)
11. Langley (Township)

12. Lions Bay
13. Maple Ridge
14. New Westminster
15. North Vancouver (City)
16. North Vancouver (District)
17. Port Coquitlam
18. Port Moody
19. Pitt Meadows
20. Richmond
21. Surrey
22. Vancouver/University Endowment Lands
23. West Vancouver
24. White Rock
25. Other

D4. What mode of transportation do you use most often?

1. Public transit
2. Driving alone
3. Carpooling/Car with one or more passengers
4. Walking
5. Biking
6. Motorcycle/Scooter
7. Other

D5. How often do you use the following transit services? [structure as a grid]

- A. SkyTrain
 1. Every day
 2. At least once a week
 3. At least once a month
 4. At least once a year
 5. Rarely or never
- B. Bus
 1. Every day
 2. At least once a week
 3. At least once a month
 4. At least once a year
 5. Rarely or never
- C. SeaBus
 1. Every day
 2. At least once a week
 3. At least once a month
 4. At least once a year
 5. Rarely or never
- D. West Coast Express
 1. Every day
 2. At least once a week
 3. At least once a month
 4. At least once a year

- 5. Rarely or never
- E. HandyDART
 - 1. Every day
 - 2. At least once a week
 - 3. At least once a month
 - 4. At least once a year
 - 5. Rarely or never

D6. How many fare zones do you travel through on your most frequent trip made on transit?

- 1. One
- 2. Two
- 3. Three
- 4. Four (West Coast Express Only)
- 5. Five (West Coast Express Only)
- 6. Not Applicable
- 7. Don't Know

D7. How did you hear about the Transit Fare Review? *[Please select all that apply.]*

- 1. Bus shelter advertisement
- 2. Buzzer blog
- 3. Email from an organization
- 4. I work for TransLink, CMBC, BCRTC, West Coast Express, Transit Police or InTransitBC
- 5. LCD screen at transit station
- 6. News media (Newspaper article, radio or television news story)
- 7. Newspaper advertisement
- 8. Print material (brochure)
- 9. TransLink booth in the community
- 10. TransLink email/eNewsletter
- 11. TransLink Listens panelist email
- 12. TransLink website
- 13. TransLink Social Media (TransLink Twitter, TransLink Facebook, TransLink Instagram etc.)
- 14. Word of mouth (email/heard from family, friend or colleague)
- 15. Online ads (Google, Facebook, Weather Network, etc.)
- 16. None of the above [EXCLUSIVE]
- 17. Don't recall [EXCLUSIVE]

Conclusion

Thank you for participating! We value your time and appreciate your input. Your responses will help us refine and finalize the recommendations before they are presented to the Board later this year.

If you have questions about the recommendations, you can ask them in the online Discussion Forum here: [LINK \(NEW WINDOW\)](#).