
Collier Area Transit (CAT) Fare Study *Final Report*

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Prepared for



Prepared by



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Acronyms

ACS—American Community Survey

ADA—Americans with Disabilities Act

APTA—American Public Transportation Association

ARIMA—Autoregressive Integrated Moving Average Model

BOCC— (Collier County) Board of County Commissioners

CAP—Collier Area Paratransit

CAT—Collier Area Transit

CTC—Community Transportation Coordinator

CTD— (Florida) Commission for the Transportation Disadvantaged

EJ—Environmental Justice

FDOT—Florida Department of Transportation

FTA—Federal Transit Administration

FY—Fiscal Year

LCB—Local Coordinating Board

LeeTran—Lee County Transit

MPO— (Collier County) Metropolitan Planning Organization

PTAC— (Collier County) Public Transit Advisory Committee

PTNE—(Collier County) Public Transit & Neighborhood Enhancement Division

TD—Transportation Disadvantaged

TDP—Transit Development Plan

TDSP—Transportation Disadvantaged Service Plan

YTD—Year to Date

Section 1 Introduction

1.1 Background and Study Purpose

The Collier County Public Transit & Neighborhood Enhancement Division (PTNE) administers Collier County's public transportation system, known as Collier Area Transit (CAT). CAT provides a fixed-route network comprising 19 routes and also partners with Lee County Transit (LeeTran) to provide the LinC express route between the two counties. CAT provides paratransit service under the Collier Area Paratransit (CAP) program that includes complementary Americans with Disabilities Act (ADA) service and transportation disadvantaged (TD) services. Medicaid transportation services previously provided by CAT are now provided through a network of transportation providers overseen by MTM, Inc., the County's Medicaid transportation services broker. The County also serves as the Community Transportation Coordinator (CTC) under Chapter 427 of the Florida Statutes. As the CTC, the PTNE Division administers the coordination of countywide transportation services for individuals who are transportation disadvantaged.

Funding for transit services in Collier County is provided by a variety of sources, including the Florida Commission for the Transportation Disadvantaged (CTD), the Florida Department of Transportation (FDOT), the Federal Transit Administration (FTA), local funding, and directly-generated revenue that consists primarily of passenger fares.

Collier County has the responsibility to ensure that a financially-sound and fiscally-accountable transit system is available to citizens and visitors. Although fixed-route and paratransit fares fund only a portion of CAT's services, they are a critical component of the budget. It is appropriate for CAT to periodically review and evaluate its fare structure to ensure the fares are fair and equitable while also generating revenue needed to operate the services. Federal regulations outlined by FTA in Circular 4702.1B require that all service modifications and fare changes be fair and equitable to all citizens, regardless of race, color, or national origin. To accomplish the above, CAT, in partnership with the Collier County Metropolitan Planning Organization (MPO), conducted this study to evaluate its fixed-route and paratransit fare structures and to perform a service equity analysis of the recommendations.

CAT last modified its fixed-route fares in 2009 and paratransit fares in 2012. The most recent major update of the County's Transit Development Plan (TDP), completed in 2015, recommends that CAT's fare structure be evaluated every five years, starting in 2017. This will help Collier County ensure that it is maximizing potential farebox recovery in a fair and equitable manner and that passenger fares are consistent with "peer" transit agencies similar to services provided in Collier County.

1.2 Report Organization

This report documents the findings of the fare study completed for CAT for its fixed-route and paratransit services and, including this introduction, is organized as follows:

Section 2 includes an overview of CAT’s current and historical fare structure.

Section 3 provides an evaluation of CAT’s fixed-route and paratransit ridership and revenue trends since the most recent fare modifications occurred. An assessment of fare policies for selected peer systems compared to CAT also is documented.

Section 4 provides a profile of Collier County demographic variables used to develop and evaluate a series of subsequent fare policy concepts.

Section 5 presents initial fixed-route and paratransit fare concepts that were evaluated and presented to the public for comment prior to determining final recommendations. For each fare scenario identified, ridership and revenue impacts are estimated based on fare elasticity and a fare analysis model developed for this study to reflect likely behavioral responses by riders.

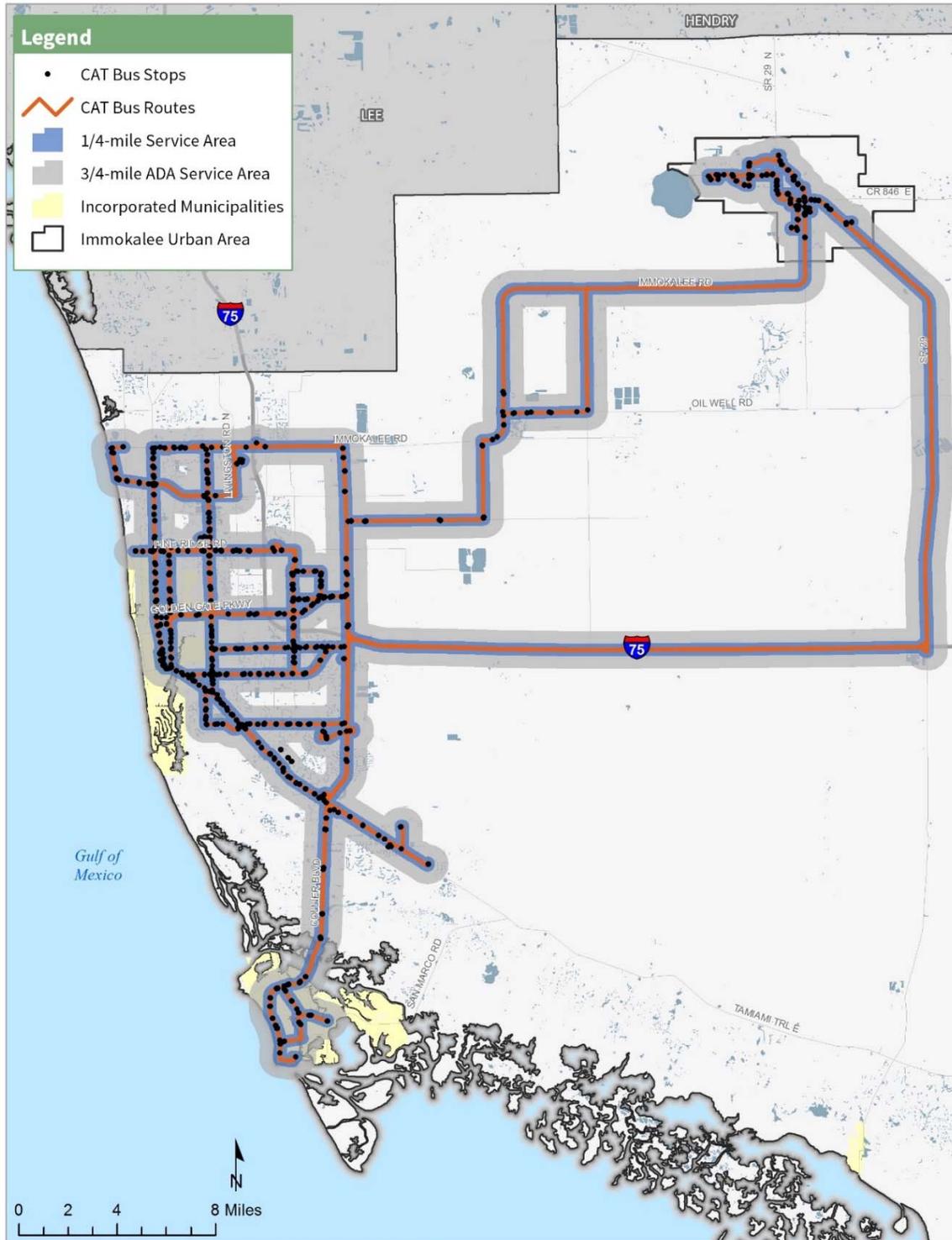
Section 6 documents the public input gathered during this study on the potential fare changes.

Section 7 documents the recommended changes to CAT’s fixed-route and paratransit fare structures and provides other policy recommendations for consideration.

1.3 CAT Service Area

The CAT service area fixed-routes and bus stops are shown in Map 1-1. Paratransit service is provided countywide, and the majority of paratransit trips are provided for travel to medical appointments, nutrition sites, and employment. CAT’s fixed-route services are available to the general public, whereas customers using ADA or TD paratransit services must be approved for service through an eligibility process.

Map 1-1: Study Area and Existing Bus Routes



Section 2 Existing and Historical Fare Structures

CAT’s fixed-route service has a base fare of \$1.50 per one-way trip for all routes except the Marco Island Express route, which has a \$2.50 base fare. CAT also provides fare options for a daily, 7-day, or 30-day pass for more frequent customers. Reduced fares are provided for members of Medicare, persons with disabilities, passengers age 65 and older or children age 17 and under, and TD passengers. Children age 5 and under ride for free. Appropriate ID is required to receive the reduced fare rate. CAT began charging for transfers on the fixed-route system when the fixed-route fare increase was implemented in 2009. The base fare transfer is \$0.75 (\$0.35 for a reduced fare transfer) and must be used within 90 minutes on a different route.

The one-way fare for ADA-eligible riders is \$3.00 or \$1.00 for persons whose household income is at or below the poverty level. FTA regulations prohibit the ADA fare from being increased to more than twice the regular fixed-route fare for the same trip. CAT’s TD fare is income-based, with customers at or below the poverty level paying a fare of \$1.00 and ranging up to \$7.00 for persons 337% or above the poverty level. CAT has the ability to increase the TD fare to any level it deems appropriate, pending the completion of an equity analysis, as required by FTA, and approval of the Local Coordinating Board (LCB) and the Collier County Board of County Commissioners (BOCC). As previously noted, all paratransit customers must be certified as eligible to use the system under the ADA and/or TD programs.

Table 2-1 presents CAT’s historical and current fixed-route and paratransit fare structures. Fare structure updates were instituted in 2006 and 2009 for fixed-route service and in 2012 for paratransit service.

Table 2-1: CAT Fare Structure History

Fare Category	2005 & Prior	August 2006	March 2009	October 2012
Fixed-Route Fares				
Base Fare – Full	\$1.00	\$1.25	\$1.50	\$1.50
Base Fare – Reduced	\$0.50	\$0.60	\$0.75	\$0.75
Transfer – Full	Free	Free	\$0.75	\$0.75
Transfer – Reduced	Free	Free	\$0.35	\$0.35
Children	Age 6 & under free	Age 6 & under free	Age 5 & under free	Age 5 & under free
Day Pass – Full	\$3.00	\$4.00	\$4.00	\$4.00
Day Pass – Reduced	\$1.50	\$2.00	\$2.00	\$2.00
7-Day Pass – Full	-	-	\$15.00	\$15.00
7-Day Pass – Reduced	-	-	\$7.50	\$7.50
30-Day Pass – Full	\$30.00	\$35.00	\$35.00	\$35.00
30-Day Pass – Reduced	\$15.00	\$17.50	\$17.50	\$17.50
Marco Express Base Fare – Full	\$2.00	\$2.50	\$2.50	\$2.50
Marco Express Base Fare – Reduced	\$1.00	\$1.20	\$1.20	\$1.20
Marco Express 30-Day Pass – Full	\$60.00	\$70.00	\$70.00	\$70.00
Marco Express 30-Day Pass – Reduced	\$30.00	\$35.00	\$35.00	\$35.00
Summer Paw Pass (age 17 & younger to ride June-August)	-	-	-	\$30.00 (implemented April 2015)
Paratransit Fares				
ADA Fare	\$2.00	\$2.00	\$2.00	\$3.00 (\$1.00 at or under PL)
Medicaid Fare	\$1.00 fare or co-payment; services managed by Collier County	\$1.00 fare or co-payment; services managed by Collier County	\$1.00 fare or co-payment; services managed by Collier County	Services managed by MTM, Inc.
TD Fare – At or Under PL	\$0.00	\$0.00	\$0.00	\$1.00
TD Fare – 101% to 150% of PL	\$2.00	\$2.00	\$2.00	\$3.00
TD Fare – 151% to 225% of PL	\$3.00	\$3.00	\$3.00	\$4.00
TD Fare – 226% to 337% of PL	\$4.00	\$4.00	\$4.00	\$5.00
TD Fare – +337% of PL	\$6.00	\$6.00	\$6.00	\$7.00

PL = poverty level

Source: Collier Area Transit

Section 3 Fare Policy and Structure Assessment

This section presents the results of a trend analysis completed to examine historical fixed-route and paratransit ridership and revenue changes. A peer review also was completed to benchmark CAT’s existing fixed-route and paratransit fare structures against selected peer transit agencies.

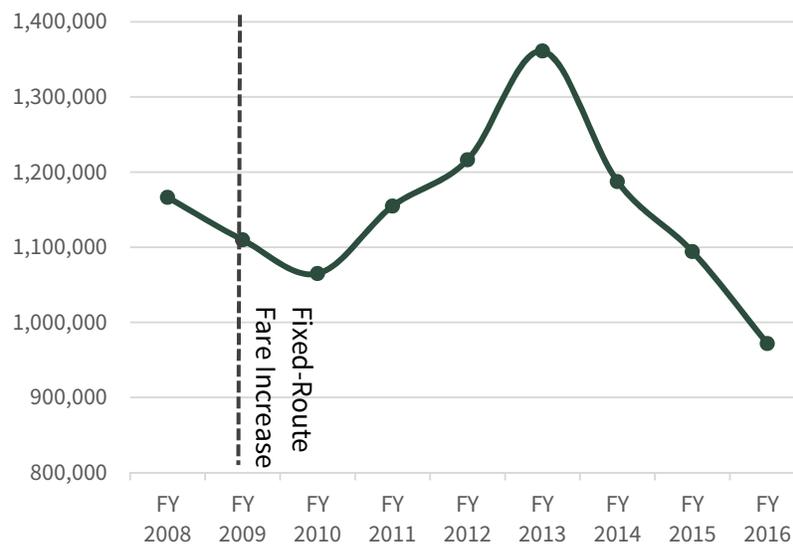
3.1 Trend Analysis

A ridership and fare revenue trend analysis was completed to review system ridership and fare revenue growth prior to and after the most recent fare increase for both fixed-route and paratransit services. Data through FY 2016 were used, as they were the most recent complete year of data available at the time the analysis was undertaken.

Fixed-Route Trends

Figure 3-1 provides the trend in annual ridership for CAT’s fixed-route service between Fiscal Years (FY) 2008 and FY 2016. CAT’s last fixed-route fare increase occurred in March 2009. Ridership steadily decreased between FY 2008 and FY 2010, with an overall loss of approximately 9%. Ridership gradually increased starting in FY 2010, peaking in FY 2013 at 1,361,232 passengers. Since peaking, ridership has been declining, with an overall reduction of 17% between FY 2008 and FY 2016.

Figure 3-1: Annual Fixed-Route Ridership Trends, FY 2008–FY 2016



Source: Collier Area Transit

Given that Collier County’s significant peak population consists of visitors and seasonal residents during October through March, the fixed-route ridership also was examined during peak versus non-peak months. As shown in Figure 3-2, the peak ridership for FY 2008–FY 2016 is higher than the non-

peak ridership for most years, ranging from 95% to 121% of peak ridership and averaging 5% more than non-peak ridership over the entire nine-year period. The Comprehensive Planning Section of the County’s Growth Management Division estimates the countywide population increases approximately $\pm 20\%$ during the peak season.

Figure 3-2: Fixed-Route Ridership for Peak and Non-Peak Months, FY 2008–FY 2016

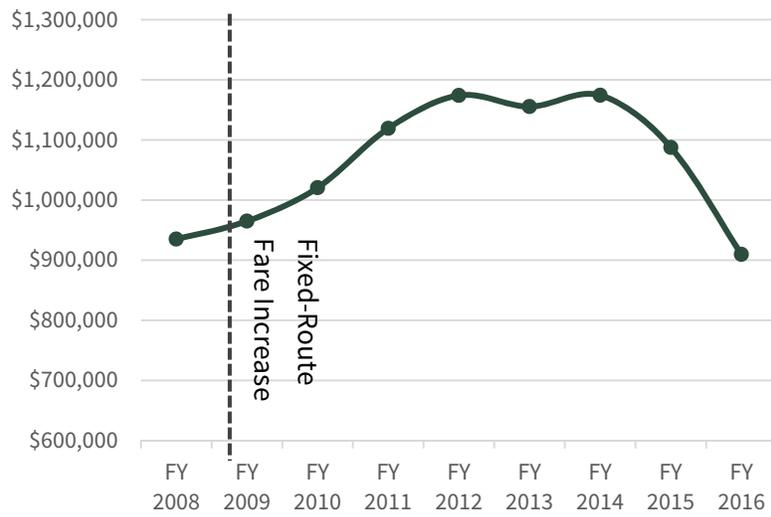


Source: Collier Area Transit

Figure 3-3 provides the trend in annual fare revenue for CAT’s fixed-route service between FY 2008 and FY 2016. Fixed-route fare revenue increased 26% between FY 2008 and FY 2012 following implementation of the fare increase in 2009, despite the decrease in ridership during that time period. However, fare revenue has been steadily declining since FY 2014, consistent with the ridership decrease experienced during this same period. CAT experienced a slight overall decrease in fare revenue of 3% between FY 2008 and FY 2016.

Figure 3-4 illustrates the distribution of fixed-route fare revenue by fare type using FY 2016 as a proxy. The base fare (including full and reduced) provides the highest percentage of fare revenue, corresponding to the highest percentage of riders paying the base fare (44% in FY 2016). The 30-day pass generates the second-highest revenue, and the day pass generates the third-highest revenue (20% and 11% of the FY 2016 total fare revenue, respectively).

Figure 3-3: Fixed-Route Fare Revenue, FY 2008–FY 2016



Source: Collier Area Transit

Figure 3-4: Fixed-Route Fare Revenue by Fare Type, FY 2016

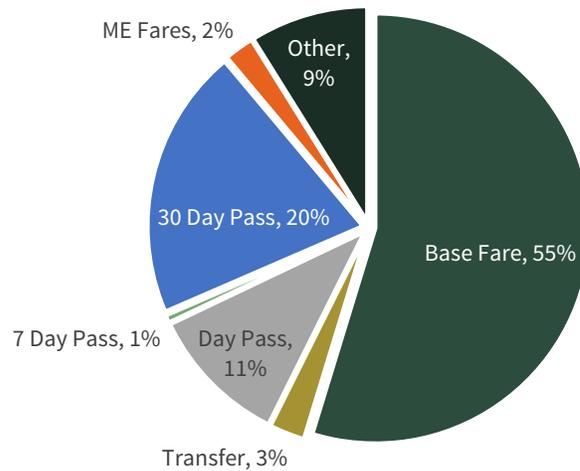
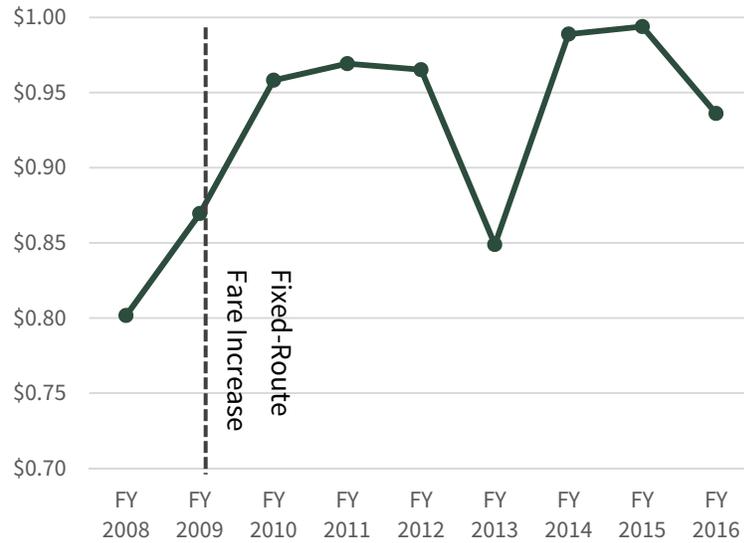


Figure 3-5 provides the trend in annual fixed-route fare revenue per passenger for FY 2008 through FY 2016. As the reduction in ridership was greater than the reduction in fare revenue, the revenue per passenger increased by 16% overall between FY 2008 and FY 2016, averaging \$0.83 per passenger during this nine-year period.

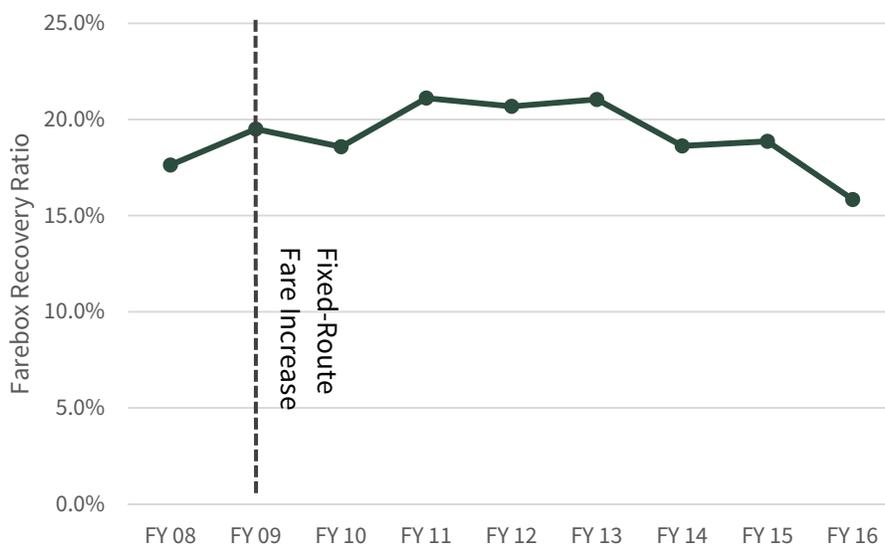
Figure 3-5: Fixed-Route Fare Revenue per Passenger, FY 2008–FY 2016



Source: Collier Area Transit

Although fare revenue decreased slightly (3%) between FY 2008 and FY 2016 (see Figure 3-3), operating costs continued to increase. As a result, the annual farebox recovery ratio decreased by 10% overall, or from 17.6% in FY 2008 to 15.8% in FY 2016, during this period, as demonstrated in Figure 3-6.

Figure 3-6: Fixed-Route Farebox Recovery Ratio, FY 2008–FY 2016



Source: National Transit Database (FYs 2008–2015), Collier Area Transit (FY 2016)

The historical trends in type of fare media used also were analyzed. Table 3-1 displays the percentage of riders using each type of fare option since the last fare study, FY 2012–FY 2016. The full base fare is the predominant type of fare paid, followed by 30-day pass, day pass, and transfers; the 7-day pass is used very infrequently by CAT passengers compared to other fare media options. Over the last two years, the percentage of customers using full fare media have declined slightly, whereas the percentage of customers using reduced fare media has held steady or increased slightly. Since 2012, only the reduced base fare and reduced 30-day pass have seen an increase in overall ridership during the five-year period. Although overall ridership has declined during this period, these fare types have increased in popularity among CAT customers.

Table 3-1: Distribution of Ridership by Fare Used, FY 2012–FY 2016

FY	Base Fare–Full	Base Fare–Reduced	Transfer–Full	Transfer–Reduced	Day Pass–Full	Day Pass–Reduced	7-Day Pass–Full	7-Day Pass–Reduced	30-Day Pass–Full	30-Day Pass–Reduced	Other*
2012	33.2%	9.0%	3.4%	0.8%	8.5%	4.9%	0.5%	0.3%	16.8%	10.9%	11.7%
2013	37.8%	8.3%	2.7%	0.6%	7.3%	4.0%	0.4%	0.2%	16.4%	9.4%	13.0%
2014	32.4%	9.8%	2.8%	0.5%	6.9%	4.2%	0.5%	0.1%	19.7%	12.3%	10.7%
2015	31.9%	11.0%	2.7%	0.5%	6.0%	4.7%	0.5%	0.2%	17.9%	15.0%	9.5%
2016	30.5%	13.7%	2.5%	0.5%	5.5%	4.7%	0.4%	0.3%	16.8%	16.6%	8.5%

*Other includes CAT employee/family, county employee, child 5 and under, free/voucher, Marco Express (full and reduced), and youth summer pass.

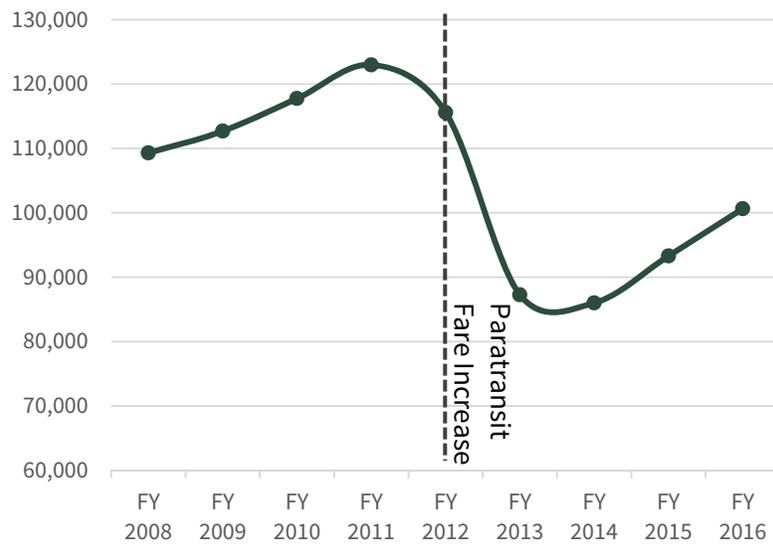
Source: Collier Area Transit

Paratransit Trends

Figure 3-7 shows the trend in total paratransit ridership between FY 2008 and FY 2016. Paratransit ridership peaked in FY 2011 at 122,977 passengers prior to the fare increase (from \$2 to \$3) in October 2012. Ridership then decreased by 29% between FY 2011 and FY 2013 to 87,263 passengers, primarily due to Collier County ceasing Medicaid service in July 2012. By FY 2016, ridership had increased by 15%, resulting in an overall decrease in paratransit ridership of -8% between FY 2008 and FY 2016.

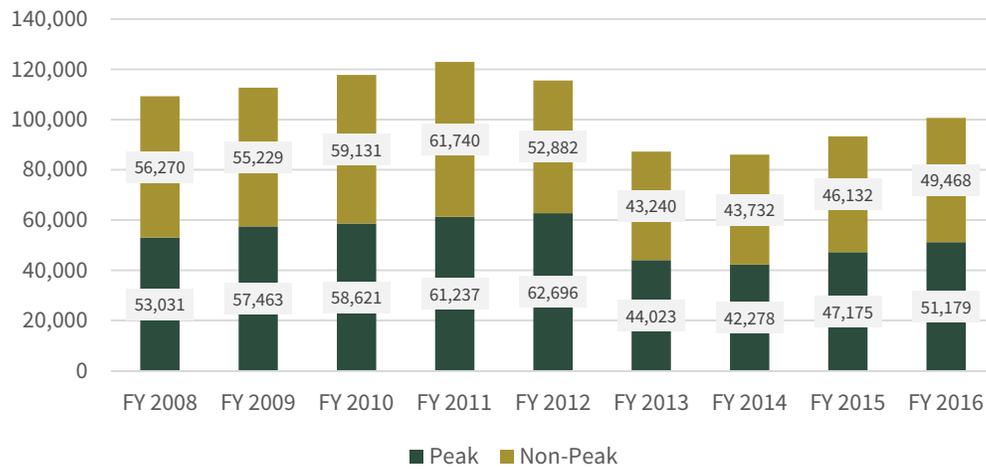
Figure 3-8 shows the paratransit ridership by peak and non-peak months for FY 2008–FY 2017. There is a smaller difference in paratransit ridership during peak and non-peak than for fixed-route ridership, with the peak season ridership averaging a 2% increase over non-peak season ridership during this nine-year period. This indicates that paratransit riders primarily are permanent rather than seasonal residents. According to Census data, the percentage of Collier County residents age 65 and over has increased 27% since 1990. This trend is expected to continue as the baby boomer generation continues to age and could result in increased paratransit service demand.

Figure 3-7: Paratransit Ridership, FY 2008–FY 2016



Source: Collier Area Transit

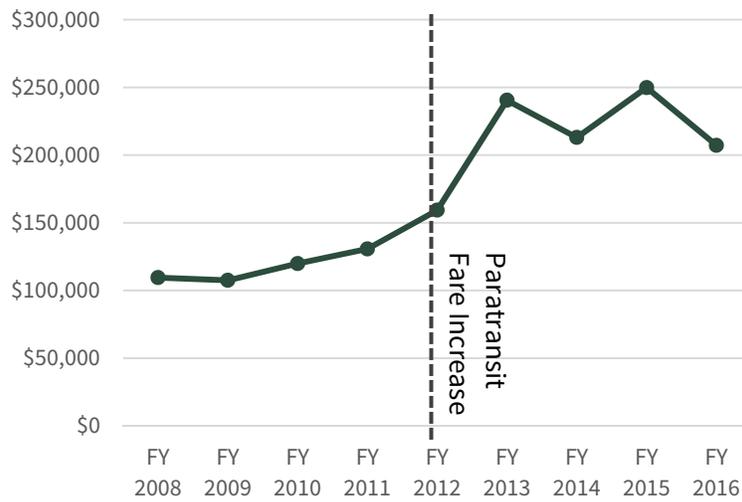
Figure 3-8: Paratransit Ridership for Peak & Non-Peak Months, FY 2008–FY 2016



Source: Collier Area Transit

Figure 3-9 displays the trend in total paratransit revenue between FY 2008 and FY 2016. Although the paratransit fares were not increased until October 2012, the revenue increased by approximately 19% between FY 2008 and FY 2011 due to ridership growth. Despite an 8% decline in paratransit ridership, fare revenue increased by more than 89% during this trend period.

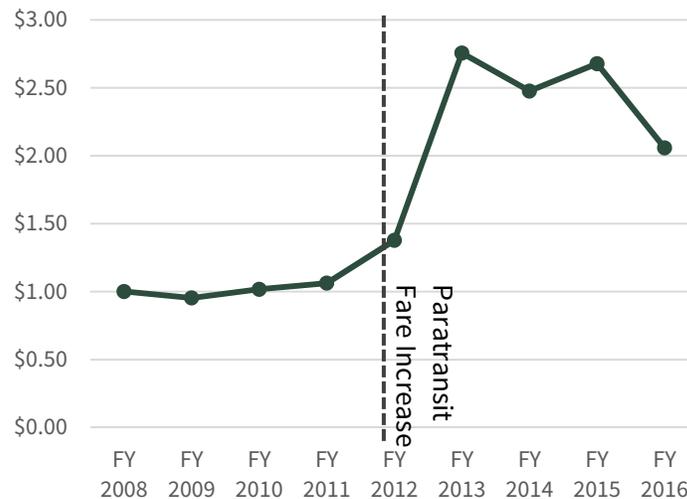
Figure 3-9: Paratransit Fare Revenue, FY 2008–FY 2016



Source: Collier Area Transit

Figure 3-10 shows the trend in annual paratransit fare revenue per passenger for FY 2008 through FY 2016. Given the minimal ridership decline and relative high revenue increase, revenue per passenger increased overall by 105% during this period.

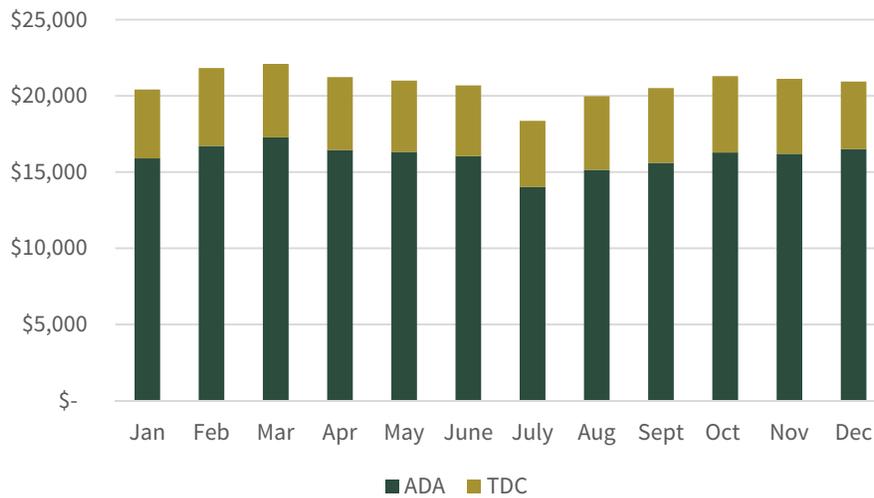
Figure 3-10: Paratransit Fare Revenue per Passenger, FY 2008–FY 2016



Source: Collier Area Transit

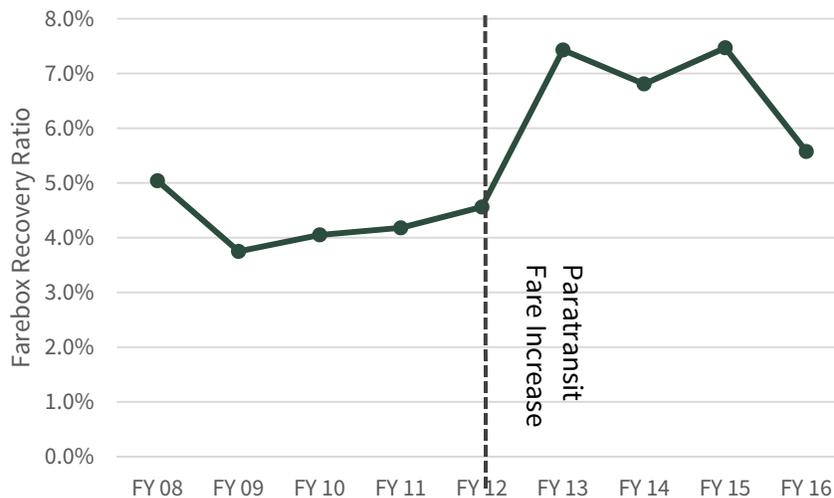
Figure 3-11 illustrates the distribution of paratransit fare revenue by fare type using FY 2016 as a proxy. The ADA program generates an average of 77% of the monthly total revenue, including both ADA and TD revenue.

Figure 3-11: Paratransit Fare Revenue by Fare Type, FY 2016



As previously noted, the paratransit fare change had a significant positive impact on fare revenue despite an overall decline in ridership (see Figures 3-8 and 3-9). However, higher annual operating costs during this period tempered the effect of the fare revenue increase on the farebox recovery ratio. Although the paratransit fare revenue increased by more than 89% during this period, the paratransit farebox recovery ratio only increased by 10%, as demonstrated in Figure 3-12.

Figure 3-12: Paratransit Farebox Recovery Ratio, FY 2008–FY 2016



Source: National Transit Database (FYs 2008–2015), Collier Area Transit (FY 2016)

3.2 Peer Review

A peer review is a common tool used by transit agencies to compare and evaluate how systems within a similar environment or with similar characteristics are operating, which can help inform the decision-making process. This fare study included a comparative analysis of transit systems similar to CAT to assist in determining the appropriateness of specific fare policies and fare structures.

Selection of Peer Agencies

For this fare policy review, peer systems were selected by reviewing transit systems from the most recent CAT TDP, CAT Transportation Disadvantaged Service Plan (TDSP), and input from CAT staff. Table 3-2 presents the transit systems included in this peer review.

Table 3-2: Selected Peer Systems

Peer System	Location
Cape Fear Public Transportation Authority (WAVE)	Wilmington, NC
Escambia County Area Transit (ECAT)	Escambia County, FL
Citrus Connection	Polk County, FL
Lee County Transit (LeeTran)	Lee County, FL
Manatee County Area Transit (MCAT)	Manatee County, FL
Emerald Coast Rider (EC Rider)	Okaloosa County, FL
Pasco County Public Transportation (PCPT)	Pasco County, FL
Volusia County Transit (Votran)	Volusia County, FL
St. Lucie County	St. Lucie County, FL

Peer Fixed-Route and ADA Fare Structure Comparison

Information on each system’s fare policy and fare structures was collected either directly from the transit agency’s website or by contacting each agency via telephone. Table 3-3 summarizes the fare structure, fares, and transfer policies for each peer transit agency compared to CAT, the peer group mean, and the percentage of CAT’s fare from the peer group mean, when applicable. It is important to note that St. Lucie County recently received a grant from FDOT, making all fares free for the next two years (2017-2019). The fares used in this peer review were in place before the grant was received since it is likely the previous fares will return when the grant expires.

From this peer review, the following observations are made:

- CAT’s base fare, daily pass, and 30-day pass are all less than the peer mean at 10%, 5%, and 25% less, respectively. Only CAT’s 7-day pass is higher than the peer mean (4% greater).
- Only one peer agency charges a transfer fare, which at \$0.25 is one third the cost of a CAT regular fare transfer of \$0.75.
- CAT’s ADA fare at \$3.00 is in line with the peer mean ADA fare of \$2.94.

Table 3-3: Peer Comparison of Fixed-Route & ADA Fare Structures

Transit System	Fixed-Route Fares						ADA Fare (One-Way)
	Base One-Way Fare	Daily Pass	Weekly/7-Day Pass	Monthly/30-Day Pass	Transfers	Base Transfer Fare	
CAT	\$1.50	\$4.00	\$15.00	\$35.00	Y	\$0.75	\$3.00
ECAT	\$1.75	\$5.25	\$14.50	\$47.00	Y	\$0.00	\$3.50
Citrus Connection	\$1.50	\$3.00	\$12.00	\$47.00	Y	\$0.00	\$2.00
LeeTran ⁽¹⁾	\$1.50	\$4.00	\$15.00	\$40.00	N	-	\$3.00
MCAT	\$1.50	\$4.00	\$12.00	\$40.00	Y	\$0.25	\$2.00
EC Rider	\$1.50	-	-	\$30.00	Y	\$0.00	Varies ²
PCPT	\$1.50	\$3.75	-	\$37.50	N	-	\$4.00
Votran	\$1.75	\$3.75	\$13.00	\$46.00	N	-	\$3.00
WAVE	\$2.00	\$5.00	\$20.00	\$80.00	Y	\$0.00	\$4.00
St. Lucie County	\$2.00	\$5.00	-	\$50.00	Y	\$0.00	\$2.00
Peer Group Mean	\$1.67	\$4.22	\$14.42	\$46.39	-	-	\$2.94
CAT % from Mean	-10%	-5%	4%	-25%	-	-	2%

¹ LeeTran also has a \$0.75 base trolley fare. For comparison purposes, base bus fare of \$1.50 used in peer analysis.

Source: Transit agency fare schedules.

Using the fare information from Table 3-3, the base fare multiplier for each type of pass was calculated. The base fare multiplier refers to the number that is multiplied by the cash fare to determine the price of the pass. Table 3-4 compares the base fare multiplier for each of CAT’s fare pass options to those offered by the peer agencies and the peer agency mean, when applicable. Based on this analysis, the following conclusions are drawn:

- Whereas CAT’s base fare and daily pass prices are slightly less (-5%) than the peer mean, the daily pass multiplier is slightly higher (7%), resulting in a spread of 12%. This suggests that the price of a daily pass price is slightly high in relation to the base fare compared to those of CAT’s peer agencies.
- Similarly, the fare for CAT’s 7-day pass is 4% higher than the peer agency mean, and its multiplier is 15% higher than the average for the peer agencies, resulting in an 11% spread. This suggests that the price of the 7-day pass is slightly high in relation to the base fare compared to those of CAT’s peer agencies.
- The cost of CAT’s 30-day pass is considerably lower (25%) than the average price of the peer agency 30-day/monthly pass options, resulting in a lower multiplier of 15% less than the average multiplier for the peer agencies.

Table 3-4: CAT & Peer Fixed-Route Base Fare Multipliers

Agency	Base Fare	Daily Pass		Weekly/7-Day Pass		Monthly/ 30-Day Pass	
		Fare	Multiplier	Fare	Multiplier	Fare	Multiplier
CAT	\$1.50	\$4.00	2.67	\$15.00	10.00	\$35.00	23.33
ECAT	\$1.75	\$5.25	3.00	\$14.50	8.29	\$47.00	26.86
Citrus Connection	\$1.50	\$3.00	2.00	\$12.00	8.00	\$47.00	31.33
LeeTran	\$1.50	\$4.00	2.67	\$15.00	10.00	\$40.00	26.67
MCAT	\$1.50	\$4.00	2.67	\$12.00	8.00	\$40.00	26.67
EC Rider	\$1.50	n/a	n/a	n/a	n/a	\$30.00	20.00
PCPT	\$1.50	\$3.75	2.50	n/a	n/a	\$37.50	25.00
Votran	\$1.75	\$3.75	2.14	\$20.00	11.43	\$46.00	26.29
WAVE	\$2.00	\$5.00	2.50	\$13.00	6.50	\$80.00	40.00
St. Lucie County	\$2.00	\$5.00	2.50	n/a	n/a	\$50.00	25.00
Peer Group Mean	\$1.67	4.22	2.50	\$14.42	8.70	\$46.39	27.53
% CAT from Mean	-10%	-5%	7%	4%	15%	-25%	-15%

CAT currently does not provide discounts to college students or military personnel, but it is interested in considering a discounted fare for either/both groups as part of this study. Therefore, information on student and military discounted fares for each of the peers was collected and is summarized in Table 3-5. The majority of the selected peers provide base fare discounts in addition to multi-day/ride passes to college students with a valid student ID, and four of the nine selected peers provide discounts on base fare and/or multi-day/ride passes for active duty military and veterans.

Table 3-5: Peer Comparison of College/University Student and Military Discounts

Transit System	Student Discounts		Military Discounts	
	Base Fare	Passes	Base Fare	Passes
ECAT	\$1.25 (28.5% discount)	\$12.00 (10 rides) (specialty fare available for students only)	Free (in uniform); \$1.00 w/ ID (43% discount); \$1.25 w/ ID (Routes 59A, 59, 60, 61) (28.5% discount)	No discount
Citrus	\$1.25 (16.6% discount)	\$2.50 (day pass) (17% discount); \$22.00 (10 days) (12% discount)	No discount	No discount
LeeTran	\$0.75 (50% discount)	\$12.00 (7 days) (20% discount); \$6.50 (12 rides) (51.8% discount); \$25.00 (31 days) (37.5% discount)	No discount	No discount
MCAT	No discount	\$2.00 (day pass); \$6.00 (7 days) \$20.00 (31 days) (50% discount all)	\$0.75 (50% discount)	\$2.00 (day pass); \$6.00 (7 days); \$20.00 (31 days); (50% discount all)
EC Rider	No discount	No discount	No discount	No discount
PCPT	\$0.75 (50% discount)	\$1.85 (day pass) \$18.75 (31 days) \$12.50 (20 rides) (50% discount all)	\$0.75 (50% discount)	\$1.85 (day pass); \$18.75 (31 days); \$12.50 (20 rides); (50% discount all)
Votran	No discount	No discount	No discount	No discount
WAVE	Free	No discount	\$1.00 (50% discount)	No discount
St. Lucie Paratransit	No discount	No discount	No discount	No discount

Peer Transportation Disadvantage Program Fare Structure Comparison

Table 3-6 presents TD eligibility, TD services, and TD fares for CAT and the selected peer transit systems based on information obtained from these systems. TD mobility services in Florida are a program-based support for persons with qualifying incomes below and/or relative to poverty level. Although TD is a state-based program, TD services are deployed at the county level, and policy varies county to county. Table 3-5 shows that TD eligibility is income-based, but that the type of services and fares vary across the peers. CAT charges the most widely-ranging fares for TD services compared to the selected peers. Also of note is that CAT does not provide a bus transit pass for TD-eligible riders, whereas most other peers do.

Table 3-6: Peer Comparison of Transportation Disadvantaged Fares

Transit System	Eligibility Requirements	Fare/Fee	TD Bus Pass
CAT	Income-based	Varies from \$1 to \$7 per one-way trip depending on rider's household income	No
ECAT	Income-based	\$2.50 per one way trip flat fee	Yes
Citrus Connection	Income-based	Base fare \$2.00 per one-way trip, plus 25% to 100% of base fare, depending on rider's income	Yes
LeeTran	Income-based	\$2.00 per one-way trip flat fee	No
MCAT	Income-based	\$4.00 per one-way trip flat fee	Yes
EC Rider	Income-based	<ul style="list-style-type: none"> • TD 1 (shoppers): \$1.00 one-way flat fee (shared-ride shopping trips; scheduled 6 times/week to/from different locations) • TD 5 (rural): \$1.00 one-way flat fee • TD (urban): per mile fee 	Yes
PCPT	Income-based	\$2.00 per one-way trip flat fee	Yes
Votran	Income-based	\$3.00 per one-way trip flat fee	No
WAVE	n/a	n/a	n/a
St. Lucie County	Income-based	\$1.00 per one-way trip flat fee	No

Section 4 Demographics

4.1 Title VI and Environmental Justice Considerations

Transit providers within service areas containing more than 200,000 residents are required under Title VI of the Civil Rights Act of 1964 to complete an equity analysis of any major service change or fare change. The analysis must be completed during the programming stages, regardless of the proposed fare increase or decrease amount. Requirements for major service changes differ based on the magnitude of changes and established thresholds. The purpose of this equity analysis is to ensure that any potential fare structures are consistent with Title VI of the Civil Rights Act of 1964 and are fair and equitable to all citizens, regardless of race, color, or national origin. The objectives of FTA's Title VI Program, as set forth in FTA Circular 4702.1B, "Title VI Program Guidelines for Federal Transit Administration Recipients," are:

- To ensure that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin.
- To ensure that the level and quality of FTA-assisted transit services are sufficient to provide equal access and mobility for any person without regard to race, color, or national origin.
- To ensure that opportunities to participate in the transit planning and decision-making process are provided to persons without regard to race, color, or national origin.
- To ensure that decisions on the location of transit services and facilities are made without regard to race, color, or national origin.
- To ensure that corrective and remedial action is taken by all applicants and recipients of FTA assistance to prevent discriminatory treatment of any beneficiary based on race, color, or national origin.

An equity analysis was completed to determine whether the planned changes will have a disparate impact on minority populations. Although low-income populations are not a protected class under Title VI, it is recognized that there is an inherent overlap of environmental justice (EJ) principles in this area. Additionally, because it is important to evaluate the impacts of service and fare changes on passengers who are transit-dependent, FTA requires transit providers to evaluate proposed service and fare changes to determine if low-income populations will bear a disproportionate burden of the changes. Therefore, the equity analysis determines whether there is a disproportionate burden between the existing fare and the proposed fare change on low-income riders.

This section presents demographic data from the 2011–2015 American Community Survey (ACS) 5-year Estimates used to map the low-income and minority populations throughout the CAT service

area at the Census block group level. These results are used in the equity analysis to assess the fare change impacts on low-income and minority populations within Collier County.

4.2 Low-Income and Minority Demographics

Table 4-1 shows the percentage of Collier County’s low-income households, defined as 200% of the federal poverty level. Map 4-1 depicts all low-income block groups where the number of below-poverty households is greater than the County average of 10.7%. As shown by the map, the block groups with greater numbers of households below the poverty level are located in the more rural northern-most and southern-most portions of the county, along with several in the denser areas within Naples. All low-income block groups have full or partial fixed-route transit service in addition to ADA and TD services, except for the block group in which Everglades City is located.

Table 4-1: Collier County Low-Income Households, 2015

Total Households	Households Below Poverty	% Below Poverty
129,888	13,917	10.7%

Source: 2011–2015 ACS 5-year Estimates

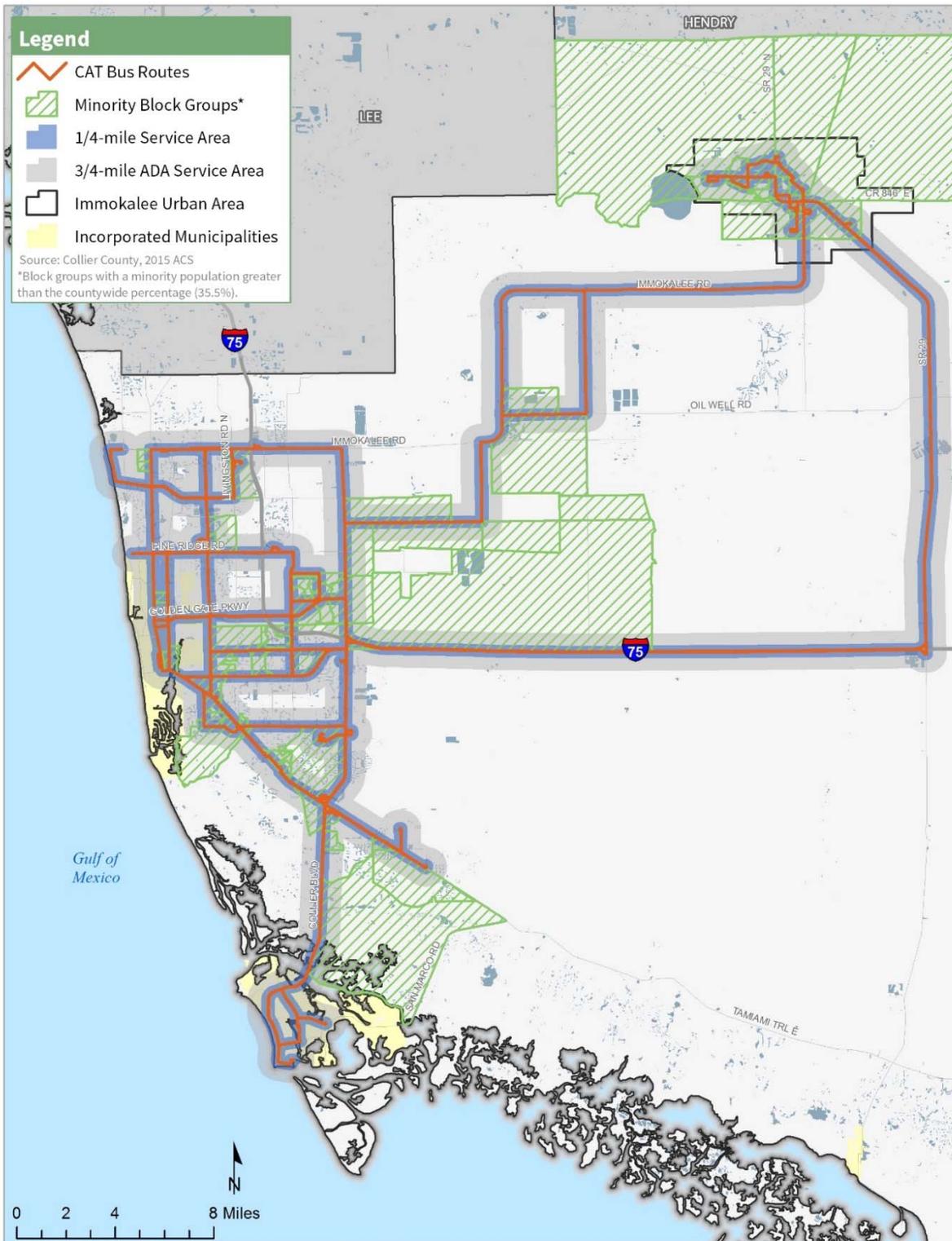
Table 4-2 shows the percent of Collier County’s population that identify as a minority. Map 4-2 depicts all minority block groups where the minority population is greater than the county average of 35.5%. Block groups with the highest minority populations are located in the northern-most portion of the county and to the south and east of the urban area. These block groups all have full or partial fixed-route transit service in addition to ADA and TD services.

Table 4-2: Collier County Minority Populations, 2015

Total Population	Minority Population	% Minority
341,091	121,070	35.5%

Source: 2011–2015 ACS 5-year Estimates

Map 4-2: Minority Populations



4.3 Geographic Analysis of Ridership by Fare Type

An analysis of the fixed-route fares paid by riders when boarding a bus at each stop in the CAT service area was conducted to understand what proportion of boardings are occurring in low-income block groups (previously identified on Map 4-1) and what fare types are being paid by these riders.

Based on a GIS analysis of CAT bus stop data for FY 2013–FY 2017 year-to-date (YTD) (October 2016–July 2017), 55% of all bus stops are located in a low-income block group. Further, 70% of all riders board the bus at one of these bus stops, indicating that the majority of CAT riders live within or near a low-income area within the county and ride the bus.

Table 4-3: Distribution of Ridership in Low-income Block Groups by Fare Type (FY 2013–FY 2017 YTD)

Fare Type	Total Ridership	Ridership in Low-income Block Groups	% Ridership in Low-income Block Groups
Base Fare – Full	260,432	176,430	68%
Day Pass – Full	44,192	32,369	73%
7-Day Pass – Full	3,162	2,383	75%
30-Day Pass – Full	139,770	97,836	70%
Transfer – Full	19,314	17,120	89%
Base Fare – Reduced	136,023	94,357	69%
Day Pass – Reduced	41,192	29,495	72%
7-Day Pass – Reduced	2,137	1,601	75%
30-Day Pass – Reduced	167,134	124,837	75%
Transfer – Reduced	3,966	3,266	82%
Other Fare ⁽¹⁾	510,255	346,009	68%
Total	1,327,577	925,703	70%

⁽¹⁾ Of the 68% of riders in the low-income block groups under the “Other Fare” category, 36% are children age 5 and under who ride free, 41% are free rides; the remaining 23% are other fares under this category (Marco Express fares, Summer Paw Passes, etc.).

Source: Collier Area Transit

The results of the Equity Analysis on the proposed fare structure changes are provided in Section 7.2.

Section 5 Fare Scenarios and Potential Impacts

5.1 Conceptual Fare Alternatives

This section presents initial fare concepts for both fixed-route and paratransit services. These comments were then evaluated and presented to the public for comment prior to determining final recommendations. For each fare scenario identified, ridership and revenue impacts were estimated based on fare elasticity and a fare analysis model developed for this study.

Fixed-Route Fare Concepts

Key findings related to each of CAT's existing fixed-route fares are noted below. Unlike paratransit service, fixed-route riders do not need qualify for service or for a specific fare category (although they do need to qualify for a reduced price). With fixed-route service, riders have flexibility in which fare they choose, based on price and the frequency with which they use the service. When evaluating potential changes to the fixed-route fare structure, how the fares compare to each other in terms of value to riders must be considered. Changing the price of existing fares or introducing new fare categories may influence rider behavior in several ways: ridership decreases, as cost is too high for some existing riders; ridership increases ridership by attracting new riders through new fare options; or riders shift from one fare category to another because the value of a different fare is now more attractive.

- **Base Fare**—CAT's base fare of \$1.50 is slightly less (10%) than the average base fare of its peer agencies (see Table 3-4). CAT has also not increased the fixed-route fare structure since 2009. In that time, the farebox recovery ratio has decreased by 10%, as fare revenue has not increased at the same rate as operating costs (see Figure 3-6).
- **Transfers**—The industry-wide trend is to move away from providing transfers. The primary reasons for this are to increase efficiency by reducing boarding times and reduce costs by eliminating transfer fraud. By removing transfers, passengers must pay the base fare twice, resulting in a higher cost for the overall trip. Passes that are priced competitively incentivizes the use of smart card passes as opposed to cash fares, reducing the cash-counting costs associated with paid transfers. However, CAT is currently evaluating operational changes to split some routes to increase frequency and providing a free 90-minute transfer would allow riders to transfer between these routes without paying any additional fare over the existing route structure. Therefore, consideration also was given to evaluate the potential impacts of providing a free 90-minute transfer between routes along with other potential fare changes.
- **Day Pass**—CAT's full/reduced day pass is used by an average of 11% of riders annually (see Table 3-1), and the spread between the day pass cost and its multiplier is 12% compared to the average of its peers (see Table 3-4). This suggests that the price of the daily pass price is

slightly high in relation to the base fare compared to those of CAT's peer agencies, and there is room to reduce the price of the day pass to make it a more attractive fare, particularly if transfers are eliminated.

- **7-Day Pass**—CAT's 7-day full/reduced pass is its least-used fare option, averaging less than 1% of riders annually (see Table 3-1). Further, its multiplier is 15% higher than the peer 7-day/weekly pass option, indicating it is over-priced compared to CAT's base fare price. However, it is recognized that the 7-day pass creates a more affordable option if paying the higher cost of the 30-day pass is not financially feasible. Replacing the low-used 7-day pass with a 15-day pass that costs 50% of the 30-day pass would allow low-income riders who cannot afford the up-front cost of a 30-day pass to ride at the same cost per trip as a 30-day pass while spreading the cost out over two passes per month. Currently, a 7-day pass purchased weekly to avoid the higher up-front cost of a 30-day pass ends up costing nearly double that of 4 weekly 7-day passes + 2 single-day passes to create a 30-day pass (\$68 versus \$35 for a 30-day pass). Introducing a 15-day pass would benefit low-income customers who are more frequent riders and cannot afford a 30-day pass.
- **30-Day Pass**—CAT's 30-day full/reduced pass is its most-used fare pass option, averaging around 30% of riders annually (see Table 3-1). However, its price is 25% less and its multiplier is 15% less than peer 30-day/ pass options, indicating being underpriced compared to CAT's base fare price.
- **Marco Express Fares**—Marco Express fares are set to fund a specialized service for a small segment of CAT's annual ridership. The multiplier for the Marco Express 30-day pass is considerably higher, at 28.0, compared to the multiplier for the regular 30-day pass of 23.33. Increasing the Marco Express base fare while keeping the Marco Express 30-day pass price the same could encourage the use of the 30-day pass while bringing the multiplier for the Marco Express 30-day pass more in line with the multiplier for the regular 30-day pass.
- **Children**—CAT changed its policy in 2009 when it lowered the age at which children ride free from 6 to 5. Although there is no indication that this policy should be changed at this time, it is important for CAT to recognize that this provides financial assistance to low-income families with children. Of the children who ride for free, 36% board the bus within a low-income block group (see Table 4-3) and may be part of households with more limited transportation options that greatly benefit from younger children in the household riding for free.
- **Summer Paw Pass**—Implemented in April 2015, the Summer Paw Pass gives students age 17 and younger the ability to use CAT unlimited from June 1–August 31. Although only 125 or fewer passes have been sold annually since this pass was implemented, it benefits youths who may not have other transportation options to travel in the summer. Increasing the cost of the pass beyond \$30 likely would make it more unaffordable for some riders and have no

measurable increase in revenue due to the low number of passes sold each year. Therefore, no change to the Summer Paw Pass cost is recommended at this time.

ADA Fares

Federal regulations stipulate that the fare for a one-way ADA trip must not exceed twice the full fare charged for a similar trip on the fixed-route system.¹ Therefore, increasing the ADA fare is limited by whatever changes are made to the base fare or other applicable fares to provide a similar trip on the fixed-route system.

TD Fares

CAT's TD fare structure is tiered based on income, with persons falling into the lowest income brackets paying the least. CAT operators/staff and evaluating peer agencies indicate that the number of income categories (five) within the current TD fare structure causes an increased amount of administrative work. Consolidating the number of income categories and fares assessed could alleviate some of this burden. However, any changes to the TD fare structure to generate additional revenue to maintain or expand services should be made across the board so impacts are equitable among all income levels or in a way that does not disproportionately impact lower-income riders.

CAT bases the TD income brackets on household income, and customers can provide proof of eligibility using personal income statements. To avoid this in the future, a clearer definition of "household" and eligible proof of income should be explored as part of the TD fare recommendations.

5.2 Potential Ridership and Revenue Impacts

As part of this study, a fare model was developed to estimate ridership and the revenue impacts of potential fare changes to CAT's existing fare structures. This model takes into consideration the following:

- Fare elasticity or the sensitivity to ridership based on fare increases or decreases
- Potential shifts in fare usage
- Existing CAT ridership and revenue data for FY 2016 (the most recent full year of data available at the time of the analysis)

¹ U.S. Department of Transportation, 49 CFR Part 73.131(4)(c).

Model Assumptions

Elasticity

A rule of thumb often used in fare elasticity is the Simpson-Curtin formula, which provides that ridership will decrease 0.3 percent for every 1 percent of transit fare increase above the current fare.² However accurate this may be on a global scale, this estimate is based on an average of all riders and does not provide an accurate assessment of fare-to-rider elasticity for any given location and demographic combination.³ The American Public Transportation Association (APTA) found that the Simpson-Curtin formula was simplistic in nature and that a more complex econometric model would be necessary to incorporate a wide array of factors into the model. APTA adapted the Autoregressive Integrated Moving Average (ARIMA) model to estimate ridership up to 24 months after a fare change. Data used for the ARIMA model include service levels (measured by revenue vehicle miles), transit costs (measured by average fares), costs of alternative modes (measured by gasoline prices), market characteristics (approximated by the number of people employed locally), intervening factors (including any abrupt changes that may occur), and time. APTA found an average elasticity of -0.43 in areas with populations of less than 1 million.

As part of this fare study, an elasticity analysis was conducted by Dr. Brad Kamp of the Economics Department at the University of South Florida. Following methodology suggestions provided in the APTA study, he calculated the elasticity for CAT’s fixed-route and paratransit ridership at -0.40, in line with research findings previously noted. This implies that for every 10% decrease in fare, the ridership is anticipated to also decline by 4%. This is also consistent with the paratransit elasticity estimated by Dr. Kamp during the fare study completed prior to the 2012 changes to the paratransit fare structure.

Cost per Trip Assumptions

Assumptions must be made about the number of daily trips made, on average, for each type of fare pass to determine how implementing other new fares, and resulting cost per trip, may influence a rider’s choice to switch. Table 5-1 documents the assumptions made for the number of trips made and the resulting cost per trip included in the fare analysis model.

² Curtin, J. F., “Effects of Fares in Transit Riding,” *Highway Research Record*, 213, 1968.

³ Perk, V., J. Voliniski, and N. Kamp, “Impacts of Transfer Fares on Transit Ridership and Revenue,” National Center for Transit Research (NCTR), 2004.

Table 5-1: Number of Trips by Fare Type

Fare Type	Current Fare	Assumptions	Cost per Trip
Base Fare – Full	\$1.50	1 trip made per fare	\$1.50
Base Fare – Reduced	\$0.75	1 trip made per fare	\$0.75
Base Fare + Transfer – Full	\$2.25	2 trips made per fare	\$1.13
Bare Fare +Transfer – Reduced	\$1.10	2 trips made per fare	\$0.55
30-Day Pass – Full Fare	\$35.00	2 round trips + transfers per day for 22 weekdays (88 trips total)	\$0.40
30-Day Pass – Reduced	\$17.50	Same as 30-day full fare	\$0.20
7-Day Pass – Full Fare	\$15.00	2 round trips + transfers per day for 7 days (28 trips total)	\$0.54
7-Day Pass – Reduced	\$7.50	Same as 7-day full fare	\$0.27
Day Pass – Full Fare	\$4.00	2 round trips + transfers for 1 day (4 trips total)	\$1.00
Day Pass – Reduced	\$2.00	Same as day pass full fare	\$0.50
Marco Express Base Fare – Full	\$2.50	1 trip made per fare	\$2.50
Marco Express Base Fare – Reduced	\$1.25	1 trip made per fare	\$1.25
Marco Express 30-Day Pass – Full	\$70.00	2 round trips + transfers per day for 22 weekdays (88 trips total)	\$0.80
Marco Express 30-Day Pass – Reduced	\$35.00	Same as Marco Express 30-day full fare	\$0.40

Cost per trip = fare ÷ number of trips for each fare type

Ridership Shifts between Fare Categories

In addition to assumed ridership increases or decreases based on fare elasticity in the fare model, assumptions also are made regarding potential ridership shifts between the various fixed-route fare categories. The extent of these shifts depends on the relative value of the ride in terms of the assumed cost per trip in a given scenario. For example, if the price of the base fare increases and the price of the day pass decreases, it is assumed that a percentage of riders currently purchasing the base fare for a round trip will now find the lower-priced day pass more attractive. These assumptions are made to calculate more realistic ridership and revenue impacts each scenario.

Fare elasticity and ridership for ADA and TD services is more difficult to apply, as travel behavior is different for fixed-route riders and eligibility requirements must be met to use paratransit services. The ridership and revenue impacts for the paratransit scenarios assume that the elasticity is applied in the case of a fare increase; however, in instances of a fare decrease, it is assumed that a person’s travel behavior does not necessarily change and the number of trips does not increase, nor does the ridership increase due to a lower fare offered as eligibility requirements stay the same.

Fare Model Scenarios

Fixed-Route Fare Scenarios

Based on analyses completed during early stages of the fare study and discussions with CAT staff, seven initial fixed-route fare change scenarios were prepared. Each scenario was designed to measure potential changes in ridership and revenue with the overall objective of defining a scenario that increases ridership or encourages the use of fare passes instead of cash fares, increases revenue for CAT to enhance/expand services, and does not disproportionately adversely impact low-income or minority riders as required by federal Environmental Justice regulations. The seven scenarios initially developed are presented in Table 5-2, and a description of each scenario is provided.

Scenario 1

- 1.A Eliminate transfers; no change to base fare price
- 1.B Decrease cost of day pass from \$4 to \$3/reduced day pass from \$2 to \$1.50
- 1.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price

Scenario 2 (same as Scenario 1 but no change to cost of day pass)

- 2.A Eliminate transfers; no change to base fare price
- 2.B No change to cost of day pass
- 2.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price

Scenario 3 (same as Scenario 2 but increase base fare and Marco Express fares)

- 3.A Eliminate transfers
- 3.B No change to cost of day pass
- 3.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price
- 3.D Increase base fare to \$2/reduced base fare to \$1
- 3.E Increase Marco Express base fare to \$3/reduced ME base fare to \$1.50

Scenario 4 (same as Scenario 1 but reduce cost of day pass)

- 4.A Eliminate transfers
- 4.B Decrease cost of day pass from \$4 to \$3/reduced day pass from \$2 to \$1.50
- 4.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price
- 4.D Increase base fare to \$2/reduced base fare to \$1
- 4.E Increase Marco Express base fare to \$3/reduced Marco Express base fare to \$1.50

Scenario 5 (same as Scenario 4 but increase cost of 30-day pass)

- 5.A Eliminate transfers
- 5.B Decrease cost of day pass from \$4 to \$3/reduce day pass from \$2 to \$1.50
- 5.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price
- 5.D Increase base fare to \$2/reduce base fare to \$1

- 5.E Increase Marco Express base fare to \$3/reduce ME base fare to \$1.50
- 5.F Increase 30-day pass fare to \$40/reduce 30-day pass to \$20

Scenario 6 (same as Scenario 5 but allows for free 90-minute transfer)

- 6.A Free 90-minute transfer to different route
- 6.B Decrease cost of day pass from \$4 to \$3/reduced day pass from \$2 to \$1.50
- 6.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price
- 6.D Increase base fare to \$2/reduced base fare to \$1
- 6.E Increase Marco Express base fare to \$3/reduced ME base fare to \$1.50
- 6.F Increase 30-day pass fare to \$40/reduced 30-day pass to \$20

Scenario 7 (same as Scenario 6 but no increase to cost of day pass)

- 7.A Free 90-minute transfer to different route
- 7.B No change to cost of day pass
- 7.C Eliminate 7-day pass and replace with 15-day pass at 50% of 30-day pass price
- 7.D Increase base fare to \$2/reduced base fare to \$1
- 7.E Increase Marco Express base fare to \$3/reduced ME base fare to \$1.50
- 7.F Increase 30-day pass fare to \$40/reduced 30-day pass to \$20

Paratransit Fare Scenarios

As the ADA fare cannot exceed twice the base fixed-route fare for the same trip, there are limited options for changing this fare structure. In the fixed-route scenarios presented, the base fixed-route fare is proposed to increase from \$1.50 to \$2.00 in Scenarios 3, 4, and 5. This would allow for an increase from the current ADA fare of \$3.00 to a maximum new fare of \$4.00. Collier County also offers a reduced ADA fare of \$1.00 for households whose income is at or below the poverty level. Since TD fares are not tied to the base fixed-route fare, there is more flexibility in terms of changing them; however, it is acknowledged that potential financial impacts to both ADA and TD riders must be carefully considered as part of any recommendation.

For paratransit services, seven additional scenarios were developed, and the ridership and revenue impacts of each were assessed. The paratransit fare change scenarios are presented in Table 5-3, and a description of each scenario follows.

Scenario 8 (\$4 full and \$1 reduced ADA fare)

This scenario provides for an increase of the ADA fare from \$3 to \$4 (assuming the fixed-route fare is increased to \$2), but maintains the \$1 fare for qualified low-income individuals to minimize financial hardship on the most vulnerable riders.

Scenario 9 (\$4 full and \$1.25 reduced ADA fare)

This scenario assumes an increase in the ADA fare from \$3 to \$4 as in Scenario 8, but also increases the \$1 fare to \$1.25 for qualified low-income individuals. Although a low-income fare of \$1.33 would equate to the same percentage increase as the regular ADA fare (33%), a fare of \$1.25 is assumed for ease of fare collection.

Scenario 10 (\$0.50 increase to all TD fare categories)

This scenario assumes an increase of \$0.50 in the TD fare for all income-based fare categories. It is recognized that increasing the TD fare the same amount among all five fare categories results in a higher percentage change in fares for riders at or below the poverty level, as they are paying the lowest fare; however, the range in current fares collected (\$1 to \$7) provides a challenge in creating a more equitable distribution unless the amount of the proposed increase was considerably higher for TD riders in higher income categories.

Scenario 11 (\$1 increase to all TD fare categories)

This scenario assumes an increase of \$1.00 in the TD fare for all income-based fare categories. As with the previous scenario, it is recognized that increasing the TD fare the same amount among all five fare categories results in a higher change in overall fare for riders at or below the poverty level, as they are paying the lowest fare.

Scenario 12 (single fare of \$3 full and \$1 reduced for TD and ADA services)

This scenario provides a single ADA and TD fare based on income to simplify the paratransit fare structure, in which individuals at or below the poverty level (currently paying \$1 for either ADA or TD services) will continue to pay \$1 and all others will pay \$3. Maintaining the \$1 fare for the lowest-income tier will eliminate impacts on most vulnerable riders.

Scenario 13 (single fare of \$4 full and \$1 reduced for TD and ADA services)

This scenario is similar to Scenario 12 in that it provides a single ADA and TD fare based on income, in which individuals at or below the poverty level (currently paying \$1 for either ADA or TD services) will continue to pay \$1; however, this scenario assumes that all others will pay \$4. Similar to Scenario 12, maintaining the \$1 fare for the lowest-income tier will eliminate impacts on most vulnerable riders.

Scenario 14 (maintain existing ADA fare and consolidate TD fare structure)

This scenario assumes that the existing ADA fare structure is maintained, but simplifies the TD fare structure by consolidating the existing five income-based categories into three with fares of \$1, \$3, or \$4. This scenario results in no fare increase for any paratransit rider and the TD passengers currently paying the highest fares (\$5 and \$7) will now pay a lower fare of \$4.

Table 5-2: Summary of Fixed-Route Fare Change Scenarios

Fare Category	Current	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5	Scenario 6	Scenario 7
Base Fare – Full	\$1.50	\$1.50	\$1.50	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00
Base Fare – Reduced	\$0.75	\$0.75	\$0.75	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00
Transfer – Full	\$0.75	n/a	n/a	n/a	n/a	n/a	Free 90 min	Free 90 min
Transfer – Reduced	\$0.35	n/a	n/a	n/a	n/a	n/a	Free 90 min	Free 90 min
Children	Age 5 & under free							
Day Pass – Full	\$4.00	\$3.00	\$4.00	\$4.00	\$3.00	\$3.00	\$3.00	\$4.00
Day Pass – Reduced	\$2.00	\$1.50	\$2.00	\$2.00	\$1.50	\$1.50	\$1.50	\$2.00
7-Day Pass – Full	\$15.00	n/a						
7-Day Pass – Reduced	\$7.50	n/a						
15-Day Pass – Full (new)	n/a	\$18.00	\$18.00	\$18.00	\$18.00	\$20.00	\$20.00	\$20.00
15-Day Pass – Reduced (new)	n/a	\$9.00	\$9.00	\$9.00	\$9.00	\$10.00	\$10.00	\$10.00
30-Day Pass – Full	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$40.00	\$40.00	\$40.00
30-Day Pass – Reduced	\$17.50	\$17.50	\$17.50	\$17.50	\$17.50	\$20.00	\$20.00	\$20.00
Marco Express Base Fare	\$2.50	\$2.50	\$2.50	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
Marco Express Base Fare – Reduced	\$1.20	\$1.20	\$1.20	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
Marco Express 30-Day Pass	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00
Marco Express 30-Day Pass – Reduced	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00

Changes in fares indicated in **bold**.

Table 5-3: Summary of Paratransit Fare Change Scenarios

Fare Category	Current	Scenario 8	Scenario 9	Scenario 10	Scenario 11	Scenario 12	Scenario 13	Scenario 14
ADA (Low-Income)	\$1	\$1	\$1.25	\$1	\$1	n/a	n/a	\$1
ADA	\$3	\$4	\$4	\$3	\$3	n/a	n/a	\$3
TD At or Under Poverty Level (PL)	\$1	\$1	\$1	\$1.50	\$2	n/a	n/a	\$1
TD 101% to 150% of PL	\$3	\$3	\$3	\$3.50	\$4	n/a	n/a	\$3
TD 151% to 225% of PL	\$4	\$4	\$4	\$4.50	\$5	n/a	n/a	\$4
TD 226% to 337% of PL	\$5	\$5	\$5	\$5.50	\$6	n/a	n/a	\$4
TD +337% of PL	\$7	\$7	\$7	\$7.50	\$8	n/a	n/a	\$4
Single ADA/TD Fare (At or Under PL)	n/a	n/a	n/a	n/a	n/a	\$1	\$1	n/a
Single ADA/TD Fare (Above PL)	n/a	n/a	n/a	n/a	n/a	\$3	\$4	n/a

Changes in fares indicated in **bold**.

Estimated Ridership and Revenue Impacts by Fare Scenario

Defining Low and High End Impacts

In an effort to recognize potential changes in rider behavior resulting from fare changes, a range (low to high) of likely behavioral impacts was examined. The low end of the range assumes that the full impact of measured elasticity is applied to the ridership and those riders will initially leave the system, resulting in greater initial impacts to annual ridership and revenue. The high end of the range assumes that either the existing ridership will be maintained or only a portion of the riders will leave the system due to elasticity impacts. Depending on the scenario/fare category, it is assumed the remaining riders impacted will shift to other, more attractive fare categories.

The low-end assumptions present the “worst case” scenario while the high-end assumptions produce less impacts to ridership and therefore higher annual revenue estimates. The actual ridership and revenue impacts are likely somewhere in the middle of the ranges presented, as assumptions must be made regarding ridership behavior for each scenario. Important in the fare model assumptions is the recognition that mobility is largely an essential commodity for most riders, especially those on the low end of the income spectrum. Thus, by providing a range of scenarios that attempt to counter increased costs in certain fare categories with reduced costs in alternative fare categories, the scenarios attempt to provide attractive and reasonable options for riders other than to simply stop using the CAT services.

As previously noted, the ridership and revenue impacts for the paratransit scenarios assume that the elasticity is applied in the case of a fare increase; however, in instances of a fare decrease, it is assumed that a person’s travel behavior does not necessarily change and the number of trips does not increase, nor does the ridership increase due to a lower fare offered as eligibility requirements stay the same.

Fixed-Route Ridership and Revenue Impacts

Tables 5-4 and 5-5 illustrate the ridership and revenue impacts for the low-end range (elasticity fully applied) and the high-end range (elasticity partially applied), respectively, for each fixed-route scenario. It should be noted that the ridership and revenue figures in these tables represent only the fare types affected by each scenario and do not reflect system-wide fixed-route ridership and revenue figures.

Table 5-4: Low-End Ridership and Revenue Estimates for Fixed-Route Fare Change Scenarios (Elasticity Fully Applied Resulting in Ridership Loss)

Scenario	Base: FY 2016		Estimated Ridership and Revenue			
	Existing Ridership	Existing Revenue	Estimated Ridership	Difference from Base	Estimated Revenue	Difference from Base
Scenario 1	891,606	\$873,694	869,679	(21,927)	\$816,874	(\$56,820)
Scenario 2	891,606	\$873,694	864,755	(26,851)	\$846,616	(\$27,078)
Scenario 3	911,114	\$912,120	820,470	(90,644)	\$953,077	\$40,957
Scenario 4	911,114	\$912,120	830,880	(80,234)	\$933,170	\$21,050
Scenario 5	911,114	\$912,120	816,194	(94,920)	\$956,624	\$44,504
Scenario 6	911,114	\$912,120	845,489	(65,625)	\$980,135	\$68,015
Scenario 7	911,114	\$912,120	840,109	(71,005)	\$991,510	\$79,390

Table 5-5: High-End Ridership and Revenue Estimates for Fixed-Route Fare Change Scenarios (Elasticity Applied with Estimate of Likely Shift of riders to More Favorable Fare Options)

Scenario	Base: FY 2016		Estimated Ridership and Revenue			
	Ridership	Revenue	Ridership	Difference from Base	Revenue	Difference from Base
Scenario 1	891,606	\$873,694	872,052	(19,554)	\$818,804	(\$54,890)
Scenario 2	891,606	\$873,694	868,513	(23,093)	\$850,979	(\$22,715)
Scenario 3	911,114	\$912,120	914,652	3,538	\$1,078,138	\$166,018
Scenario 4	911,114	\$912,120	925,853	14,739	\$1,052,875	\$140,754
Scenario 5	911,114	\$912,120	932,816	21,702	\$1,089,134	\$177,013
Scenario 6	911,114	\$912,120	964,792	53,678	\$1,120,682	\$208,562
Scenario 7	911,114	\$912,120	959,842	48,728	\$1,142,987	\$230,867

Based on the analysis conducted, Scenarios 1 and 2 are anticipated to produce less revenue than the base year (FY 2016), primarily due to minimal proposed changes to the fare structure. Scenarios 2, 4, and 5, which propose to eliminate transfers, are projected to generate additional revenue ranging from approximately \$41,000–\$166,000 in Scenario 3, \$21,000–\$141,000 in Scenario 4, and \$37,500–\$179,000 in Scenario 5. The higher revenue generated in Scenarios 3, 4, and 5 is influenced primarily by the increase in the base fare, which carries the highest percentage of riders (44% of ridership in FY 2016, including full and reduced fare customers).

Scenarios 6 and 7, which provide a free 90-minute transfer to another route along with other fare changes, generate the highest revenue of all the scenarios. In FY 2016, approximately \$25,000 was generated by full and reduced transfer fares. If the current fare structure remains unchanged and a 90-minute free transfer is allowed, then it is assumed the \$25,000 annual transfer revenue would disappear, as most (if not all) riders make a transfer to another route within a 90-minute window.

If a free 90-minute transfer is offered along with other fare changes, it is estimated that more revenue will be generated, as the free transfer encourages riders to remain in the highest cost-per trip base

fare category rather than shifting to another fare options. Under Scenarios 6 and 7, although the transfer revenue disappears, more riders remain in the base fare category, which has a higher average cost per trip than a day pass. This generates more revenue than if those riders shift to a pass option. Therefore, it is estimated that Scenario 6 could generate up to an additional 53,700 annual trips and \$68,000–\$209,000 annually in revenue over the base year (or \$23,000–\$31,000 more than Scenario 5). Scenario 7 could generate up to an additional 48,700 annual trips and \$79,000–\$231,000 annually over the base year (or \$35,000–\$54,000 more than Scenario 5, as the cost of a day pass is not reduced).

Paratransit Ridership and Revenue Impacts

A similar analysis of ridership and revenue impacts was completed for the paratransit fare change scenarios. Tables 5-6 and 5-7 illustrate the ridership and revenue impacts for the low-end range (elasticity fully applied) and the high-end range (elasticity partially applied), respectively, for each paratransit scenario. Unlike fixed-route service in which the costs of service are set to a certain economy of scale, the operating costs of paratransit service are variable, in that as trips are added, additional costs are incurred and when trips decrease, these costs are not incurred. Further, CAT receives revenue from the Florida CTD for non-sponsored trips to fund ADA and TD services in Collier County that are reimbursed on a per-trip basis, so if the number of trips provided decreases, this revenue is not provided to CAT. For the low-end range when elasticity is applied and ridership is assumed to decrease, it is assumed that CAT’s overall operating costs will also decrease accordingly given the nature of paratransit service. This estimated net operating cost reduction, which is the reduced operating expense anticipated due to ridership loss less estimated state revenue for non-sponsored paratransit trips that would also decrease if these trips are no longer provided, is also shown in Table 5-6. Although this provides an overall net revenue increase to CAT, it is not recognized as a benefit, as it is based on a reduction of service and likely negative impact to these riders.

Based on the analysis conducted, the paratransit fare scenarios generate a wide range of potential ridership and revenue impacts. For Scenarios 8 and 9, which reflect only a change to ADA fares, increasing the fare from \$3 to \$4 is anticipated to generate between \$27,000 and \$63,000 more annually, depending on if the low-income ADA fare is increased from \$1 to \$1.25. Scenario 10, which assumes a \$0.50 across-the-board increase to all five TD income-based fare categories, is anticipated have the least financial impact, estimated to generate \$5,000 annually if elasticity is applied or \$11,000 annually if ridership is maintained. Similarly, Scenario 11, which assumes a \$1 across-the-board TD fare increase, is estimated to generate just under \$8,000 annually if elasticity is applied or \$22,000 annually if ridership is maintained.

Table 5-6: Low-End Ridership and Revenue Estimates for Paratransit Fare Change Scenarios (Elasticity Fully Applied Resulting in Ridership Loss)

Scenario	Base: FY 2016		Estimated Ridership and Revenue				Net Revenue with Reduced Operating Costs
	Ridership	Revenue	Ridership	Difference from Base	Fare Revenue	Difference from Base	
Scenario 8	75,961	\$192,470	68,203	(7,758)	\$219,477	\$27,007	\$262,117
Scenario 9	75,961	\$192,470	66,425	(9,536)	\$221,699	\$29,229	\$318,222
Scenario 10	24,686	\$57,004	21,676	(3,010)	\$62,266	\$5,262	\$96,473
Scenario 11	24,686	\$57,004	18,667	(6,019)	\$64,844	\$7,840	\$190,263
Scenario 12	100,647	\$249,474	n/a	n/a	n/a	n/a	n/a
Scenario 13	100,647	\$249,474	99,673	(974)	\$273,657	\$24,183	\$288,825
Scenario 14	100,647	\$249,474	n/a	n/a	n/a	n/a	n/a

Table 5-7: High-End Ridership and Revenue Estimates for Paratransit Fare Change Scenarios (Assumes No Ridership Loss or Operating Cost Reduction)

Scenario	Base: FY 2016		Estimated Ridership and Revenue			
	Ridership	Revenue	Ridership	Difference from Base	Revenue	Difference from Base
Scenario 8	75,961	\$192,470	75,961	0	\$250,507	\$58,037
Scenario 9	75,961	\$192,470	75,961	0	\$254,952	\$62,482
Scenario 10	24,686	\$57,004	24,686	0	\$68,010	\$11,006
Scenario 11	24,686	\$57,004	24,686	0	\$79,016	\$22,012
Scenario 12	100,647	\$249,474	100,647	0	\$238,244	(\$11,230)
Scenario 13	100,647	\$249,474	100,647	0	\$308,163	\$58,689
Scenario 14	100,647	\$249,474	100,647	0	\$243,610	(\$5,864)

Of the scenarios that recommend a single ADA/TD fare schedule, impacts to ridership are minimal, and the estimated annual revenue impacts vary greatly, depending on whether the \$3 or \$4 fare option is selected. Scenario 12, which proposes a \$3 ADA/TD fare (maintaining the \$1 low-income fare option for qualified individuals), is anticipated to generate \$11,000 less annual than current, due to TD riders who currently pay \$4, \$5, or \$7 paying the lower amount. However, under Scenario 13, if the ADA/TD fare is set at \$4 (maintaining the \$1 fare option for qualified individuals), then the estimated revenue could range from \$24,000 to \$58,000 depending on whether a ridership loss occurs. Scenario 14, which does not propose any change to the ADA fare structure and consolidates the TD fare structure into three income-based categories, has the least impacts. No ridership loss is anticipated under this scenario, as no riders will experience a fare increase and minimal impacts to annual revenue will occur. This is due to only 12% of riders currently paying the highest TD fares of \$5 or \$7 and paying a lower fare of \$4 under this scenario.

Section 6 Public Outreach Results

6.1 Rider Intercept Surveys

CAT staff conducted an intercept survey via tablet of 80 riders at the CAT Transfer Center on January 18–19, 2018. Survey questions are provided in Appendix A. Highlights of the survey findings are as follows:

- If the base fare increases from \$1.50 to \$2, most fixed-route respondents stated they would switch to either a day pass or the new 15-day pass if offered.
- If transfers are eliminated, respondents were split between switching to a day pass and staying with the base fare.
- If the 30-day pass increases from \$35 to \$40, riders were split between continuing to use the same fare versus switching to a 15-day pass. A few respondents indicated that a \$5 increase on the 30-day pass is too high.
- Of the respondents who currently use the reduced fixed-route base fare, two-thirds would keep using that fare and the remaining one-third would switch to the reduced day pass if the price was lowered to \$1.50.
- Of the respondents who use the reduced 30-day pass, nearly all would keep using it if the price was increased, given how often they ride.
- Of the paratransit riders who responded, most would continue to use the service if the fare was increased from the current \$3 fare because they have no other choice, but they felt this would be a financial hardship and could try to find financial assistance.
- Of those who responded to the demographic questions:
 - Most use the bus for life-sustaining trips or as their primary mode of transportation.
 - There is a fairly even distribution of riders ages 25–65 years and age 65+.
 - Approximately 80% of respondents have an annual household income of less than \$25,000.

6.2 Public Workshop Results

Based on the survey results and discussions with staff, the County’s Public Transit Advisory Committee (PTAC) recommended that Scenarios 1, 4, 5, and 6 be presented to the public for further review and comment.

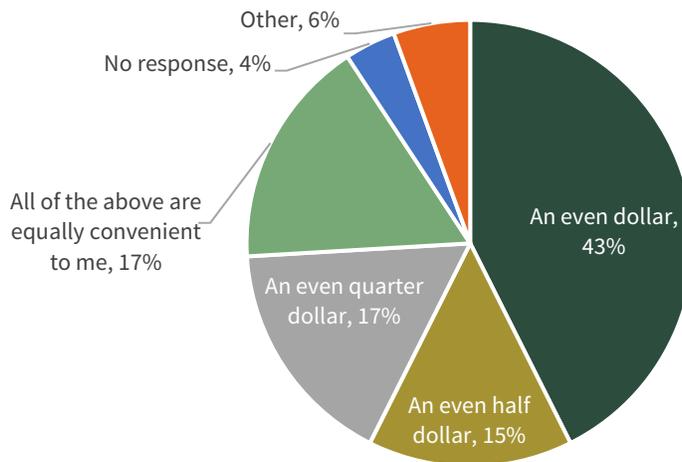
Two public workshops were held on January 30, 2018, to solicit feedback from the public on potential fare changes for CAT’s fixed-route and paratransit services. The workshops were noticed on CAT buses

in English, Spanish, and Creole. The first workshop was held at the CAT Transfer Center in Naples from 10:00 AM–2:00 PM, and the second was held at CareerSource Southwest Florida in Immokalee from 4:00–7:00 PM. The workshops were open-house style with three stations. The first station included a narrated presentation running a continuous loop providing information about CAT’s current fare structure, historic ridership and revenue trends, and the four proposed fare scenarios. Following the presentation, participants were asked to move to a second station to complete an exercise sheet seeking information about their use of CAT’s fixed-route and paratransit services and the different fare scenarios. The third station provided an opportunity to discuss the fare study with and ask questions of CAT and Tindale Oliver staff. The presentation and exercise sheet from the public workshops are provided in Appendix B.

A total of 54 people completed the exercise sheet to provide feedback for use in developing fare study recommendations. Highlights of the public workshop feedback are noted below.

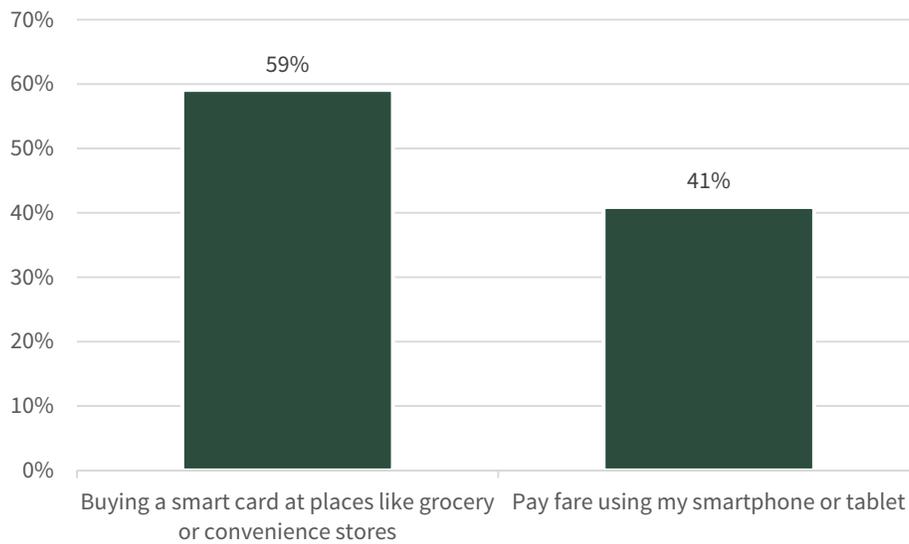
As shown in Figure 6-1, most respondents (43%) stated that a fare rounded to a whole dollar is most convenient.

Figure 6-1: Which fare increments make paying with cash most convenient for you?



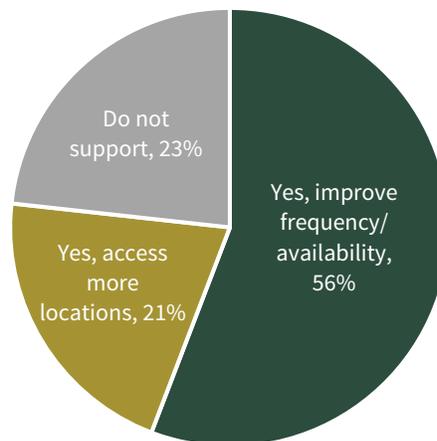
Nearly 60% of all respondents stated that the ability to buy a smart card at a third-party location (such as a convenience or grocery store) would be convenient. Just over 40% stated that being able to pay the fare using their smartphone or tablet also would be convenient (see Figure 6-2).

Figure 6-2: Which new fare purchase/payment options would be convenient to you?



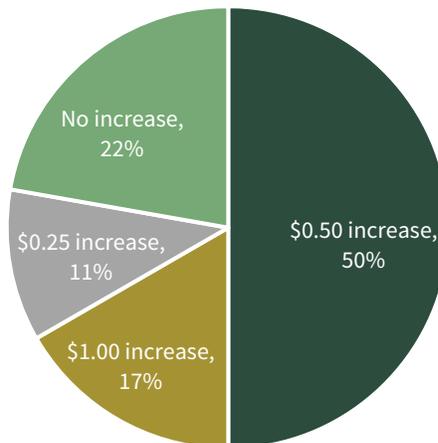
As shown in Figure 6-3, 77% of all respondents stated that they would support a fare increase if the revenue was used to improve service frequency/availability or provide better access to other locations. The remaining 23% stated they do not support a fare increase. Additional service to Vanderbilt Beach, better locations of stops, and later/more frequent service were specific comments received.

Figure 6-3: Would you support a fare increase if ...?



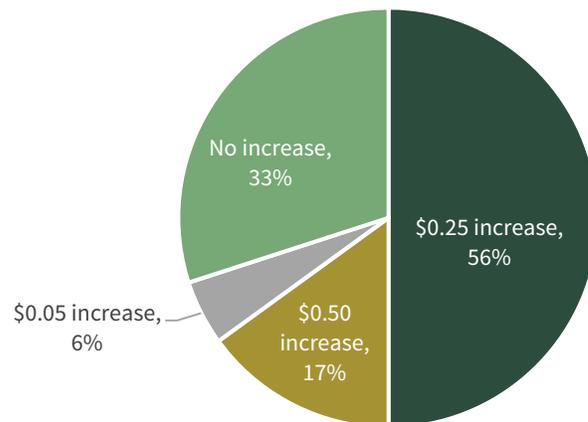
Of respondents who use ADA service, 50% said they would support a fare increase of \$0.50, 11% would support an increase of \$0.25, and 17% would support an increase of \$1. The remaining 22% stated they did not support an ADA fare increase (Figure 6-4).

Figure 6-4: How much do you think the fares should be increased to cover the cost to provide ADA service?



As shown in Figure 6-5, 56% of respondents who use TD service said they would support a fare increase of \$0.25, and 17% would support an increase of \$0.50. Respondents indicated different amounts they would support other than the options supplied; one person stated they would support an increase of \$0.05, and the remaining 33% stated they did not support a TD fare increase.

Figure 6-5: How much do you think the TD fares should be increased to cover the cost to provide TD services?



Respondents who use fixed-route service were asked how long their typical trip is in time and distance. As shown in Figures 6-6 and 6-7, the distribution of responses was varied; however, more than half of riders indicated spending 30 minutes or more on their typical trip, and nearly one-quarter have an average trip distance of greater than 20 miles.

Figure 6-6: How long is your typical one-way trip? (minutes)

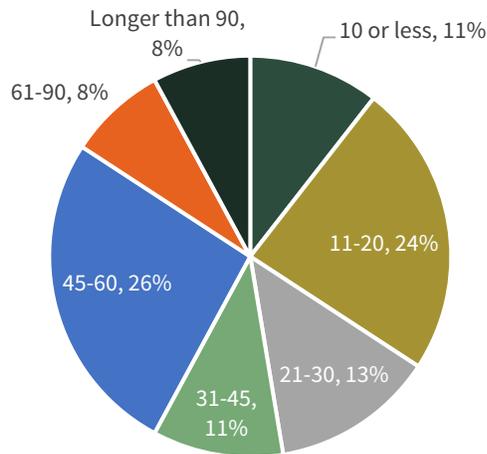
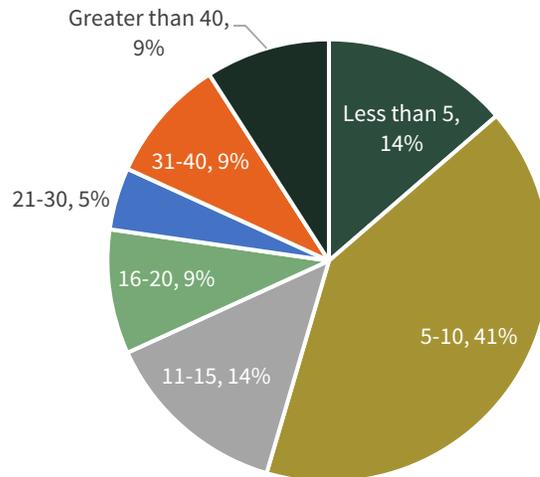
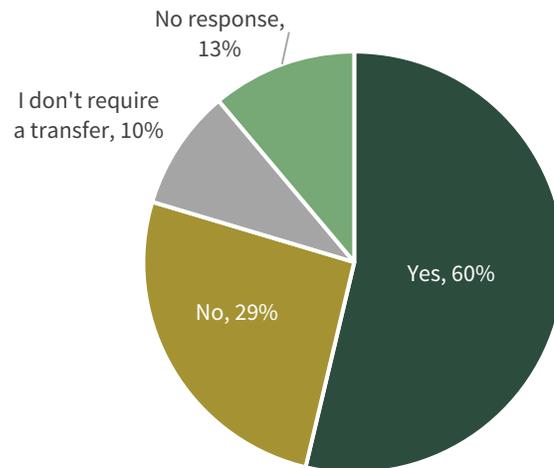


Figure 6-7: How long is your typical one-way trip? (miles)



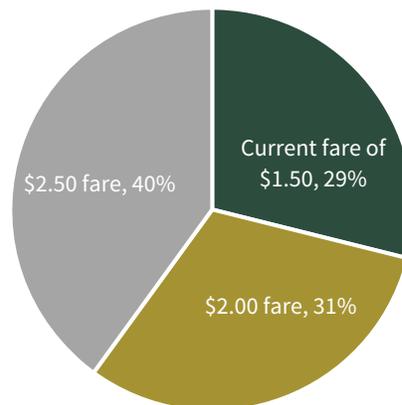
Of the respondents who use the fixed-route system, 60% indicated they would support paying a slightly higher one-way fare if it includes a free transfer (Figure 6-8).

Figure 6-8: Would you support paying a slightly higher one-way fare if it includes a free transfer?



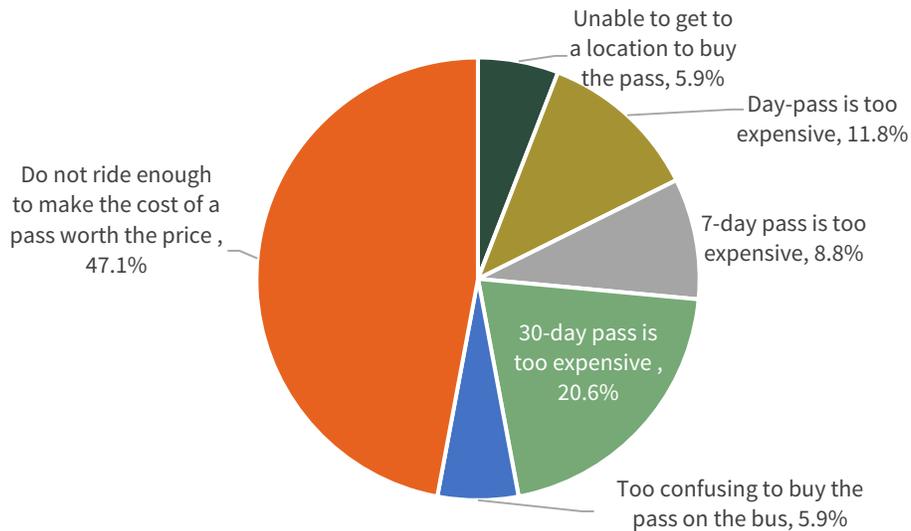
As shown in Figure 6-9, of the respondents who use the fixed-route system, 31% indicated that a fare of \$2.00 would be too expensive and 40% indicated that a fare of \$2.50 would be too expensive. The remaining 29% indicated that the current fare of \$1.50 is already too expensive.

Figure 6-9: At what price is fixed-route bus service too expensive?



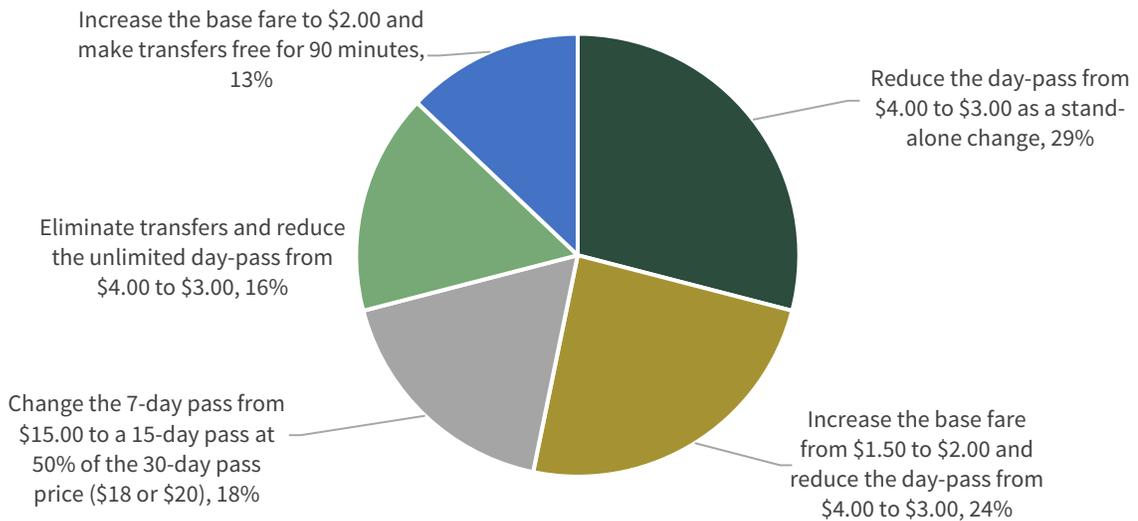
When asked about fare passes, 47% of fixed-route riders indicated that they do not ride the bus enough to make the cost of a pass worthwhile, and 41% stated that one of the pass options was too expensive (20% for the 30-day pass, 12% for the day pass, and 9% for the 7-day pass). The remaining 12% indicated they are either unable to get to a location to buy a pass or it is too confusing for them to buy a pass on the bus (Figure 6-10).

Figure 6-10: If you do not currently use passes, why?



As shown in Figure 6-11, when asked which three fixed-route fare pass options CAT should institute first, the top choice was reducing the day-pass from \$4.00 to \$3.00 as a stand-alone change, followed by increasing the base fare from \$1.50 to \$2.00 and with reducing the day-pass from \$4.00 to \$3.00.

Figure 6-11: Which fare changes should CAT institute first?



Other comments received from the public workshop include:

- Provide a two-hour fare with transfer.
- Provide 1-day, 7-day, and 30-day pass options for service between Lee and Collier counties.
- Have a frequent-user program or other ways of purchasing a 30-day pass.
- Extend summer season student Paw pass for athletes/college students during sports.
- Allow payment options for the 30-day pass.
- Provide reduced passes for college students.
- Provide Wi-Fi in buses.
- Provide a simpler (more user-friendly) website and a smartphone/tablet app with a trip planner.

Section 7 Recommended Fare Changes

7.1 Recommended Changes Fare Structure

Based on the analysis completed during this study and the public outreach conducted through intercept surveys and public workshops in January 2018, the following recommendations were identified and presented to the Collier County LCB for further consideration. The LCB concurred with these recommendations as presented.

Fixed-Route Fare Structure Recommendations

For fixed-route fares, Scenario 6 is recommended as the preferred scenario. This includes the changes described below, which are also illustrated in Table 7-1).

- Increase the fixed-route base fare to \$2 (\$1 reduced), provide a 90-minute free transfer, and reduce the cost of the day pass to \$3. This consolidated package of fare changes is designed to optimize use of the day pass while reducing possible ridership reduction associated with increasing the one-way fare.
- Eliminate the existing 7-day pass and replace it with a 15-day pass at 50% of the cost of the 30-day pass. This will provide a better option for low-income riders if the 30-day pass is too expensive and a better cost-per-trip value than the 7-day pass, which is used the least and generates the least revenue of all pass types. Under this scenario, the 15-day pass would be priced at \$20 (\$10 reduced) based on increasing the cost of the 30-day pass to \$40, as described below.
- Increase the cost of the 30-day pass from \$35 to \$40 (\$20 reduced). Input from the public did not indicate that this would be a considerable hardship for existing riders, and it will put the cost per trip for the 30-day pass more in line with the cost per trip for the other passes offered while still providing the lowest cost per trip for all CAT's fare options.
- Increase the cost of the Marco Express base fare from \$2.50 to \$3 (\$1.50 reduced) to bring it more in line with the cost of the Marco Express 30-day pass based on its multiplier. Increase the Marco Express reduced base fare from \$1.20 to \$1.50 for ease of collection, as a \$0.50 increase consistent with the regular fare would be \$1.80.

Table 7-1: Recommended Fixed-Route Fare Structure

Fare Category	Current Fare	Recommended Fare
Base Fare – Full	\$1.50	\$2.00
Base Fare – Reduced	\$0.75	\$1.00
Transfer – Full	\$0.75	n/a (90 minutes free)
Transfer – Reduced	\$0.35	n/a (90 minutes free)
Children	Age 5 & under free	Age 5 & under free
Day Pass – Full	\$4.00	\$3.00
Day Pass – Reduced	\$2.00	\$1.50
7-Day Pass – Full	\$15.00	n/a (eliminate)
7-Day Pass – Reduced	\$7.50	n/a (eliminate)
15-Day Pass – Full	n/a	\$20.00
15-Day Pass – Reduced	n/a	\$10.00
30-Day Pass – Full	\$35.00	\$40.00
30-Day Pass – Reduced	\$17.50	\$20.00
Marco Express Base Fare – Full	\$2.50	\$3.00
Marco Express Base Fare – Reduced	\$1.20	\$1.50
Marco Express 30-Day Pass – Full	\$70.00	\$70.00
Marco Express 30-Day Pass – Reduced	\$35.00	\$35.00
Summer Paw Pass	\$30.00	\$30.00

Changes to fares shown in **bold** text.

Fixed-Route Smartcard Recommendations

The cost of a smartcard-based pass currently involves two transactions—a \$2 transaction to purchase the smartcard and a purchase for the 30-day pass, for a combined cost of \$37. This process takes time and adds a disincentive for riders to purchase the 30-day pass. Regarding the current purchase of the smartcard, there are two recommendations:

- Eliminate the cost of the smartcard in conjunction with the fare increase for the 30-day pass.
- If the smartcard purchase fee is maintained, fare options should be added that combine the cost of the smartcard and the full or reduced 30-day pass price into one fare.

The primary recommendation is that CAT eliminate the cost of the smartcard in conjunction with the fare increase for the 30-day pass. The revenue impacts for new card purchases are anticipated to be minimal, but the added initial cost may discourage new riders. Although smartcard purchases have generated \$2,500–\$3,000 annually over the last two years, this is due primarily to the influx of initial purchases of 30-day passes upon introduction of this fare media. In the future, the cost of the smartcard should be included in the price of the pass. If the price of a 30-day pass increases from \$35 to \$40, then the net effect is a \$3 fare increase for new 30-day pass users. Eliminating the smartcard fee may encourage new riders who otherwise feel an initial \$42 cost for a 30-day pass is too high.

If CAT maintains a fee to purchase a smartcard, additional fare options should be introduced that combine the cost of the smartcard and the full or reduced 30-day pass price into one fare when a customer needs to purchase a smart card. For example, to reload a 30-day pass costs \$35 currently (\$40 if the pass price changes). To purchase a new or replacement card in conjunction with a 30-day pass, the price is \$37 currently (\$42 if the 30-day pass price changes as recommended). This eliminates the need for the two transactions currently required to purchase the smartcard and pass separately, thereby saving time (especially when purchasing the pass onboard the bus).

Paratransit Fare Structure Recommendations

Given that the last fare increase in 2012 applied only to paratransit fares, and public outreach indicates that a fare increase at any level would provide a financial hardship to many paratransit riders, it is recommended that Scenario 14 be implemented at this time. This will maintain existing ADA and TD fares for most riders while consolidating the number of TD fares provided, thereby decreasing the fares for TD riders who currently pay \$5 or \$7 to \$4 (Table 7-2). The purpose of this change is to simplify the administration and collection of TD fares. When/if ADA and TD fares are increased, it is recommended that CAT explore implementation of an unlimited paratransit monthly pass or discounted ticket book (10 or 20 ride tickets at reduced cost per trip from single fare) to offset the overall financial impacts for frequent ADA or TD users. CAT also could explore providing a fixed-route pass at no cost to TD riders who are able to use the fixed-route system.

In conjunction with the above, it is also recommended that CAT implement a fare increase of up to \$1 for all ADA and TD riders within the next two years. Providing considerable advance notice of a future fare change to riders should reduce potential ridership loss while generating the additional fare revenue needed to maintain existing service levels as operating costs continue to increase.

Table 7-2: Recommended Paratransit Fare Structure

Fare Category	Current Fare	Recommended Fare
Reduced ADA Fare	\$1.00	\$1.00
ADA Fare	\$3.00	\$3.00
TD Fare – At or Under Poverty Level	\$1.00	\$1.00
TD Fare – 101% to 150% of Poverty Level	\$3.00	\$3.00
TD Fare – +151% of Poverty Level	n/a	\$4.00
TD Fare – 151% to 225% of Poverty Level	\$4.00	n/a (consolidate)
TD Fare – 226% to 337% of Poverty Level	\$5.00	n/a (consolidate)
TD Fare – +337% of Poverty Level	\$7.00	n/a (consolidate)

Changes to fares shown in **bold** text.

Documentation for Required Low-Income Fare Qualification

Reduced ADA and TD fares are available for riders who qualify based on their annual household income, and proof of income is required. Currently, acceptable types of proof of income are pension benefit statements, unemployment benefit statements, or current paystubs. These documents all tie to individual income rather than household income, which may allow individuals to qualify for reduced fares based on their individual income when household income is high enough to support paying the full fare. Also, it should be recognized that individuals may live in a physical household with other family members but still maintain separate finances, such as an older parent living with his/her child but who is independent financially and supported by his/her own retirement/Social Security income.

It is recommended that CAT maintain the requirement that qualification for the reduced/low-income fare be tied to household income rather than individual income. Documentation used to demonstrate this should prove that the household income meets the required threshold; proof of income should be tied to a person's federal income tax return from the prior year (or State filing if from outside Florida). This will ensure that the most current annual household income figure is used to determine eligibility and will reduce potential abuse of eligibility if the documentation provided does not reflect the true household income. At the same time, it will ensure that a person physically living in a household who is otherwise financially independent may still qualify for a reduced fare as long as her/she has filed their own taxes reflecting their own "household" income.

It is recognized that not all individuals file federal taxes or can provide a federal tax return. To provide flexibility in these instances, it is recommended that CAT also adopt a policy to consider other types of proof of income such as year-end Social Security statement, etc., on a case-by-case basis for individuals who either cannot provide a federal income tax form or to document that their income has changed since their last tax statement, such as due to job change or loss, now qualifying them for the reduced fare.

Other Policy Recommendations

It is recommended that CAT explore implementing the following policy changes:

- Sell passes at third-party vendors (such as grocery and convenience stores).
- Use a phone/computer app to purchase passes/fares.
- Allow reduced fares for college students and active/retired military personnel with valid ID.
- Further incentivize the Business Pass Program by maintaining the current corporate 30-day pass rate of \$29.75 if the 30-day pass fare is increased to \$40. The federal tax incentive for private employers to subsidize employee commuter benefits, including transit passes, was eliminated under the federal tax reform signed into law in December 2018. To overcome the

loss of this tax incentive, a 25% reduced 30-day pass may re-incentivize private employers to offer transit passes for their employees.

- Implement a promotional “Try Transit” day—fixed-route fares are waived on a designated day to encourage infrequent or new riders to try CAT’s service. Revenue impacts for providing a free transit day likely will be minimal, as revenue only from single rides or day passes that otherwise would have been purchased that day will not be generated.
- Review the average fare and subsidy per passenger and the farebox recovery ratio when developing the annual operating budget; if all three ratios are declining and costs to operate the service are increasing, consider a fare adjustment.
- Monitor the local Consumer Price Index; if increases are greater than 5% in any given year, consider increasing fares to keep pace with inflation.

7.2 Fare Change Equity Analysis Findings

As discussed in Section 4, CAT is required to complete an equity analysis in consideration of a fare change, regardless of the proposed fare increase or decrease amount. The equity analysis determines if proposed changes have a disparate impact on minority populations or do not disproportionately burden low-income persons.

While any changes to CAT fares will have a greater impact on low income and minority populations simply because these groups comprise the disproportionate share of the population using CAT services, the proposed fare changes do not appear to have a disproportionate adverse impact on these groups. If the proposed fare changes discussed in this section are implemented as recommended, they do not appear to create any disparate impacts for minority communities, nor do they create any disproportionate burden on low-income communities due to the following:

- Whereas an increase in the base fare is proposed, it is justified by rising operating costs. Further, the base fare increase is presented as a package, with a lowered day-pass price and free 90-minute transfer, mitigating the burden that would be felt if the base fare was increased independently. High use riders are able to shift to more affordable fare options.
- In addition, the infrequently used 7-day pass is proposed to be eliminated, in favor of a 15-day pass priced at 50% of the price of the 30-day pass. The 15-day pass is a far better value than the 7-day pass in terms of the cost per trip and offers a lower cost point of entry alternative for low-income riders unable to afford the higher up-front cost of a 30-day pass. Further, riders would be able to purchase two 15-day passes back-to-back at a cost equal to the 30-day pass.
- All fixed-route fare changes are designed to affect all riders within a fare category equally while providing more fare choice at a higher value per ride. The fare changes proposed do not appear to adversely affect any protected class of people more than another.

- No increase in fares for ADA and TD riders are proposed at this time. Fares for TD riders in the highest income brackets will decrease to consolidate the number of income brackets on which the fares are based- reducing fare brackets to \$1, \$3, and \$4.

Appendix A

Intercept Survey Questions

CAT Fare Study Intercept Survey Questions

Note: Italicized text for instructional purposes only and not to be included in survey questions.

Collier County is investigating ways to maintain and improve services to customers and balance these services with the necessary revenues to close funding gaps. The County recognizes that transit services are essential for persons who do not have access to a car, especially residents whose income is limited. As part of this investigation, Collier County staff have identified potential changes the fare structure with the goals of expanding ridership, limiting negative financial impact on low income residents, and increasing revenue to maintain and expand transit services. To assist the County in this analysis, please take a few minutes to complete the following questions.

1. Do you qualify for reduced fares? Yes___ No ___
(Reduced fares are available for persons who are age 65 or over or age 17 and younger, disabled, or)

2. *If no to Q1:* What fare do you usually use?
 - a. Base Fare \$1.50
 - b. Base Fare \$1.50 Plus Transfer \$0.75
 - c. Day Pass \$4.00
 - d. 7-Day Pass \$15.00
 - e. 30-Day Pass \$35.00
 - f. Marco Express Single Fare \$2.50
 - g. Marco Express 30-Day Pass \$70.00
 - h. Other

3. *If yes to Q1:* What fare do you usually use?
 - a. Reduced Fare \$0.75
 - b. Reduced Fare \$0.75 Plus Transfer \$0.35
 - c. Reduced Day Pass \$2.00
 - d. Reduced 7-Day Pass \$7.50
 - e. Reduced 30-Day Pass \$17.50
 - f. Reduced Marco Express Single Fare \$1.20
 - g. Reduced Marco Express 30-Day Pass \$35.00
 - h. Other

4. *If Yes to Q2(a) (base fare):* If the cost of a one-way fare increased from \$1.50 to \$2.00, I would:
 - a. Switch to the Day Pass at the current price of \$4 because I make at least two trips a day
 - b. Switch to the Day Pass only if lowered to \$3 as I typically only make one trip per day
 - c. Switch to a new 15-Day Pass offered at \$18
 - d. I would not make any change
 - e. I would no longer use the system
 - f. Other, explain: _____

5. *If Yes to Q3(a) (reduced fare):* If the cost of a one-way fare increased \$0.75 to \$1.00, I would:
 - a. Switch to the Day Pass at the current price of \$2 because I make at least two bus trips a day

- b. Switch to the Day Pass only if lowered to \$1.50 as I typically make fewer than two bus trips per day
 - c. Switch to a new 15-Day Pass offered at \$9
 - d. I would not make any change
 - e. I would no longer use the system
 - f. Other, explain: _____
6. *If Yes to Q2(b) (base fare plus transfer):* If transfers are eliminated, I would:
- a. Switch to the Day Pass at the current price of \$4 because I make at least two bus trips a day
 - b. Switch to the Day Pass only if lowered to \$3 as I typically make fewer than two bus trips per day
 - c. Switch to a new 15-Day Pass at \$18
 - d. I would not make any change
 - e. I would no longer use the system
 - f. Other, explain: _____
7. *If Yes to Q3(b) (reduced fare plus transfer):* If transfers are eliminated, I would:
- a. Switch to the Day Pass at the current price of \$2
 - b. Switch to the Day Pass only if lowered to \$1.50 for reduced fare as I typically make fewer than two bus trips per day
 - c. Switch to a new 15-Day Pass at \$9
 - d. I would not make any change
 - e. I would no longer use the system
 - f. Other, explain: _____
8. *If Yes to Q2(c) or Q3(c) (full or reduced day pass):* If the price of a day pass was lowered to \$3 for regular fare and \$1.50 for reduced fare if transfers were eliminated I would:
- a. Switch to the lower price Day Pass
 - b. Other, explain: _____
9. *If Yes to Q2(d) (full 7 day pass):* If the 7 day pass were eliminated, I would:
- a. Switch to the Day Pass either at the current price of \$4 or at a lower fare of \$3
 - b. Switch to a new 15 day pass that is half the cost of the 30 day pass at \$18 (based on the current 30 day pass price)
 - c. I would no longer use the system
 - d. Other, explain: _____
10. *If Yes to Q3(d) (reduced 7 day pass):* If the 7 day pass were eliminated, I would:
- a. Switch to the Day Pass either at the current price of \$2 or at a lower fare of \$1.50
 - b. Switch to a new 15 day pass that is half the cost of the 30 day pass at \$9 reduced fare (based on the current 30 day pass price)
 - c. I would no longer use the system
 - d. Other, explain: _____
11. *If Yes to Q2(e) (full 30 day pass):* If the price of the 30 day pass were increased from \$35 to \$40, I would:

- a. Switch to the new 15 day pass that is half the cost of the 30 day pass at \$18 (based on the current 30 day pass price)
 - b. I would no longer use the system
 - c. Other, explain: _____
12. *If Yes to Q3(e) (reduced 30 day pass):* If the price of the 30 day pass were increased from \$17.50 to \$20, I would:
- a. Switch to the new 15 day pass that is half the cost of the 30 day pass at \$9 (based on the current 30 day pass price)
 - b. I would no longer use the system
 - c. Other, explain: _____
13. *If Yes to Q2(f) (Marco Express base fare):* If the cost of a one-way fare increased from \$2.50 to \$3.00, I would:
- a. Switch to the 30 day pass offered at the existing price of \$70 as I am a frequent user
 - b. I would not make any change
 - c. Would prefer there is a reasonably priced day pass for Marco Express service
 - d. I would no longer use the system
 - e. Other, explain: _____
14. *If Yes to Q3(f) (Marco Express reduced fare):* If the cost of a one-way fare increased from \$1.20 to \$1.50, I would:
- a. Switch to the 30 day pass offered at the existing price of \$35 as I am a frequent user
 - b. I would not make any change
 - c. Would prefer there is a reasonably priced day pass for Marco Express service
 - d. I would no longer use the system
 - e. Other, explain: _____
15. If you ride the CAP paratransit services and the CAP fare is increased from \$3.00 to \$4.00, what are you likely to do?
- a. I do not ride the CAP service
 - b. I would pay the new fare
 - c. I would file for reduced fare eligibility
 - d. I would stop riding CAP
 - e. Other, explain: _____

Once finished with Q4-15 or if select Q2(g), Q2(h), Q3(g), or Q3(h) answer the following:

16. I primarily ride the bus:
- a. To/from work
 - b. For shopping/recreation trips
 - c. Necessary trips like grocery/medical, etc.
 - d. For everything—the bus is my primary mode of transportation
17. My age is
- a. under 18 years
 - b. 18-25

- c. 25-65
- d. Over 65

18. My income level is:

- a. Less than \$10,000
- b. \$10,000-\$24,999
- c. \$25,000-\$49,999
- d. \$50,000-\$74,999
- e. \$75,000-\$99,999
- f. \$100,000-\$149,999
- g. \$150,000 or more

19. My race/ethnicity is:

- a. Caucasian/White
- b. Black or African American
- c. Hispanic or Latino
- d. American Indian or Alaska Native
- e. Asian
- f. Native Hawaiian or Other Pacific Islander
- g. Other
- h. Two or More Races

Appendix B

Public Workshop Notice, Presentation, and Exercise Response Form



PUBLIC MEETING NOTICE

POTENTIAL FARE CHANGES TO FIXED-ROUTE AND PARATRANSIT SERVICES

Tuesday, January 30, 2018	
10:00 a.m. to 2:00 p.m. Collier Area Transit Transfer Center 3229 Tamiami Trail East Naples, FL 34112	4:00 p.m. to 7:00 p.m. CareerSource Southwest Florida 750 South 5th Street Immokalee, FL 34142

Collier Area Transit (CAT) provides fixed-route and paratransit transportation services to the residents of Collier County and is evaluating a potential fare increase for both services. Please join us at one of the two public meetings noted above to discuss the proposed changes, ask questions, and share your thoughts. Both workshop locations are accessible by fixed-route service. Please check route schedules for details. Paratransit customers interested in attending either workshop should make reservations in advance.

Members of the Board of County Commissioners may be in attendance.

In accordance with the Americans with Disabilities Act of 1990, persons needing a special accommodation at this meeting because of a disability or physical impairment should contact Matthew Livinghouse at Collier Area Transit, 3299 Tamiami Trail East, Suite 103, Naples, Florida 34104 or at (239) 252-5849 no later than 48 hours before the meeting



AVISO DE REUNIÓN PÚBLICA

CAMBIOS POTENCIALES A LAS TARIFAS DE SERVICIOS DE RUTA FIJA Y PARATRÁNSITO

Martes, 30 de Enero del 2018

10:00 a.m. - 2:00 p.m. Collier Area Transit Transfer Center 3229 Tamiami Trail East Naples, FL 34112	4:00 p.m. - 7:00 p.m. CareerSource Southwest Florida 750 South 5th Street Immokalee, FL 34142
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Collier Area Transit (CAT) proporciona servicios de transporte de ruta fija y paratrásito a los residentes del Condado de Collier y está evaluando un posible aumento de tarifas para ambos servicios. Por favor asista a una de las dos reuniones públicas mencionadas anteriormente para analizar los cambios propuestos, hacer preguntas y/o compartir sus ideas. Ambas ubicaciones son accesibles por el servicio de ruta fija. Por favor revise los horarios de las rutas para más detalles. Los clientes de Paratrásito interesados en asistir a cualquiera de las reuniones deberán hacer sus reservaciones con anticipación.

Los miembros de la Junta de Comisionados del Condado pueden estar presentes.

De acuerdo con la Ley de Estadounidenses con Discapacidades de 1990, las personas que necesiten un alojamiento especial en esta reunión debido a una discapacidad o impedimento físico deberán comunicarse con Matthew Liveringhouse en Collier Area Transit, 3299 Tamiami Trail East, Suite 103, Naples, Florida 34104 o (239) 252-5849 con 48 horas de anticipación a la reunion.



AVI POU REYINYON PIBLIK

CHANJMAN POTANSYÈL NAN PRI

POU WOUT FIKS AK SÈVIS PARATRANSIT

Madi, 30 janvye, 2018

Madi, 30 janvye, 2018	
<p>De 10:00 a.m. a 2:00 p.m. Collier Area Transit Transfer Center 3229 Tamiami Trail East Naples, FL 34112</p>	<p>De 4:00 p.m. a 7:00 p.m. CareerSource Southwest Florida 750 South 5th Street Immokalee, FL 34142</p>

Collier Area Transit (CAT), ki bay sèvis transpò wout fiks e transpò pou moun ki andikapè ki abite nan Collier County, ap evalye yon ogmantasyon nan pri tikè pou tou de sèvis yo. Tanpri vini nan youn de reyinyon piblik kap fet nan dat ki bay anlè a pou diskite chanjman ki pwopoze yo, poze kesyon, epi di sa ou panse. Tou de kote pou reyinyon yo aksesib ak sèvis –wout fiks. Tanpri tcheke orè wout pou plis detay. Kliyan transpò pou moun ki andikap ki enterese patisipe nan youn de reyinyon yo dwe fè rezèvasyon davans.

Manm Konsèy Komisyonè a ka nan youn nan reyinyon piblik yo.

akò la Lwa 1990 Ameriken ak Enfimite yo, moun ki bezwen yon aranjman espesyal nan reyinyon sa a poutèt yon andikap oswa andikap fizik dwe kontakte Matthew Livinghouse nan Transit Area Collier, 3299 Tamiami Trail East, Suite 103, Naples, Florida 34104 oswa nan (239) 252-5849 pa pita pase 48 èdtan anvan reyinyon an.

Fare Study Public Workshop

Exercise Responses

Please view the workshop presentation at the designated station then answer the following questions. This information will provide valuable input on the proposed fare recommendations and other aspects of Collier Area Transit's (CAT) fare policies. You may use the space on the backside of this sheet to expand your responses or to provide additional comments, as needed. Thank you in advance for your input!

1. Which fare increments make paying with cash most convenient for you?
 - a) An even dollar – like \$1.00, \$2.00, etc.
 - b) An even half dollar – like \$0.50, \$1.50, etc.
 - c) An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
 - d) All of the above are equally convenient to me
 - e) Other increments? _____

2. Which new fare purchase/payment options would be convenient to you?
 - a) Buying a smart card at places like grocery or convenience stores
 - b) Pay fare using my smartphone or tablet
 - c) Other? Please explain: _____

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)
 - a) Yes, to improve service frequency/availability
 - b) Yes, to provided better access to locations you wish to go
 - c) Yes, for: _____
 - d) No, I do not support a fare increase

4. Please answer only if you ride CAP paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?
 - a) \$0.50 increase
 - b) \$1.00 increase
 - c) Other increase _____

5. Please answer only if you are a TD eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)
 - a) \$0.25 increase
 - b) \$0.50 increase
 - c) Other increase _____

The remaining questions should be answered by riders who use fixed-route service.

6. How long is your typical one-way trip?
_____ minutes _____ miles

- 7. Would you support paying a slightly higher one-way fare if it includes a free transfer?
 - a) Yes
 - b) No, keep as is
 - c) Does not matter since my travel does not require a transfer.

- 8. At what price is fixed-route bus service too expensive?
 - a) Current fare of \$1.50 (or \$0.75 for riders qualifying for reduced fare)
 - b) \$2.00 fare (or \$1.00 for riders qualifying for reduced fare)
 - c) \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
 - d) Other? _____

- 9. If you do not currently use passes, why? (pick all that apply)
 - a) I am not able to get to a location to buy the pass
 - b) The day-pass is too expensive
 - c) The 7-day pass is too expensive
 - d) The 30-day pass is too expensive
 - e) It is too confusing to buy the pass on the bus
 - f) I do not ride enough to make the cost of a pass worth the price

- 10. Which fare changes should CAT institute first? (please pick 3)
 - a) Reduce the day-pass from \$4.00 to \$3.00 as a stand-alone change
 - b) Increase the base fare from \$1.50 to \$2.00 and reduce the day-pass from \$4.00 to \$3.00
 - c) Change the 7-day pass from \$15.00 to a 15-day pass at 50% of the 30 day pass price (\$18 or \$20)
 - d) Eliminate transfers and reduce the unlimited day-pass from \$4.00 to \$3.00
 - e) Increase the base fare to \$2.00 and make transfers free for 90 minutes
 - f) Other options? _____

- 11. In addition to existing pass types, are there any other fare options should CAT consider?
List/describe up to 3 if applicable.
 - a) _____
 - b) _____
 - c) _____

Please provide any additional comments, questions, or thoughts in the space below.

Thank you!

Fare Study

Public Workshop
January 30, 2018

Workshop Overview

- Workshop Goals
- Existing Fare Structure
- Ridership & Revenue Trends
- Conceptual Fare Alternatives
- Workshop Exercises
- Questions & Comments

Workshop Goals

- Educate the Public about CAT Fares and Potential Fare Changes
- Gather Feedback concerning Potential Fare Changes
- Develop Consensus about Potential Fare Change Alternatives
 - Fixed-route fares
 - ADA fares
 - Transportation Disadvantaged (TD) fares

Existing Fare Structure

Fixed-Route Fares		Paratransit Fares	
Full Fixed Route Fare	\$1.50	ADA Fare	\$3.00 (\$1.00 at or under poverty level)
Reduced Fixed-Route Fare	\$0.75	Transfer	\$0.75
Transfer	\$0.75	Reduced Transfer	\$0.35
Reduced Transfer	\$0.35	Medicaid Fare	Services managed by MTM, Inc.
Children Age 5 & Under Free		TD Fare - At or Under Poverty Level	\$1.00
All Day Pass	\$4.00	TD Fare - 101% to 150% of Poverty Level	\$3.00
Reduced All Day Pass	\$2.00	TD Fare - 151% to 225% of Poverty Level	\$4.00
Weekly Pass	\$15.00	TD Fare - 226% to 337% of Poverty Level	\$5.00
Reduced Weekly Pass	\$7.50	TD Fare - +337% of Poverty Level	\$7.00
Monthly Pass	\$35.00		
Reduced Monthly Pass	\$17.50		
Marco Express (ME) Single Fare	\$2.50		
Reduced ME Single Fare	\$1.20		
ME Monthly Pass	\$70.00		
Reduced ME Monthly Pass	\$35.00		

Existing Fare Structure

- Value of Existing Fixed-Route Fare Passes

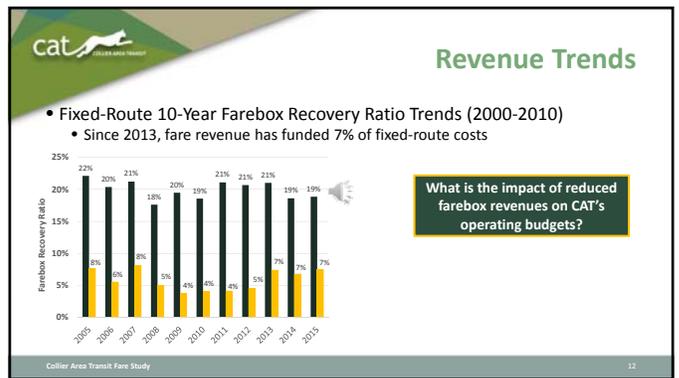
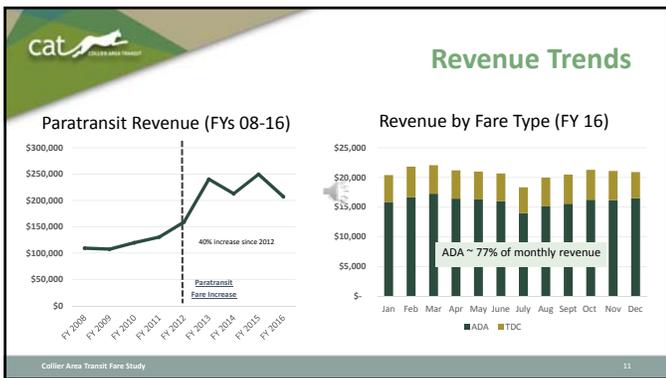
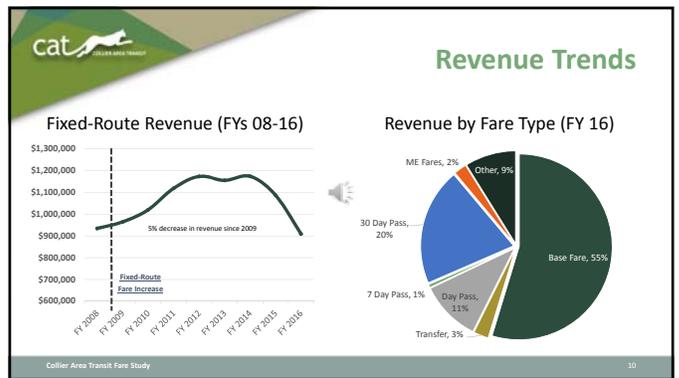
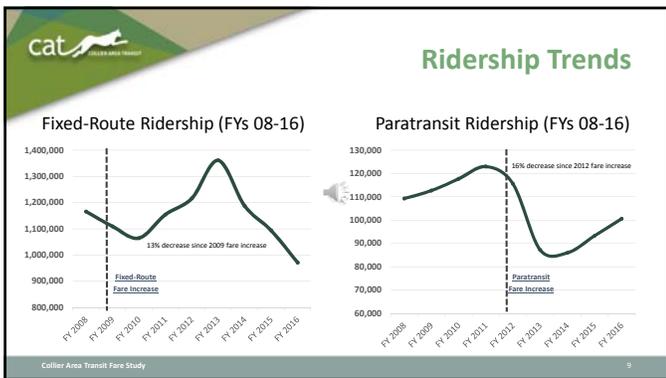
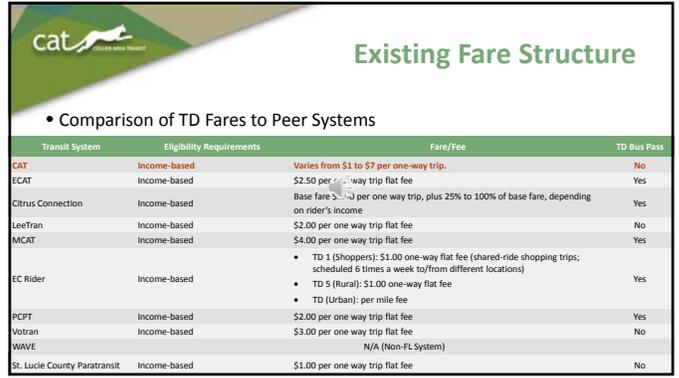
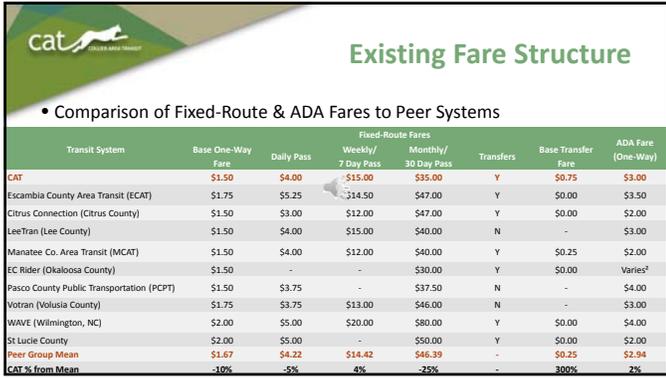
Fare Type	Fare	Assumed # Trips	Fare/Trip
Cash Fare - Full	\$1.50	1	\$1.50
Day Pass - Full	\$4.00	4	\$1.00
7 Day Pass - Full	\$15.00	28	\$0.54
30 Day Pass - Full	\$35.00	88	\$0.40
Cash Fare - Reduced	\$0.75	1	\$0.75
Day Pass - Reduced	\$2.00	4	\$0.50
7 Day Pass - Reduced	\$7.50	28	\$0.27
30 Day Pass - Reduced	\$17.50	88	\$0.20

Existing Fare Structure

- Fare per Trip vs. Cost per Trip (FY 16)

Service	Average Fare/Trip	Cost/Trip	Cost Recovery
Fixed-Route	\$1.05	\$5.91	18%
Paratransit	\$2.48	\$36.92	7%

Year	Fixed-Route (%)	Paratransit (%)
2011	21.1%	4.2%
2012	20.7%	4.6%
2013	21.0%	7.4%
2014	18.6%	6.8%
2015	18.9%	7.5%
2016	16.8%	6.7%



Conceptual Fare Alternatives

- Fare Elasticity Factor
 - Statistical model
 - Experience of other systems
 - Elasticity is -0.40

Economic elasticity shows that for each 10% increase in fare cost, we are likely to see a 4.3% decrease in ridership

Collier Area Transit Fare Study 13

Conceptual Fare Alternatives

- Increase Base Fare
 - Base fare fixed at \$1.50 full/ \$0.75 reduced
 - Operating costs have increased 14% between 2009 and 2016
- Transfers
 - Eliminate transfers to reduce fare abuse, cash counting costs
 - Offer free 90-minute transfer, does not penalize need to transfer
- Day-Pass
 - Reduce cost of day pass to provide more affordable alternative to increased base fare
 - Day pass offers unlimited rides

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Conceptual Fare Alternatives

- Replace 7 Day Pass with 15 Day Pass Priced at 50% cost of 30 Day Pass
 - 7 day pass is under utilized, 30 day pass may be unaffordable to some
 - 15 day pass adds significant value to rider (more travel) at an affordable price
- Increase Price of 30 Day Pass
 - Very low cost per trip compared to base fare and peers
 - Resulting value per trip remains significant for rider at a slightly high priced 30 day pass
- Military and College Students Eligible for Reduced Fare (Policy)

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Conceptual Fare Alternatives

Fare Category	Current	Scenario A	Scenario B	Scenario C	Scenario D
Full Fixed Route Fare	\$1.50/\$0.75	\$1.50/\$0.75	\$2.00/\$1.00	\$2.00/\$1.00	\$2.00/\$1.00
Transfer Full/Reduced	\$0.75/\$0.35	N/A	N/A	N/A	Free 90 min
Children	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free	Age 5 & Under Free
Day Pass Full/Reduced	\$4.00/\$2.00	\$3.00/\$1.50	\$3.00/\$1.50	\$3.00/\$1.50	\$3.00/\$1.50
7 Day Pass Full/Reduced	\$15.00/\$7.50	N/A	N/A	N/A	N/A
15 Day Pass Full/Reduced (new)	N/A	\$18.00/\$9.00	\$18.00/\$9.00	\$20.00/\$10.00	\$20.00/\$10.00
30 Day Pass Full/Reduced	\$35.00/\$17.50	\$35.00/\$17.50	\$35.00/\$17.50	\$40.00/\$20.00	\$40.00/\$20.00
Marco Express Single Fare Full/Reduced	\$2.50/\$1.20	\$2.50/\$1.20	\$3.00/\$1.50	\$3.00/\$1.50	\$3.00/\$1.50
Marco Express 30 Day Pass Full/Reduced	\$70.00/\$35.00	\$70.00/\$35.00	\$70.00/\$35.00	\$70.00/\$35.00	\$70.00/\$35.00
Summer Paw Pass	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00

*Proposed change to fares bolded

Collier Area Transit Fare Study 16

Workshop Exercises

1. Which fare increments make paying with cash most convenient for you?

- An even dollar – like \$1.00, \$2.00, etc.
- An even half dollar – like \$0.50, \$1.50, etc.
- An even quarter dollar – like \$0.25, \$0.50, \$0.75, etc.
- All of the above are equally convenient to me
- Other increments? _____

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Workshop Exercises

2. Which new fare purchase/payment options would be convenient to you?

- Buying a smart card at places like grocery or convenience stores
- Pay fare using my smartphone or tablet
- Other? Please explain: _____

Collier Area Transit Fare Study 18

 **Workshop Exercises**

3. Would you support a fare increase if the revenue was used for the following? (pick all that apply)

- a) Yes, to improve service frequency/availability
- b) Yes, to provide better access to locations you wish to go
- c) Yes, for: _____
- d) No, I do not support a fare increase

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 **Workshop Exercises**

4. Please answer only if you ride CAP paratransit (ADA) service. If not, skip to the next question. How much do you think the fares should be increased to cover the cost to provide ADA service?

- a) \$0.50 increase
- b) \$1.00 increase
- c) Other increase _____

Collier Area Transit Fare Study 20

 **Workshop Exercises**

5. Please answer only if you are a TD eligible rider. If not, skip to the next question. How much do you think the TD fares should be increased to cover the cost to provide TD services? (pick one)

- a) \$0.25 increase
- b) \$0.50 increase
- c) Other increase _____

Collier Area Transit Fare Study 21

 **Workshop Exercises**

The remaining questions should be answered by riders who use fixed-route service.

6. How long is your typical one-way trip?

_____ minutes _____ miles

Collier Area Transit Fare Study 22

 **Workshop Exercises**

7. Would you support paying a slightly higher one-way fare if it includes a free transfer?

- a) Yes
- b) No, keep as is
- c) Does not matter since my travel does not require a transfer.

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 **Workshop Exercises**

8. At what price is fixed-route bus service too expensive?

- a) Current fare of \$1.50 (or \$0.75 for riders qualifying for reduced fare)
- b) \$2.00 fare (or \$1.00 for riders qualifying for reduced fare)
- c) \$2.50 fare (or \$1.25 for riders qualifying for reduced fare)
- d) Other? _____

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Workshop Exercises

9. If you do not currently use passes, why? (pick all that apply)

- a) I am not able to get to a location to buy the pass
- b) The day-pass is too expensive
- c) The 7-day pass is too expensive
- d) The 30-day pass is too expensive
- e) It is too confusing to buy the pass on the bus
- f) I do not ride enough to make the cost of a pass worth the price

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Workshop Exercises

10. Which fare changes should CAT institute first? (please pick 3)

- a) Reduce the day-pass from \$4.00 to \$3.00 as a stand-alone change
- b) Increase the base fare from \$1.50 to \$2.00 and reduce the day-pass from \$4.00 to \$3.00
- c) Change the 7-day pass from \$15.00 to a 15-day pass at 50% of the 30 day pass
- d) Eliminate transfers and reduce the unlimited day-pass from \$4.00 to \$3.00
- e) Increase the base fare to \$2.00 and make transfers free for 90 minutes
- f) Other options? _____

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Workshop Exercises

11. In addition to existing pass types, are there any other fare options should CAT consider? List/describe up to 3 if applicable.

- a) _____
- b) _____
- c) _____

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Workshop Exercises

12. Please provide any additional comments, questions, or thoughts using a comment card which are available from the staff.

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Questions & Comments

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Thank You For Participating!!

Collier Area Transit Fare Study 30