

Change the Way Fares Are Paid

Changing the way fares are paid means different things to different people, and can address several challenges identified by the community. There are options and opportunities that, with some additional study, can help meet our shared goals.



Get where they are going faster



Make it easier to pay



Make it more affordable



Encourage people to ride the bus



Reduce fare hassles and uncertainty

Implementing new fare technology and introducing an alternative fare structure are two options which could be considered.

New Fare Technology

The existing fare collection system takes cash only and is failing. There are many new technology options to consider. Part of the consideration is the cost associated with purchasing and maintaining a fare collection system, and processing the money collected.

Alternative Fare Structure

An alternative fare structure means removing the collection of fares on the bus from individual riders and replacing that fare revenue with funds generated through public/private partnerships. About 10% of transit revenues come from fares. There are several communities, like Chapel Hill NC, Missoula MT, Corvallis OR, and Cache Valley UT, that have implemented a similar alternative fare structure. They have found it:



Promotes social equity

Riders least able to afford fares are currently paying them



Increases ridership

Systems report an increase of 30–40% ridership



Makes bus service faster

3–7% speed improvement without fare collection waiting time



Lowers operating costs

Eliminates costs for fare collection, fare equipment, ticket management, and administration



Removes barriers

Increases convenience and removes the hassle of finding cash to ride the bus



Reduces traffic congestion

Gets more people riding the bus leaving fewer cars on the road



Environmentally friendly

Gets more people riding the bus leaving fewer cars on the road