



Final Public Comment Report – Draft Fare Changes

BACKGROUND

Valley Regional Transit (VRT) wants to raise rider fares in order to increase annual fare revenues by an estimated \$100-\$125K/year. This may cause a ridership loss of 70-90K boardings/year. The last fare increase in Ada County was in 2013 and in Canyon County it was in 2008. Over that same period VRT enhanced services with additional amenities such as fixed bus stops, installing bus benches and shelters, developing specialized transportation services, implementing on-line travel aids such as a trip planner and real-time bus information, constructing Main Street Station and Happy Day Transit Center with more accessible customer service agents, implemented automatic vehicle locator systems and voice annunciators, which help all riders, but especially those with visual impairments, navigate the system, implemented mobile ticketing, etc.

The combined effect of inflation and enhanced services has resulted in a decreasing share of costs being borne by VRT riders. The current percent of operating costs covered by fares is now less than 8 percent. As a result, VRT has been working with its board and the advisory committees to consider increasing fares for fixed route services. This work has been guided by the following principles: fares should be as simple as possible; should cover the costs of service consumed as much as possible; and fares are part of a sustainable transit system.

OUTREACH

The public comment period was from early May until mid-June, 2019. The public had numerous opportunities and options to learn more about the proposed fare changes and provide comment:

- Meetings with riders: Staff conducted six outreach at Main Street Station, the Happy Day Transit Center, and the Boise Towne Square Mall Transit Center.
- Filling out an online interactive comment form
- Completing an online survey
- Contacting the VRT Community Relations Manager or the VRT Help Desk

In addition, we also solicited comment from members of the VRT Executive Board and the Regional Advisory Council (RAC), and from those attending meetings of both groups.

NOTIFICATION PROCESS

- Display posters on all of our buses
- Display posters at our main facilities (Towne Square Mall, Main Street Station, Happy Day Transit Center) and in high-use bus shelters
- Ongoing social media postings
- Home page postings at valleyride.org and valleyregionaltransit.org
- A dedicated webpage at valleyregionaltransit.org
- Press release
- Widespread e-mail distribution efforts using existing VRT email databases, the Regional Advisory Council, COMPASS, and the Treasure Valley Community Resource Center, among other groups.

RESPONSES

VRT received 121 survey responses and one response via our online comment form. This report also contains comments and suggestions from the Executive Board, the RAC, and those attending the meetings of both groups.

SUMMARY OF RESPONSES

- The majority of survey respondents are active transit riders, with 30 percent earning less than \$25,000 in annual household income.
- More than 85 percent of the respondents use ValleyRide buses, with more than 55 percent using ValleyRide services more than three days per week. More than 65 percent said they use Valley Regional Transit Services for some, most, or all of their transportation needs.
- With 85 percent of respondents saying they felt that the fares are fair, somewhat reasonable or very reasonable, it is not surprising that more than 75 percent said the current fare never prevented them from riding a ValleyRide bus.
- When asked how the proposed fare change would impact their travel, 70 percent of respondents said it would not affect their use or they would buy more multi-use passes.
- VRT staff considered these comments and other input received from the Regional Advisory Council and VRT Executive Board direction in the development of the final proposal. Appendix B: Comment Response Matrix illustrate how the comments received were incorporated into the final proposal.

The full results of the online survey are included in Appendix A.

Appendix A: Summary of all survey comments

Fare Change Proposal Input

Total number of responses 121

Surveys collected May 13-June 16

Surveys solicited on websites, word of mouth, social media, Next Door, earned media

Question 1: Which Valley Regional Transit services do you use? Select all that apply.

ANSWER CHOICES	RESPONSES	
ValleyRide buses	86.96%	100
ValleyRide ACCESS	8.70%	10
Boise GreenBike	19.13%	22
Lyft Transit Connections	3.48%	4
SHIP	0.87%	1
Metro	0.00%	0
Harvest Transit	0.00%	0
Other (please specify)	9.57%	11
Total Respondents: 115		

Total #	Which Valley Regional Transit services do yo use? (Select all that apply) Other (please specify)
1	I have used the bus from the airport to downtown. I don't really use transit.
2	NONE, NEVER HAVE
3	None
4	None of the above.
5	none
6	None. Service is not available near to where I live.
7	Rides 2 Wellness
8	None.
9	My own vehicle
10	none of the above
11	special events busing

Question 2: How often do you currently use a Valley Regional Transit service?

ANSWER CHOICES	RESPONSES	
Multiple times per day (e.g. a round trip to and from one location)	33.90%	40
Once a day (one way)	2.54%	3
3-6 days a week	22.03%	26
1-2 days per week	11.86%	14
Once per month	10.17%	12
Less than once per month	19.49%	23
TOTAL		118

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Question 3: Now, thinking about all your travel around the Treasure Valley, which of these statements most apply to you?

ANSWER CHOICES	RESPONSES	
I use a Valley Regional Transit service for all of my transportation needs	14.41%	17
I use a Valley Regional Transit service for most of my transportation needs	27.97%	33
I use a Valley Regional Transit service for some of my transportation needs	25.42%	30
I use a Valley Regional Transit service for very little of my transportation needs	22.03%	26
I use a Valley Regional Transit service for none of my transportation needs	10.17%	12
TOTAL		118

Question 4: When you use a Valley Ride bus, what type of pass do you usually use?

ANSWER CHOICES	RESPONSES	
Full adult fare – single use, day pass, 31-day pass, three-month, six-month or annual pass	50.00%	59
Senior, Student, or Person with a Disability discounted fare – single use, day pass, 31-day pass, three-month, six-month or annual pass	24.58%	29
Employer/Student pass	11.86%	14
Other (please specify)	13.56%	16
TOTAL		118

Total #	When you use a Valley Ride bus, what type of pass do you usually use?
	Other (please specify)
1	Access Pass
2	Single use or the \$10 loaded card you buy at the transit station
3	Employee badge
4	I don't use the bus because it doesn't go where I need to go or it takes way too long to get where I need to go.
5	When I worked for a state agency I had the employer pass, now when I use the bus I pay adult full fare.
6	i don't currently use a Valley Ride bus, but would love to be able to do so if the routes were different.
7	None. Do not use service.
8	ACCESS passes
9	I just put 50 cents in and go one way . I'm disable
10	Don't use the Valley Ride bus.
11	Ada County employee badge
12	City of Boise

Question 5: When you use a Valley Ride bus, what type of pass do you usually use?

ANSWER CHOICES	RESPONSES	
Single use pass	18.64%	22
Day pass	20.34%	24
31-day pass	16.95%	20
Three-month pass	4.24%	5
Six-month pass	0.85%	1
Annual pass	3.39%	4
Stored Value Card	16.10%	19
Other (please specify)	19.49%	23
TOTAL		118

Total #	When you purchase a Valley Ride bus pass, what type of pass do you buy? Other (please specify)
1	I pay cash each day
2	Access
3	\$10 stored card you buy at the transit center
4	Do not need to purchase passes. Use an employee badge.
5	employer provided - free
6	No fare, city employee
7	NONE
8	Employer Pass
9	None
10	I don't currently buy passes
11	None. Do not use service
12	I don't buy
13	ACCESS pass
14	Disable bus pass
15	None.
16	Don't have bus service
17	BSU student
18	Student
19	I've never purchased a pass--I always use my Ada County employee badge.
20	Student Pass
21	Benefit from City

Question 6: How affordable are the current bus fares for you?

ANSWER CHOICES	RESPONSES	
Not at all affordable	5.98%	7
Somewhat affordable	9.40%	11
Fair	23.93%	28
Somewhat reasonable	6.84%	8
Very reasonable	53.85%	63
TOTAL		117

Appendix A: Summary of all survey comments

Fare Change Proposal Input

Question 7: In the last year, how often did the cost of the fare prevent you from riding a Valley Ride bus?

ANSWER CHOICES	RESPONSES	
Never	76.47%	91
Sometimes	13.45%	16
Often	5.88%	7
Always	4.20%	5
TOTAL		119

Question 8: If the fares were to change as proposed how would it affect your use of Valley Ride services?

ANSWER CHOICES	RESPONSES	
I would stop riding	9.24%	11
I would ride less	21.01%	25
I would buy more multi-use passes	11.76%	14
It would not affect my use of Valley Ride services	57.98%	69
TOTAL		119

Question 9: What is the your annual household income?

ANSWER CHOICES	RESPONSES	
\$0 to \$15,001	21.85%	26
\$15,001 to \$25,000	9.24%	11
\$25,001 to \$35,000	5.88%	7
\$35,001 to \$55,000	13.45%	16
\$55,001 to \$75,000	15.13%	18
\$75,001 to \$100,000	12.61%	15
\$100,001 or more	10.92%	13
I don't know	2.52%	3
I'd rather not say	8.40%	10
TOTAL		119

Question 10: About how much money do you as an individual spend riding Valley Ride services each month?

ANSWER CHOICES	RESPONSES	
Less than \$10	42.74%	50
\$10-\$20	21.37%	25
\$20-\$30	16.24%	19
\$30-\$60	15.38%	18
More than \$60	4.27%	5
TOTAL		117

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Question 11: Valley Regional Transit offers different ways to buy bus tickets or passes. Which would you use? (Select all that apply)

ANSWER CHOICES	RESPONSES	
(NEW) the Valley Connect mobile ticketing app	36.21%	42
Main Street Station in downtown Boise	18.97%	22
Happy Day Transit Center in Caldwell	1.72%	2
Valley Regional Transit main offices in Meridian	0.86%	1
At an Alberstons	12.07%	14
At a social service agency	1.72%	2
Other (please specify)	28.45%	33
TOTAL		116

Total	Valley Regional Transit offers different ways to buy bus tickets or passes. Which would you use? (Select all that apply)
#	Other (please specify)
1	Fire customer service workers and improve app.
2	From the bus itself.
3	I don't buy a pass
4	Survey didn't let me choose multiple options. I would use: x Vally Connect app x Main Street Station x Albertsons AND, since I ride the #9 on state street where there are plans for a BRT line, I would like to advocate for stations where tickets are purchased from a ticket booth (or another means) prior to entering the station. This would greatly speed loading times on the bus.
5	Possibly mobile app
6	Pay on Access Bus
7	System error, you can only select one. I would use the mobile app, main street station, and Albertsons. Although whenever I have gone to Albertsons they say you can't buy the \$10 card there but on your website it says you can.
8	On the bus
9	I paid on the bus
10	Do not have to purchase.
11	on the bus
12	Employer pass
13	win-co
14	Through my employer
15	You have used the incorrect function for this question. It should be checkboxes not a radio button option. I would use all the above methods.
16	Employer pays for and buys the monthly bus passes for employees (31 day pass).
17	The app and/or Alberstons
18	Bus
19	We pay with cash when we get on the bus.
20	none of those
21	Included in my school tuition
22	Church
23	None--I use my Ada County employee badge.
24	In the bus...
25	Employer group discount plan
26	No cost for city employees

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Question 12: What is one thing that we can do to help improve access to transit passes?

ANSWER CHOICES	RESPONSES	
Provide more places to purchase passes	20.18%	23
Accept all credit card payments (no minimum payment) at all locations	19.30%	22
Provide ticket vending machines at multiple locations	35.09%	40
Other (please specify)	25.44%	29
TOTAL		114

Total #	Valley Regional Transit offers different ways to buy bus tickets or passes. Which would you use? (Select all that apply) Other (please specify)
1	Increase fare will decrease ridership
2	Base cost of passes solely on: income level, age, disability and student status and then provide more places to obtain or purchase passes.
3	Accept cash and any amount, plastuc passes
4	I don't buy a pass
5	don't increase the fares
6	You already did it when you added mobile ticketing! For someone who never cares cash, this made a WORLD of difference.
7	Have not used a pass, no comment
8	Mobile payment
9	Mobile pay. Apple, Samsung, Google pay etc
10	Credit Card on Bus
11	I really don't know
12	can't afford passes
13	A rider card - like Boise Green Bike
14	Use services like Google/Samsung/Apple Pay for passes in the app for prox pass
15	More pickup locations
16	Not applicable here as the employer pays for and buys the monthly 31 day bus passes for its employees.
17	I pay each ride, new to month pass but want to buy
18	None
19	Extend services to Idaho City.
20	Not sure how you could improve that because we dont use a credit card, or buy our passes anywhere but on the bus.
21	Add more routes for god sake
22	Do not increase bus fare.
23	Allow credit/debit card swipes on the bus
24	Virtual passes
25	I don't think you should do any of the above 3. I recommend you consider going to a completely fareless system to simplify the entire experience, reduce time the bus spends at curb, and decreasing delay leaving MSS. Throw the fare boxes out rather than replacing them with the next tech and paying servicing fees to run that. Work on thinking creatively about how to bundle services for individuals and businesses who CAN afford to pay for monthly (and longer) but such that those things don't require on-bus proof.
26	Better coverage of the valley

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Question 13: When it comes to transit, which is most important to you? (Rank your top three)

Responses	Rank
Service/buses that come more often/more frequently	12.85
Service that runs earlier or later in the day	12.57
Being able to get to my destination more quickly	12.51
The stop location was closer/more convenient	11.42
Lower fares	10.33
Reducing the number of transfers I have to make when traveling to my destination	8.96
Passes were easier to get and use	8.7
Improved safety on board the bus and at stops	7.51
More information on transit service	6.85
Better accommodation of my unique travel needs	4.54
More information in my language	4.38
Accessibility (e.g. ADA access at bus stops)	4.3
Ability to use other services (like Bike Share or Uber/Lyft)	3.96
I'm not likely to ride more regardless of any changes	2.67

Question 14: What is your gender?

ANSWER CHOICES	RESPONSES
Male	56.30% 67
Female	37.82% 45
Prefer not to respond	5.88% 7
TOTAL	119

Question 15: What is your current age?

Answer Choices	Responses
Under 18	3% 4
18-24	9% 10
25-34	25% 29
35-44	18% 21
45-54	15% 17
55-64	16% 19
65+	12% 14
N/A	2% 2
Total	116

Question 16: What is the primary language you speak at home?

Responses	
English	95.50% 106
English/Spanish	0.90% 1
Arabic	1.80% 2
N/A	1.80% 2

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Question 17: What is your home zip code?

What is your home zip code?	Responses	
83605 - downtown Caldwell	4%	5
83607 - Western Canyon County	0%	0
83616 - Eagle	3%	3
83626 - Greenleaf	1%	1
83630 - Sunnyslope	0%	0
83634 - Kuna and South Ada County	0%	0
83641 - Melba	0%	0
83642 - downtown Meridian and South Meridian	2%	2
83644 - Middleton	1%	1
83646 - North Meridian	3%	4
83651 - downtown/west Nampa	2%	2
83676 - Wilder	0%	0
83686 - South Nampa and South Canyon County	3%	4
83702 - Downtown Boise and North Boise Foothills	14%	17
83703 - Collister, Boise	9%	11
83704 - West Bench, Boise	10%	12
83705 - Central Bench and Boise Airport	11%	13
83706 - BSU, Central Rim, Southeast Boise	13%	15
83709 - Southwest Boise and Ada County	3%	4
83712 - East Boise/Warm Springs	3%	4
83713 - West Boise	3%	4
83714 - Garden City, North West Boise	5%	6
83716 - Columbia Village, Micron	6%	7
Other	3%	3
Total		118

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Question 18: What is your work zip code?

What is your work zip code?	Responses	
83605 - downtown Caldwell	2%	2
83607 - Western Canyon County	2%	2
83616 - Eagle	1%	1
83626 - Greenleaf	0%	0
83630 - Sunnyslope	0%	0
83634 - Kuna and South Ada County	0%	0
83641 - Melba	0%	0
83642 - downtown Meridian and South Meridian	3%	3
83644 - Middleton	0%	0
83646 - North Meridian	1%	1
83651 - downtown/west Nampa	1%	1
83676 - Wilder	0%	0
83686 - South Nampa and South Canyon County	1%	1
83702 - Downtown Boise and North Boise Foothills	45%	49
83703 - Collister, Boise	3%	3
83704 - West Bench, Boise	6%	6
83705 - Central Bench and Boise Airport	2%	2
83706 - BSU, Central Rim, Southeast Boise	7%	8
83709 - Southwest Boise and Ada County	3%	3
83712 - East Boise/Warm Springs	0%	0
83713 - West Boise	1%	1
83714 - Garden City, North West Boise	3%	3
83716 - Columbia Village, Micron	1%	1
Other	20%	22
Total		109

Question 19: Is there anything else that you want to tell us?

Total	Is there anything else that you want to tell us?
#	Open-Ended Response
1	RIDERSHIP WILL DECREASE MUCH MORE WHEN FARE IS INCREASE
2	Public transportation services in medium size communities(especially if they are spread out) mainly helps those who can't drive themselves(and have nobody else to help them or can't afford to have any else help them)or can't afford to drive themselves. So, I think it is vitally important to keep that uppermost in our minds when trying to raise fares on those who are most vulnerable and have a very hard time helping themselves instead of depending more on revenue for public service from those entities that can way more afford to do so.
3	The Express bus is already too expensive. The local service ends too early and should run saturday and sunday with normal hours.
4	Sometimes there are very strange people on the bus and I don't feel safe.
5	increase fare is going to cause financial burden on people who make minimum income
6	I appreciate your transparency and collaboration
7	Please increase frequency of buses and extend service later into the evening.
8	For bus stops on busy streets (like State St) the purpose of a bus shelter needs to be expanded. In the occasional rain storms it is nice to have a roof, but I would rather see a shelter that guards me from the extremely loud, dangerous, and polluting car traffic that I must stand only feet away from while waiting for the bus.
9	I think increasing fares will decrease ridership, especially among those with lower incomes. It also holds hostage those with no choice but to ride the bus. Please reconsider such dramatic fare increases.
10	More buses please
11	Improving bus service in the Treasure Valley is the single most important project to this region's health, livability, and economic vitality (not to mention equity!) in the coming 5, 10, and 20 years. It is CRUCIAL that Ada County become a pleasant place to use transit - easy, affordable, efficient, and effective.
12	it does not rely mater what you do if you can not get the buses on time. it has been so bad that i am considering just driving to Boise because waiting on you guys is a pain in the ass.
13	Very Satisfied with service and people that drive
14	I like the three and six-month pass options. When I was first starting to commute via bus, I started out with a one-month pass. Then tried it for three months with three month pass. I'd prefer to continue to buy six-month passes as one never knows if one's job location will change in the next 12 months. I'm comfortable committing to the bus six months at a time. Thanks for the survey. My biggest wish is more transit in Meridian, but I know the roadblock there are the stubborn city council members.
15	I really wish the buses were more consistent and on time. Most times I take the bus I wait at least 5 minutes, somtimes as long as 14, for the bus to come to the stop after the scheduled time. What's up with this? It's consitently inconsistent.
16	DONT INCREASE FARES AT ALL
17	More bus routes going to Meridian would increase my ability to use the service.
18	I just would really hate for it to increase unless there was a discount for mall employees or something
19	i think increasing the fairs would be OK but I would consider not necessarily doing them all 50%. It seems the monthly pass might be what frequent users with lower incomes might use. I would consider keeping this the same or perhaps rounding it up to just \$40 per month and potentially lower the universal monthly, perhaps offsetting it with slighter higher increases in the single use tickets.
20	I appreciate the talking buses
21	it would be nice to have a real time mobile app. the web based app is clunky nad not always accurate. also it would be nice to have real time alerts at bus stops. otherwise - love the bus!
22	DONT INCREASE FARES
23	If fares increase, please direct proceeds to extending the hours bus services are available
24	I would be disappointed to see fares increase. There were times my son and I would not have made it home if it weren't for the kindness of a bus driver or passenger. The day passes now are the perfect price for us.
25	I will be using the bussing to get to my afternoon classes at a differnt school. I need to get from one school to another in a certain time so I dont mess with my classes.
26	Your on time performance stinks
27	When a person rents an apartment near a bus line, it would be an idea to have the management give them--or have included in their "Welcome Packet" a bus schedule for the nearest bus. I think many people do not even consider riding the bus--especially if they are new in town. On route 9, this would include Kensington and The Retreat at Silver Cloud

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Total #	Is there anything else that you want to tell us? Open-Ended Response
28	why are we raising the rate and if we are, are we going to get better service? what specific benefits are we getting? In the current economy, this will impact many riders, meaning they will not be able to afford to ride.
29	Don't add more buses or routes until ridership increases dramatically
30	I use the 31 day bus pass. That is a big increase on the senior card Please remember seniors are mostly on fixed incomes
31	Get rid of 6 month, but not the 3 month pass. It's the most cost effective, as people riding on a bus aren't exactly the richest. An increase in the cost as long as reasonable isn't a bad idea. When most citizens are living pay check to pay check, the 3 month pass serves as middle ground between a day pass and an annual one, which is proposed to be over \$500.
32	Keep going strong
33	There are people who can afford the bus fare increase but there are folks who can't. I believe individuals who fall within the federal poverty level should be able to purchase a one year bus pass at a reduced rate.
34	Would love to have bus service from eagle to boise very early to very late at night.
35	Please figure this out! Traffic is almost as unbearable as Portland and Seattle!
36	Keep talking about transit, great job! This is an important issue we need to discuss in the Treasure Valley!
37	Run more buses more often. Also evaluate if fare collection is worth the expense.
38	I agree that public transit is important. However, the Treasure Valley has a strong car culture. People will say that they want increased public transportation options, but in reality they will find excuses not to take public transportation. For example, if they have children they will say they need to have a car in case there is an emergency with the kids. In looking at the premium service routes it appears that the demand for service is greater in the lower income areas.
39	I ride the 42 bus to downtown Boise and back; we would appreciate if the connection going home can change from 5:45 to 5:55 p.m. as the buses from downtown to the Boise Mall (5 and 7B) do not arrive by 5:45 p.m. to make the connection to the 42 that leaves the mall at 5:45 p.m. If I miss that the 5:45 p.m. the next and last 42 bus leaves one hour later, at 6:45 p.m. Thank you.
40	Riders have been asking for better bus times in Nampa for years. It would be nice to see more service coverage in this area with better times for commuters working in downtown Boise.
41	State/fed funding a must! Pls get advertising on buses
42	At \$3 a round trip daily I'm just going to pay for downtown parking and not take the bus. And the Harris Ranch/Parkcenter bus going through Boise State is one of the most idiotic ideas of all time..
43	Provide Access bus into meridian and later hours I would gladly pay higher trip charge for both
44	I think the fare increases in relation to the current schedule. It is unfair. We are basically paying for the same service with less service options. The only late busses are those going to state street, but it seems like you are cutting back on schedules while increasing the amount we pay for the less service.
45	Would like fare to stay the same...
46	I'm excited about being able to buy my pass online, also I like the new time and weather info on my 9 buses and the added times! The 9 is the best!
47	I like the prices stay the same I think the buss need more on the same route not the price go up .
48	People that are homeless or below a certain income should be able to apply for a discount. I live in Colombia Village. Buss service here would help my neighbors that can't drive. I might even use it.
49	Fixed income. Keep rate down for senior-disabled
50	Raise the rates. It's long overdue!
51	To keep providing the free fares with the bus passes for BSU students/faculty
52	I mostly use the intercounty routes so the increased universal fare is concerning to me. I only ride Boise-Meridian so it feels high for that short trip, not going all the way to Nampa like some folks. I'm not actually traveling between counties so it feels like a bad deal. Renaming could help, if the reasoning is really about going between cities (not calling it intercounty). \$3 was already high but was reasonable. The local fare increase is fine and definitely warranted.
53	need more access drivers. online app detailing fixed line schedules is a good goal.
54	It would be nice to have a #10 bus on Saturday.
55	Raising rates hurts you low income, disabled, and senior riders. Those tend to be most of your riders. Raising your rates shows how little your care.
56	Sunday. Sunday. Sunday. We need service on Sunday.
57	If you want to increase Access fares, then make more sure they are on time more instead of making people late for going home especially.

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Total	Is there anything else that you want to tell us?
#	Open-Ended Response
58	Add more routes on Cherrylane/fairview
59	Buses run on Sunday
60	Please raise rates enough to be able to provide an bus service that is viable to the exploding valley. As a resident for my entire life it's the only solution I see to the insane traffic we have even on the smaller roads. Thanks!
61	Love to have a route from FiveMile & Lake Hazel to the mall on a schedule to connect with the Emerald Route.
62	Work on more funding sources
63	The increased frequency of buses on Rt 9 during peak hours is great!
64	You are idiots. You would squander more funds on bullshit
65	West Boise /Meridian is highly underserved
66	Bring back the 9x
67	My bus driver who drives the 7B bus route in the morning during weekdays is great! He's always on time, courteous, and happy.
68	Good job! I love the bus system in Boise
69	increase in fare is needed..need machines for change and or ticket purchases in main terminal.
70	1. There needs to be a 1 week pass that caters to out of town visitors 2. Why does this survey not ask anything specific about the 50% increase in fair or not be advertised anywhere but at main street station. 3. 1.50 is going to result in a lot of change fumbling slowing down bus entry
71	I I would be interested to see the time schedules and routes of the bus routes you used to compare fares with. Are their schedules as infrequent and limited as those of ValleyTransit? I would be more willing to pay a higher fare if I did not miss my connecting bus 3 out of 5 times due to the inability of buses to run on time. I am then forced to wait an hour for another bus. I suggest you se your current funds to improve bus service instead of offering Lyft rides to a limited number of users.
72	Your driver's always do a great job. Thanks

Appendix B: Comment Response Matrix

Comment	Source	Response
Initial Concept: Include increases for annual passes	Executive Board meeting	Draft proposal included a 10% increase to the annual passes
Initial Concept: Describe the discounts for multi-use passes in terms of the number of single passes needed to breakeven	Executive Board meeting	Materials on-line and to the public introducing the draft proposal described the discounts for multi-use passes in terms of the number of single passes needed to breakeven.
Initial Concept: Develop a marketing plan for the fare change roll out	Public Comment at Executive Board meeting	Materials online and to the public included a justification for the fare increase and the improvements that VRT has made for riders over the last 16 years.
Initial Concept: Fare proposal needs to be comprehensive and show how fares impact all fare categories.	Public Comment at Executive Board meeting	Draft proposal was expanded to include all fare types except stored value cards, non-profit rates, and employer passes. Those rates are to be included in the final
Initial Concept: Fare proposal did not show how fare rates compared to peer agencies	Public Comment at Executive Board meeting	Materials online and to the public included previous background material about peer agencies and their base fare rates.
Draft Proposal: Describe the benefits of the fare increase	Regional Advisory Council	Included a description of all improvements VRT has made for riders over the last 16 years in public facing materials
Draft Proposal: Provide information about the elasticity on different demographics	Regional Advisory Council	VRT staff does not have elasticity information by different demographic types, however staff did ask demographic data in the survey and can filter responses based on those characteristics. Survey results do show that respondents of lower household incomes had greater use of transit service and spent more on transit than higher income households. These results emphasize the importance of providing lower fare options through social service agencies, and stored value cards.
Draft Proposal: What would the resulting fare box recovery be with these fare increases?	Regional Advisory Council	VRT staff did not explicitly calculate the new fare box recovery ratio, however, if the estimated fare revenue increase of \$150,000 was applied to the 2017 operating expenses, this fare change would increase the fare box recovery by approximately 1%.

Appendix B: Comment Response Matrix

Comment	Source	Response
Draft Proposal: Public Comment theme, A majority of respondents found the current rates very reasonable and 76% said that the current fares never prevented them from riding ValleyRide buses in the last year. 69% said that if the draft fare proposal were implemented it would either not affect their use of ValleyRide services or they would use more multi-purpose passes	Online survey	VRT staff feels confident that the draft fare increases are within reason.
Draft Proposal: Public Comment theme, Stored Value cards useful to riders	Online survey	VRT staff suggested updates to the stored value card to increase their value and limit the possibility that riders will end up with leftover money on their stored value cards.
Draft Proposal: Public Comment theme, Increased interest in mobile ticketing	Online survey	VRT staff is working on providing student, senior and persons with disability passes available on the mobile app
Draft Proposal: Public Comment theme, Interest in ticket vending machines	Online survey	VRT staff has reviewed the costs of ticket vending machines and it is substantial. Staff will be providing change machines at Main Street Station and Happy Day and is working on accepting credit card purchases of all amounts.
Draft Proposal Update: Change the title of the project to a fare increase	Executive Board meeting	VRT staff updated the project name to Fare Increase and Simplification
Draft Proposal Update: Concern that those with limited means could not access the deeper discounts offered to annual pass purchases	Executive Board meeting	VRT staff reviewed different options for this and recommends; <ol style="list-style-type: none"> 1. adjusting the value of Stored Value cards to provide discounts to those who cannot afford larger purchases 2. work with social service agencies to provide deeper discounts to those with limited financial means.

Appendix B: Comment Response Matrix

Comment	Source	Response
Draft Proposal Update: Need to plan for at least two open houses/public hearings	Public Comment at Executive Board meeting	VRT staff will plan to hold public hearings about the fare increases in both Ada and Canyon County.
Draft Proposal Update: Phase in fare increase to minimize pain	Public Comment at Executive Board meeting	VRT staff has not increased the Ada County adult fare rate for 16 years. Current rates are well below other peer agencies. The fare proposal minimizes the pain of the fare increase by limiting the increase in the multi-use pass rates.
Draft Proposal Update: Proposal needs to be comprehensive and include all fare types	Public Comment at Executive Board meeting	VRT staff has provided all fare types in the final proposal.
Draft Proposal Update: Provide uniform discounts	Public Comment at Executive Board meeting	VRT staff set the individual rates and their discounts based on the projected average fare per boarding. Applying a uniform discount would result in much steeper increases in universal passes than local passes or very small increases in local rates. The purpose of the universal pass is to encourage travel on all parts of the network and a uniform discount would discourage casual use of the intercounty system. After this comment, VRT staff did review the draft rates and has suggested changes that do provide more uniformity.