



Transit Fare Review Survey Phase II

Prepared for:

TransLink

June 12, 2017 [Final Report]

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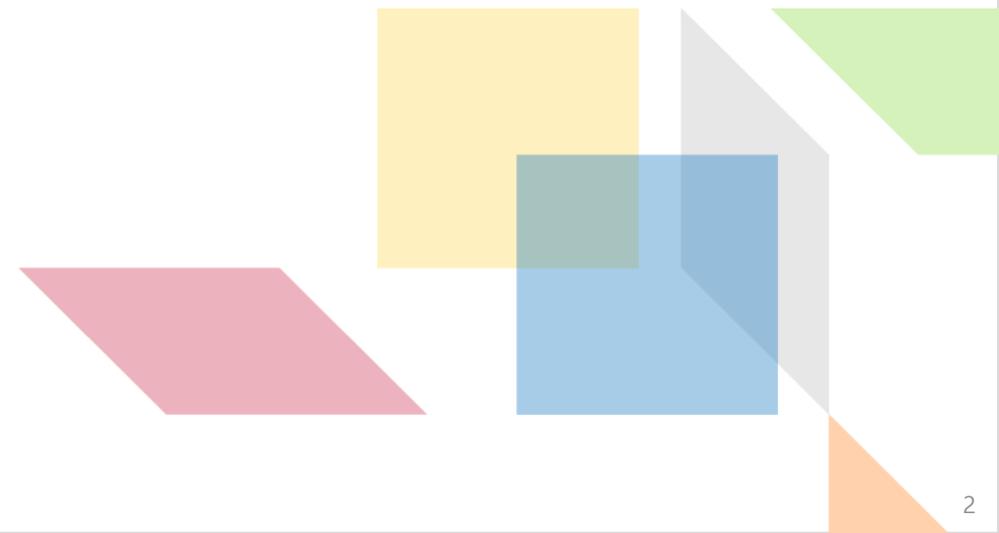
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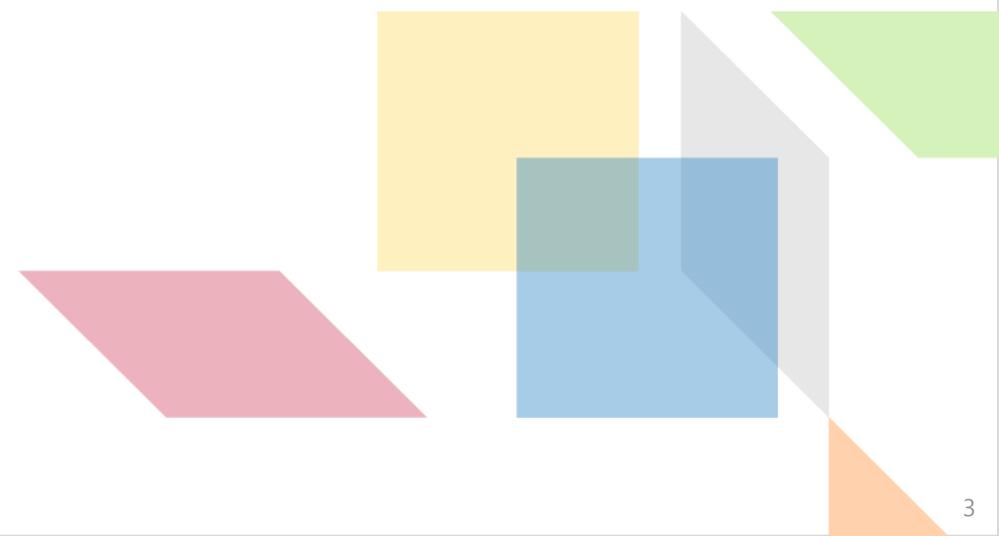
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Background, Objectives & Methodology



Background & Objectives

The Transit Fare Review is comprised of four phases. Phase 1, which took place in May-June 2016, measured resident's satisfaction with the current way that transit is priced in Metro Vancouver. In Phase 2, which is covered in this report, residents were asked for their opinions regarding different options for varying fares by distance, by time of travel, and by service type.

Specifically, the survey assesses support for each of the following fare options:

- › Varying fares by distance travelled for both rail and bus, including:
 - Flat by distance
 - Refined zones
 - Measured distance
- › Sub-options for refined zones and measured distance (for TransLink Listens only)
- › Varying fares by time of travel, including:
 - No time variation
 - Off-peak discount
 - Hourly variation
- › Varying fares by service type, including:
 - Fares differ for premium service
 - Fares differ for some service types
 - Fares differ for all service types

Survey results from Phase 2 will be used to develop a short-list of fare options that will form the basis of Phase 3 public engagement in 2017.

Survey Design & Data Collection

The survey was designed by TransLink and administered online to two groups: members of TransLink Listens - TransLink’s online member panel – and the general public. The surveys were open for participation from January 30 to February 17, 2017.

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

	Final Sample Size
TransLink Listens Panelists	1,127
Public Survey Respondents	11,587

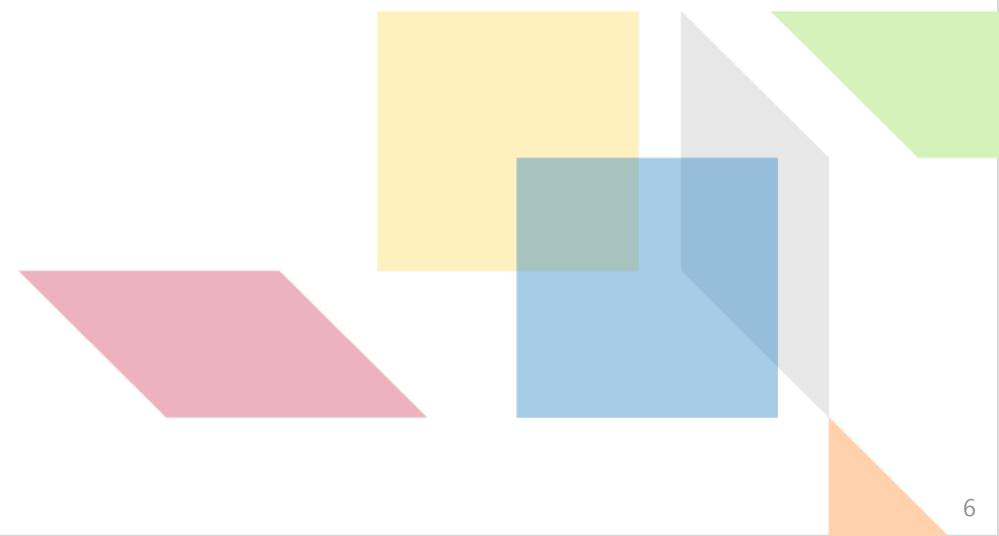
The TransLink Listens dataset was weighted to reflect the Metro Vancouver population with respect to region, age, gender and main mode of transportation. No weighting was applied to the Public Survey data.

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



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Executive Summary



Varying Fares by Distance

SkyTrain and West Coast Express Options

Of the three options for varying fares by distance for rail travel, respondents to both surveys express the strongest level of agreement with Measured Distance – it is considered the fairest of the three options.

On the other hand, the option that gets the strongest disagreement is Flat by Distance. The main reason for disagreeing with this option is because it is assumed that the price for short-distance trips will be too high.

Agreement with Refined Zones is moderate. Of the three options, it is perceived as the most complicated and confusing.

Bus Options

Agreement with the Flat by Distance option is much higher for Bus travel than it is for SkyTrain and West Coast Express – it garners the strongest level of agreement of the three options, and is the only option with the majority in agreement. This is driven less by fairness, and more by simplicity (it is what riders pay now) and by not wanting to tap out.

Measured Distance has the next highest level of agreement, followed by Refined Zones. A greater share of respondents disagree than agree with both of these options.

The main reasons for disagreeing with Measured Distance include concerns with tapping out (not wanting to tap out, that it might cause delays or not work properly) and that it is seen as too complicated and difficult to predict fares. Disagreement with Refined Zones for bus is driven by the prospect of dealing with a complicated zone system, as well as concerns with tapping out.

Varying Fares by Distance – Sub-Options

Refined Zones Sub-Options

Few Zones with Soft Boundaries is the most preferred of the three options for ways to structure Refined Zones. However, opinions are split as to whether or not it is simple – the main reason that panelists agree with the option is because it is simple and easy to understand, while the main reason that others disagree with it is because they find it complicated and confusing.

Of the other sub-options, panelists are slightly more likely to agree with Moderate Zones with 2-Zone Base Fare – largely because it is perceived as a good compromise between Few Zones and Many Zones.

Many Zones is considered to be overly complicated and confusing, making it the option that receives the strongest level of disagreement from panelists.

Measured Distance Sub-Options

When it comes to the options for structuring Measured Distance, panelists are more likely to agree with calculating distance by Station/Stop. This method is perceived as generally fair and simple and easy to understand.

Although Measured Distance by Kilometre is seen as more fair than by Station/Stop, there is greater concern that it would make it too difficult to calculate costs and predict fares.

Varying Fares by Time of Travel

When it comes to the options for varying fares by time of travel, respondents are overwhelmingly in agreement with offering an Off-Peak Discount. This option is favoured because it incentivizes travel during off-peak times and is seen to be a good compromise between No Time Variation and Hourly Variation.

The No Time Variation option receives mixed support. Those in agreement find this option to be simple and believe that people will travel when they need to, regardless of when fares are cheaper. Those who disagree with No Time Variation believe that an incentive to travel during off-peak times is needed to reduce overcrowding.

Although respondents agree that there should be some type of variation in fare prices by time of travel, they don't think that Hourly Variation is the right method to do so – it is perceived as too complicated and confusing.

Varying Fares by Service Type

Respondents express the strongest agreement with the 'Fares Differ for Premium Service' option, in which the West Coast Express is charged a premium, which keeps the system relatively simple and takes into consideration that the West Coast Express is a premium service that is faster and more direct than other modes.

Agreement with the 'Fares Differ for Some Service Types' option is moderate – although it is seen to be fair and reflects the differences in speed and convenience of the modes, some respondents express concern that it may penalize those without access to multiple transit options. As well, some are of the belief that fares should not differ by service type.

Having 'Fares Differ by All Service Types' is the least preferred option - it is perceived as the most complicated and confusing.

How Panelist and Public Results Differ

For the most part, TransLink Listens panelists and Public Survey respondents share the same opinions regarding the presented options for varying fares by distance, by time of travel, and by service type. However, there are a few differences worth noting among the two groups.

- › **Public Survey respondents offer even stronger support for the Flat by Distance option for bus travel.** Among Public Survey respondents, 61% agree with the option of Flat by Distance for bus travel, including four-in-ten who strongly agree. Support is still strong among panelists, albeit relatively less so, with 53% supporting the Flat by Distance option. The main reasons for liking and disliking the option are consistent between the two groups.
- › **When it comes to bus fares, Public Survey respondents are less in agreement with using Refined Zones.** In both surveys, the Refined Zones option garnered the lowest level of agreement of the three options. An even lower proportion of Public Survey respondents agreed with Refined Zones for bus (29%) than panelists (37%).
- › **In terms of varying fares by Time of Travel, Public Survey respondents offer relatively more support for No Time Variation.** Among Public Survey respondents, 42% agree and 46% disagree with No Time Variation, compared to 33% and 56%, respectively, among panelists. Among both groups, however, Off-Peak Discount remains the preferred alternative by a wide margin.

Executive Summary: TLL and Public Survey

Summary of Fare Option Preferences

Varying by Distance

SkyTrain and West Coast Express

1. **D3:** Measured Distance
2. **D2:** Refined Zones
3. **D1:** Flat by Distance

Bus

1. **D1:** Flat by Distance
2. **D3:** Measured Distance
3. **D2:** Refined Zones

Varying by Time of Travel

1. **L2:** Off-Peak Discount
2. **L1:** No Time Variation
3. **L3:** Hourly Variation

Varying by Service Type

1. **S1:** Differ for Premium Service
2. **S2:** Differ for Some Service Types
3. **S3:** Differ for All Service Types

Sub-Options (TLL only)

Refined Zones

1. **D2a:** Few Zones with Soft Boundaries
2. **D2b:** Moderate Zones with 2-Zone Base Fare
3. **D2c:** Many Zones

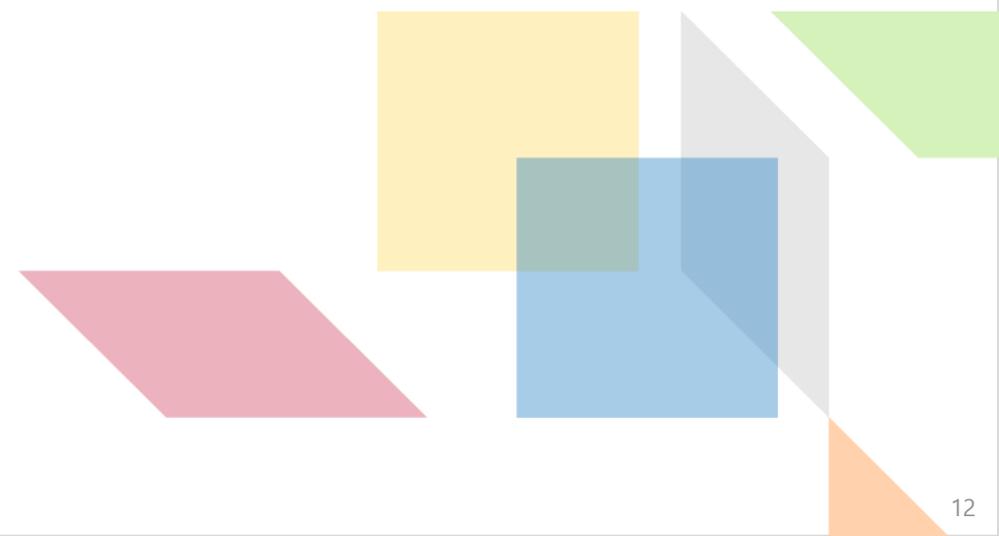
Measured Distance

1. **D3a:** By Station or Stop
2. **D3b:** By Kilometre

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Summary of Findings

TransLink Listens Survey



Varying Fares by Distance

› Before assessing the three options for varying fares by distance, panelists were asked to watch a short video and were presented with the following information.

Current System

Today, we have a zone system where customers pay for each zone boundary they cross. The number of zones differs depending on whether you are travelling on bus or rail:

- **Bus and HandyDART** are 1 zone
- **SkyTrain and SeaBus** are 3 zones
- **West Coast Express** is 5 zones

Rationale

The spectrum below explains the rationale for varying or not varying fares by distance travelled.

Simpler to predict fares

Flat by Distance

Pay closer to what you use

Vary by distance

○ Current system: Bus & HandyDART
● Current system: SkyTrain, SeaBus & West Coast Express

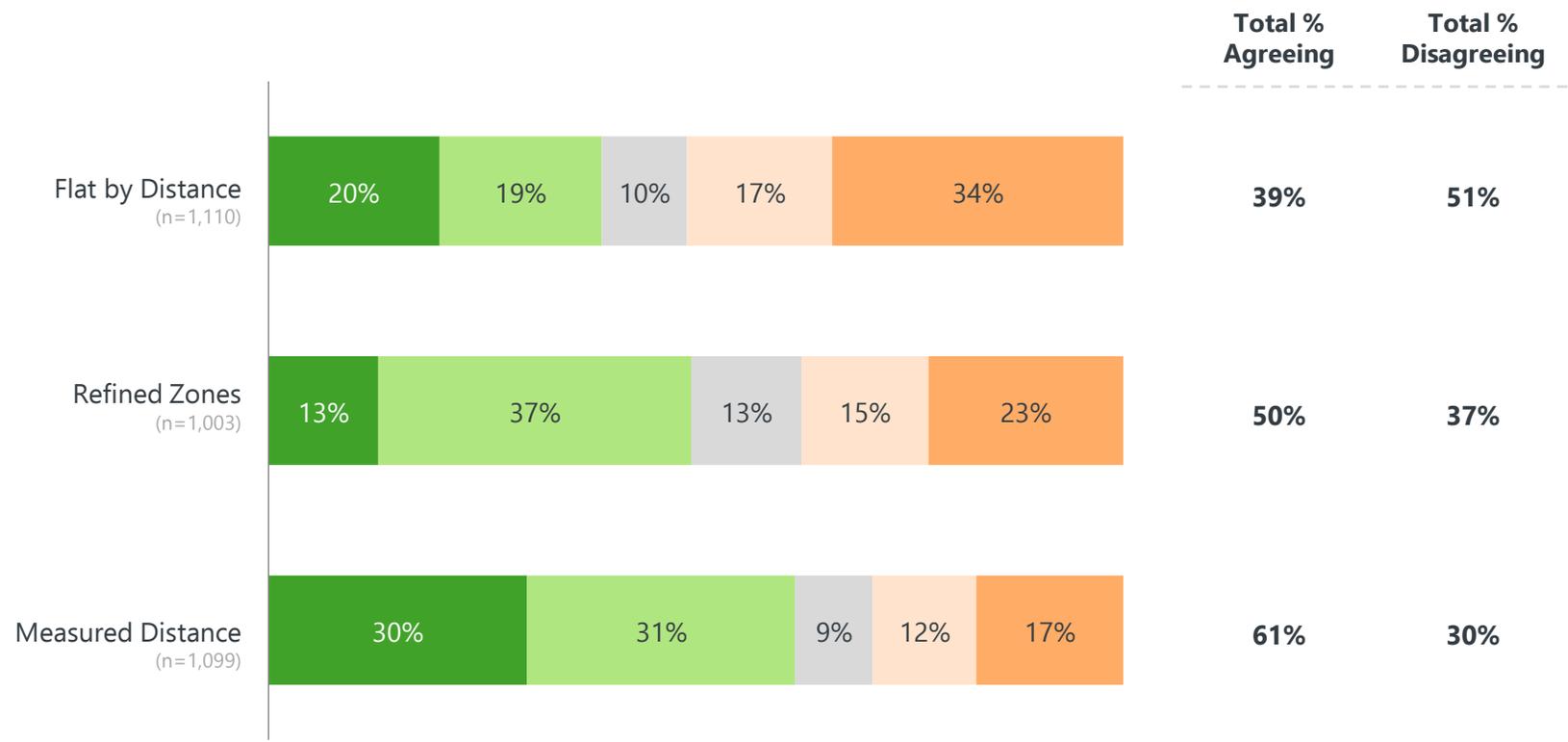
Options for Varying Fares by Distance Travelled

D1. Flat by Distance	D2. Refined Zones	D3. Measured Distance
<p>Eliminate boundary issues altogether by pricing all trip distances the same.</p>	<p>Refine zone system to address boundary issues through:</p> <ol style="list-style-type: none"> overlapping zones to soften the sharp zone boundary edge; more zones so increase in price is gradual, or 2-zone base fare where first zone boundary crossing does not incur an additional cost 	<p>Vary fares based on the measured distance between journey origin and destination using either:</p> <ol style="list-style-type: none"> Kilometers, or Number of stops/stations

Varying Fares by Distance: SkyTrain & West Coast Express

- › When it comes to the options for varying fares by distance on the SkyTrain and West Coast Express, paying based on measured distance (either by kilometers or number of stops/stations) is the most preferred. Six-in-ten TransLink Listens panelists agree with the Measured Distance option.
- › Support for the Refined Zones option is moderate, with half of panelists in support of refining zones to address boundary issues.
- › The Flat by Distance option is the least preferred, with four-in-ten supporting it for SkyTrain and West Coast Express.

Support for Varying Fares by Distance



Base: among those offering an opinion.

TLL Survey data has been weighted.

D1-3. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance?

Varying Fares by Distance on Rail: How Self-Interest Shapes Preferences

- › Self-interest strongly influences preferences for varying fares by distance on SkyTrain and West Coast Express.
- › Those who most frequently travel the greatest distances (three zones or more) are significantly more likely to agree with charging one flat fare (47% support Flat by Distance, compared to 35% among those who most frequently travel one or two zones).
- › When it comes to Refined Zones, two groups are particularly likely to agree – those who ride the SkyTrain most frequently and those who most often travel 2 zones (and can take advantage of overlapping boundaries or a 2-zone base fare).
- › Measured Distance is preferred to a significantly lesser extent among those who travel the longest distances - 51% among those who most frequently travel 3 or more zones agree with this option. Compare this to 66% among those who most frequently travel two zones or less.

	Total % Agreeing	% Agreeing Among Different Groups			
Flat by Distance	39%	By # Zones Most Frequently Travelled	One	Two	Three or More
			33%	36%	47%
Refined Zones	50%	By # Zones Most Frequently Travelled	One	Two	Three or More
			45%	58%	42%
Measured Distance	61%	By Frequency Riding SkyTrain	Daily	Weekly	Monthly or less
			55%	57%	46%
Measured Distance	61%	By # Zones Most Frequently Travelled	One	Two	Three or More
			64%	67%	51%

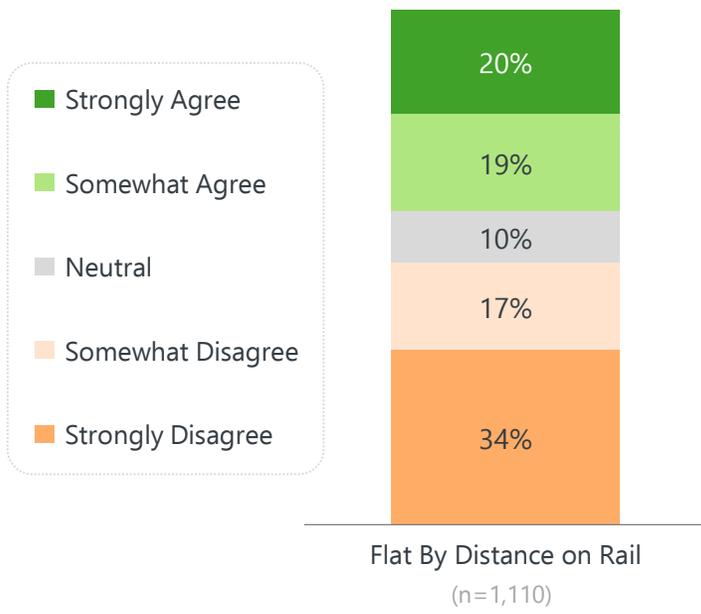
TLL Survey data has been weighted.

D1-3. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance?

Support for Flat by Distance: SkyTrain & West Coast Express

- > The main reason that panelists agree with the Flat by Distance option is because zones can be confusing and having one flat fare is simple (mentioned by 39% of those who support the option).
- > On the other hand, three-quarters of those who disagree with charging a flat fare feel that the prices will be unfair and fares for short trips will be too high.

Level of Support for Flat by Distance



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	323
Zones are confusing/flat is simple	39%
It is fair	18%
Would be cheaper for those living farther from the city	14%
Easy to calculate costs/predict fares	14%
Agree, but unfair prices/rates for short distances will be too high	12%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	409
Unfair prices/rates for short distances will be too high	78%
Longer trips use more fuel/maintenance so should be more expensive	17%
Discourages short trips/transit use within the city	7%

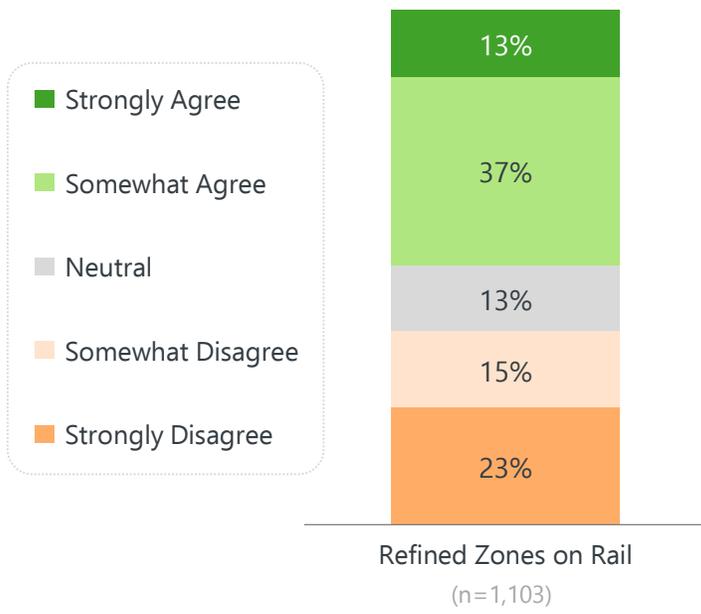
Base: among those offering an opinion.
 Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.
 TLL Survey data has been weighted.

D1. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Flat by Distance?

Support for Refined Zones: SkyTrain & West Coast Express

- › Just under one-third of those who agree with Refined Zones for SkyTrain and West Coast Express travel like the option because it is fair. Panelists also like that it makes transit more affordable for those living farther from downtown or near zone boundary lines, and that it makes it easy to calculate fare prices (mentioned by 17% and 14%, respectively).
- › The overwhelming reason that opponents disagree with Refined Zones is that zones are complicated and confusing (76% of those who disagree with the option believe this).

Level of Support for Refined Zones



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	304
It is fair	31%
Would be cheaper for those living farther from the city/near current zone boundaries	17%
Easy to calculate costs/predict fares	14%
It's better than the other options/a good compromise	7%
Agree, but zones are confusing/complicated	15%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	318
Zones are complicated/confusing	76%
Zones are arbitrary/dislike zone system/prefer flat fare	4%
Discourages transit use/short trips	3%

Base: among those offering an opinion.

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

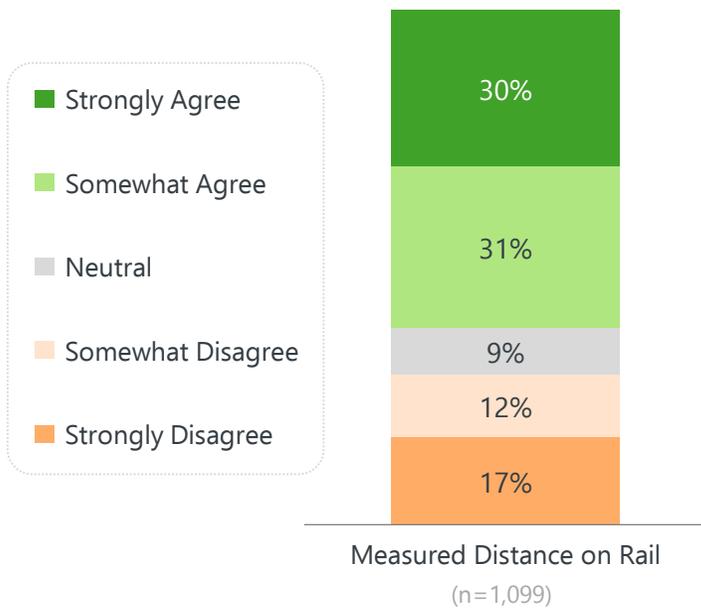
TLL Survey data has been weighted.

D2. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Refined Zones?

Support for Measured Distance: SkyTrain & West Coast Express

- > Over half of those who agree with Measured Distance (55%) like it because they feel it is fair, while another third like the option because they believe that fares should be based on distance travelled.
- > For those who disagree with Measured Distance, the main reason is because it is perceived that transit will be more expensive for those living farther from the city (30%). Around two-in-ten feel that it's too complicated, difficult to predict fares or would discourage transit use.

Level of Support for Measured Distance



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	429
It is fair	55%
Fares should reflect distance travelled	31%
Reflects operation costs	7%
Agree, but more expensive for those living farther from the city	6%
Agree, but difficult to estimate costs/predict fares	5%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	223
More expensive for those living farther from the city	30%
Too complicated/confusing	21%
Difficult to estimate costs/predict fares	21%
Discourages the use of transit/people will drive instead	19%

Base: among those offering an opinion.

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

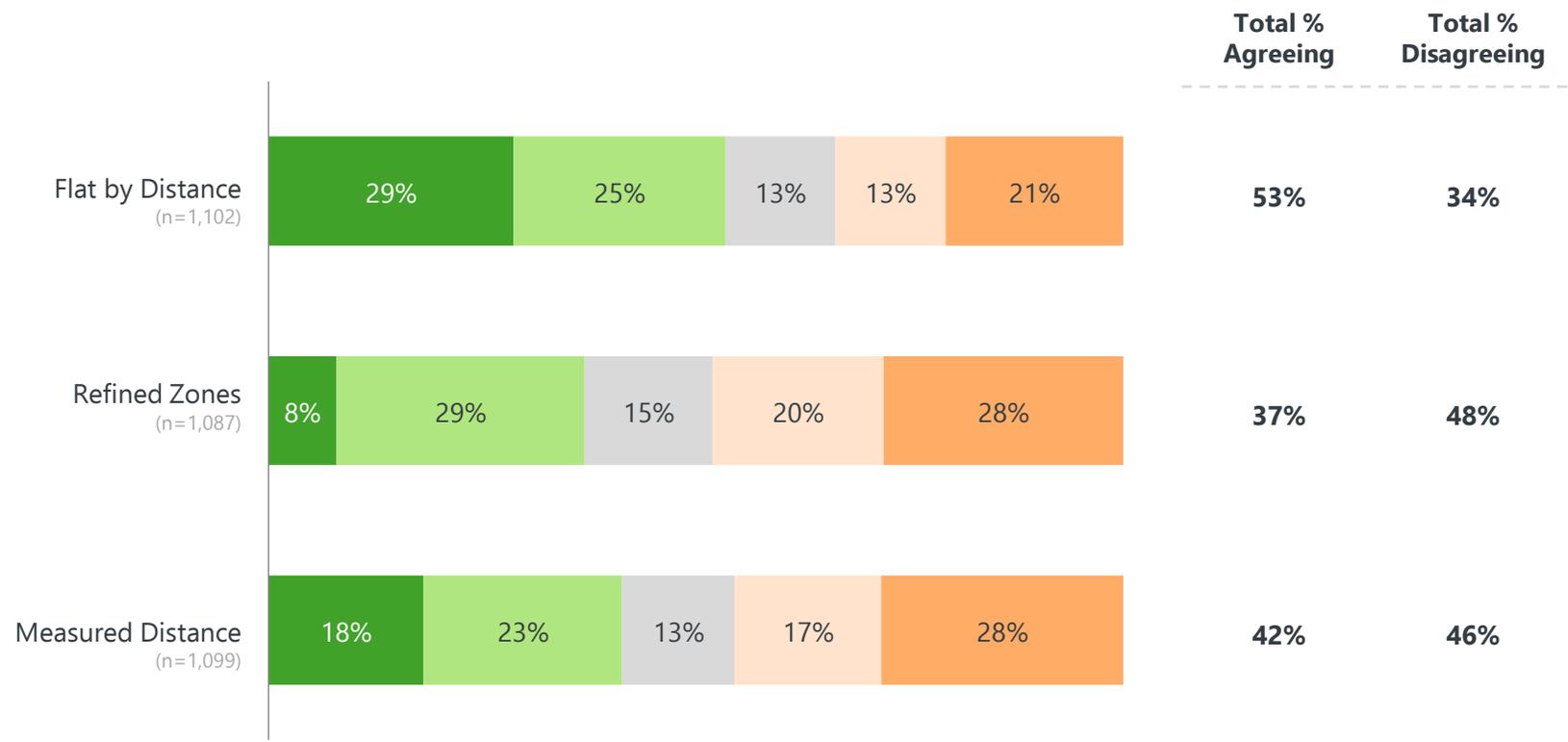
TLL Survey data has been weighted.

D3. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance?

Varying Fares by Distance: Bus

- > For bus travel, panelists express the most support for keeping the system as it is now - just over half agree with charging the same price for all trips.
- > Opinions are more split when it comes to Refined Zones and Measured Distance. Roughly four-in-ten panelists agree with the options while half disagree.

Support for Varying Fares by Distance



Base: among those offering an opinion.

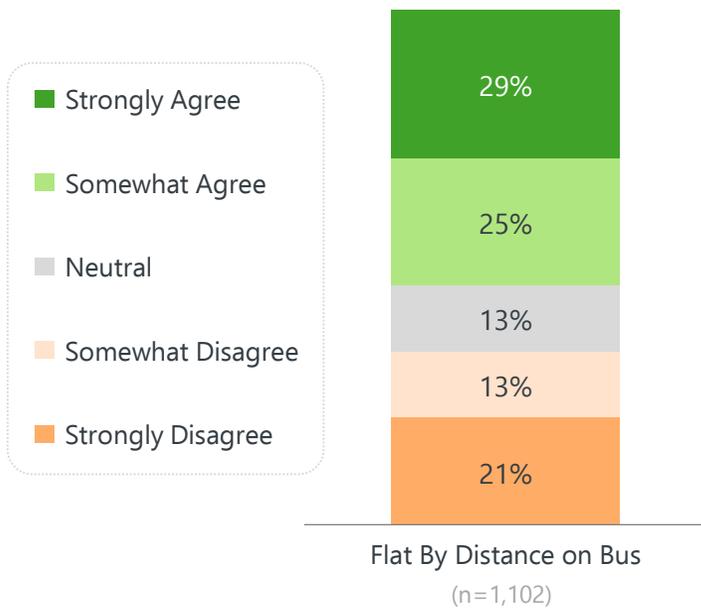
TLL Survey data has been weighted.

D1-3. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance?

Support for Flat by Distance: Bus

- > The main reason that panelists agree with charging one flat fare for bus travel is because it keeps it simple (30%). Twenty-one percent of those who agree expressed concern with needing to tap out of busses, thinking that it will cause delays or that tapping won't work.
- > Conversely, the main reason that panelists disagree with this option is the expectation that prices will be unfair and fares for short distances will be too expensive (49%).

Level of Support for Flat by Distance



Top Reasons for Agreeing (unaided mentions among those agreeing)

Base	309
Zones are confusing/flat is simple	30%
Don't want to tap out/tapping out will cause delays/tap out doesn't work	21%
It is fair	13%
I like the current system	12%
Bus service is slower/less direct so should be cheaper than other modes	8%

Top Reasons for Disagreeing (unaided mentions among those disagreeing)

Base	167
Unfair prices/rates for short distances will be too high	49%
Discourages short trips/transit use within the city	7%
Longer trips use more fuel/maintenance so should be more expensive	6%

Base: among those offering an opinion.

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

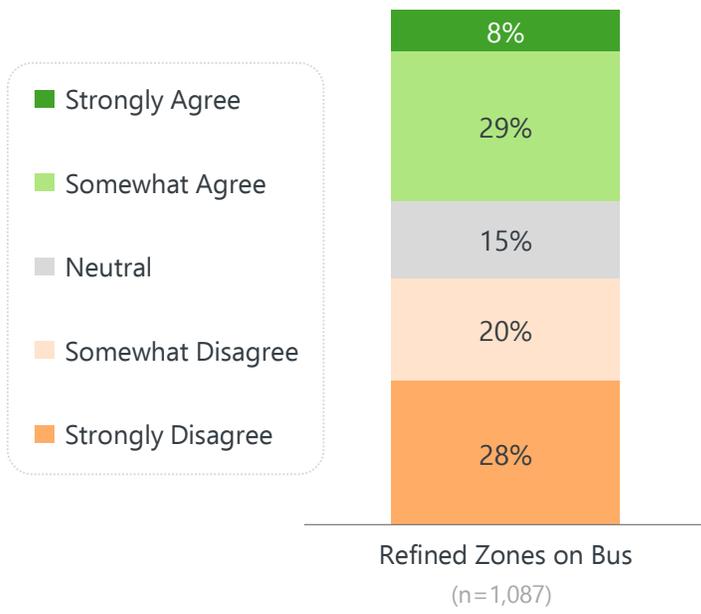
TLL Survey data has been weighted.

D1. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Flat by Distance?

Support for Refined Zones: Bus

- > Just under one-quarter of panelists who agree with Refined Zones perceive the option as fair. Around one-in-ten, respectively, like it because it's a good compromise between Flat by Distance and Measured Distance, because they like the idea of overlapping zones, or because they agree that fares should reflect distance travelled.
- > Half of those who disagree with Refined Zones do so because they feel it is complicated and confusing. Others express concern with needing to tap out when exiting (mentioned by 27%).

Level of Support for Refined Zones



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

D2. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Refined Zones?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	138
It is fair	22%
It's better than the other options/a good compromise	13%
Having overlapping zones makes sense/is good	10%
Fares should reflect distance travelled	8%
Easy to calculate costs/predict fares	6%

Top Reasons for Disagreeing

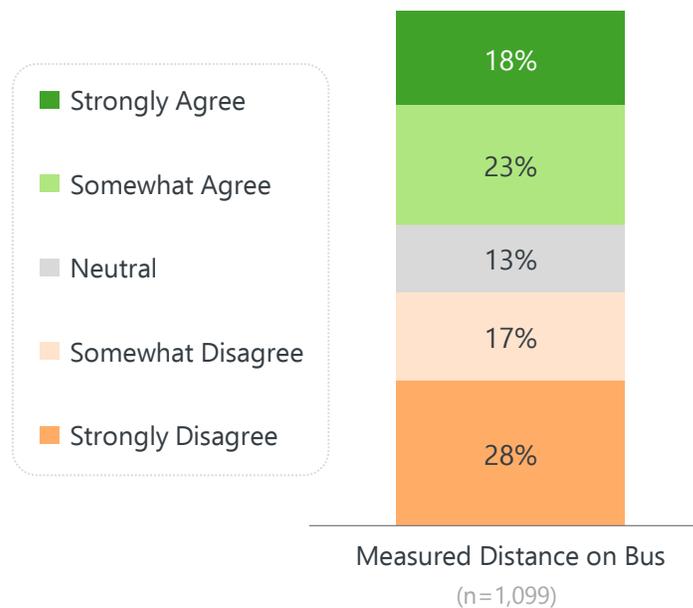
(unaided mentions among those disagreeing)

Base	277
Zones are confusing/complicated	50%
Don't want to tap out/tapping out will cause delays/tap out doesn't work	27%
Zones are arbitrary/dislike the zone system/prefer flat fare	6%
Unfair prices/rates for short distances will be too high	6%
Discourages transit use/short trips	5%

Support for Measured Distance: Bus

- › Those who agree with varying bus fares by Measured Distance like the idea because it is fair (41%), and because they believe that fares should reflect the distance travelled (23%).
- › For those who disagree with Measured Distance, it's mainly because they don't want to tap out or don't think tap out will work, because it's too complicated (both the system generally and for predicting fares), and because they expect it will make travel more expensive for those living farther from the city.

Level of Support for Measured Distance



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

D3. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	200
It is fair	41%
Fares should reflect distance travelled	23%
Promotes transit use within the city/short trips	5%
Reflects operation costs	4%
Agree, but difficult to estimate costs/predict fares	4%
Agree, but more expensive for those living farther from the city	4%

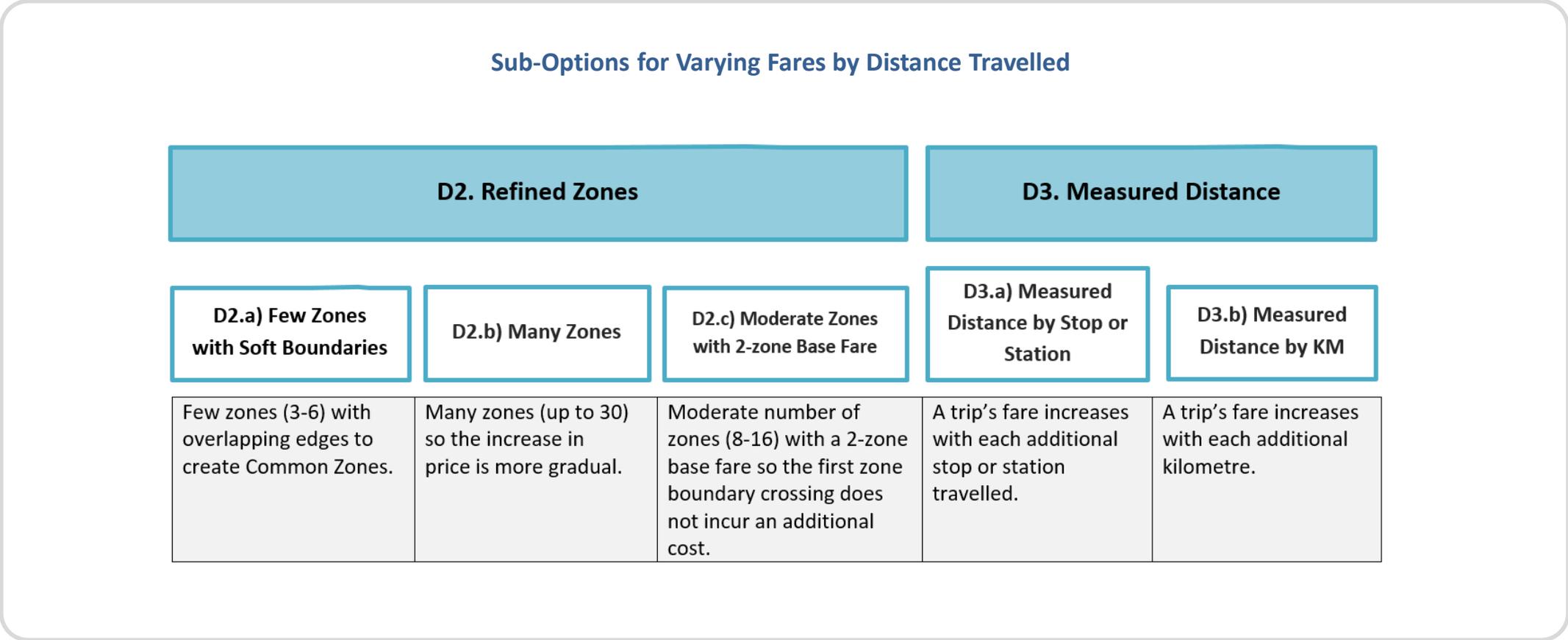
Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	259
Don't want to tap out/tapping out will cause delays/tap out doesn't work	23%
Too complicated/confusing	19%
More expensive for those living farther from the city	16%
Difficult to estimate costs/predict fares	15%
Discourages the use of transit/people will drive instead	7%

Varying Fares by Distance: Sub-Options

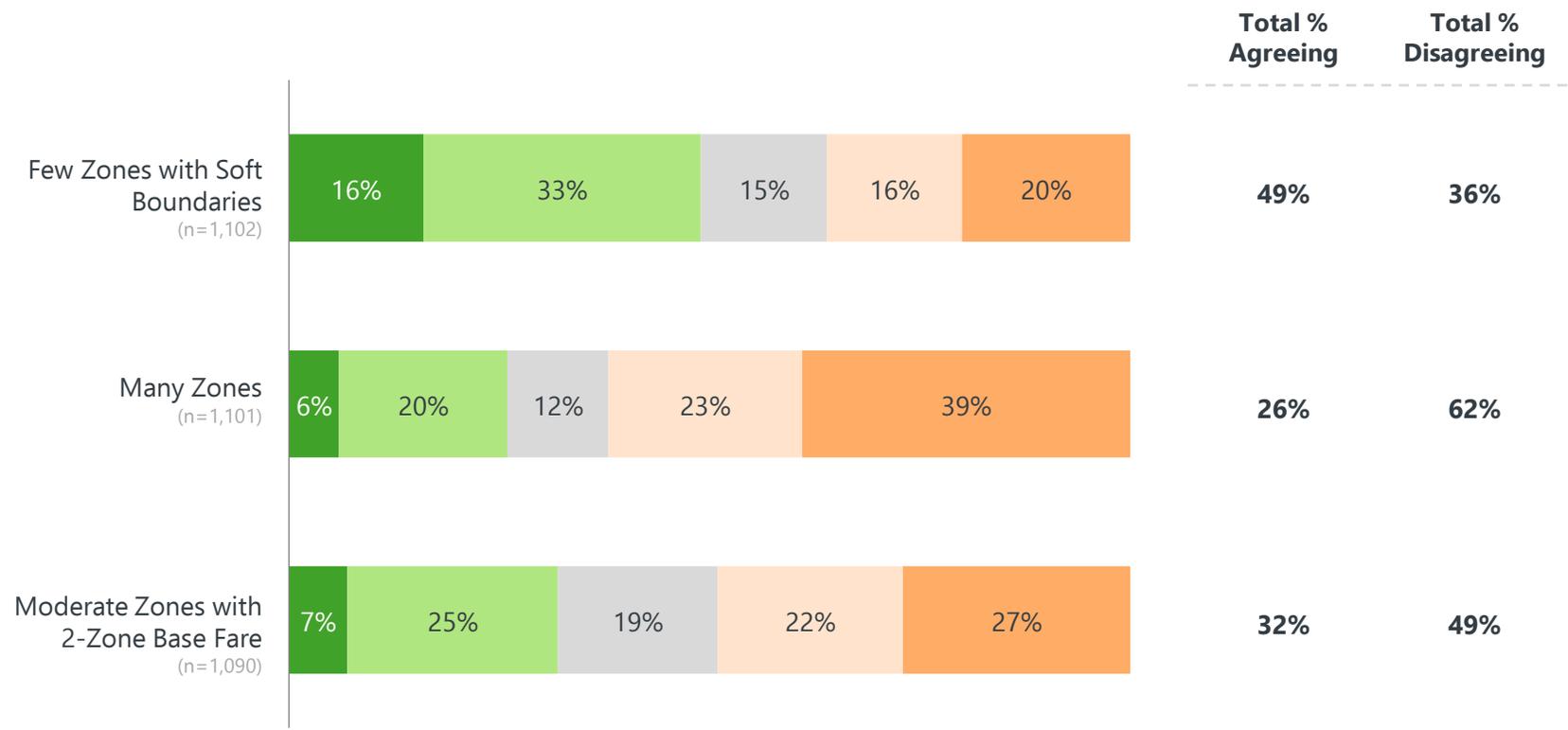
> TransLink Listens panelists were also asked to assess three different sub-options for Refined Zones and two sub-options for Measured Distance. They were presented with the following information before answering the questions.



Varying Fares by Distance: Sub-Options – Refined Zones

- › When it comes to the different ways that Refined Zones could be structured, the most preferred option is Few Zones with Soft Boundaries to create common zones. Half of panelists agree with this option.
- › One-third of panelists agree with having Moderate Zones with a 2-Zone Base Fare so that the first zone boundary crossing does not incur an additional cost.
- › Many Zones is the least preferred of the three sub-options for Refined Zones with one-quarter of panelists agreeing and six-in-ten disagreeing with this option.

Support for Sub Options for Refined Zones



■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral
 ■ Somewhat Disagree
 ■ Strongly Disagree

Base: among those offering an opinion.

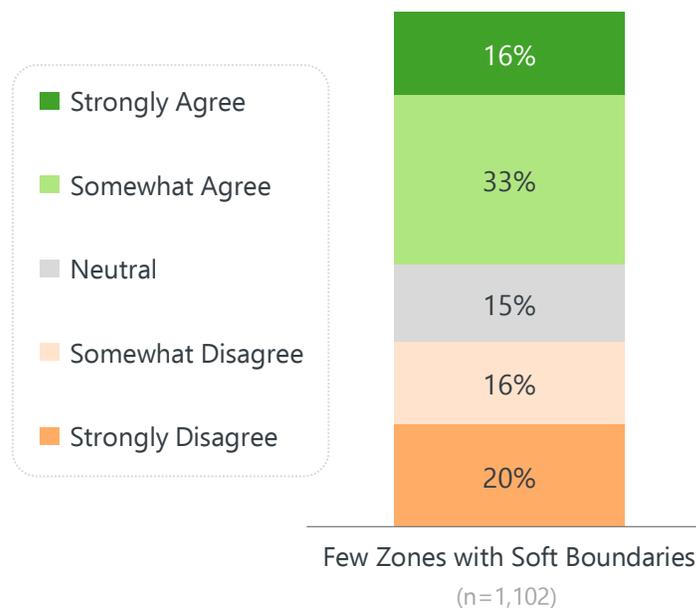
TLL Survey data has been weighted.

D2a-c. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance?

Support for Few Zones with Soft Boundaries

Opinions are split when it comes to the simplicity of the Few Zones with Soft Boundaries option. Four-in-ten supporters like it because it's simple and easy to understand, while half of those who disagree with it think it's too complicated and confusing.

Level of Support for Few Zones with Soft Boundaries



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Reason	Percentage
Base	236
It is simple/easy to understand	40%
Good for short trips over boundary lines	22%
It's better than the other options/a good compromise	11%
Having common zones is good/makes sense	7%
Easy to implement/similar to existing system	4%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Reason	Percentage
Base	218
Too complicated/confusing	49%
Too similar to current system/current system is good as is	12%
Zones are arbitrary/dislike zone system/prefer flat fare	10%
It is unfair	5%

Base: among those offering an opinion.

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

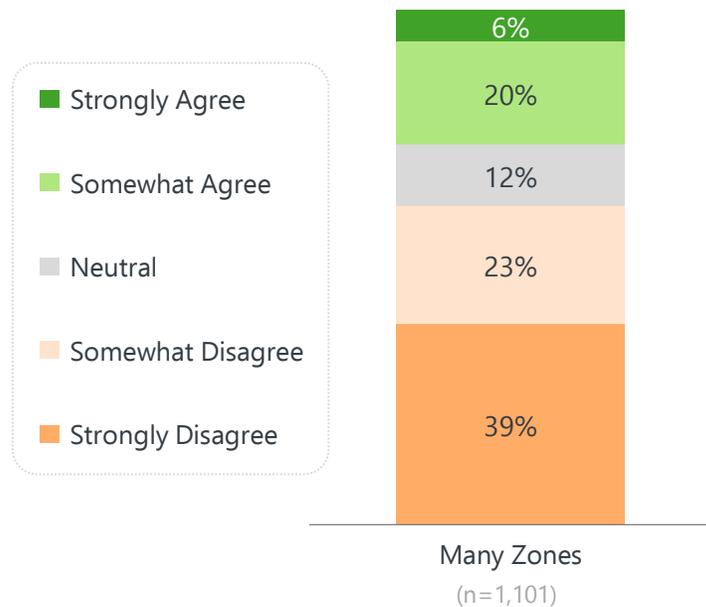
TLL Survey data has been weighted.

D2a. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance? / Why did you choose this answer for Few Zones with Soft Boundaries?

Support for Many Zones

- > Panelists who agree with the option for Many Zones, like it because they agree that fares should vary by distance and because they consider it to be fair.
- > The overwhelming reason that panelists disagree with Many Zones is that it is complicated and confusing. Even 14% of those who like the option agree that it is overly complicated.

Level of Support for Many Zones



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	94
Fares should reflect distance travelled	18%
It is fair	14%
Agree, but too complicated/confusing	14%
Agree, but difficult to estimate costs/predict fares	5%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	386
Too complicated/confusing	74%
Difficult to estimate costs/predict fares	7%
Zones are arbitrary/dislike zone system/prefer flat fare	7%
More expensive for those living farther from the city	4%

Base: among those offering an opinion.

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

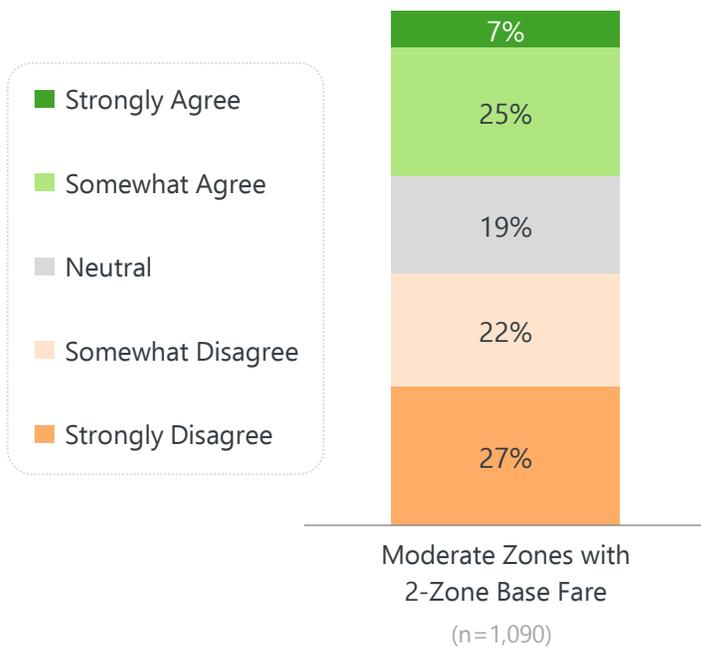
TLL Survey data has been weighted.

D2b. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance? / Why did you choose this answer for Many Zones?

Support for Moderate Zones with 2-Zone Base Fare

- › Those who agree with Moderate Zones with a 2-Zone Base Fare believe it's a good middle ground between Few Zones and Many Zones.
- › Complexity is the main reason for disliking the option - four-in-ten of those who disagree say it's because it's too complicated and confusing. Others disagree with it because they believe the 2-zone base fare will discourage transit use for short trips within 1-zone (21%), or because they dislike the zone system in general (16%).

Level of Support for Moderate Zones with 2-Zone Base Fare



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

D2c. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance? / Why did you choose this answer for Moderate Zones with 2-Zone Base Fare?

Top Reasons for Agreeing (unaided mentions among those agreeing)

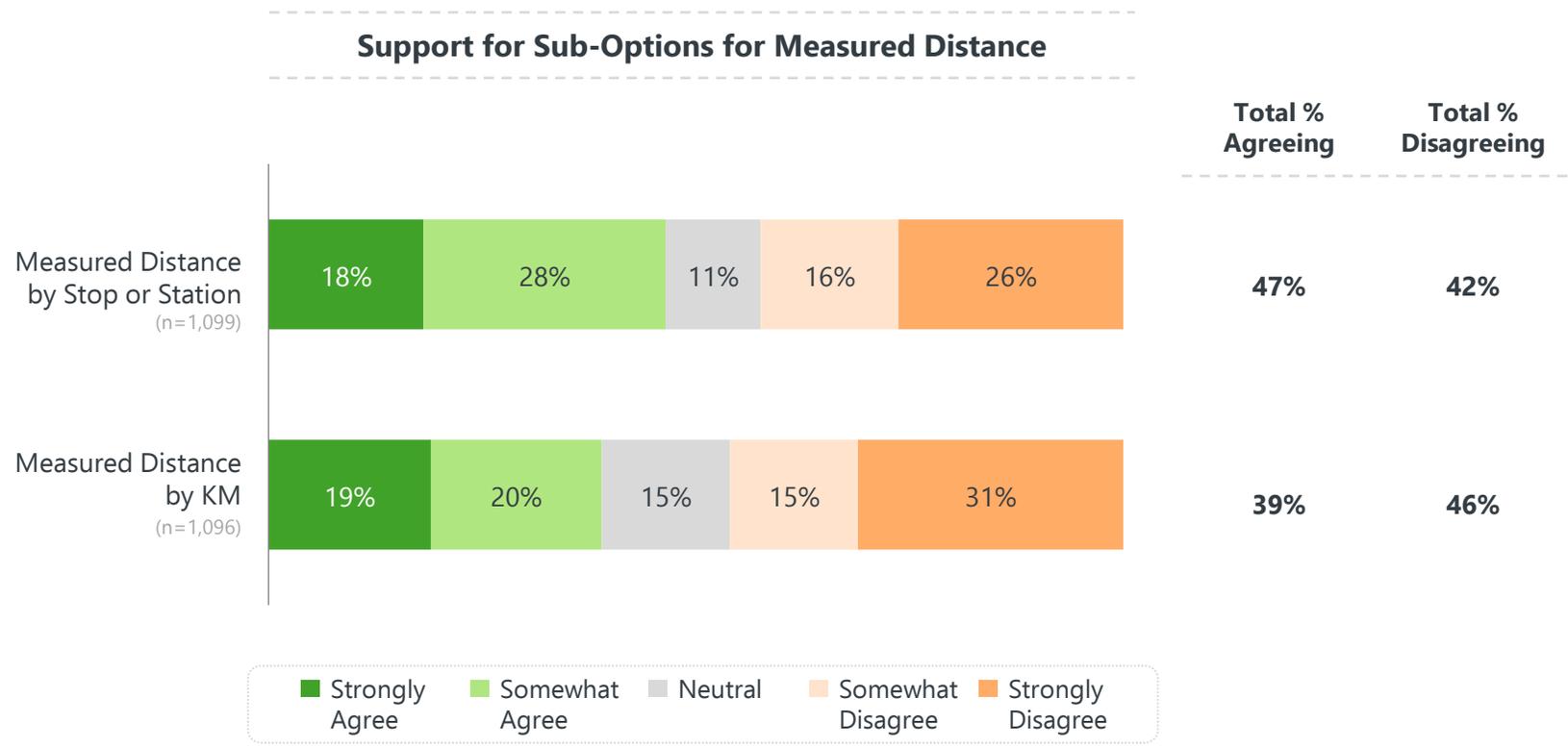
Base	140
It's better than the other options/a good compromise	34%
It is simple/easy to understand	16%
Good for short trips over boundary lines	8%
Easy to calculate costs/predict fares	7%
Agree, but too complicated/confusing	17%

Top Reasons for Disagreeing (unaided mentions among those disagreeing)

Base	264
Too complicated/confusing	37%
Discourages transit use for short trips/trips within one zone	21%
Zones are arbitrary/dislike zone system/prefer flat fare	16%
Fares would become more expensive	12%

Varying Fares by Distance: Sub-Options – Measured Distance

> When it comes to the sub-options for Measured Distance, calculating fares based on the number of stops or stations travelled is slightly more preferred than calculating fares based on kilometers travelled (47% vs. 39% agreeing, respectively).



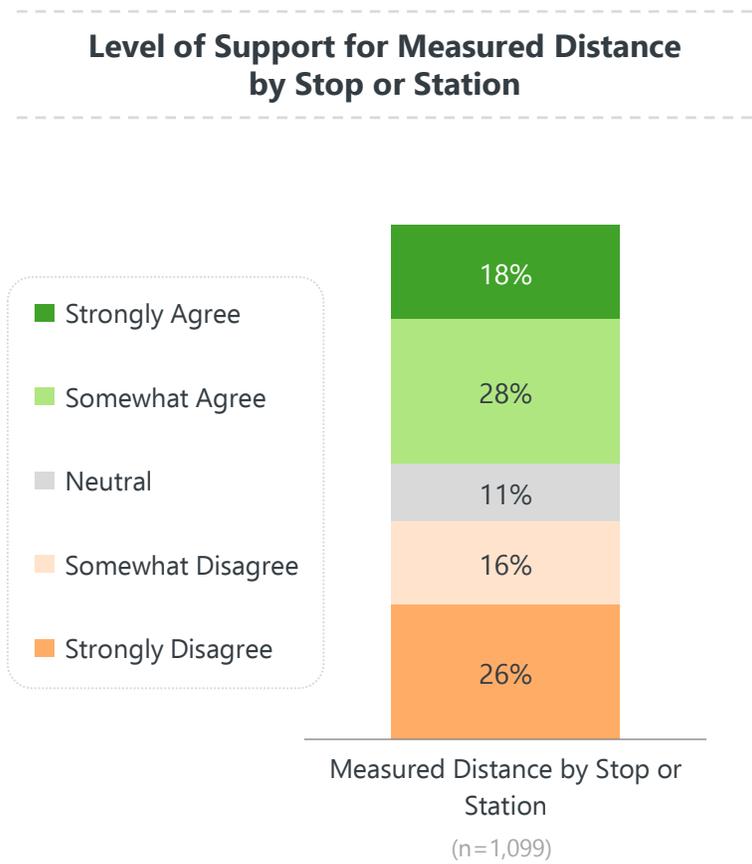
Base: among those offering an opinion.

TLL Survey data has been weighted.

D3a-b. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance?

Support for Measured Distance by Stop or Station

- › Fairness and simplicity are the two main reasons that panelists agree with measuring distance according to stop or stations. Supporters also like the option because they agree that prices should reflect distance travelled (15%) and that it is simple, both to understand (25%) and to predict the cost of travel (14%).
- › There are a number of reasons that opponents disagree with Measured Distance by Stop or Station. There is concern that it would make transit less affordable for those living far from the city or that it would be too complicated to understand and predict fares. Others disagree with the option because there is variation in the distance between stops, which may not be reflected in the price per stop.



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

D3a. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance by Stop or Station?

Top Reasons for Agreeing (unaided mentions among those agreeing)

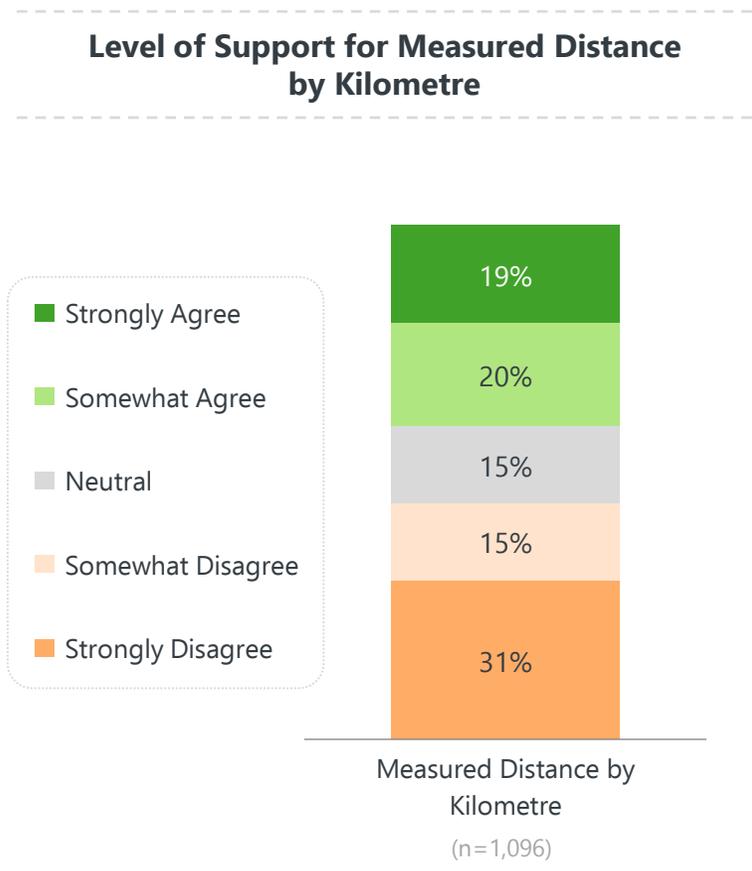
Base	204
It is fair	25%
It is simple/easy to understand	25%
Should pay for distance travelled	15%
Easy to calculate costs/predict fares	14%
Agree, but too much variation between stops/measuring by KMs makes more sense	6%
Agree, but makes sense for rail/express busses/not for regular busses	5%

Top Reasons for Disagreeing (unaided mentions among those disagreeing)

Base	250
More expensive for those living farther from the city	17%
Difficult to estimate costs/predict fares	16%
Too much variation between stops/measuring by KMs makes more sense	15%
Too complicated/confusing	14%
May pay more for taking an indirect route	14%
Prefer flat fare	5%

Support for Measured Distance by Kilometre

- › Measuring distance by kilometre is appealing to those who agree with the option because it is fair (55%) and because they agree that fares should be based on distance travelled (25%).
- › Panelists express the same concerns with Measured Distance by Kilometre as they do with Measured Distance by Station/Stop. However, there is relatively more unease regarding the difficulty of predicting fares by Kilometre compared to by Station/Stop (28% and 16%, respectively).



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	207
It is fair	55%
Should pay for distance travelled	25%
It is simple/easy to understand	6%
Agree, but may pay more for taking an indirect route	5%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	232
Difficult to estimate costs/predict fares	28%
More expensive for those living farther from the city	17%
Too complicated/confusing	15%
May pay more for taking an indirect route	12%
Prefer flat fare	5%

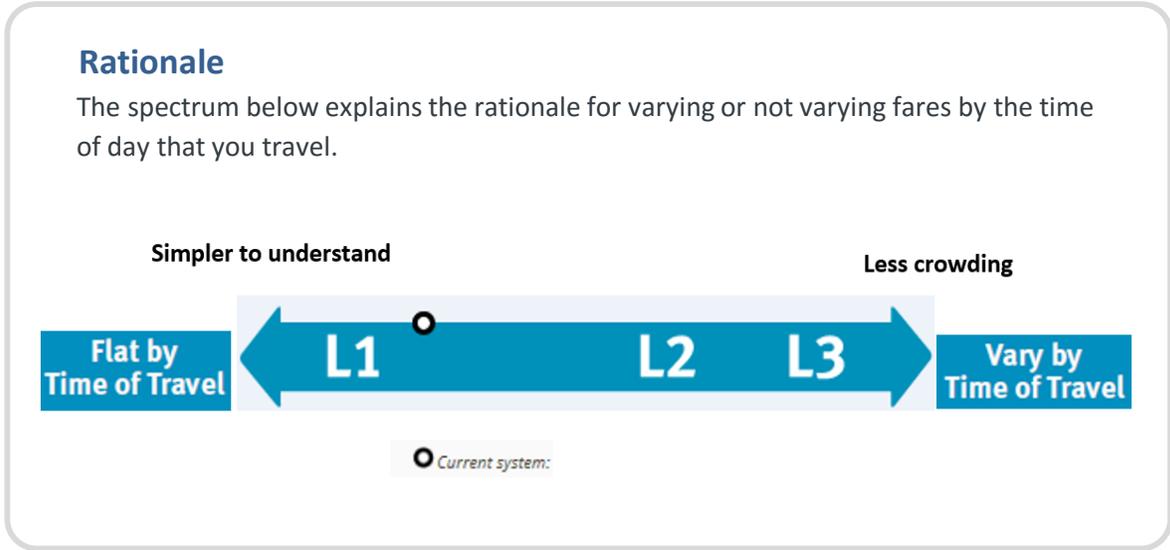
Base: among those offering an opinion.
 Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.
 TLL Survey data has been weighted.

D3b. Do you agree or disagree with each of the following sub-options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance by Kilometre?

Varying Fares by Time of Travel

› Before assessing the three options for varying fares by time of travel, panelists were asked to watch a short video and were presented with the following information.

Current System
 Today, customers travelling after 6:30 p.m. on weekdays and all day on weekends and holidays, pay a one-zone fare regardless of the number of zones they travel through.



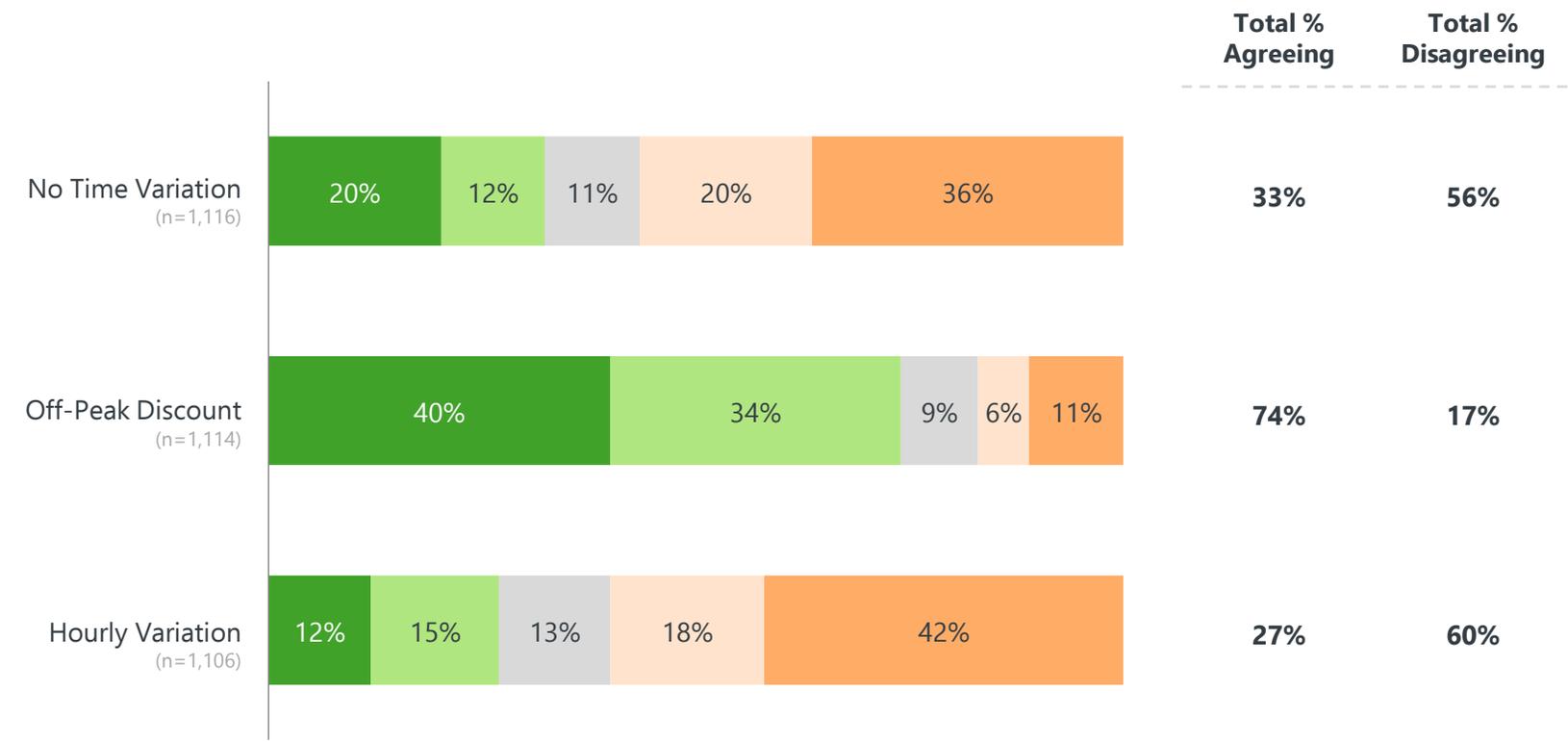
Options for Varying Fares by Time of Day

L1. No Time Variation	L2. Off-peak Discount	L3. Hourly Variation
<p style="text-align: center;">Time</p>	<p style="text-align: center;">Time</p>	<p style="text-align: center;">Time</p>
Eliminate the existing off-peak discount and make trips the same price throughout the day and week.	Some or all of the three main off-peak periods - early bird, mid-day, evening - receive a percentage discount off the regular fare.	Price each hour of the day differently to directly target the most overcrowded hours of the day, with higher prices during the most crowded times and lower prices during the least crowded times.

Varying Fares by Time of Travel

- > The majority of panelists agree that there should be some type of variation in fare prices by time of travel - just one-third support the option for No Time Variation.
- > Of the two alternatives for varying fares by time of travel, offering an off-peak discount is overwhelmingly more preferred. Three-quarters of TransLink Listens panelists feel that early-bird, mid-day and/or evening travellers should be offered a discount, including four-in-ten who strongly agree.
- > Comparatively, just one-quarter of panelists support the option for Hourly Variation.

Support for Varying Fares by Time of Travel



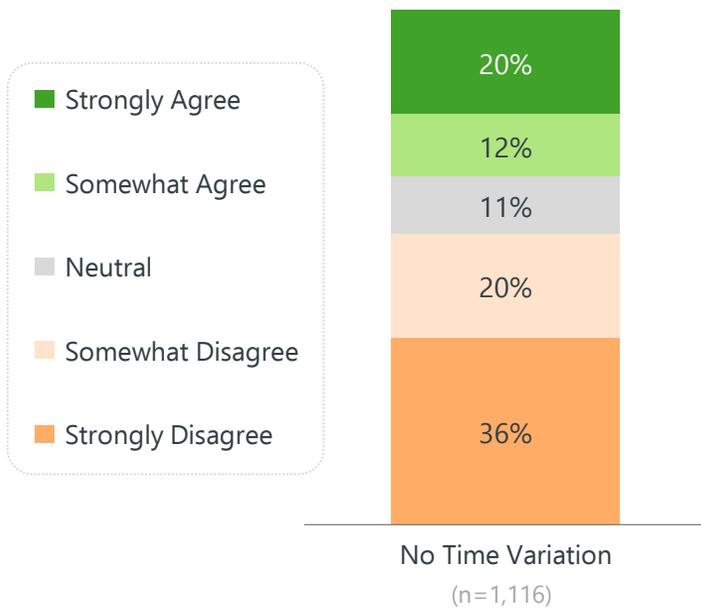
TLL Survey data has been weighted.

L1-3. Do you agree or disagree with each of the following options as a way to vary fares by time of travel?

Support for No Time Variation

- › Among those who agree that fares should not vary by time of travel, it's mainly because it keeps it simple and because they feel users will travel when they need to regardless of when fares are cheaper (both mentioned by 29%). Another two-in-ten like that it charges equal prices for all travellers.
- › The main concern among those who disagree with No Time Variation relates to overcrowding – they feel that there should be an incentive to get people to travel off-peak (36%) and that it won't help to reduce current overcrowding issues (22%).

Level of Support for No Time Variation



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	221
It is simple/easy to understand	29%
People will travel when they need to/don't get to choose their work hours	29%
It is fair for everyone/equal prices	18%
Higher peak fares would deter transit use	8%
Avoiding overcrowding is enough incentive to travel during off-peak times	7%
Easy to calculate costs/predict fares	6%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	295
There should be an incentive to travel during off-peak times	36%
Won't help to reduce overcrowding during peak times	22%
Costs are higher during peak times so it should cost more	9%
Current system works well/having off-peak fares is good	8%
Lower off-peak fares encourages transit use/makes it affordable	7%
Fares would become more expensive	6%

Base: among those offering an opinion.

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

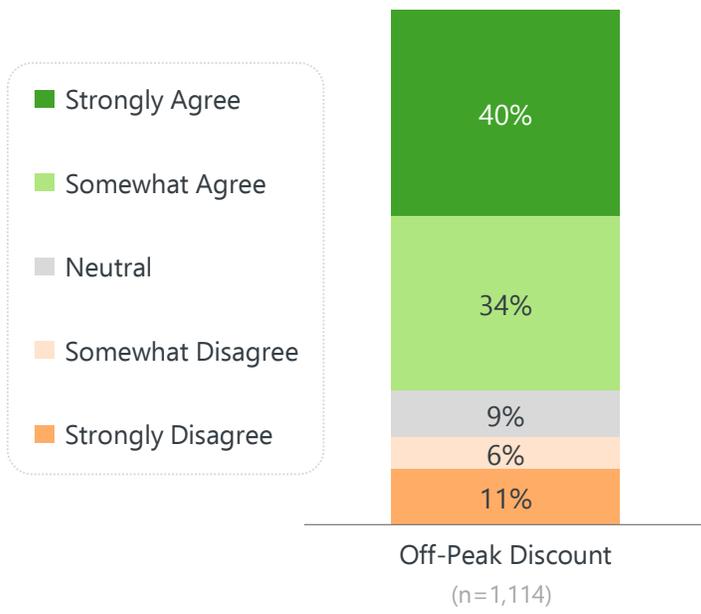
TLL Survey data has been weighted.

L1. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for No Time Variation?

Support for Off-Peak Discount

- › According to those who agree with the Off-Peak Discount option, the main advantage is providing an incentive to travel during off-peak times. For roughly one-in-ten, it's advantageous because it's simple, will help reduce overcrowding, currently works well, and is a good compromise between No Time Variation and Hourly Variation.
- › The main comment among those who disagree with the Off-Peak Discount option is that people will travel when they need to, not when they can get a discounted fare. Similarly, 21% feel that the option is unfair and only benefits those who have the ability to alter their work hours.

Level of Support for Off-Peak Discount



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

L2. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for Off-Peak Discount?

Top Reasons for Agreeing (unaided mentions among those agreeing)

Base	391
Incentive to travel during off-peak times	44%
It is simple/easy to understand	14%
Will help to reduce overcrowding	10%
It's a good balance/makes sense/is better than the other options	9%
Current system works well/has worked in the past/has worked elsewhere	9%
Adds more off-peak periods/mid-day and early-bird discount is good	6%
It is fair	6%

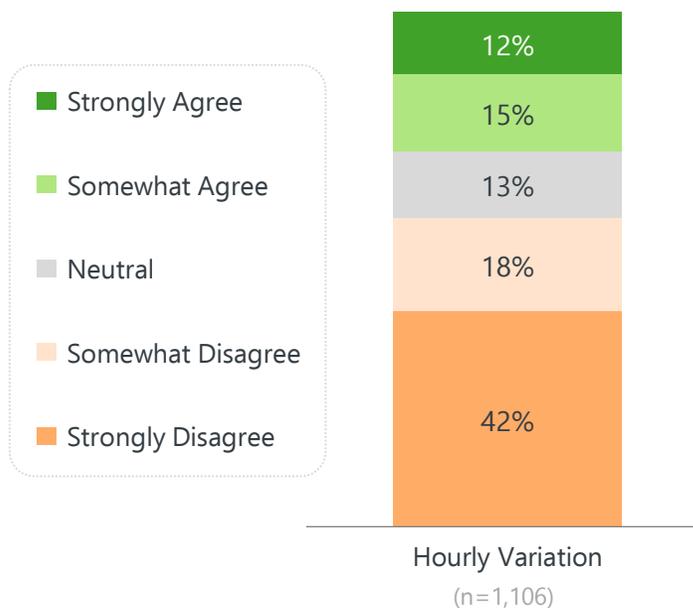
Top Reasons for Disagreeing (unaided mentions among those disagreeing)

Base	106
People will travel when they need to/don't get to choose their work hours	30%
Unfair/only benefits those with flexible work schedules	21%
Too complicated/confusing	16%
Won't help to reduce overcrowding	12%
Fares should not differ by time of travel	6%

Support for Hourly Variation

- › Those who agree with Hourly Variation like it mainly because it offers an incentive to travel during off-peak times. However, one-quarter of those who agree with the option admit that it is overly complicated and confusing.
- › Likewise, the main comment among those who disagree with Hourly Variation is that it is too confusing and complicated (mentioned by 62%).

Level of Support for Hourly Variation



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	145
Incentive to travel during off-peak times	31%
Will help to reduce overcrowding	11%
Costs are higher during peak times so it should cost more	8%
Agree, but too complicated/confusing	25%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	380
Too complicated/confusing	62%
Unfair/only benefits people with flexible work schedules	16%
Difficult to estimate costs/predict fares	9%

Base: among those offering an opinion.

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

TLL Survey data has been weighted.

L3. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for Hourly Variation?

Varying Fares by Service Type

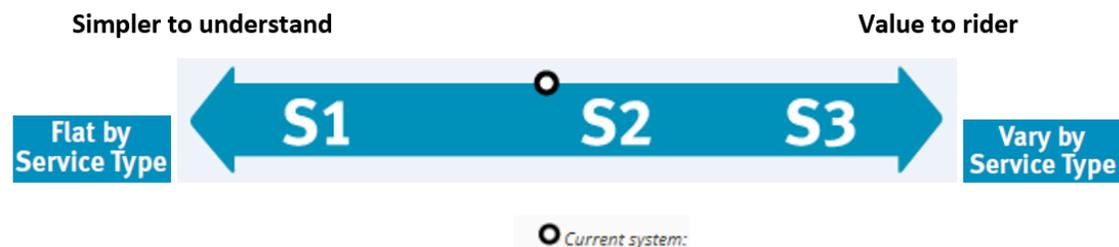
› Before assessing the three options for varying fares by service type, panelists were asked to watch a short video and were presented with the following information.

Current System

- Bus, SkyTrain and SeaBus have one set of prices
- West Coast Express is a higher price, premium service
- HandyDART (paratransit) is priced the same as bus but does not accept concession fares

Rationale

The spectrum below explains the rationale for varying fares or not varying fares according to the speed, directness, and reliability of the service.



Options for Varying Fares by Service Type

S1. Fares differ for premium service	S2. Fares differ for some service types	S3. Fares differ for all service types
Fares are equal for all services with a premium fare only for West Coast Express, recognizing that it is a high-speed, limited stop service.	Fares differ for some service types.	Fares differ for all services including between local bus service and express bus service.

Varying Fares by Service Type

- › When it comes to the options for varying fares by service type, panelists express the most support for charging a premium fare only for the West Coast Express (seven-in-ten agree).
- › Opinions are split when it comes to support for charging different fares for some service types – 44% agree and 39% disagree with this option.
- › There is little support for having different fares for all service types – 28% agree, while 62% disagree.

Support for Varying Fares by Service Type

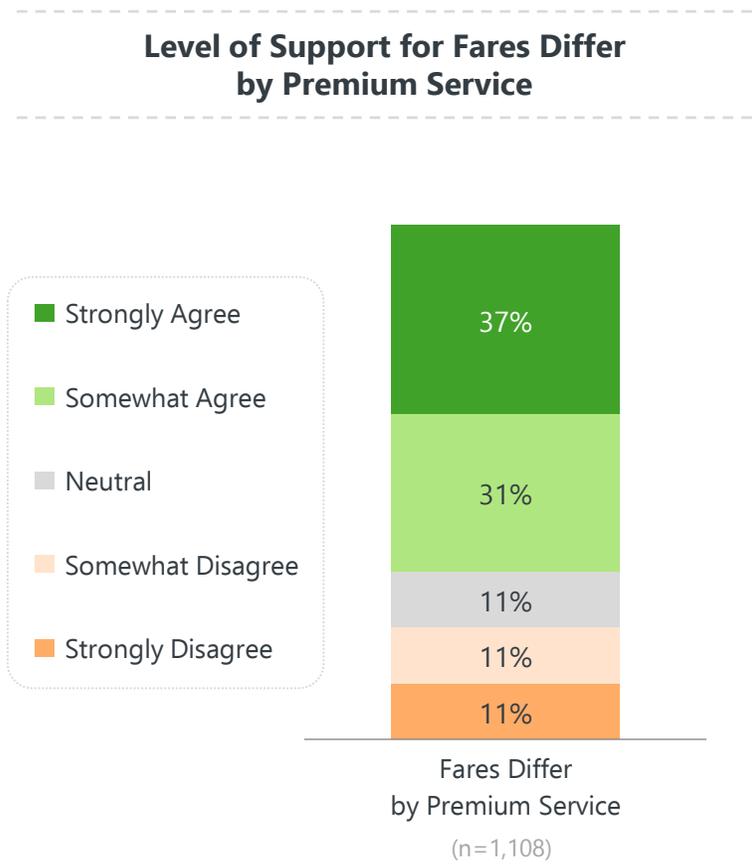


TLL Survey data has been weighted.

S1-3. Do you agree or disagree with each of the following options as a way to vary fares by service type?

Support for Fares Differ by Premium Service

- Panelists who agree with the Fares Differ by Premium Service option agree that the West Coast Express should be more expensive to reflect the speed, convenience and distance that it travels. Others also like the option because it's simple, easy to understand, as perceived as fair.
- Panelists who disagree with the option mention a number of reasons. Generally, this group feels that Bus and HandyDART should be cheaper than other modes, or that fares should not differ by service type at all. Among this group, opinions are mixed regarding whether WCE should be considered a premium service – 13% agree, while 15% don't think so, as it's the only transit option for many commuters.



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

S1. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ by Premium Service?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	327
WCE price should reflect fast travel/convenience/distance	27%
It is simple/easy to understand	24%
It is fair/makes sense	13%
Different services have different operating costs	12%
Good that all other modes are the same price/makes the system integrated	11%
Easy to calculate costs/predict fares	7%
Current system works well	6%
Doesn't penalize those without multiple transit options	6%

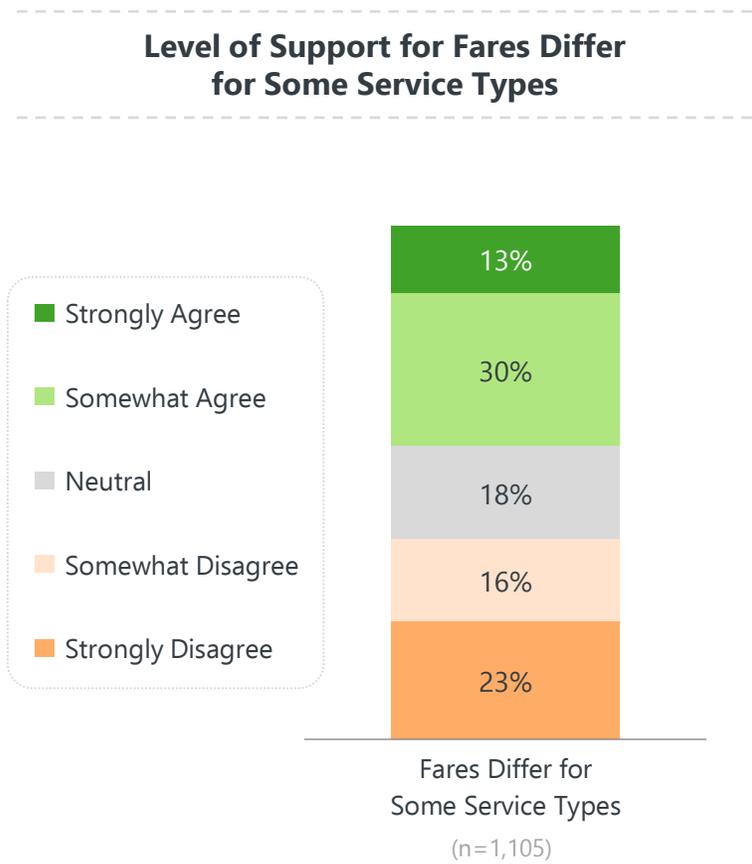
Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	114
Busses/HandyDART should be cheaper	15%
WCE is the only option for many commuters/should not be considered premium	15%
Fares should not differ by service type	13%
Disagree, but WCE price should reflect fast travel/convenience/distance	13%

Support for Fares Differ for Some Service Types

- > There are three main reasons that panelists agree with the option for Fares Differ for Some Service Types – because it’s fair, the price should reflect the speed and convenience of the mode, and because it is perceived as similar to the current system, which works well.
- > On the other hand, those who disagree with the option feel it’s unfair to those without multiple transit options, believe fares should not differ by service type, or think it’s too complicated.



Base: among those offering an opinion.

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

TLL Survey data has been weighted.

S2. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ for Some Service Types?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	150
It is fair	24%
Price should reflect fast travel/convenience/vehicle type	24%
Current system works well/similar to current system	21%
Agree, but too expensive/should be affordable	6%
Agree, but too complicated/confusing	5%

Top Reasons for Disagreeing

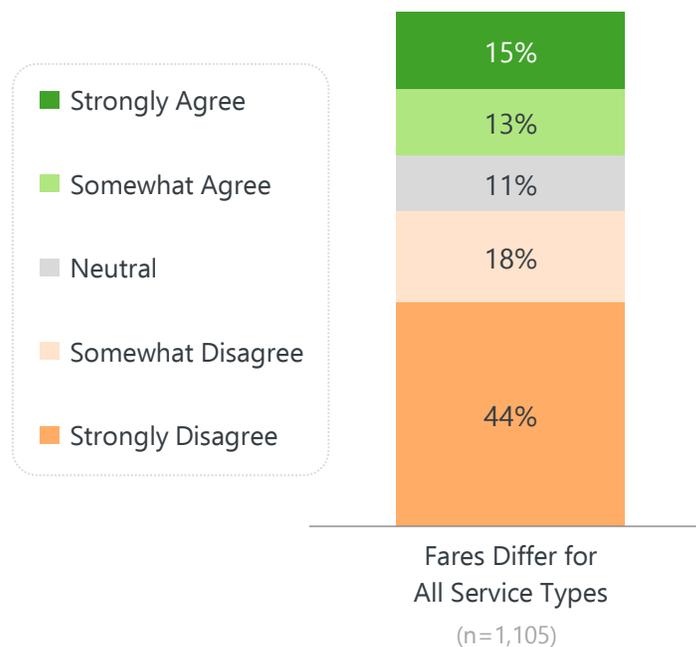
(unaided mentions among those disagreeing)

Base	222
Penalizes those without multiple transit options	20%
Fares should not differ by service type	17%
Too complicated/confusing	15%
Price should reflect fast travel/convenience/vehicle type	8%
It is unfair	6%

Support for Fares Differ for All Service Types

- > Panelists who agree with charging different fares for all service types like it because the prices reflects the difference in travel time and convenience of the modes (44%), and because it gives users more options and price points to choose from (23%).
- > The main reason that panelists disagree with the Fares Differ for All Service Types option is because it makes it too complicated and confusing (43%). Others dislike that it penalizes those with low incomes if they don't have a less expensive transit option available, or simply prefer having one flat fare by service type altogether (both mentioned by 16%).

Level of Support for Fares Differ for All Service Types



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	98
Price should reflect fast travel/convenience/vehicle type	44%
Offers more options/price points	23%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	360
Too complicated/confusing	43%
Penalizes low income travellers/social stratification	16%
Fares should not differ by service type	16%
Penalizes those without multiple transit options	7%

Base: among those offering an opinion.

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

TLL Survey data has been weighted.

S3. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ for All Service Types?

Final Comments

- › Among panelists who elected to leave a final comment about possible changes to the fare structure, just under two-in-ten commented that the current system is too complicated or unfair, or that all transit should be one fare.
- › One-in-ten expressed concern that transit is already expensive and they don't want prices to be raised, or that they want discounted fares for students, seniors and people with disabilities.

Final Comments

Top Final Comments (among those leaving a comment)	
Base	574
Current system is too complicated/not fair	19%
All types of travel should be one fare	17%
Transit is too expensive currently/don't raise prices	12%
Want cheaper fares/discounts for students/elderly/people with disabilities	9%
Zones should be eliminated altogether	7%
Keep the current system	5%
Fares should be valid for longer than 90 minutes	5%
Fares should be equal to all; some don't have a choice of transportation/time of travelling	4%
Transit should be based on distance travelled/time travelled	4%
Any changes in structure should allow riders to easily calculate fares	4%

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

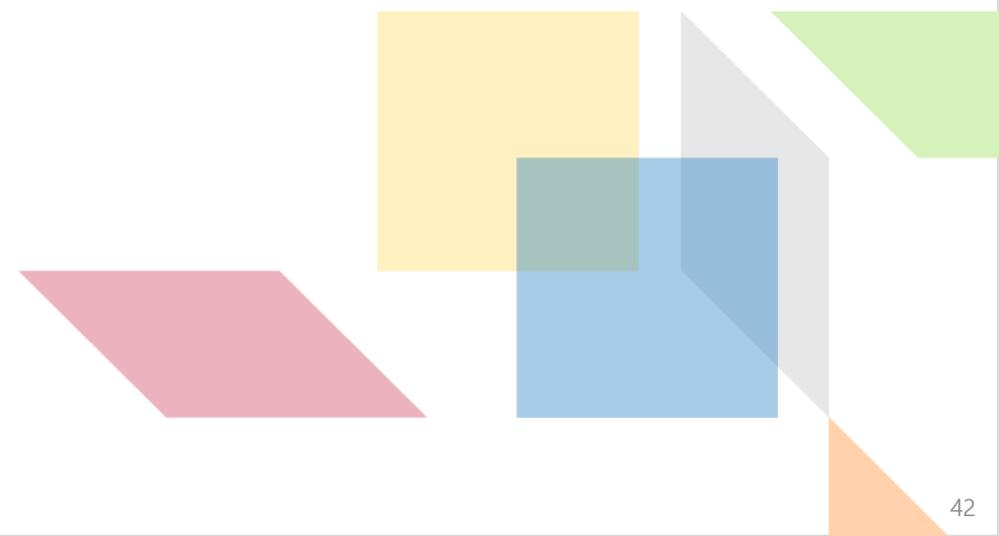
TLL Survey data has been weighted.

Q-Comment. Is there anything else you would like to tell us about possible changes to the fare structure?

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

Summary of Findings

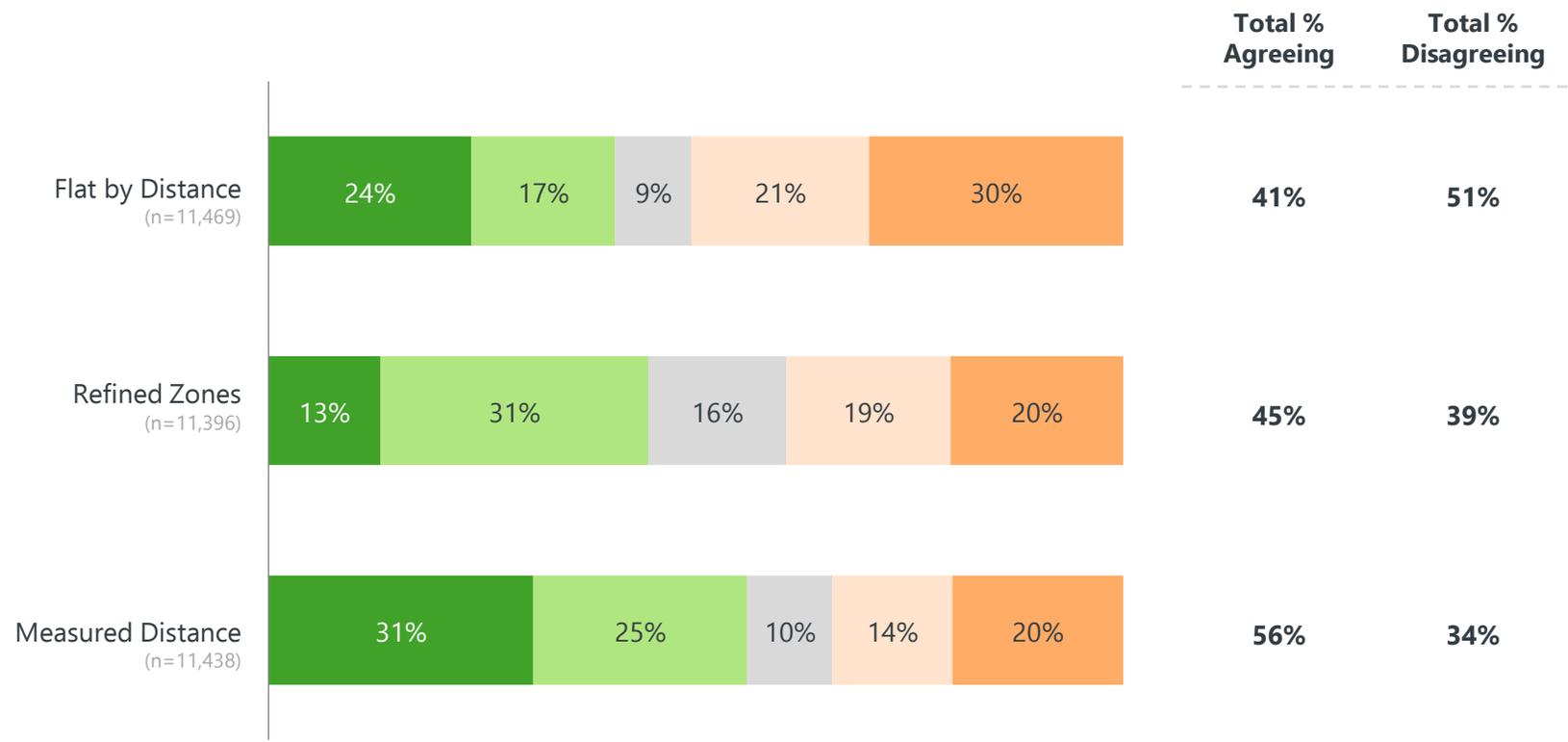
Public Survey



Varying Fares by Distance: SkyTrain & West Coast Express

- › When it comes to varying fares by distance for trips on rail, respondents express the most support for charging by Measured Distance – 56% agree that trips on rail should be charged by either stops/stations or kilometers travelled.
- › Opinions are mixed regarding the option of Refined Zones, with 45% agreeing and 39% disagreeing.
- › In terms of the option of charging a flat fare for trips on SkyTrain and West Coast Express, a slim majority of respondents disagree (51%), while 41% are in agreement (the lowest level of agreement of the three alternatives).

Support for Varying Fares by Distance



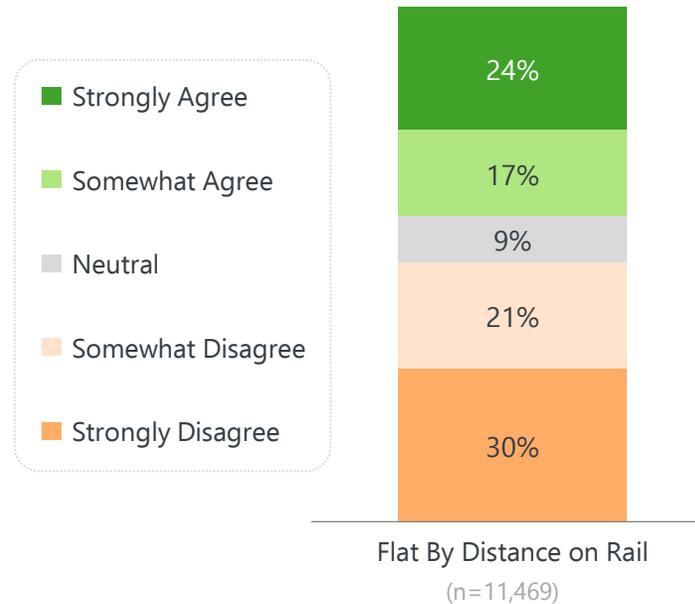
■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral
 ■ Somewhat Disagree
 ■ Strongly Disagree

Base: among those offering an opinion.
 D1-3. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance?

Support for Flat by Distance: SkyTrain & West Coast Express

- › For those who agree with the Flat by Distance option for SkyTrain and West Coast Express, the main reasons are because it's simple and fair (mentioned by 42% and 27%, respectively).
- › On the other hand, those who disagree with the option feel that it's unfair because short trips will be too expensive (72% among those disagreeing with the option think this).

Level of Support for Flat by Distance



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	1,547
Zones are confusing/flat is simple	42%
It is fair	27%
Easy to calculate costs/predict fares	12%
Would be cheaper for those living farther from the city	10%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	2,159
Unfair prices/rates for short distances will be too high	72%
Longer trips use more fuel/maintenance so should be more expensive	19%
Discourages short trips/transit use within the city	7%

Base: among those offering an opinion.

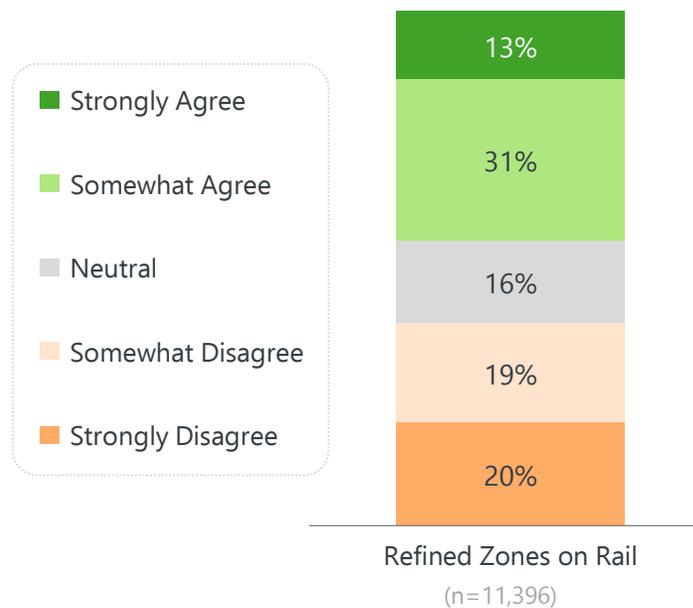
Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.

D1. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Flat by Distance?

Support for Refined Zones: SkyTrain & West Coast Express

- > There are two main reasons why respondents agree with Refined Zones for SkyTrain and West Coast Express travel: it is fair and would make transit more affordable for those living farther from the city (44% and 37% mentioning, respectively).
- > The number one reason why respondents disagree with Refined Zones is that they view the zones as complicated and confusing (58%).

Level of Support for Refined Zones



Base: among those offering an opinion.

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

D2. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Refined Zones?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	1,377
It is fair	44%
Would be cheaper for those living farther from the city	37%
Easy to calculate costs/predict fares	10%
Zones are arbitrary/dislike zone system/prefer flat fare	6%
Simple to enforce/understand	6%

Top Reasons for Disagreeing

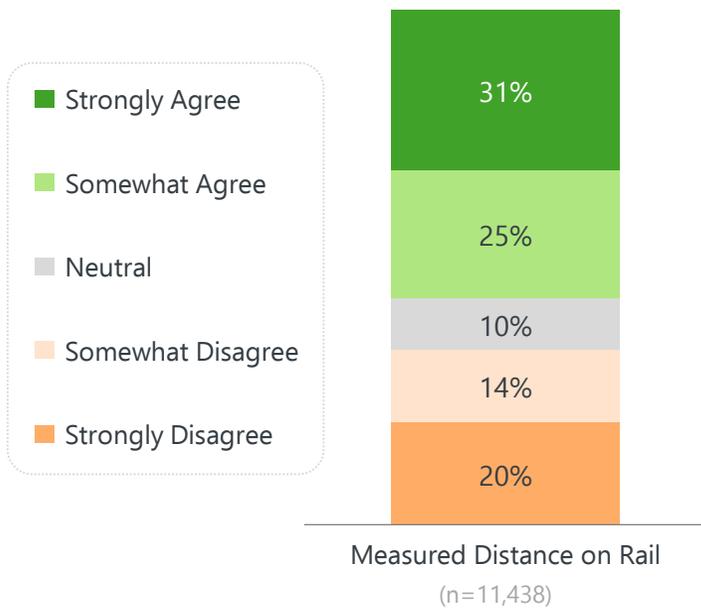
(unaided mentions among those disagreeing)

Base	1,344
Zones are complicated/confusing	58%
Unfair prices/Rates for short distances will be too high	13%
Zones are arbitrary/dislike zone system/prefer flat fare	5%
Discourages transit use/short trips	4%
Difficult to estimate costs/predict fares	4%

Support for Measured Distance: SkyTrain & West Coast Express

- › When it comes to Measured Distance for SkyTrain and West Coast Express, respondents agree with the option because it is fair (50%) and because they agree that fares should reflect distance travelled (30%).
- › The top reason why respondents disagree with Measured Distance is that it is perceived to make fares more expensive for those who live farther from the city (mentioned by 28% of those who disagree). Others feel that it would make it difficult to predict transit fares (21%) or that it could discourage people from using transit (17%).

Level of Support for Measured Distance



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	1,967
It is fair	50%
Fares should reflect distance travelled	30%
System works well in other cities	11%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	1,059
More expensive for those living farther from the city	28%
Difficult to estimate costs/predict fares	21%
Discourages the use of transit/people will drive instead	17%
Too complicated/confusing	14%
Fares should not vary by distance/prefer flat fare	7%

Base: among those offering an opinion.

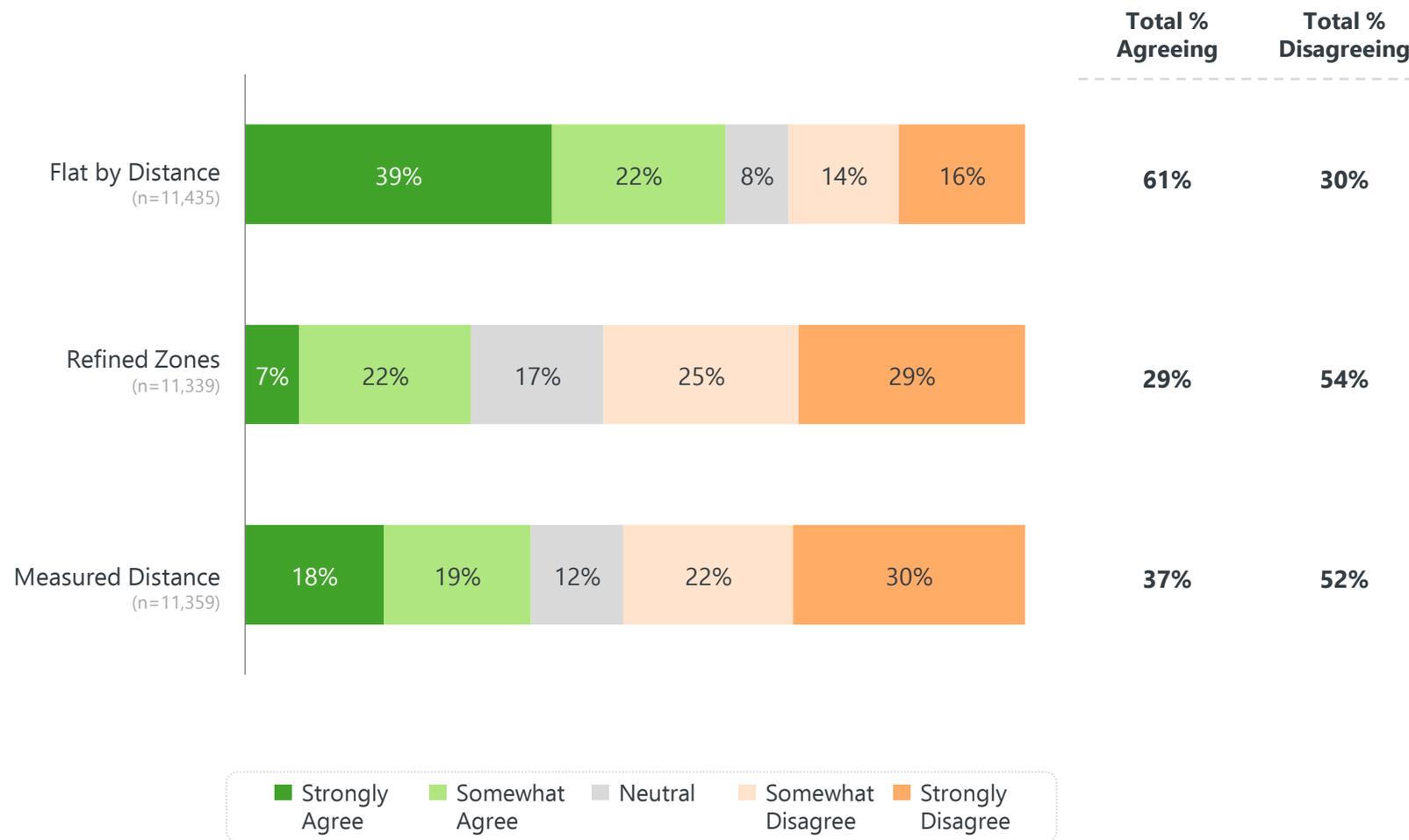
Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.

D3. For trips on rail, including SkyTrain and West Coast Express, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance?

Varying Fares by Distance: Bus

- › When it comes to bus travel, the majority of respondents support the current system of pricing all trips the same. Six-in-ten respondents agree with the Flat by Distance option, including 39% who strongly agree.
- › Of the two options for varying fares, Measured Distance is more preferred than Refined Zones (37% and 29% agreeing, respectively).

Support for Varying Fares by Distance



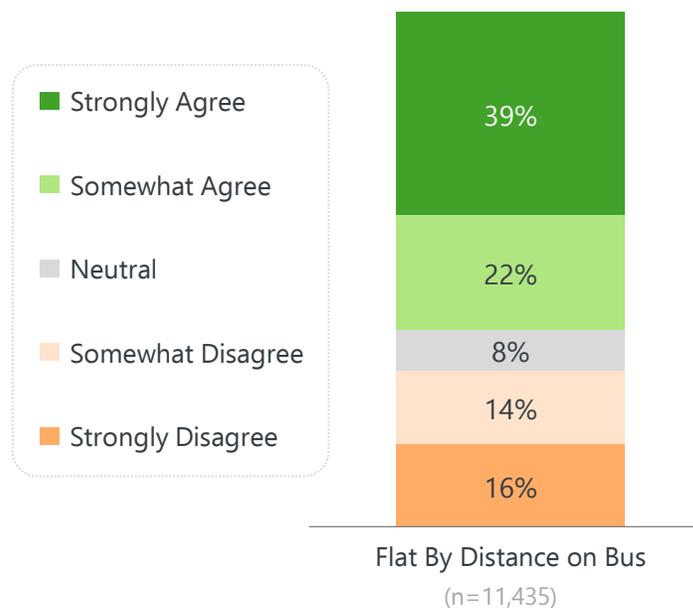
Base: among those offering an opinion.

D1-3. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance?

Support for Flat by Distance: Bus

- Flat by Distance for bus trips is favoured because it is simple and because it avoids having to tap out (both mentioned by one-quarter of those who agree with the option). Another 15% agree because they like the current system.
- For respondents who disagree with the option, it is mainly because it is perceived as unfair with prices for short trips being too expensive (mentioned by 47%).

Level of Support for Flat by Distance



Base: among those offering an opinion.

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

D1. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Flat by Distance?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Reason	Percentage
Base	1,712
Zones are confusing/flat is simple	25%
Don't want to tap out/tapping out will cause delays/tap out doesn't work	25%
I like the current system	15%
Bus service is slower/less direct so should be cheaper than other modes	9%
Would be cheaper for those living farther from the city	9%
Would encourage increased ridership	6%

Top Reasons for Disagreeing

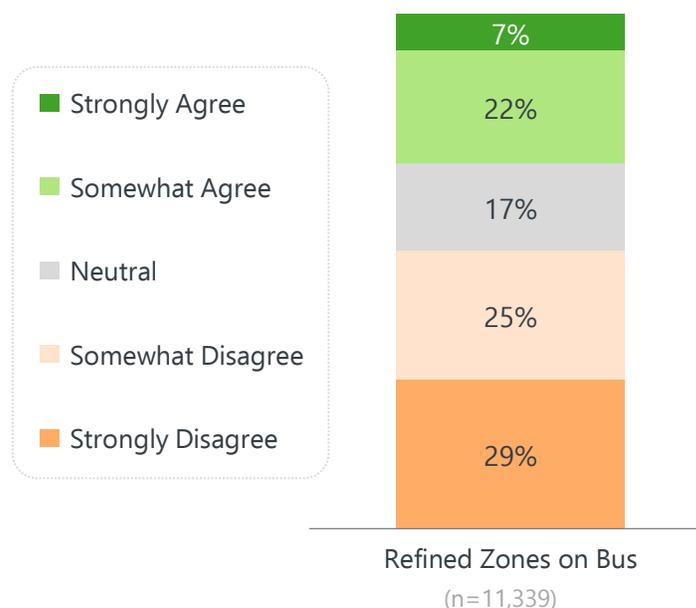
(unaided mentions among those disagreeing)

Reason	Percentage
Base	590
Unfair prices/rates for short distances will be too high	47%
Longer trips use more fuel/maintenance so should be more expensive	10%
Discourages short trips/transit use within the city	6%
Disagree, but don't want to tap out/tapping out will cause delays/tap out doesn't work	6%

Support for Refined Zones: Bus

- › Respondents who agree with the Refined Zones option for bus, like it mainly because it's a good compromise between Flat by Distance and Measured Distance, and because they like the idea of having overlapping zones (both mentioned by 23%). One-in-ten respondents like it because they agree that fares should reflect distance travelled.
- › Four-in-ten respondents who disagree with Refined Zones dislike the option because they feel that the zones are complicated and confusing, while one-quarter express concerns about needing to tap out (either that it will cause delays or because they assume it won't work). Another 15% feel that the current system (flat on bus) is good as is and don't want prices to go up.

Level of Support for Refined Zones



Base: among those offering an opinion.

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

D2. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Refined Zones?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	476
It's better than the other options/a good compromise	23%
Having overlapping zones makes sense/is good	23%
Fares should reflect distance travelled	11%
Easy to estimate costs/predict fares	9%
Simple to enforce/understand	9%
Agree, but current system works well/prices will go up	9%
Agree, but don't want to tap out/tapping out will cause delays/tap out doesn't work	7%

Top Reasons for Disagreeing

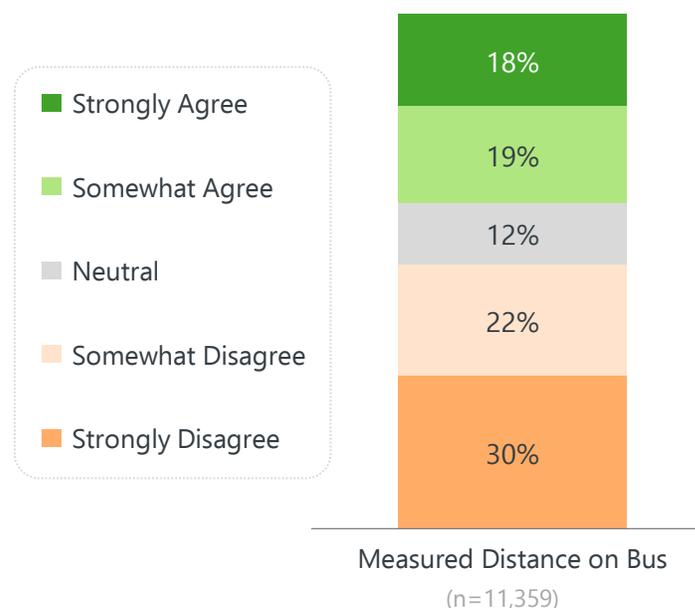
(unaided mentions among those disagreeing)

Base	1,219
Zones are confusing/complicated	42%
Don't want to tap out/tapping out will cause delays/tap out doesn't work	25%
Current system works well/prices will go up	15%
Zones are arbitrary/dislike the zone system/prefer flat fare	5%
Unfair prices/rates for short distances will be too high	4%

Support for Measured Distance: Bus

- › Among those who agree with Measured Distance for trips on bus, one-third like it because the option is fair and makes sense, while two-in-ten like that fares are based on distance travelled.
- › The need to tap out is the main reason that respondents disagree with the idea of varying fares by Measured Distance (24%). Others feel that it's too complicated and difficult to predict fares, or that it makes it too expensive for those who live farther from the city (each mentioned by roughly one-in-ten respondents).

Level of Support for Measured Distance



Base: among those offering an opinion.

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

D3. For trips on the Bus, do you agree or disagree with each of the following options as a way to vary fares by distance? / Why did you choose this answer for Measured Distance?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Reason	Percentage
Base	764
It is fair/makes sense	34%
Fares should reflect distance travelled	20%
Promotes transit use within the city/short trips	4%
Agree, but don't want to tap out/tapping out will cause delays/tap out doesn't work	6%
Agree, but difficult to estimate costs/predict fares	4%

Top Reasons for Disagreeing

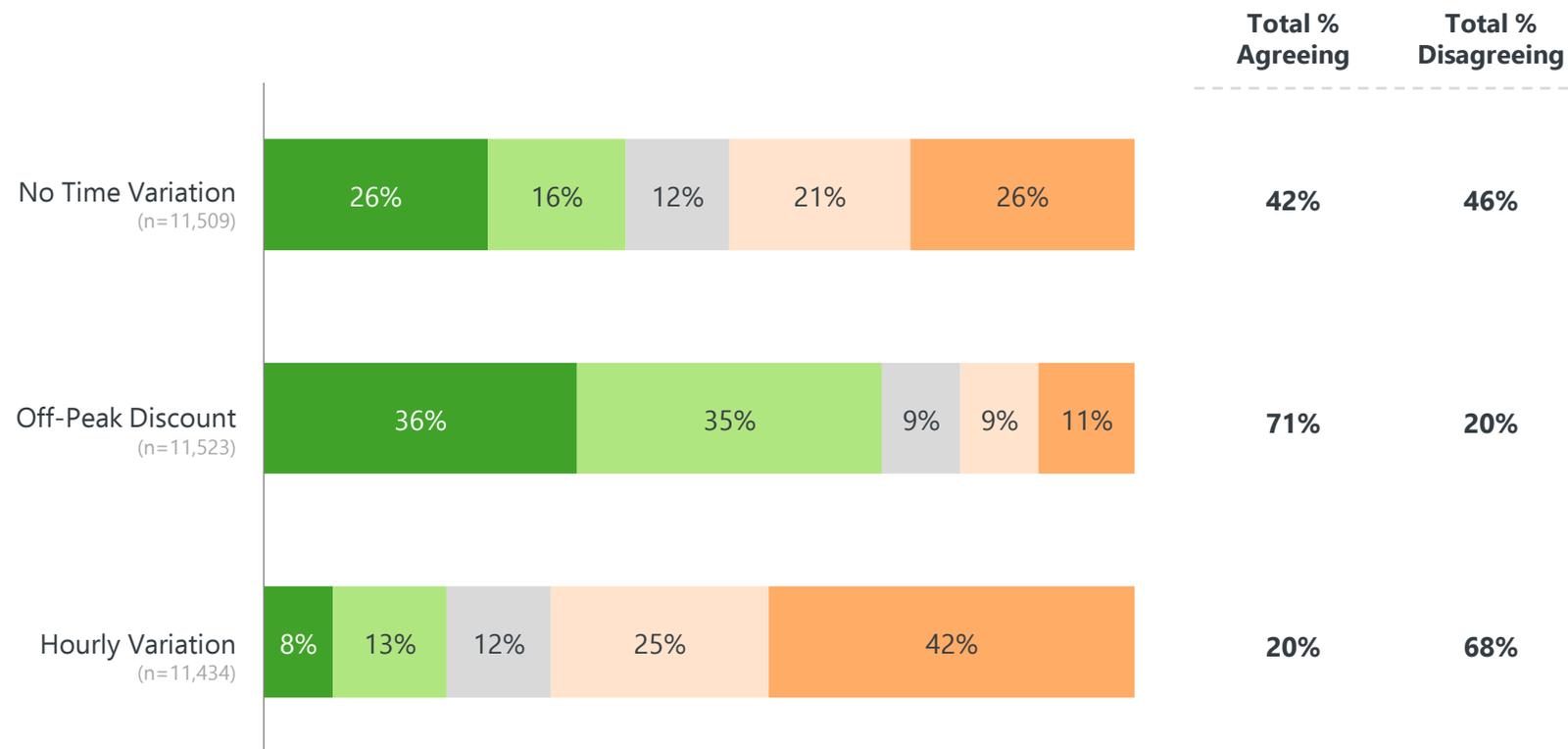
(unaided mentions among those disagreeing)

Reason	Percentage
Base	1,273
Don't want to tap out/tapping out will cause delays/tap out doesn't work	24%
Too complicated/confusing	14%
More expensive for those living farther from the city	10%
Difficult to estimate costs/predict fares	10%
Discourages the use of transit/people will drive instead	7%
May pay more for taking an indirect route	5%

Varying Fares by Time of Travel

- > When it comes to the options for varying fares by time of travel, respondents overwhelmingly prefer offering an Off-Peak Discount (71% agreeing) rather than having Hourly Variation (20% agreeing).
- > Respondents are slightly more likely to disagree (46%) than agree (42%) with the No Time Variation option.

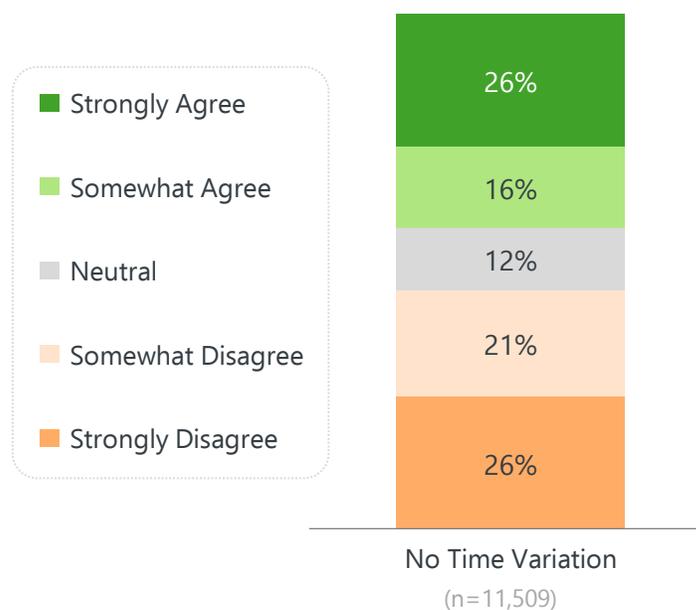
Support for Varying Fares by Time of Travel



Support for No Time Variation

- › The main reason that respondents agree with the No Time Variation option is because they feel that people will travel when they need to, regardless of when fares are cheaper (mentioned by 36%). Others feel that it is simple and fair (26% and 18%, respectively).
- › Among those who disagree, it's generally because they believe there should be an incentive to travel during off-peak times (27%) or because this option won't help reduce overcrowding (19%).

Level of Support for No Time Variation



Base: among those offering an opinion.

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

L1. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for No Time Variation?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	1,271
People will travel when they need to/don't get to choose their work hours	36%
It is simple/easy to understand	26%
It is fair for everyone/equal prices	18%
Higher peak fares would deter transit use	12%
Avoiding overcrowding is enough incentive to travel during off-peak times	8%
Easy to calculate costs/predict fares	6%
Operation costs do not change by time of day/costs less per passenger during peak times	5%

Top Reasons for Disagreeing

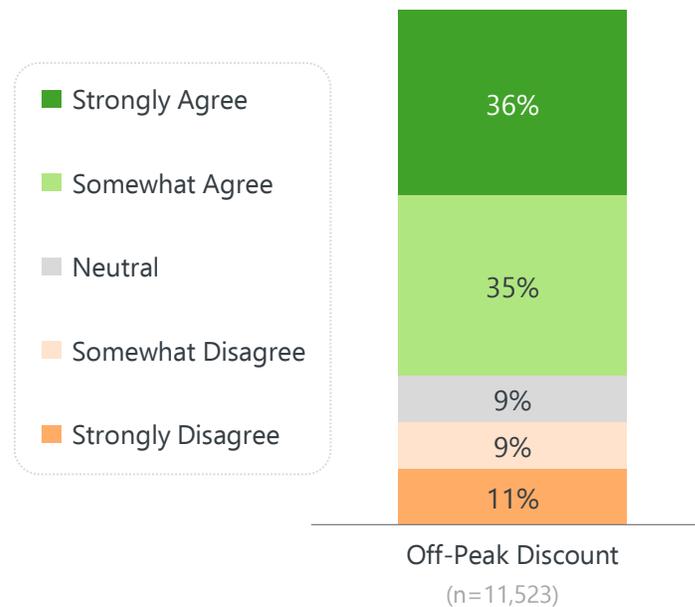
(unaided mentions among those disagreeing)

Base	1,298
There should be an incentive to travel during off-peak times	27%
Won't help to reduce overcrowding during peak times	19%
Lower off-peak fares encourages transit use/makes it affordable	15%
Current system works well/having off-peak fares is good	13%
Costs are higher during peak times so it should cost more	9%
Fares would become more expensive	8%
There is less service in off-peak hours so it should cost less	6%

Support for Off-Peak Discount

- Off-Peak Discount is favoured mainly because it incentivizes travel during off-peak times (mentioned by 40% of those who agree with this option). Roughly two-in-ten also like it because it helps to reduce overcrowding and because it's a good compromise between No Time Variation and Hourly Variation. Others feel that it is simple/easy to understand (14%).
- There are two main reasons that respondents disagree with the off-peak discount: they feel that people will travel when they need to (28%) and because it's perceived to be unfair as it only benefits those with flexible work schedules (26%).

Level of Support for Off-Peak Discount



Base: among those offering an opinion.

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

L2. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for Off-Peak Discount?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Reason	Percentage
Base	1,910
Incentive to travel during off-peak times	40%
It's a good balance/makes sense/is better than the other options	21%
Will help to reduce overcrowding	17%
It is simple/easy to understand	14%
Current system works well/has worked in the past/has worked elsewhere	13%
Adds more off-peak periods/mid-day and early-bird discount is good	10%
Helps make transit affordable/good for seniors and students	8%

Top Reasons for Disagreeing

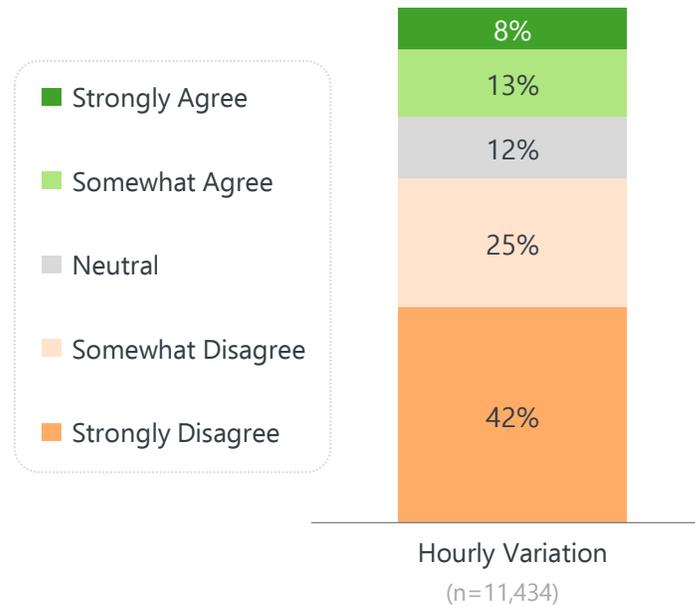
(unaided mentions among those disagreeing)

Reason	Percentage
Base	592
People will travel when they need to/don't get to choose their work hours	28%
Unfair/only benefits those with flexible work schedules	26%
Fares should not differ by time of travel	11%
Don't charge more during peak hours/Discount should be during peak hours when it is crowded	9%
Discourages the use of transit/people will drive instead	8%
Won't help to reduce overcrowding	8%
Too complicated/confusing	7%

Support for Hourly Variation

- › Respondents who agree with the Hourly Variation option do so mainly because it offers an incentive to travel during off peak times (30%) and will help reduce overcrowding (16%). However, supporters also perceive that it's complicated and could make it challenging to predict fares.
- › One-half of those who disagree with Hourly Variation also comment that it's overly complicated and confusing.

Level of Support for Hourly Variation



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	467
Incentive to travel during off-peak times	30%
Will help to reduce overcrowding	16%
Agree, but too complicated/confusing	17%
Agree, but difficult to calculate costs/predict fares	8%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	2,523
Too complicated/confusing	52%
Unfair/only benefits people with flexible work schedules	24%
Difficult to estimate costs/predict fares	14%

Base: among those offering an opinion.

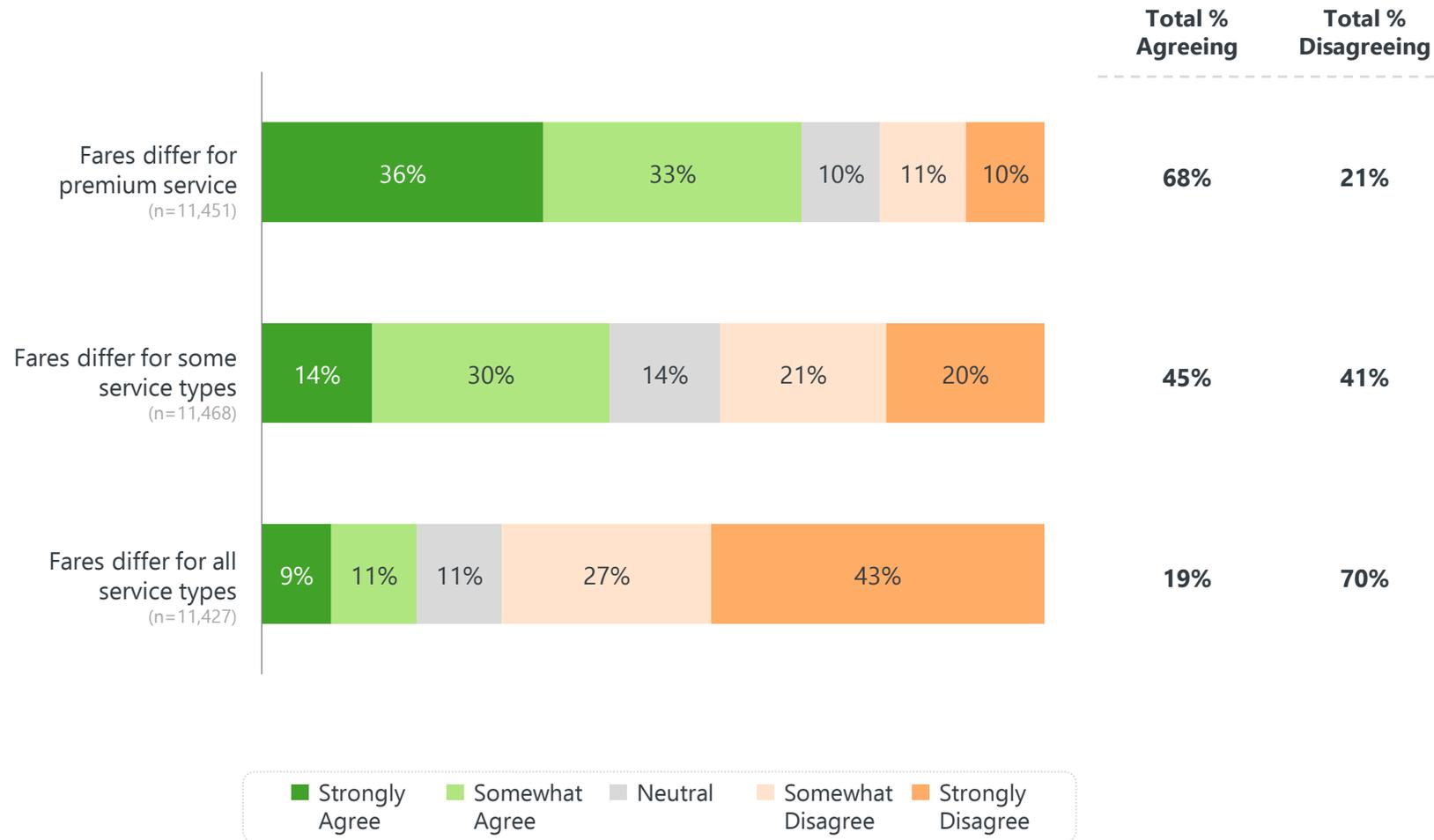
Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons.

L3. Do you agree or disagree with each of the following options as a way to vary fares by time of travel? / Why did you choose this answer for Hourly Variation?

Varying Fares by Service Type

- > The majority of respondents (68%) agree with charging a premium fare for West Coast Express.
- > Just under half of respondents (45%) agree with having fares differ for some service types.
- > There is little support for having different fares for all service types – 19% agree and 70% disagree with this option.

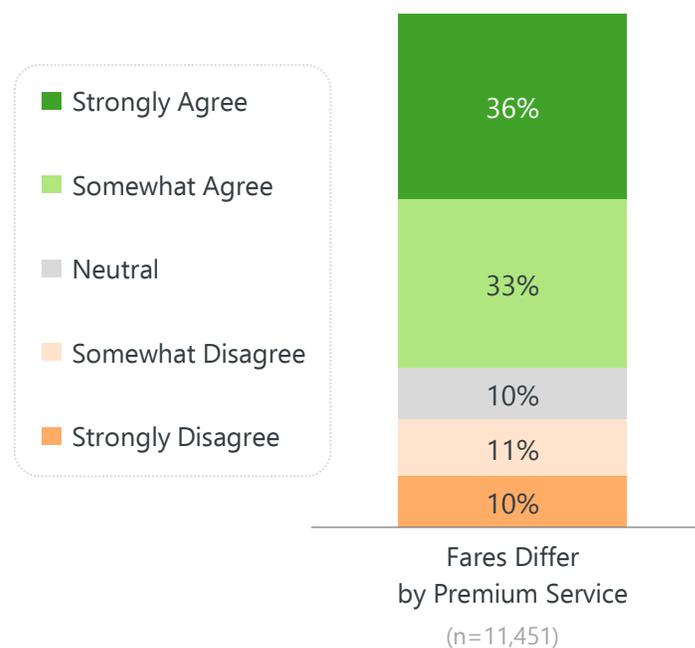
Support for Varying Fares by Service Type



Support for Fares Differ by Premium Service

- › Respondents agree with the Fares Differ by Premium Service option because they agree that the West Coast Express should cost more given that it is faster, more comfortable and travels farther than other modes (39%).
- › Conversely, those who disagree with this option don't think fares should differ by service type and would prefer one flat fare altogether (23%).

Level of Support for Fares Differ by Premium Service



Base: among those offering an opinion.

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

S1. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ by Premium Service?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	1,560
WCE price should reflect fast travel/convenience/distance	39%
It is simple/easy to understand	14%
It is fair/makes sense	11%
Good that all other modes are the same price/makes the system integrated	11%
Current system works well	9%

Top Reasons for Disagreeing

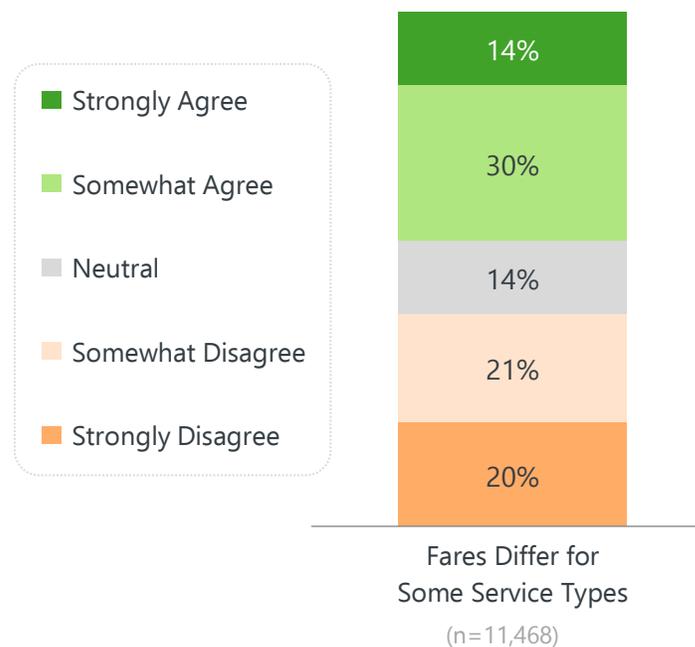
(unaided mentions among those disagreeing)

Base	598
Fares should not differ by service type	23%
Not enough price differences/not stratified enough	13%
WCE is the only option for many commuters/should not be considered premium	12%
Busses/HandyDART should be cheaper	9%
Does not penalize those without multiple transit options	9%

Support for Fares Differ for Some Service Types

- › Among those who agree with the 'Fares Differ for Some Service Types' option, 56% like that the prices reflect the speed and comfort of each mode.
- › One-quarter of those who disagree with the option feel that fares should not differ by service type at all. Others dislike that it penalizes those without multiple transit options or find it overly complicated and confusing (mentioned by 20% and 16%, respectively).

Level of Support for Fares Differ for Some Service Types



Base: among those offering an opinion.

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

S2. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ for Some Service Types?

Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	885
Price should reflect fast travel/convenience/vehicle type	56%
Current system works well/similar to current system	10%
It is fair	9%
Agree, but too expensive/should be affordable	8%

Top Reasons for Disagreeing

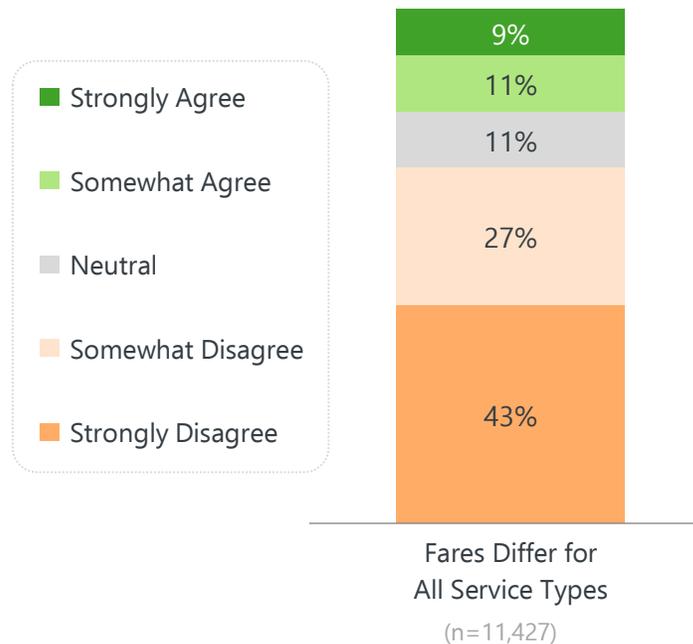
(unaided mentions among those disagreeing)

Base	1,095
Fares should not differ by service type	25%
Penalizes those without multiple transit options	20%
Too complicated/confusing	16%
It is unfair	13%
Should be affordable/too expensive	9%
Disadvantageous for low income users/people with disabilities	7%

Support for Fares Differ for All Service Types

- > The overwhelming reason for agreeing with the 'Fares Differ for All Service Types' option is because the prices would reflect the speed and convenience of each mode.
- > Among those who disagree, the main comments are that it is too complicated (37%), or that fares should not differ by service type at all (22%).

Level of Support for Fares Differ for All Service Types



Top Reasons for Agreeing

(unaided mentions among those agreeing)

Base	425
Price should reflect fast travel/convenience/vehicle type	50%
Different services have different operating costs	12%
Offers more options/price points	12%

Top Reasons for Disagreeing

(unaided mentions among those disagreeing)

Base	1,940
Too complicated/confusing	37%
Fares should not differ by service type	22%
Penalizes low income travellers/social stratification	13%
Penalizes those without multiple transit options	12%
Difficult to estimate costs/predict fares	6%

Base: among those offering an opinion.

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

S3. Do you agree or disagree with each of the following options as a way to vary fares by service type? / Why did you choose this answer for Fares Differ for All Service Types?

Final Comments

- › Respondents expressed a variety of comments/concerns regarding possible changes to the fare structure. Among those who left a comment, one of the main themes was cost – either that prices should be lower to encourage ridership, prices should not be raised, or that discounts should be offered for seniors, students and people with disabilities.

Final Comments

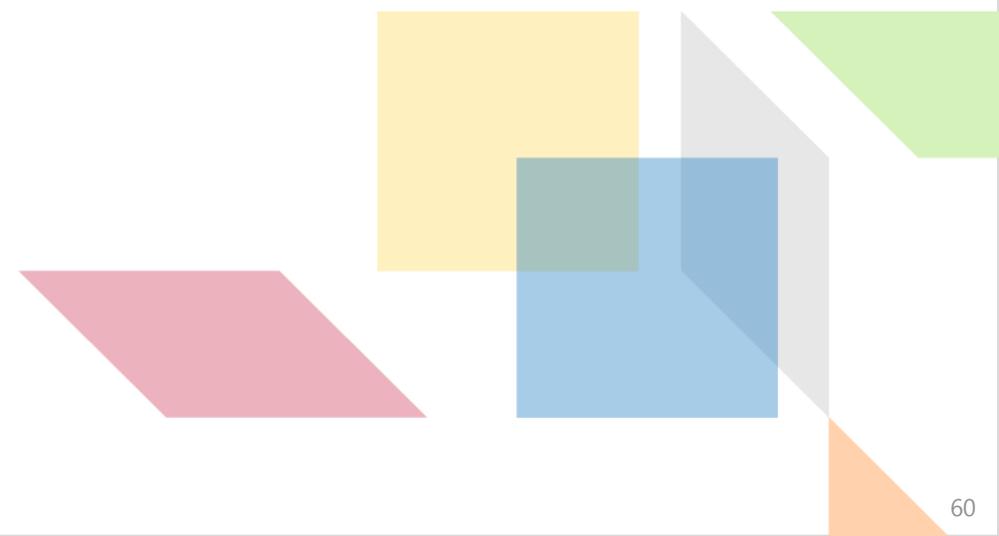
Top Final Comments (among those leaving a comment)	
Base	4,460
Need to lower prices to encourage more people to use transit	14%
Want cheaper fares/discounts for students/elderly/people with disabilities	13%
Transit is too expensive currently/don't raise prices	12%
All types of travel should be one fare	11%
Current system is too complicated/not fair	10%
Keep it simple/fair/easy to understand	10%
Focus should be on getting to places quickly and conveniently	10%
Fares should be equal to all; some don't have a choice of transportation/time of travelling	8%
Transit should be based on distance travelled/time travelled	8%
Zones should be eliminated altogether	5%
Keep the current system	5%

Note: only major mentions are shown. Percentages may add to more than 100% given that a respondent can offer multiple reasons. Q-Comment. Is there anything else you would like to tell us about possible changes to the fare structure?

A small version of the 3D cube icon, with a green top face and a grey bottom face.

Appendix

Respondent Profile



Respondent Profile



	TransLink Listens Survey	Public Survey
Base	1,127 %	11,540-11,587 %
Gender		
Male	48	44
Female	52	50
Transgender	-	1
Do not identify as male, female or transgender	-	1
Prefer not to say	-	5
Age		
Under 35	28	60
35-54	40	29
55 and over	33	11
Region		
Vancouver <i>(includes University Endowment Lands)</i>	29	39
Burnaby/New Westminister	13	19
South of Fraser <i>(Abbotsford, Delta, Langley, Richmond, Surrey, White Rock)</i>	37	23
Northeast <i>(Anmore, Belcarra, Coquitlam, Maple Ridge, Mission, Pitt Meadows, Port Coquitlam, Port Moody)</i>	13	13
North Shore <i>(Bowen Island, Lions Bay, North Vancouver, West Vancouver)</i>	8	6

Respondent Profile



Mode of Transportation



Zones Travelled



Channel Heard about Survey

	TransLink Listens Survey	Public Survey
	1,127	11,587
	%	%
Main Mode of Transportation		
Drive alone (single occupancy vehicle)	55	17
Carpool/Car with one or more passengers	14	7
Bicycle	3	3
Walk	7	7
Public transit	21	65
Most Frequent Number of Zones Travelled		
One	26	35
Two	40	43
Three	28	19
Four or Five (West Coast Express only)	2	1
Don't Know/Not Applicable	3	2
Channel Heard About Transit Fare Review*		
TransLink Social Media (Twitter, Facebook)	3	47
Online ads	1	16
Advertisements on SkyTrain, SeaBus or West Coast Express	0	13
News media (newspaper article, radio or television news story)	8	12
Word of mouth (Email/heard from family, friend or colleague)	4	10
TransLink website	8	9
Newspaper advertisement	3	4
Buzzer blog	2	2
Email from an organization	11	2
Bus shelter advertisement	2	2
TransLink eNewsletter	14	2
TransLink Listens panelist email	64	1

*Note: only top mentions are shown.

Respondent Profile

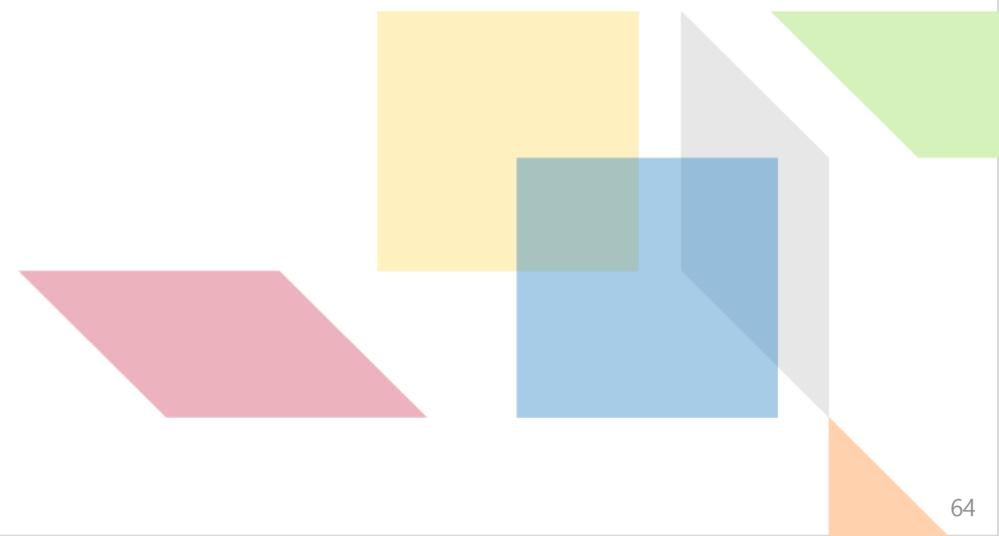


	TransLink Listens Survey	Public Survey
	1,127	11,587
	%	%
Bus Usage		
Every day	19	47
At least once a week	22	24
At least once a month	25	15
At least once a year	22	8
Rarely or never	12	6
SkyTrain Usage		
Every day	12	42
At least once a week	24	30
At least once a month	35	20
At least once a year	22	7
Rarely or never	7	2
SeaBus Usage		
Every day	0	2
At least once a week	3	3
At least once a month	9	10
At least once a year	35	35
Rarely or never	54	50
West Coast Express Usage		
Every day	1	2
At least once a week	0	1
At least once a month	2	2
At least once a year	8	6
Rarely or never	89	90
HandyDART Usage		
Every day	0	0
At least once a week	1	1
At least once a month	1	1
At least once a year	2	2
Rarely or never	96	96



Appendix

Copy of Questionnaire



January 30, 2017

Introduction

[insert video]

In Phase 1 of the Transit Fare Review, residents told us that it's time to take a fresh look at the way we price transit in Metro Vancouver. Now in Phase 2 of the Transit Fare Review, have your say on options for varying fares by distance, by time of travel, and by service type.

We'll use your feedback from this survey to narrow down to a short-list of options to bring back to you later this year in Phase 3.

This survey has four sections and will take approximately 15 minutes to complete. It can be done on any electronic device with access to the internet.

For each component, watch the video and answer the questions below. If you'd like more background information before answering these questions, you can find this in the Discussion Guide [\[link\]](#).

1. b) Varying Fares by Distance Sub-Options

There are multiple ways that Refined Zones could be structured and multiple ways that Measured Distance could be measured. The following sub-options attempt to address the zone-boundary problem in different ways.

Sub-Options for Varying Fares by Distance Travelled

D2. Refined Zones			D3. Measured Distance	
D2.a) Few Zones with Soft Boundaries	D2.b) Many Zones	D2.c) Moderate Zones with 2-zone Base Fare	D3.a) Measured Distance by Stop or Station	D3.b) Measured Distance by KM
Few zones (3-6) with overlapping edges to create Common Zones.	Many zones (up to 30) so the increase in price is more gradual.	Moderate number of zones (8-16) with a 2-zone base fare so the first zone boundary crossing does not incur an additional cost.	A trip's fare increases with each additional stop or station travelled.	A trip's fare increases with each additional kilometre.

Do you agree or disagree with each of the following sub-options as a way to vary fares by distance?

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	
2a. Few Zones with Soft Boundaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Why did you choose this answer for Few Zones with Soft Boundaries? (optional)
2b. Many Zones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Why did you choose this answer for Many Zones? (optional)
2c. Moderate Zones with 2-zone Base Fare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Why did you choose this answer for Moderate Zones with 2-zone Base Fare? (optional)
3a. Measured Distance by Stop or Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Why did you choose this answer for Measured Distance by Stop or Station? (optional)
3b. Measured Distance by KM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Why did you choose this answer for Measured Distance by KM? (optional)

2. Varying Fares by Time of Travel

Once again, watch this short video and answer the questions below.

[insert video]

Current System

Today, customers travelling after 6:30 p.m. on weekdays and all day weekends and holidays, pay a one-zone fare regardless of the number of zones they travel through.

Rationale

The spectrum below explains the rationale for varying or not varying fares by the time of day that you travel.



Options for Varying Price by Time of Day

L1. No Time Variation	L2. Off-peak Discount	L3. Hourly Variation
<p style="text-align: center;">Time</p>	<p style="text-align: center;">Time</p>	<p style="text-align: center;">Time</p>
<p>Eliminate the existing off-peak discount and make trips the same price throughout the day and week.</p>	<p>Some or all of the three main off-peak periods - early bird, mid-day, evening - receive a percentage discount off the regular fare.</p>	<p>Price each hour of the day differently to directly target the most overcrowded hours of the day, with higher prices during the most crowded times and lower prices during the least crowded times.</p>

Do you agree or disagree with each of the following options as a way to vary fares by time of travel?

L1. No Time Variation	Strongly Agree <input type="radio"/>	Somewhat Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Somewhat Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Don't Know <input type="radio"/>	Why did you choose this answer for No Time Variation? (optional)
L2. Off-Peak Discount	Strongly Agree <input type="radio"/>	Somewhat Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Somewhat Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Don't Know <input type="radio"/>	Why did you choose this answer for Off-Peak Discount? (optional)
L3. Hourly Variation	Strongly Agree <input type="radio"/>	Somewhat Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Somewhat Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Don't Know <input type="radio"/>	Why did you choose this answer for Hourly Variation? (optional)

3. Varying Fares by Service Type

Once again, watch this short video and answer the questions below.

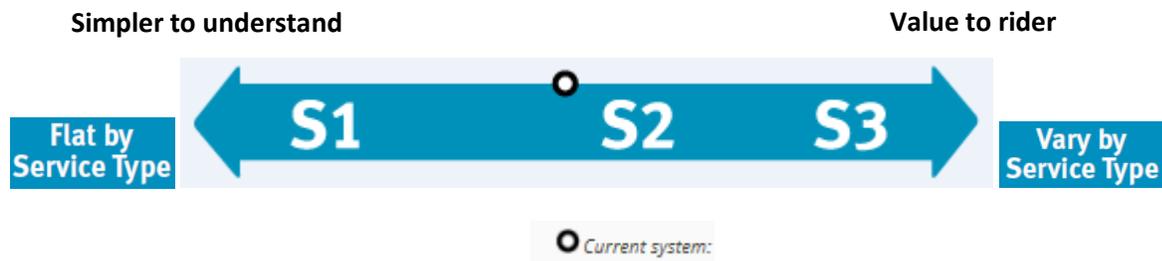
[insert video]

Current System

- **Bus, SkyTrain and SeaBus** have one set of prices
- **West Coast Express** is a higher price, premium service
- **HandyDART** (paratransit) is priced the same as bus but does not accept concession fares

Rationale

The spectrum below explains the rationale for varying fares or not varying fares according to the speed, directness, and reliability of the service.



Options for Varying Fares by Service Type

S1. Fares differ for premium service	S2. Fares differ for some service types	S3. Fares differ for all service types
<p>Fares are equal for all services with a premium fare only for West Coast Express, recognizing that it is a high-speed, limited stop service.</p>	<p>Fares differ for some service types.</p>	<p>Fares differ for all services including between local bus service and express bus service.</p>

Do you agree or disagree with each of the following options as a way to vary fares by service type?

S1. Fares differ for premium service	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Why did you choose this answer for fares differ by premium service? (optional)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
S2. Fares differ for some services	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Why did you choose this answer for fares differ for some service types? (optional)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
S3. Fares differ for all service types	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know	Why did you choose this answer for fares differ for all service types? (optional)
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Comments

Is there anything else you would like to tell us about possible changes to the fare structure?

Please do not include any personal information (only public survey)

Demographics

Which age group do you belong to? [PUBLIC SURVEY ONLY; TLL WILL USE PROFILING QRE]

- Younger than 14
- 14-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

How do you describe yourself? Allow multiple responses [PUBLIC SURVEY ONLY; TLL WILL USE PROFILING QRE]

- Male
- Female
- Transgender
- Do not identify as male, female, or transgender
- Prefer not to disclose information concerning my gender

What municipality do you live in? [PUBLIC SURVEY ONLY; TLL WILL USE PROFILING QRE]

- Anmore
- Belcarra
- Bowen Island
- Burnaby
- Coquitlam
- Delta (North)
- Delta (South)
- Fraser Valley
- Langley (City)
- Langley (Township)
- Lions Bay
- Maple Ridge
- New Westminster
- North Vancouver (City)
- North Vancouver (District)

- Port Coquitlam
- Port Moody
- Pitt Meadows
- Richmond
- Surrey
- Vancouver/University Endowment Lands
- West Vancouver
- White Rock
- Other

How often do you use the following transit services?

- SkyTrain
 - Every day
 - At least once a week
 - At least once a month
 - At least once a year
 - Rarely or never
- Bus
 - Every day
 - At least once a week
 - At least once a month
 - At least once a year
 - Rarely or never
- SeaBus
 - Every day
 - At least once a week
 - At least once a month
 - At least once a year
 - Rarely or never
- West Coast Express
 - Every day
 - At least once a week
 - At least once a month
 - At least once a year
 - Rarely or never
- HandyDART
 - Every day
 - At least once a week
 - At least once a month
 - At least once a year
 - Rarely or never

What mode of transportation do you use most often?

- Public transit
- Driving alone
- Carpooling/Car with one or more passengers
- Walking
- Biking

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

- One
- Two
- Three
- Four (West Coast Express Only)
- Five (West Coast Express Only)
- N/A
- Don't Know

How did you hear about the Transit Fare Review?

- Bus shelter advertisement
- Buzzer blog
- Email from an organization
- I work for TransLink, CMBC, BCRTC, West Coast Express, Transit Police or InTransitBC [Note: Code applicable to public survey only]
- LCD screen at transit station
- News media (Newspaper article, radio or television news story)
- Newspaper advertisement
- Print material (brochure)
- TransLink booth in the community
- TransLink eNewsletter
- TransLink Listens panelist email
- TransLink website
- TransLink Social Media (Twitter, Facebook)
- Word of mouth (email/heard from family, friend or colleague)
- Online ads
- None of the above [EXCLUSIVE]
- Don't recall [EXCLUSIVE]

Conclusion

Thanks for participating! We value your time and appreciate your input. Your responses will inform our work to prepare different fare options into packages for Phase 3.

Want to share more about your choices, why you chose the answers you did, or anything else about these fare structure options? The conversation continues on the Transit Fare Review Phase 2 Discussion Forum. <http://translink.forumbee.com/>