



# MODUS

from insight to impact

## TRANSLINK TRANSIT FARE REVIEW CONSULTATION

### Phase 1 Public Survey Summary



Executive Summary.....	1
Key Findings .....	1
Next Steps .....	3
Appendix.....	3
Introduction .....	4
Survey Objectives and Methodology.....	4
Summary of Findings.....	7
Current Fare System Questions .....	7
1. Overall Satisfaction with the Current Transit Fare System .....	7
2. Satisfaction with Components of the Current Transit Fare System.....	8
Future Fare System Questions.....	9
3. Transit Fare System Preferences.....	9
4. Transit Fare System Preferences Based on Demographics.....	12
5. Future Transit Fare System Priorities.....	14
6. Future Transit Fare System Priorities Based on Demographics.....	15
Demographic Questions .....	17
7. Age of Survey Respondents.....	17
8. Frequency of Transit Use.....	18
9. Primary Mode of Transportation .....	18
10. Location of Survey Respondents .....	19
Email correspondence .....	20
11. Methodology .....	20
12. Findings.....	20

## EXECUTIVE SUMMARY

TransLink is currently reviewing the way transit fares are determined, which has remained relatively unchanged over the last 30 years.

In Phase 1 of the Transit Fare Review process, we asked key stakeholders, transit users and the general public to identify issues associated with the current fare system, and to identify the objectives that are important to them for the future fare system.

In Phase 1 of the Transit Fare Review, TransLink launched and promoted a public, region-wide survey, which was completed by 28,229 people across Metro Vancouver. In addition, TransLink completed a similar survey of their online member panel which is known as “TransLink Listens.” It had 1,485 completions.

The public survey revealed that there is a high level of support for reviewing ways to improve our existing transit fare system. For example, when asked if the current zone-based fare system works well, a majority of survey respondents (63.5%) Disagree or Strongly Disagree with this statement.

Survey results suggest that the main priorities and preferences for a new transit system fall into four main categories:

- Frequency of use: how often people use public transit
- Distance travelled: the distance people travel on public transit
- Time of use: what time of day people use public transit
- Affordability: the ability of people to pay to use public transit

In addition to the public survey and Translink Listens panel, TransLink held three stakeholder forums and three individual stakeholder meetings to help understand the needs and concerns of key stakeholders. A total of 77 stakeholders participated in the Stakeholder Forums and individual meetings. The results of Phase 1 stakeholder engagement are described in Appendix 1.

## KEY FINDINGS

As part of Phase 1 engagement, survey respondents were asked to rate their level of agreement with four statements regarding the current fare system and 10 statements regarding a future fare system. They were also asked to select their four top priorities for a future fare system. The following sections summarize responses to these questions.

### *The Current Transit Fare System is Not Providing Enough Options to Meet the Needs of Customers*

When asked about the current transit fare system, Phase 1 participants felt there should be product options that are more affordable for families to travel together (79.7% of survey respondents Agree or Strongly Agree with this statement). They also felt there should be more fare product options for different periods of time (71.8% of survey respondents Agree or Strongly Agree with this statement).

Participants disagreed with the statement that the current zone-based fare system works well (63.5% of survey respondents Disagree or Strongly Disagree). They also disagreed that the current 90-minute transfer window is long enough (54.8% of survey respondents Disagree or Strongly Disagree).

### *There is Strong Consensus to Create a Fare System that is Cost Competitive to Driving*

The most strongly supported statement on the future fare system was to create a fare system that is a cost competitive alternative to driving (79.6% of survey respondents Agree or Strongly Agree).

Other strongly supported statements focused on specific aspects of how transit fares are structured, such as:

- Distance Travelled: 67.2% of survey respondents Agree or Strongly Agree that fares should be lower for shorter distance trips than longer distance trips.
- Frequency of Use: 60.7% of survey respondents Agree or Strongly Agree that fares should be lower for people who use transit frequently than for people who use transit occasionally.
- Affordable: 52.6% of survey respondents Agree or Strongly Agree that fares should be lower for people with less ability to pay than for people with more ability to pay.
- Time of Day: 48.4% of survey respondents Agree or Strongly Agree that fares should be lower at less busy times of day than at busier times of day.

The statement with the highest level of disagreement overall was that “fares should be set to cover a higher share of transit costs” (56.1% Disagree or Strongly Disagree with this statement).

### *Top Priorities for a New Transit Fare System: Frequency of Use and Affordability*

When given a set of 11 possible priorities for TransLink’s future fare system and asked to rank their top four, survey respondents tended to favour priorities that involved creating a fare system that better reflects how people use the system (i.e. how often, what time of day, etc.).

The top four priorities chosen by survey respondents for how fares should be determined are frequency of use, distance travelled, time of day, and affordability for families:

1. Make fares lower for people who use transit frequently (58.7%)
2. Make fares lower for shorter distances (51.4%)
3. Provide more fare product options for different periods of time (e.g. 3-day, weekly) (50.2%)
4. Provide more fare product options to make transit more affordable for families to travel together (46.8%)

The priority least often included in survey respondents' top four choices was "Make fares lower for services that cost less to build and operate" (11.7% of survey respondents).

## NEXT STEPS

The Transit Fare Review is a two-year process to improve the framework that determines what you pay for public transit. We recognize that any changes we make may affect some customers and that's why we're asking for input from stakeholders now and throughout the process.

In Phase 1, we heard what people like and don't like about the current fare system, and what they want to see in a future fare system. In Phase 2, we will use this feedback and will be engaging with technical experts, key stakeholders and the general public to examine global best practices in fare policy and work together to develop a long list of transit fare system options.

## APPENDIX

The results of the stakeholder engagement forums and meetings are discussed in greater detail in Appendix 1: Phase 1 Stakeholder Engagement Summary.

## INTRODUCTION

TransLink is currently reviewing the way transit fares are determined, which has remained relatively unchanged over the last 30 years. The Transit Fare Review is a two-year process to improve the framework that determines what people pay for public transit in Metro Vancouver.

In Phase 1 of the Transit Fare Review process, we asked key stakeholders, transit users and the general public to identify issues associated with the current fare system and to identify the objectives that are important to them for the future fare system.

As part of engaging the public in Phase 1, TransLink developed and promoted a region-wide survey that ran from May 24<sup>th</sup> – June 30, 2016. TransLink also organized three stakeholder forums held in different municipalities throughout the region, and completed several individual stakeholder meetings to help understand the needs and concerns of key transit users and interest groups.

A total of 28,229 respondents from across Metro Vancouver completed the public survey. In addition, TransLink completed a similar survey of their online member panel which is known as “TransLink Listens.” It had 1,485 completions.

## SURVEY OBJECTIVES AND METHODOLOGY

The Phase 1 Survey<sup>1</sup> was designed to gather insights from customers on likes and dislikes of the current system, and what objectives are most important to achieve in the future transit fare system.

The Phase 1 Survey provided an early and meaningful opportunity for participants to have a say on the future fare system. It was developed to be easily accessible online and with mobile devices for completion in under 15 minutes.

Phase 1 Survey respondents were provided with the following information before answering the survey questions:

*Over the last 30 years, the way we determine fares – including our zone structure and our fare products - hasn't changed much.*

*It's time to take a fresh look at our fare system.*

---

<sup>1</sup> Phase 1 survey respondents were voluntarily self-selected and this survey is not a statistically valid sample. To help validate the findings, a second survey was run concurrently with members of the TransLink Listens Panel, which provides a more statistically valid sample

*This is the first of four phases of the Transit Fare Review. In order to get this right, we want to make sure we get your input along the way. The process is just starting and no decisions have been made.*

There were two sets of questions: the first set focused on levels of satisfaction with the current transit system and preferences for the future transit system; the second set focused on collecting demographic data about respondents, specifically their age, residential location<sup>2</sup>, primary mode of transportation and frequency of public transit use.

The survey was launched on May 24<sup>th</sup> 2016, with TransLink communications and marketing efforts that included a news release to media outlets on the launch date, advertisements on public transit, and promotion via TransLink social media channels throughout the duration of the survey. There was an extraordinary response to the survey shortly after the launch date (over 5000 people completed the survey on the first day) and significant participation through the duration of the survey campaign (approximately 500 people completed the survey daily).

Survey participation was highest in the first three days following the survey launch.

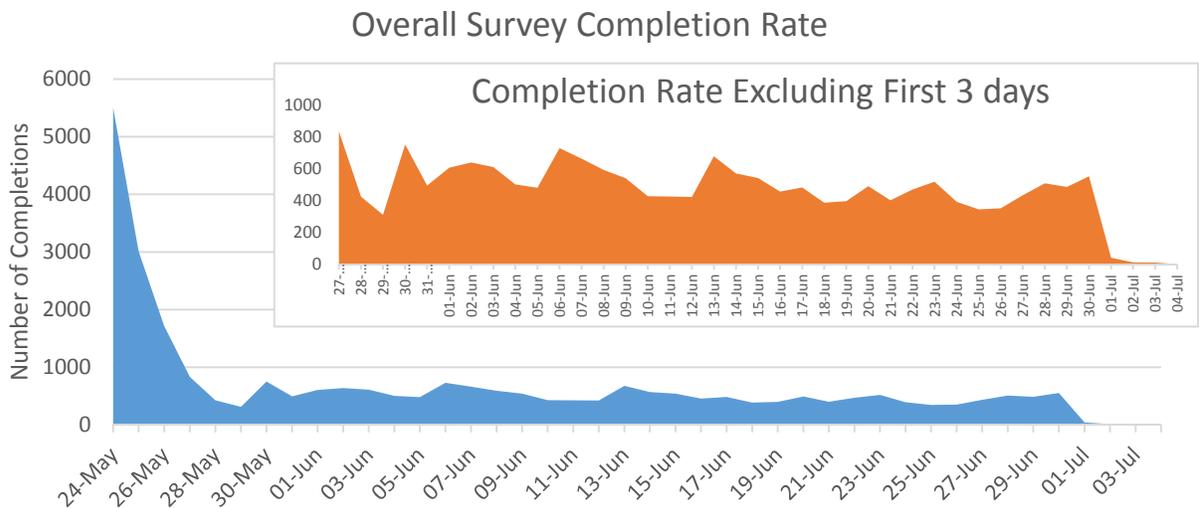


Figure 1 Survey Completion Rate. Total survey responses: 28,229.

When asked, “How did you hear about the Transit Fare Review?” the majority of respondents heard about the survey through ads on the transit network, TransLink owned social media properties and local news media coverage.

<sup>2</sup> To understand how responses differed depending on where respondents live, the survey asked respondents for the first three characters of their postal code. This information was then coded into seven sub-regions: City of Vancouver, Burnaby / New Westminister, South of Fraser, Northeast, Maple Ridge / Pitt Meadows, and North Shore. This format was selected as the best practical balance between reporting by municipal boundaries, versus reporting by TransLink’s Transit Service Areas.

## How did you hear about the Transit Fare Review?

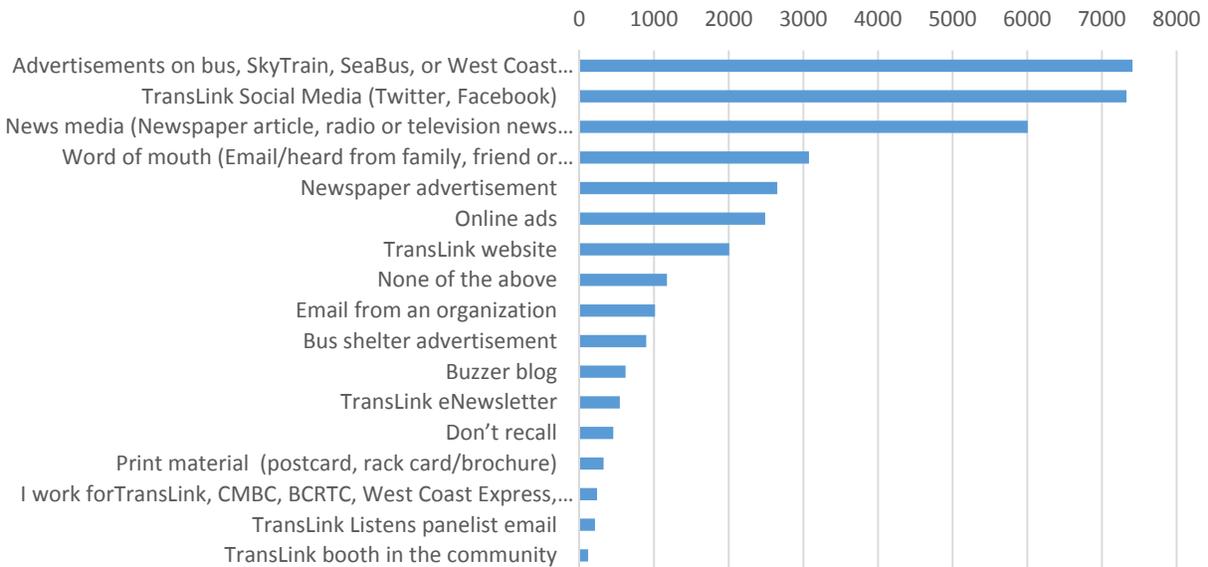


Figure 2: How respondents heard about the Transit Fare Review. Total responses: 36537 responses. Please note that the number of responses is larger than total respondents as respondents were able to choose more than one response for this question.

Responses to the Phase 1 Survey were collected through both online and print formats. The online survey format required that respondents complete the survey in order to successfully submit it; however, respondents were able to partially complete print versions of the survey.

This report summarizes responses from fully completed online surveys, and both fully and partially completed paper surveys. Where the base number of responses to a question vary, the difference is a result of non-responses to the question from paper surveys.

Throughout the Phase 1 Survey Summary Report, “Not applicable/Don’t use” or “Don’t Know” responses are excluded from the summaries of survey responses. This is because the Summary Report analyzes survey responses from people who expressed an opinion (positive, negative or neutral) to a given survey question, rather than those who did not express an opinion (e.g. “don’t know”). Similarly, where a question relates to a users’ experience with a given transit service, this report analyzes responses from respondents who use the specific transit services in question, rather than those who chose “Not applicable/Don’t use.”

# SUMMARY OF FINDINGS

## CURRENT FARE SYSTEM QUESTIONS

### 1. OVERALL SATISFACTION WITH THE CURRENT TRANSIT FARE SYSTEM

*For each of the transit services you use, how satisfied are you with the current way that fares are determined? (If you don't use one of the transit services below, select "not applicable".)*

Overall, survey respondents cited the highest rate of satisfaction with the current way bus fares are determined (54.6% of respondents were Very Satisfied or Somewhat Satisfied).

They cited the lowest rate of satisfaction with the current way SkyTrain fares are determined (49.6% of respondents were Very Dissatisfied or Somewhat Dissatisfied).

In regards to other transit services, there were high satisfaction rates with the way SeaBus fares are determined, while the West Coast Express and HandyDART had low satisfaction rates with the way fares for these services are determined. Here are the satisfaction rates overall:

- 54.6% of those survey respondents who use the bus are Very Satisfied or Somewhat Satisfied with the current way bus fares are determined.
- 40.7% of those survey respondents who use the SeaBus are Very Satisfied or Somewhat Satisfied with the current way SeaBus fares are determined.
- 49.6% of those survey respondents who use SkyTrain are Very Dissatisfied or Somewhat Dissatisfied with the current way SkyTrain fares are determined.
- 42.7% of those survey respondents who use the West Coast Express are Very Dissatisfied or Somewhat Dissatisfied with the current way West Coast Express fares are determined.
- 37.6% of those survey respondents who use the HandyDART are Very Dissatisfied or Somewhat Dissatisfied with the current way HandyDART fares are determined.

## For each of the transit services you use, how satisfied are you with the current way that fares are determined?

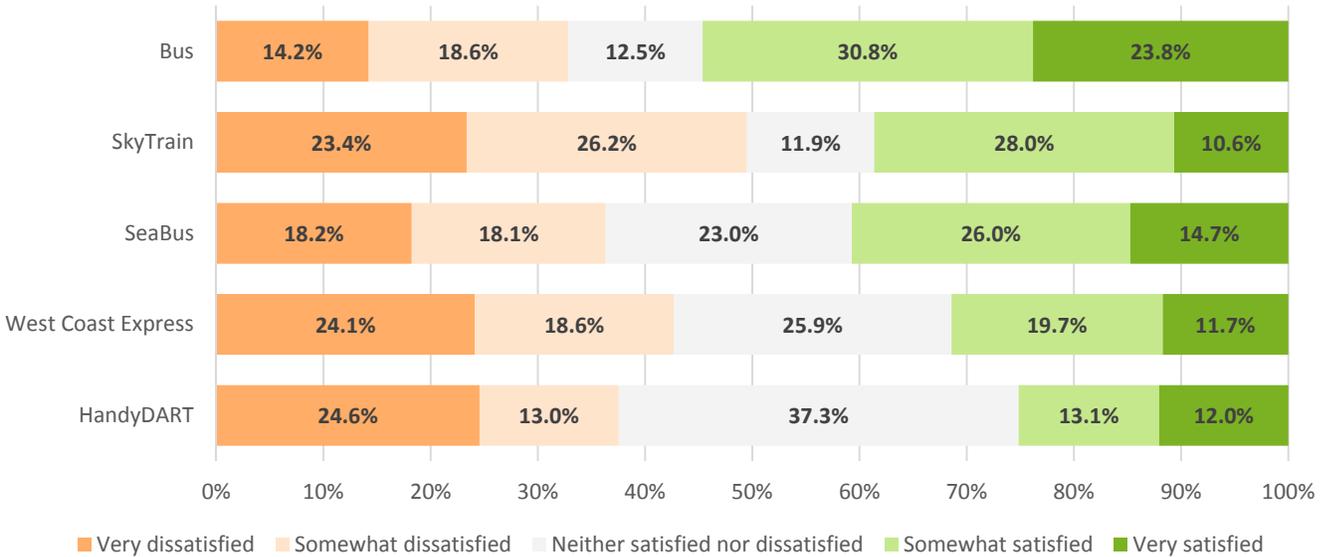


Figure 3 How satisfied respondents are with the current way fares are determined. Total responses for each mode ranges from 2675-27032 per statement.

## 2. SATISFACTION WITH COMPONENTS OF THE CURRENT TRANSIT FARE SYSTEM

*What is your level of agreement with each of the following statements?*

When survey respondents were asked what level of agreement they had with a set of four statements on the current fare policy, the statements with the highest level of agreement were:<sup>3</sup>

- There should be fare product options to make transit more affordable for families to travel together (79.7% Agree or Strongly Agree with this statement).
- There should be more fare products for different periods of time (71.8% Agree or Strongly Agree with this statement).

The statements with high levels of disagreement were:

<sup>3</sup> There is a subtle difference in the phrasing of these four statements, however all statements relate to the current fare system. Two of the four statements use the phrase “there should be” and are asking respondents to use the current system as a baseline and compare a future transit fare system with what is available today.

- The current zone-based fare structure works well (63.5% Disagree or Strongly Disagree with this statement).
- The current transfer window (90 minutes) is long enough (54.8% Disagree or Strongly Disagree with this statement).

What is your level of agreement with each of the following statements?

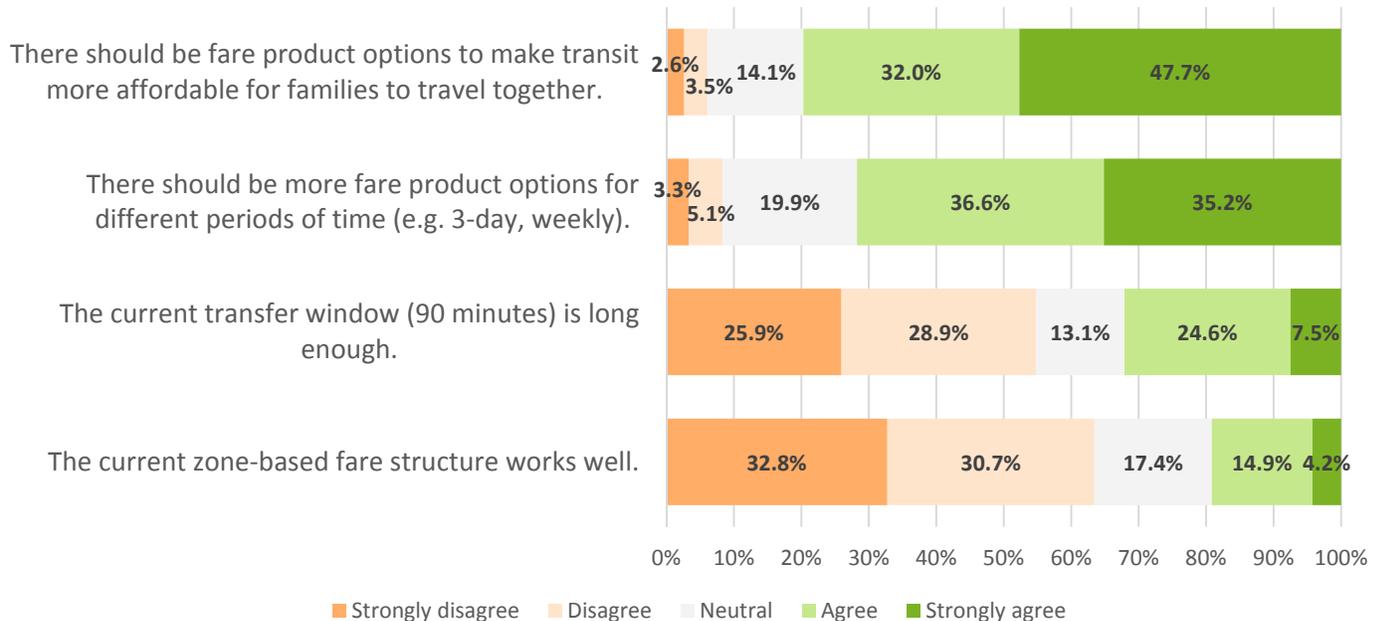


Figure 4 The level of agreement for four statements. Total responses range from 27400-27881 per statement.

## FUTURE FARE SYSTEM QUESTIONS

### 3. TRANSIT FARE SYSTEM PREFERENCES

What is your level of agreement with each of the following statements?

When survey respondents were asked what level of agreement they had with a set of 10 statements on transit fare system preferences, the top five statements with the highest level of agreement were:

1. Fares should be set to be a cost competitive alternative to driving (79.6% Agree or Strongly Agree with this statement).
2. Fares should be lower for shorter distance trips than longer distance trips (67.2% Agree or Strongly Agree with this statement).
3. Fares should be lower for people who use transit frequently than for people who use transit occasionally (60.7% Agree or Strongly Agree with this statement).

4. Fares should be lower for people with less ability to pay than for people with more ability to pay (52.6% Agree or Strongly Agree with this statement).
5. Fares should be lower at less busy times of day than at busier times of day (48.4% Agree or Strongly Agree with this statement).

The statement with the highest level of disagreement was “Fares currently cover a bit more than half the cost of operating transit. Fares should be set to cover a higher share of transit costs.” 56.1% of survey respondents Disagree or Strongly Disagree with this statement.

## What is your level of agreement with each of the following statements?

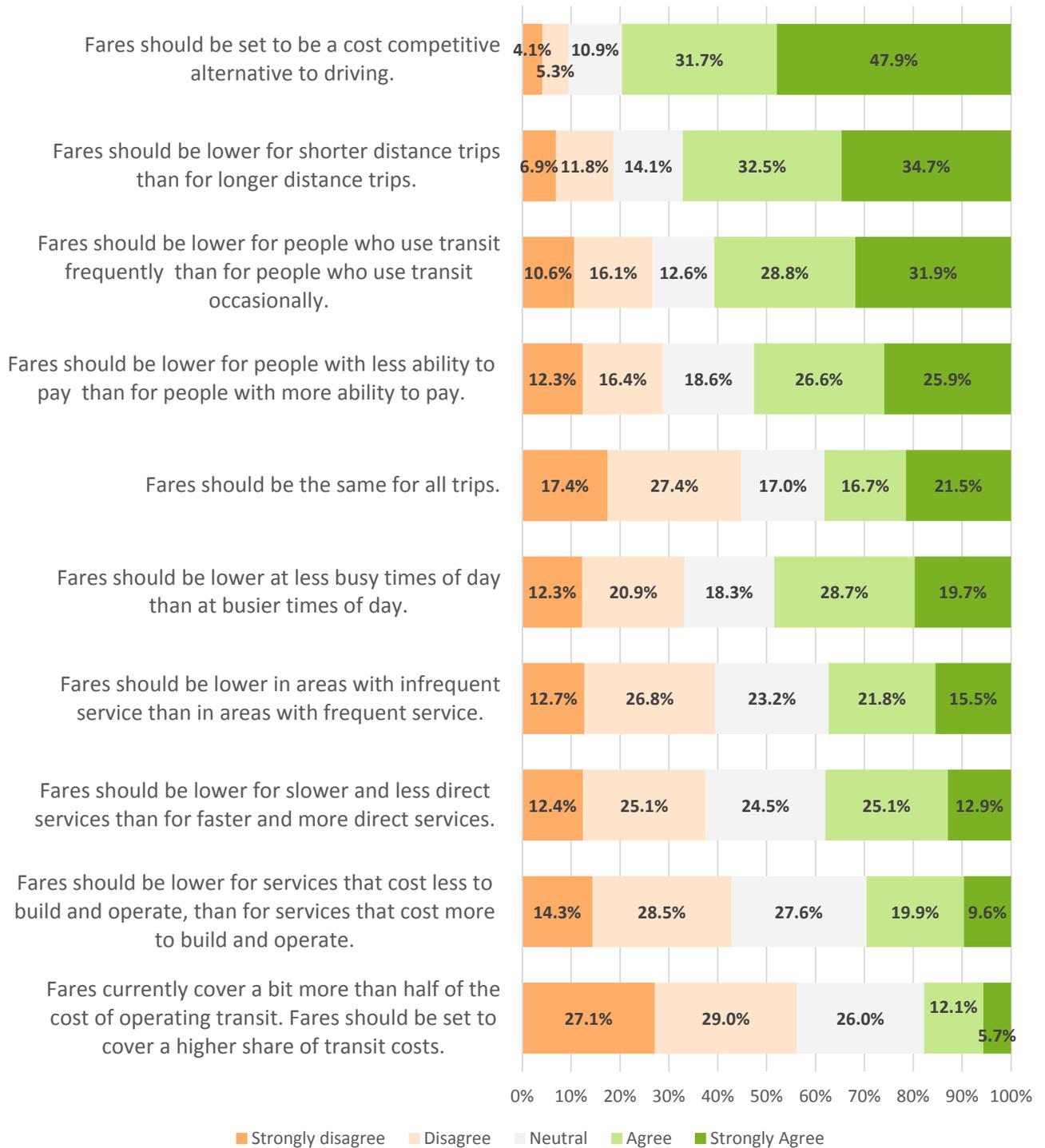


Figure 5 The level of agreement for ten statements. Total responses range from 26253-28003.

#### 4. TRANSIT FARE SYSTEM PREFERENCES BASED ON DEMOGRAPHICS

When survey respondents were asked what level of agreement they had with a set of 10 statements on transit fare system preferences, some statements had differing results depending on the demographic makeup of survey respondents.

For example, survey respondents between the ages of 20-44 were most supportive of the statement that fares should be a cost competitive alternative to driving. Also, respondents over the age of 55 were more supportive of making fares lower at less busy times of day, when compared with people under 55.

Respondents in areas with no or varying levels of SkyTrain access - such as the Fraser Valley, Pitt Meadows/Maple Ridge and Surrey/North Delta/White Rock/Langley - were more supportive of the statement that fares should be lower in areas with infrequent service vs. frequent service. Similar results were evident when respondents were asked if fares should be lower for less direct services than for more direct services and if fares should be the same for all trips. Respondents in areas with less transit options were generally more supportive of these statements than people in areas with more transit options. On the other hand, they were less supportive of the statement that fares should be lower for shorter distance trips than for longer distance trips.

Survey respondents who identify public transit as their primary mode were the most supportive of the statement that transit should be lower for people who use transit frequently than for people who use transit occasionally.

Fares should be...	Total % Agreeing or Strongly Agreeing	Percentage (%) Level of Support (Agree/Strongly Agree) by Demographic																				
		By Age	14-19	20-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say	Younger than 14										
Set to be a cost competitive alternative to driving.	80%	By Age	66%	76%	82%	79%	75%	71%	70%	65%	68%	45%										
Lower for shorter distance trips than for longer distance trips.	67%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys	70%	67%	53%	64%	65%	59%	70%	63%				
Lower for people who use transit frequently than for people who use transit occasionally.	61%	Main mode	Bicycle	Drive alone	Motorcycle, Scooter	Other	Public Transit (Bus, SkyTrain, SeaBus, West Coast Express, HandyDART)	Travel in a private vehicle with at least one other person/carpool/rideshare	Use two modes the same/Can't choose one mode	Walk	52%	47%	53%	37%	69%	47%	56%	50%				
Lower for people with less ability to pay than for people with more ability to pay.	53%	By Age	14-19	20-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say	Younger than 14	54%	56%	53%	49%	46%	51%	57%	53%	47%	50%
Lower at less busy times of day than at busier times of day.	49%	By Age	14-19	20-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say	Younger than 14	41%	41%	43%	50%	53%	58%	65%	69%	48%	45%
Lower for slower and less direct services than for faster and more direct services.	38%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys	37%	32%	44%	36%	42%	44%	42%	41%				
The same for all trips.	38%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys	36%	35%	40%	37%	40%	42%	37%	42%				
Lower in areas with infrequent service than in areas with frequent service.	37%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys	36%	28%	54%	33%	42%	55%	38%	48%				

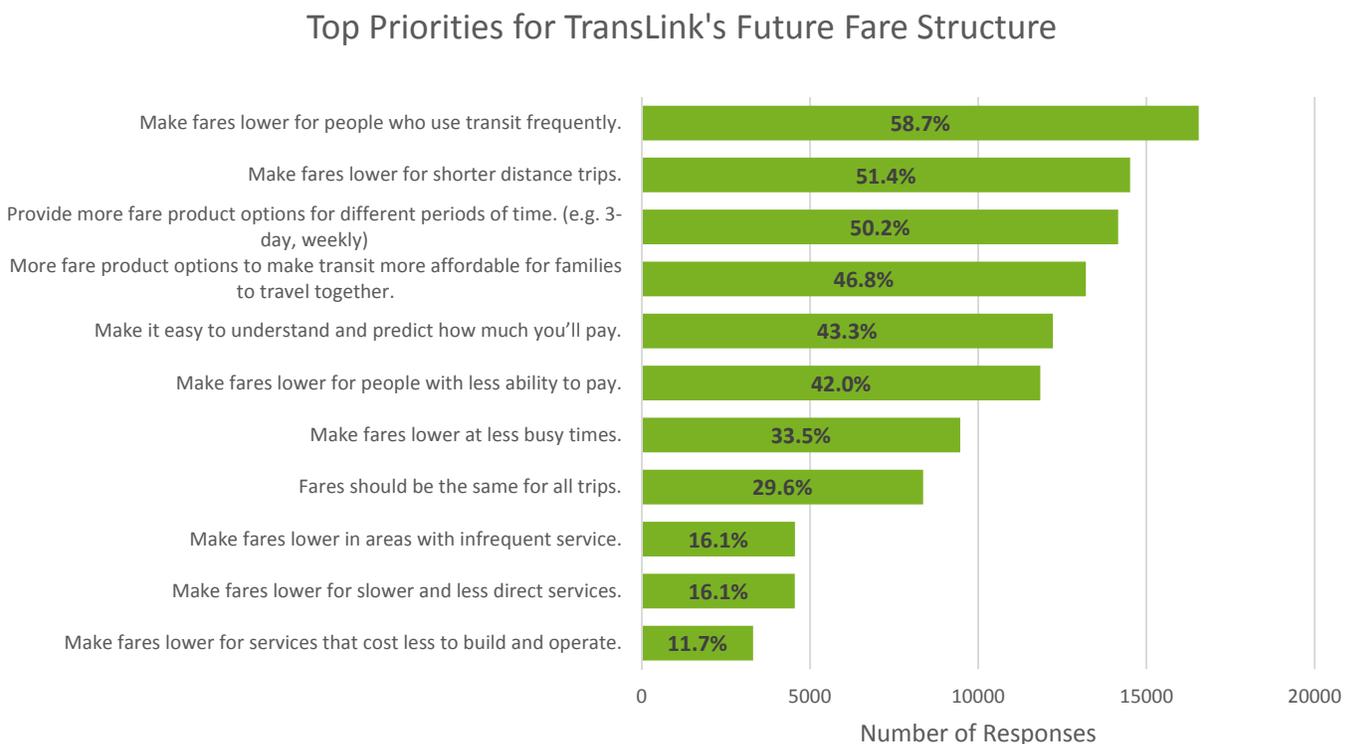
## 5. FUTURE TRANSIT FARE SYSTEM PRIORITIES

*What should be the top four priorities as we consider changes to the transit fare structure, products and programs? Please select exactly four items.*

When survey respondents were given a set of 11 priorities for TransLink’s future fare structure and asked to choose their top four, the following priorities were chosen most often:<sup>4</sup>

1. Make fares lower for people who use transit frequently (58.7%).
2. Make fares lower for shorter distances (51.4%).
3. Provide more fare product options for different periods of time (e.g. 3-day, weekly) (50.2%).
4. Provide more fare product options to make transit more affordable for families to travel together (46.8%).
5. Make it easy to understand and predict how much you’ll pay (43.3%).

The priority that received the lowest level of support was “Make fares lower for services that cost less to build and operate” (11.7%).



*Figure 6 Number of respondents choosing each statement as a part of their top four. Percentages represent the portion of respondents who chose the statement as one of their top four priorities.*

<sup>4</sup>The percentages quoted in the text and Figure 6 represent the percentage of respondents who chose a given priority within their top four. Since respondents chose four priorities, the percentages associated with all priority statements sum to 400%.

## 6. FUTURE TRANSIT FARE SYSTEM PRIORITIES BASED ON DEMOGRAPHICS

When given a set of 11 priorities for TransLink's future fare system and asked to rank their top four, some statements had differing results depending on the demographic makeup of survey respondents.

For example, those who were under 19 or between the ages of 25-54 expressed the most support for making transit more affordable for families to travel together. Also, people over 55 expressed the most support for making transit fares lower at less busy times.

People with greater access to public transit options – such as City of Vancouver, Burnaby/New Westminster, North Shore and Richmond – were more supportive of making fares lower for shorter trips. People with varying access to public transit options –such as the Fraser Valley, Pitt Meadows/Maple Ridge and Surrey/North Delta/White Rock/Langley – were more supportive of making fares lower in areas of infrequent service. There was no discrepancy in responses based on regional location to the statement “make fares the same for all trips.”

Survey respondents who use public transit daily or once a week were the most supportive of making fares lower for those who use transit frequently.

Top Priorities	Percentage (%) of respondents who selected statement as their top 4	Percentage (%) of Respondents By Demographic Who Selected Statement as Their Top Four										
		By Frequency of Transit Use*	Every day	At least once a week	At least once a year	At least once a month	Rarely or never					
Make fares lower for people who use transit frequently.	59%		65%	48%	41%	40%	38%					
Make fares lower for shorter distance trips.	51%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys		
			55%	55%	31%	53%	48%	39%	56%	43%		
Provide more fare product options to make transit more affordable for families to travel together.	47%	By Age	14-19	20-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say	Younger than 14
			48%	42%	48%	54%	47%	39%	38%	31%	37%	68%
Make fares lower at less busy times.	34%	By Age	14-19	20-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say	Younger than 14
			24%	26%	29%	35%	40%	47%	53%	60%	43%	27%
Fares should be the same for all trips.	30%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys		
			28%	28%	31%	31%	31%	32%	30%	33%		
Make fares lower in areas with infrequent service.	16%	By Metro Vancouver Sub-Region	Burnaby/New West	City of Van/UEL	Fraser Valley	North Shore	Northeast Region	Pitt Meadows/Maple Ridge	Richmond/S Delta	Surrey/N Delta/WR/Langleys		
			13%	11%	32%	16%	22%	34%	18%	23%		

\*Frequency of Transit Use for Bus, Skytrain and SeaBus.

## DEMOGRAPHIC QUESTIONS

### 7. AGE OF SURVEY RESPONDENTS

*Which age group do you belong to?*

A majority (32.6%) of survey respondents identified themselves as being 25-34 years old. The next largest age group of respondents was 35-44 years old (18.6%), followed by 20-24 years old (15%).

- 72.3% of survey respondents were under 44 years old.
- 27.3% of survey respondents were over 44 years old.

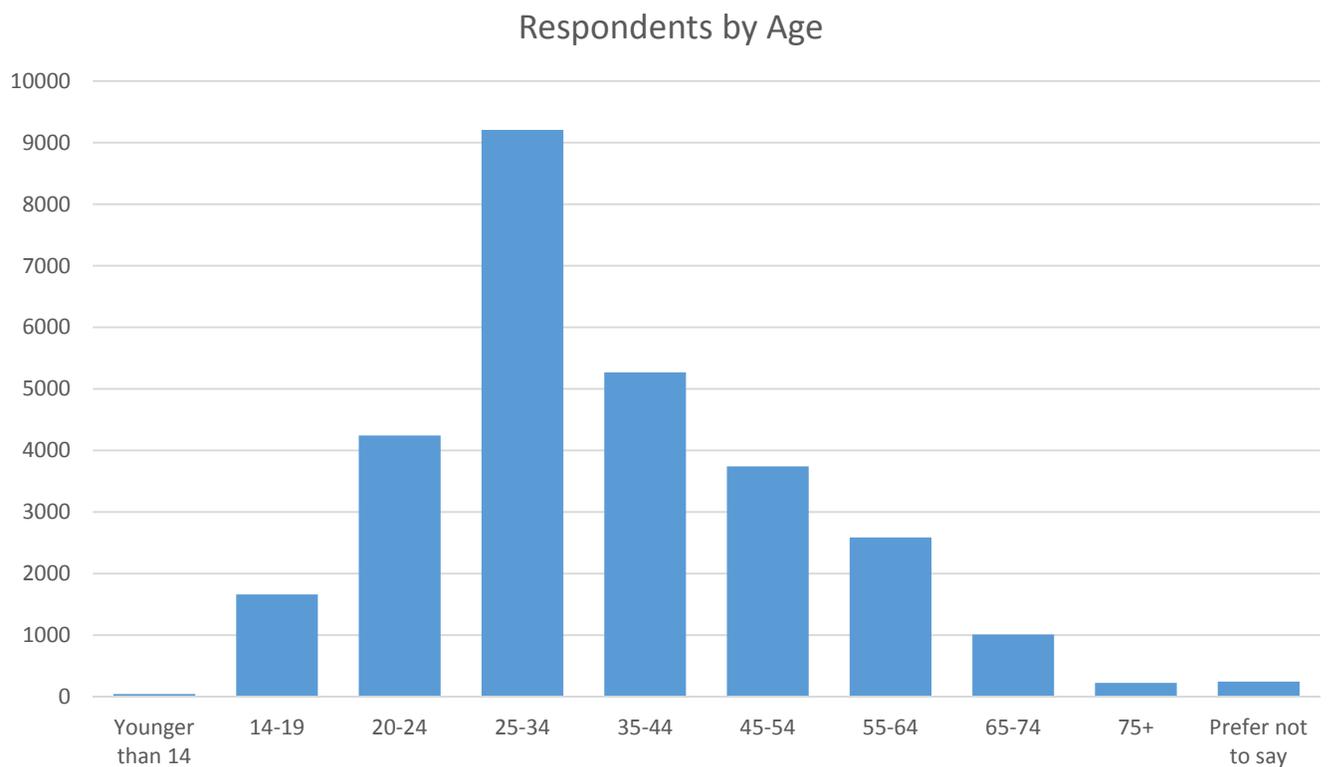


Figure 7 Respondents by Age. Total responses: 28229.

## 8. FREQUENCY OF TRANSIT USE

*How often do you use each of the following transit services?*

The transit service used most frequently by survey respondents was bus (71.7% of respondents use it daily or once a week), followed by SkyTrain (67.5% of respondents use it daily or once a week).

- 31.8% of survey respondents take the SeaBus at least once a year. 2% of respondents take it every day.
- 5.7% of survey respondents take the West Coast Express at least once a year. 2.3% of respondents take it every day.
- 1.3% of survey respondents take the HandyDART at least once a year. 0.2% of respondents take it every day.

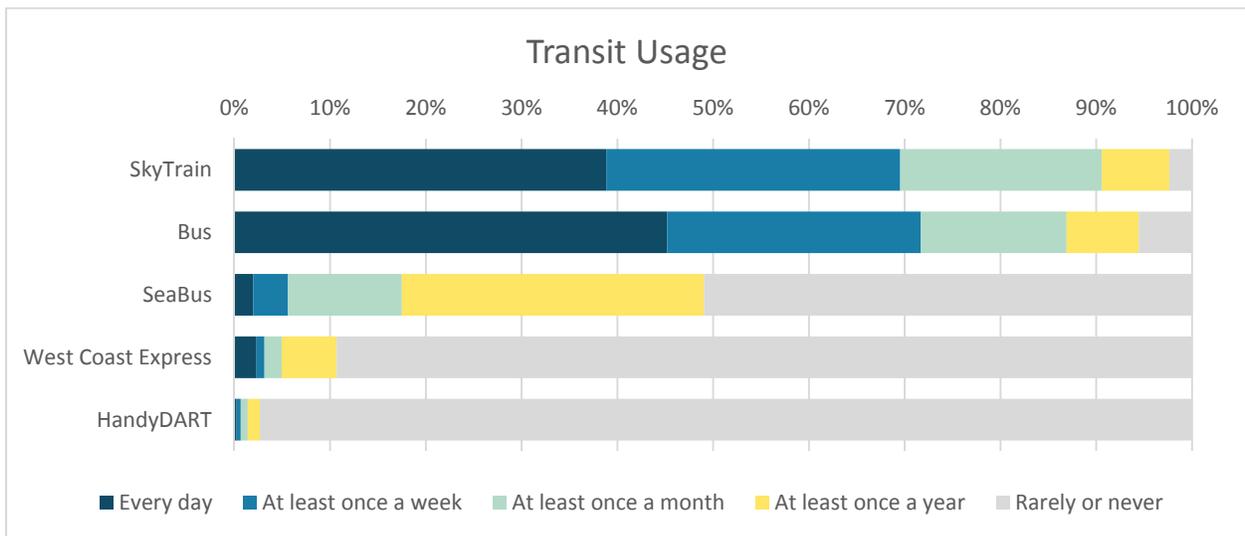


Figure 8 Frequency of transit use by survey respondents. Total responses: 28229.

## 9. PRIMARY MODE OF TRANSPORTATION

*What mode of transportation do you use most often?*

More than half (56.4%) of survey respondents cited public transit as their most often used mode of transport. Another 17.5% of survey respondents said driving alone was their most often used mode. One-quarter (26.1%) cited another mode as their primary, including [in order] carpooling, walking, and biking.

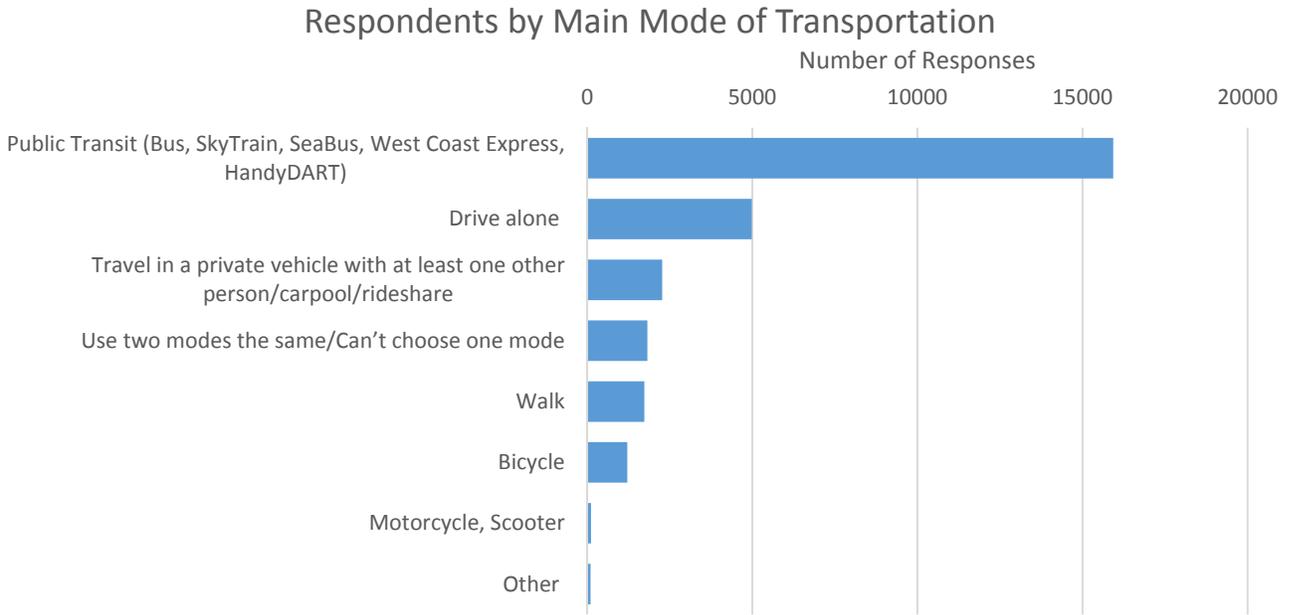


Figure 9 Main Mode of Transportation by survey respondents. Total responses: 28193.

#### 10. LOCATION OF SURVEY RESPONDENTS

A majority of survey respondents identified themselves as being from the City of Vancouver (37%) and/or UBC Endowment Lands, followed by Surrey/North Delta/White Rock/Langley (19.2%), and Burnaby/New West (18.1%).

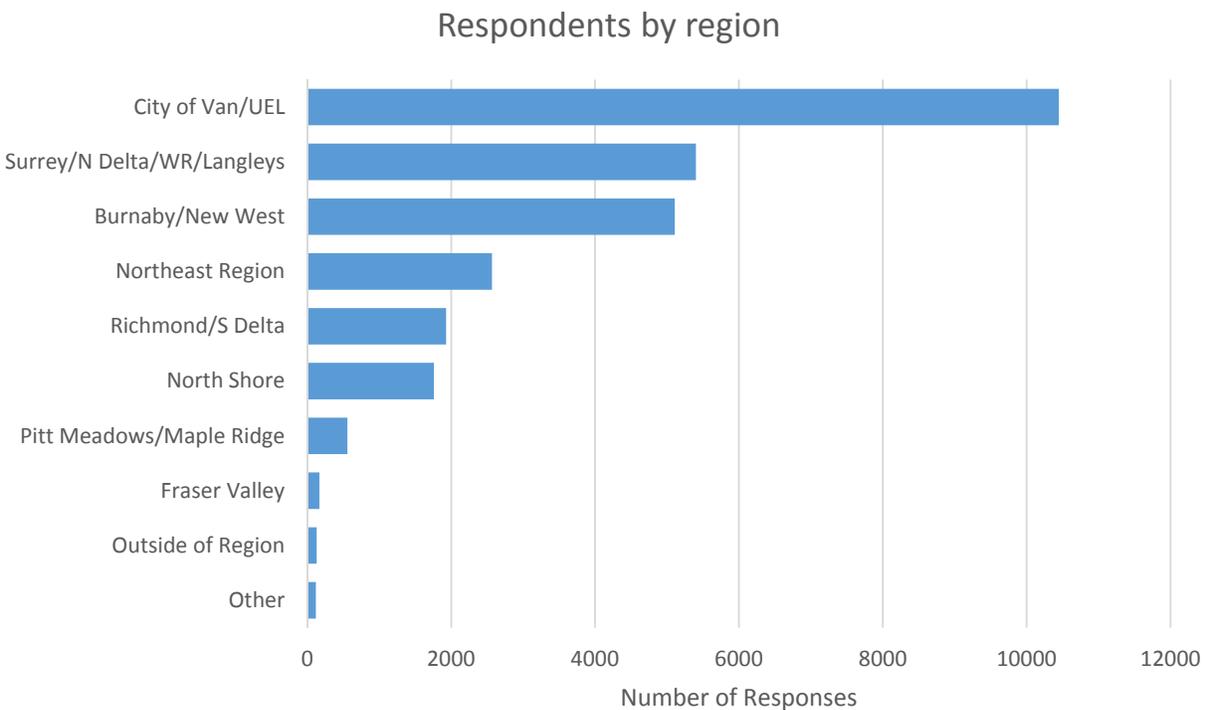


Figure 10 Survey Respondents by Region. Total responses: 28229.

## EMAIL CORRESPONDENCE

### 11. METHODOLOGY

To support public engagement through the public survey, a TransLink Fare Review email account was set up and the address made publicly available. The email address was located under the 'Contact Us' section on the Fare Review webpage, [www.translink.ca/farereview](http://www.translink.ca/farereview), which stated: "For more information, or if you have any questions, email us at [farereview@translink.ca](mailto:farereview@translink.ca)."

Emails related to the survey were received between May 24, 2016 and July 5, 2016, inclusive.

### 12. FINDINGS

Between May 24, 2016 and July 5, 2016, the Fare Review email address received correspondence from 143 unique individuals. This includes emails that were sent directly to the Fare Review email address as well as emails and phone calls on the topic of the Fare Review that were forwarded to the email address from Customer Information.

Four Common themes emerged from the correspondence.

#### *1. No ability to provide comments in the public survey*

The majority of individuals expressed that they were motivated to contact TransLink because there was no option to provide comments in the public survey. Though the number of individuals that provided comments through the Fare Review email address is low compared to the total number of public survey respondents overall (.5% of total respondents), when combined with feedback from other sources (i.e., social media) it appears that the desire to provide qualitative comments was likely more widespread. It is important that there is a mechanism in place to build relationships with participants during consultation and encouraging one-to-one conversations to better understand our customers is a priority. However, providing space for qualitative comment sharing will be an important consideration moving forward into future phases of Fare Review public engagement.

*"I did the whole survey waiting to get to the end so I could tell you about the one thing I really want you to consider. There were no opportunities."*

*"I have taken the survey and am disappointed that there was no room for personal comments."*

#### *2. Zone boundaries*

Many negative comments were received regarding the current zone boundaries, with many suggesting that they be eliminated or otherwise modified in a variety of ways.

*"I dislike the zone fares. If someone catches transit on one side of a bridge to travel to the other side of the bridge and in less than a few minutes happen to cross a zone, they can be paying more than a person who is travelling from one side of the city to the other and happen to not cross a zone. It is not 'fare'."*

### 3. SeaBus 2-Zone Fare

Many individuals expressed displeasure with the SeaBus crossing zone boundaries and requiring a two-zone fare. This was often mentioned in combination with the recent temporary shift to a one-zone fare for all buses, with some references to the SeaBus now being charged as a premium service.

*“The current system where SkyTrain and SeaBus use zonal fares, but buses use a flat one-zone fare is confusing. . . This needs to be simplified in any new fare structure.”*

### 4. Elimination of Fares

Multiple individuals expressed the belief that fares should be eliminated and transit should be a free, publicly provided service. Many further expressed displeasure that this was not addressed in the public survey.

*“I don't think there should be fares for public transit at all. Why should people have to pay for transit when they don't have to pay to drive on the roads?”*