NFTA-Metro Citizens Advisory Committee for Public Transportation
Open Discussion Items

Increasing Ridership with Alternate Fare Products

Traditionally, there are two distinct kinds of passengers. One is called the "transit-dependent" passenger. This group of rider has no other choice but to take transit. The other kind of passenger is the "choice-rider." The choice-rider may have an automobile available, but on at least some trips he or she chooses to take transit, primarily because it is faster or cheaper. Choice-riders are the group that public transit agencies focus on primarily when attempting to increase ridership. Recently a new kind of passenger has emerged. This new kind of passenger is a mix of both the transit dependent rider and the choice-rider. This passenger makes enough money to be able to afford to drive but chooses to live without a car.

Can we increase ridership by offering alternate fare products to our passengers? We would like your input on the development of alternate fare that may increase ridership. These products include the following:

- 10 Pack Express Only Pass
- 10 Pack Express Surcharge Pass
- 10 Pack Bus Only Pass
- Express Only Monthly Pass
- Other pass types

Special Event Service

In an era of declining funding for transit, most transit providers in the United States, including the NFTA, have had to resort to service reductions, fare hikes, or both. Why not think out of the box and consider operating special event service or other non-traditional type services to increase ridership and ultimately increase revenues. Look for Opportunities to Expose Your System to New Passengers

NFTA has had some experience in operating special event services including service to Darien Lake. We would like to engage the CAC in developing opportunities to expose our system to new passengers with specialized service including:

- Buffalo Bills Game Day Service
- Airport Tourist Shuttle
- Convention Shuttles
- Concert Shuttles
- School District Service
- Darien Lake Service
- Other Types of Special Event Service