## **Transportation Fare Scheme**

I lived in Hong Kong. I and am sure all of the other countries faced the issued that we are suffering the increase of transportation fares. The main reasons cause these issues is the increase of the type and choice of transportation, the modernized (clean energy, shortened the travelling time, comfortable riding experience…etc.) and network coverage also makes travelers turned to take the specific transportation on their daily travelling schedule. Taking an example (Note: ***These are not real numbers. This is just a part of illustration of an incident.***) bus and MTR (Mass Transit Railway). For my early ages I remember the fares for Wong Tai Sin to my working location Causeway Bay is not more than $10 Hong Kong Dollars for one ride. MTR causes $13 per ride. Due to network coverage, because MTR Causeway Bay has lots of exits that extended to different location, plus the shortened travelling time. Lots and lots of passengers start to take MTR for their daily routine travelling schedule. Now the bus owner starts to face the shortened of passengers and some location spot even being suspended (due to suffer great loss). In order to improve this situation, the only way the bus company can do is raise the bus fare. For my opinion this type of raising the fare to compensate the loss will make things even worse. Is there a way to improve this situation? Yes, the opposite, lower the fare. A bus compartment can carry 125 passengers in total (including seat and standing). We all know a bus has fixed expenditure for one ride, which includes fuel and driver, that’s all! No additional expenditure. If the bus company increase the fares, hopefully it will lower the passenger’s capacity for one ride. But still the fix expenditure didn’t change. However, if the bus company lower the fare prices, I assume it will fill up most of the capacity of the bus compartment, also the fix expenditure didn’t change. This kind lowering the fares and increasing the usage also can be apply to lots and lots of transportations, including flights, trains, ships and cruise…etc. Also, logistic can be applied. The advantage of this lower fare’s strategy doesn’t have additional investment or even additional payload. But still, you need to have accurate statistic (including population, income, location.). And also, most of the case you need to rewrite the simulation program to predict the next bus arriving.