

Title Slide

RIDER/NON-RIDER ATTITUDES

ON

**FARE/PAYMENT/MEDIA DISTRIBUTION
OUTLETS**



RIDER/NON-RIDER ATTITUDES

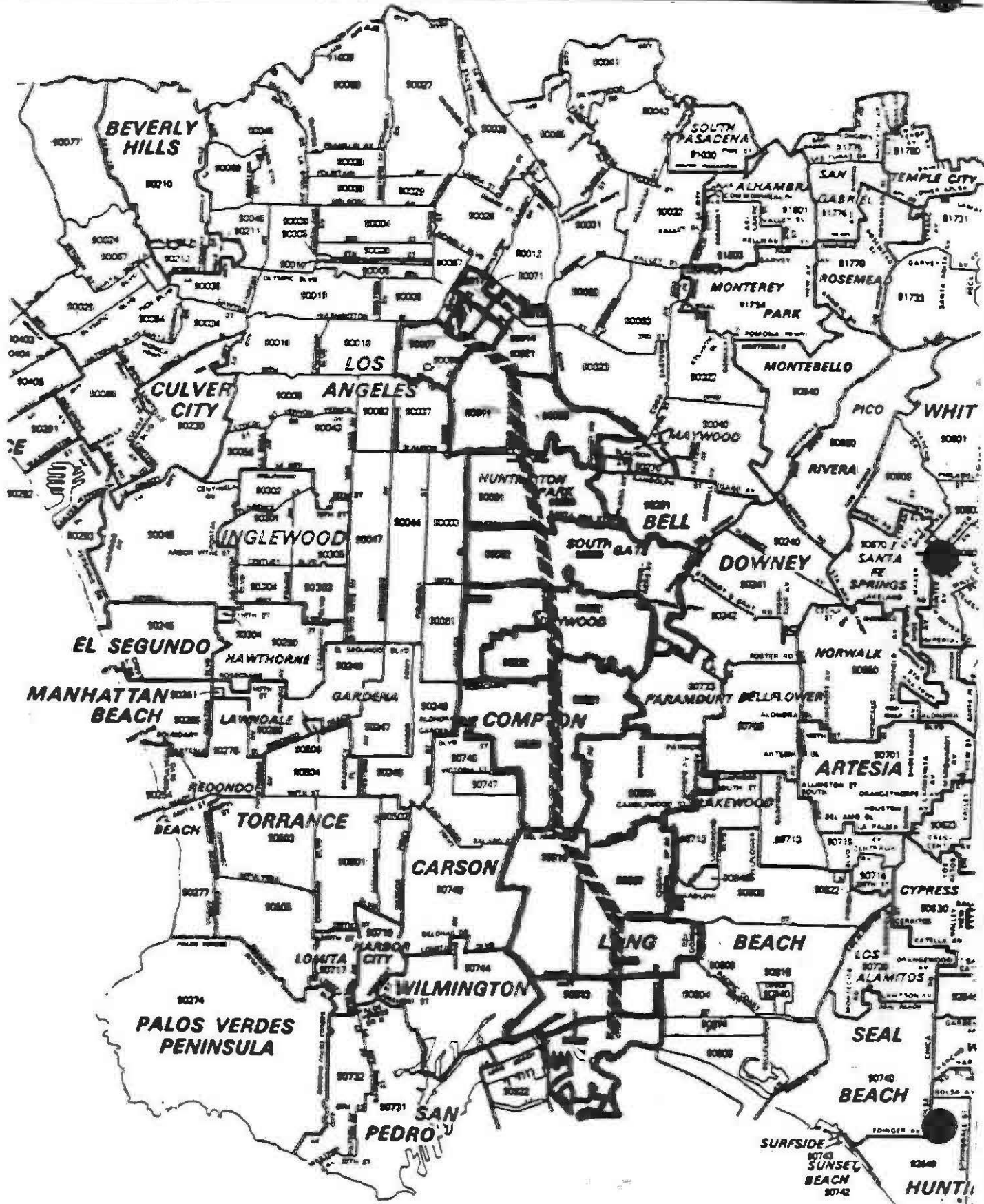
Rider/Non-Rider Profile

Fare Medium Preference/Purchase Interest

Current Fare Perceptions

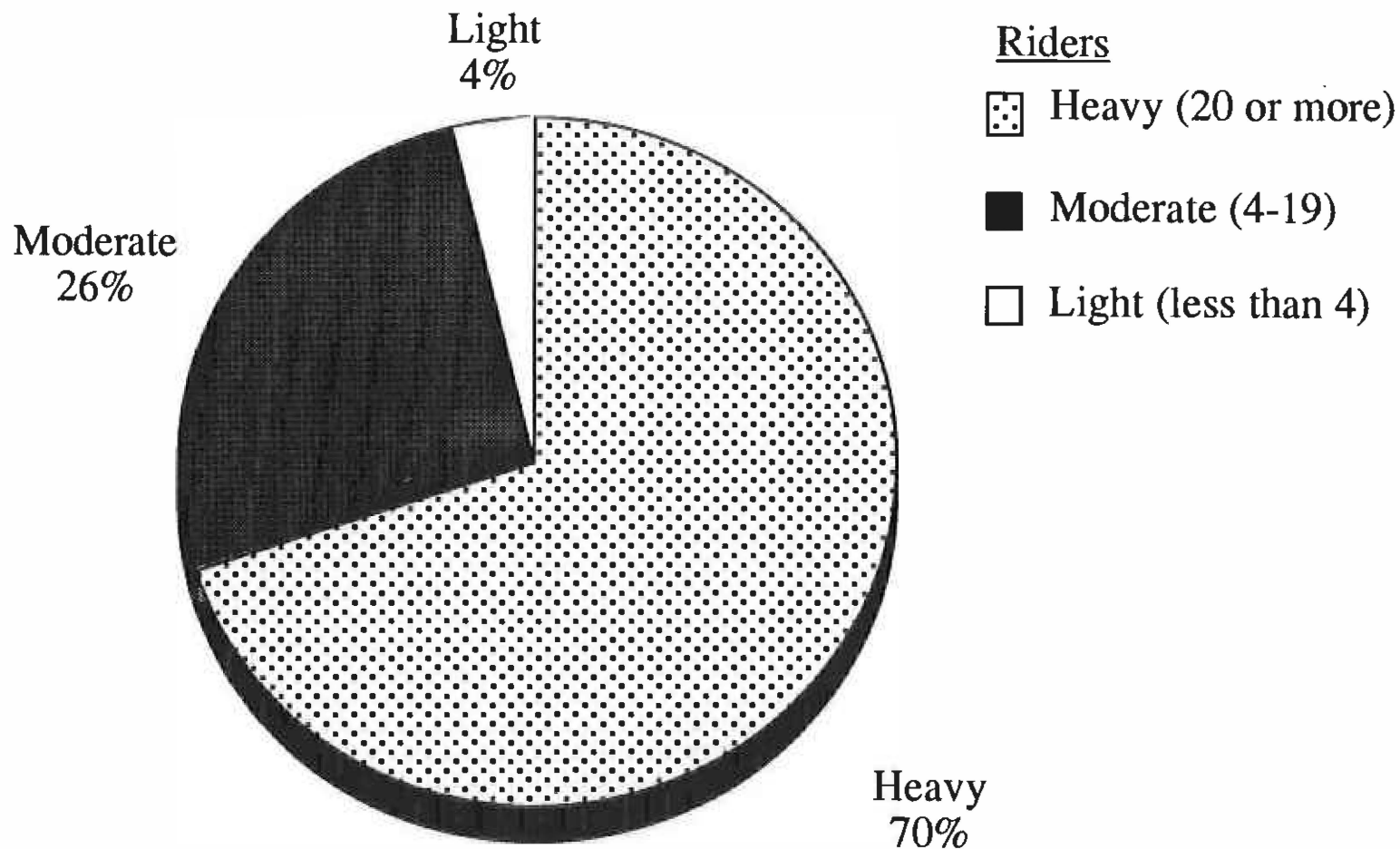
Implications For Blue Line Light Rail

BLUE LINE CORRIDOR



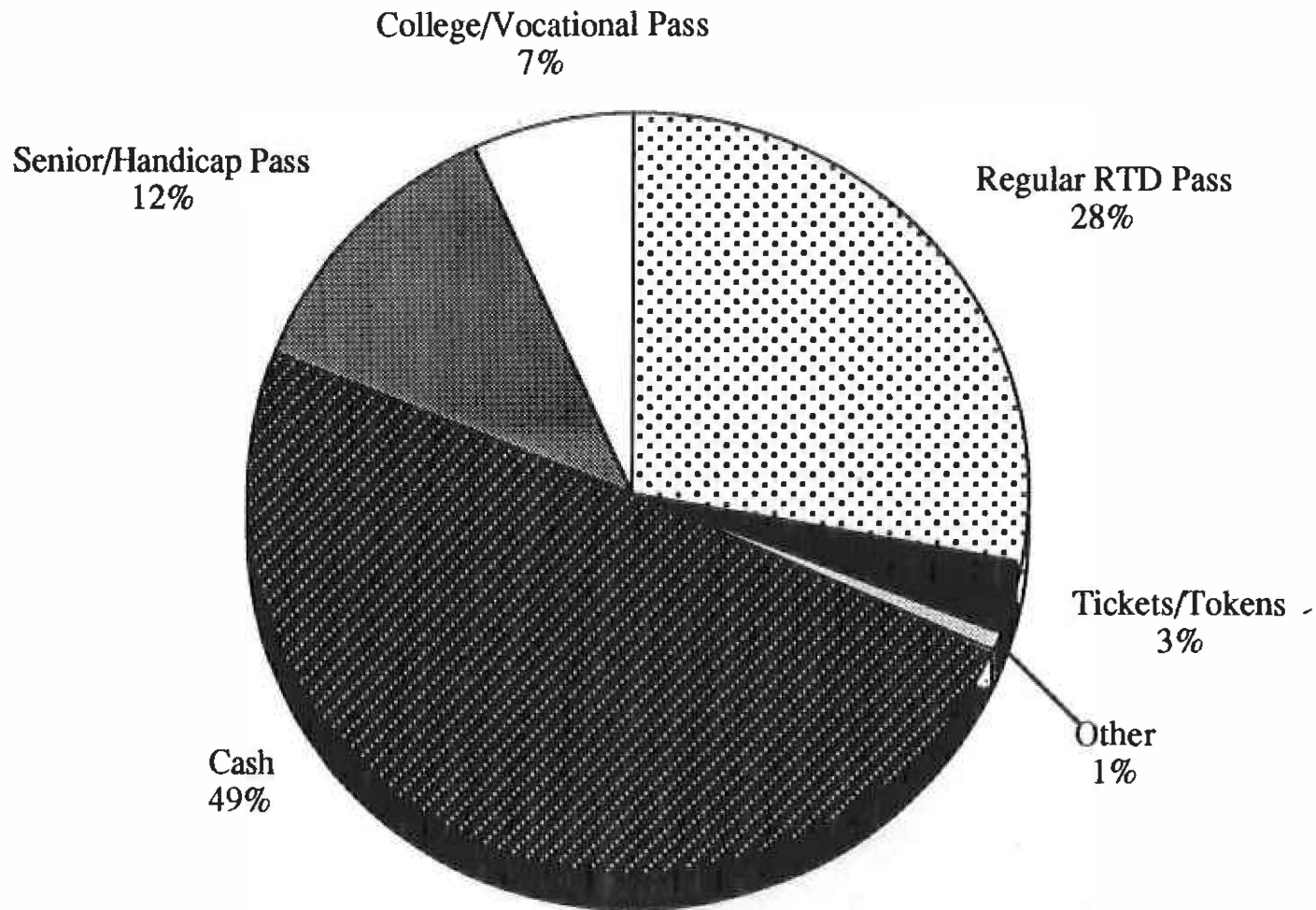
RIDER/NON-RIDER PROFILE

Ridership Frequency



RIDER/NON-RIDER PROFILE

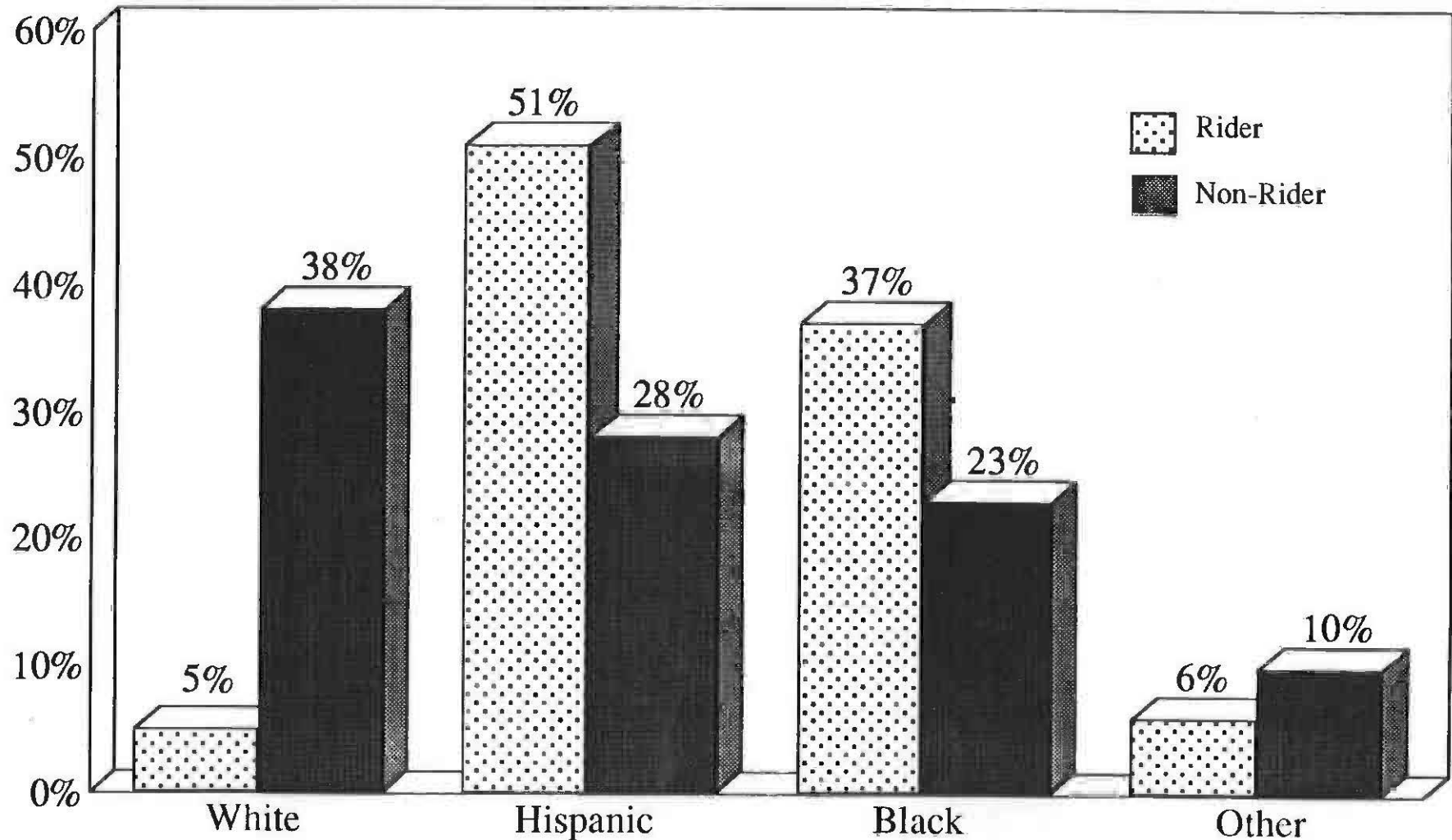
Fare Payment Method



Consistent w/ District?

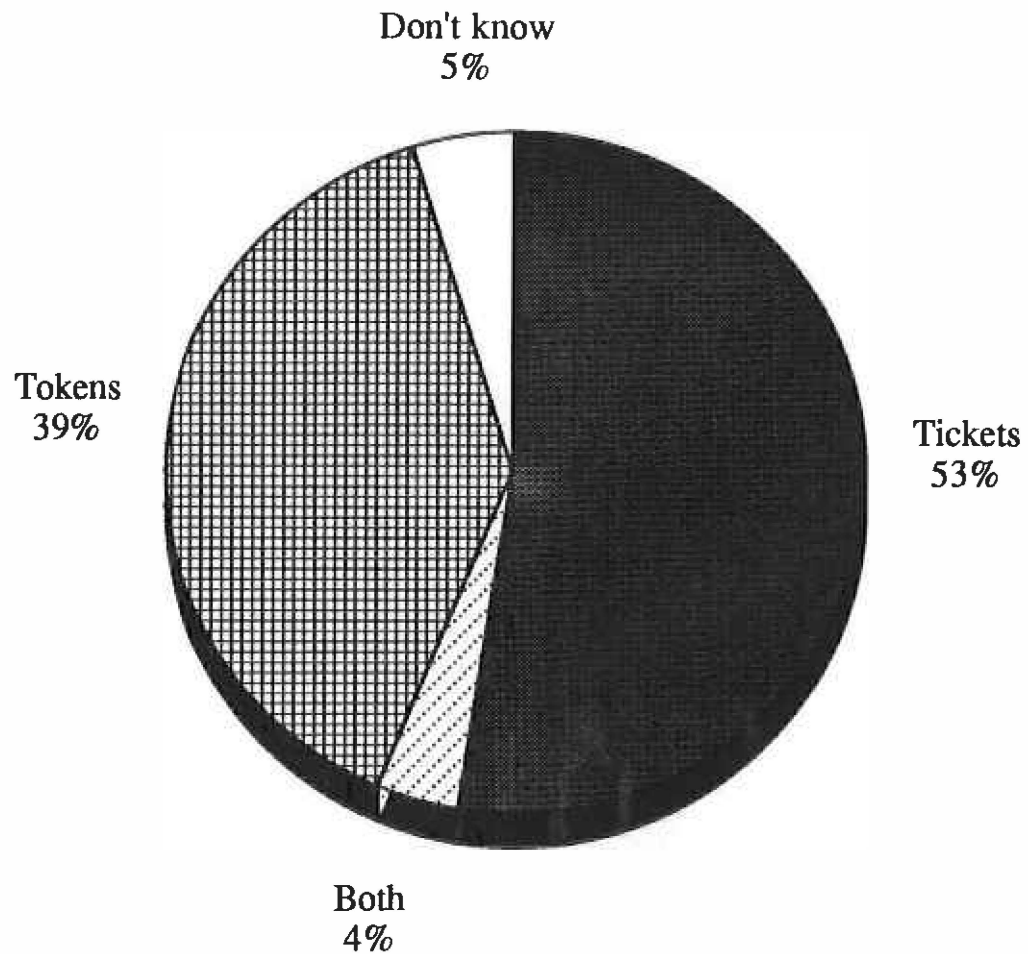
RIDER/NON-RIDER PROFILE

Ethnic Background



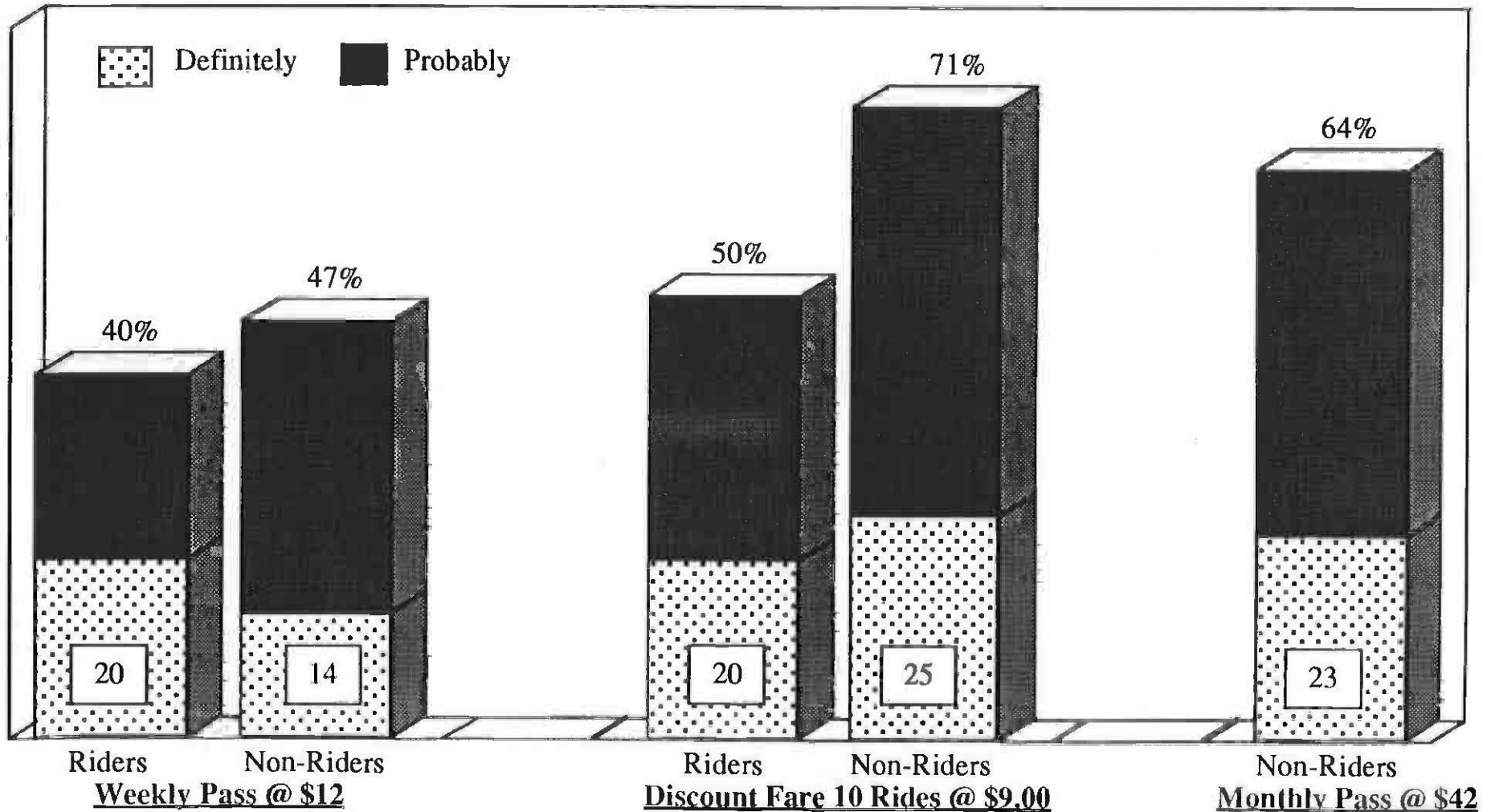
FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Prepaid Discount Fare Medium Preference



FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Alternative Fare Medium



FARE MEDIUM PREFERENCE/PURCHASE INTEREST

Key Purchase Locations For Discount Fares

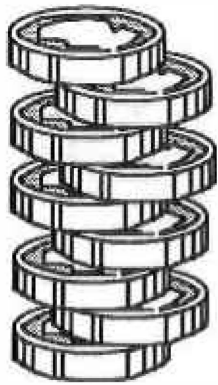
<u>LOCATION</u>	<u>MOST CONVENIENT</u>		<u>USE MOST OFTEN</u>	
	Riders	Non-Riders	Riders	Non-Riders
Supermarkets	28%	42%	32%	57%
Check cashing places	39%	11%	36%	6%
RTD Service Centers	10%	6%	10%	4%
Other locations* (malls/post offices)	3%	20%	2%	5%

* Not currently available w/in the corridor

CURRENT FARE PERCEPTIONS

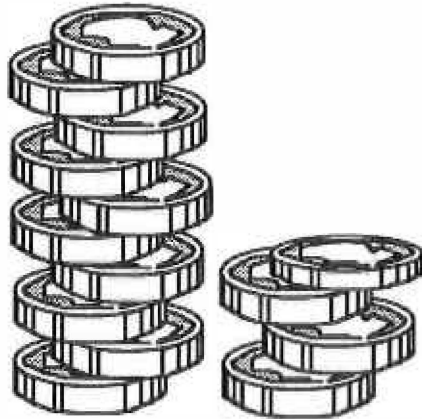
Paid (Expected) Fare

Non-Rider



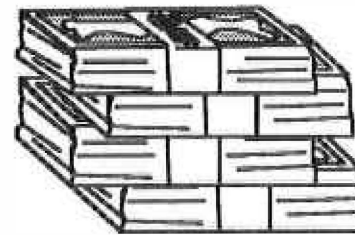
\$.90

Cash Fare Riders

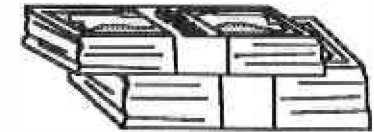


\$1.35


Monthly Pass Riders
Regular Subsidy




\$38.70

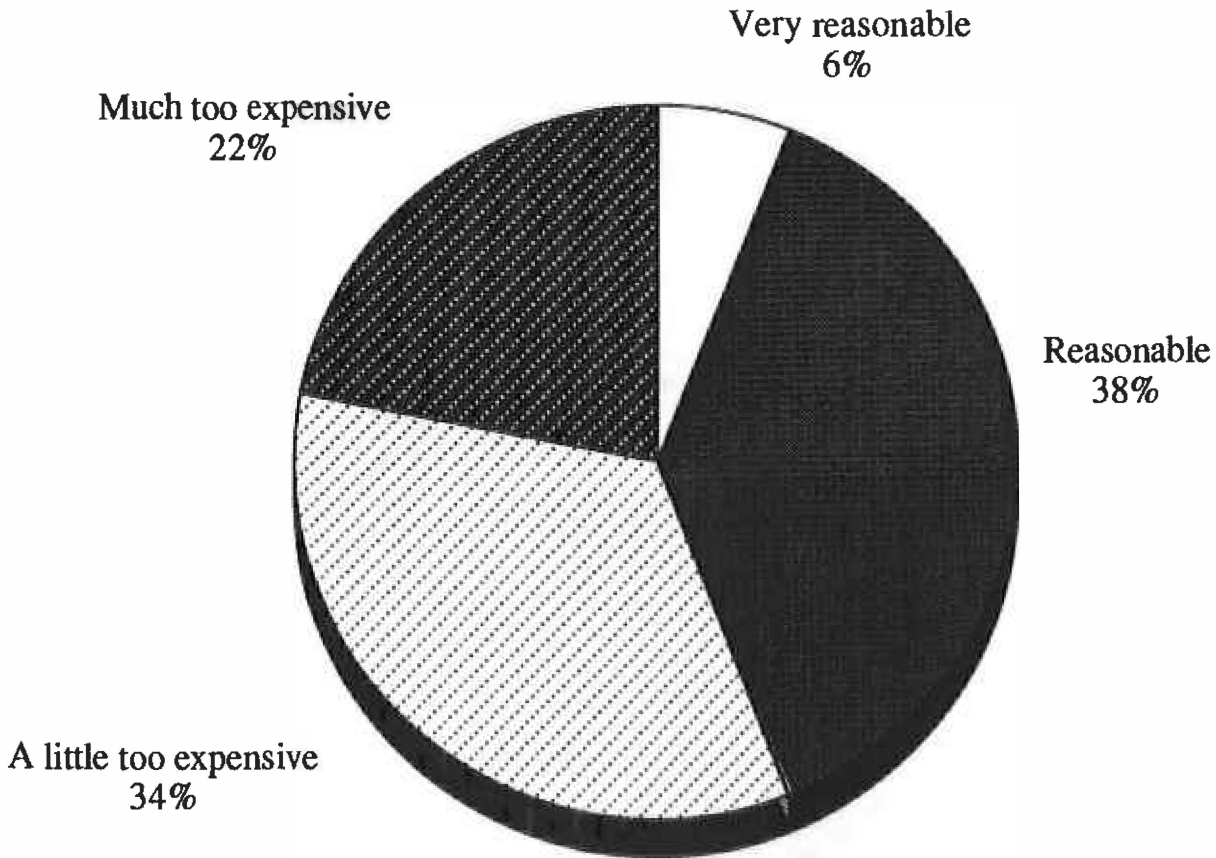


\$13.00

 = .10 cents

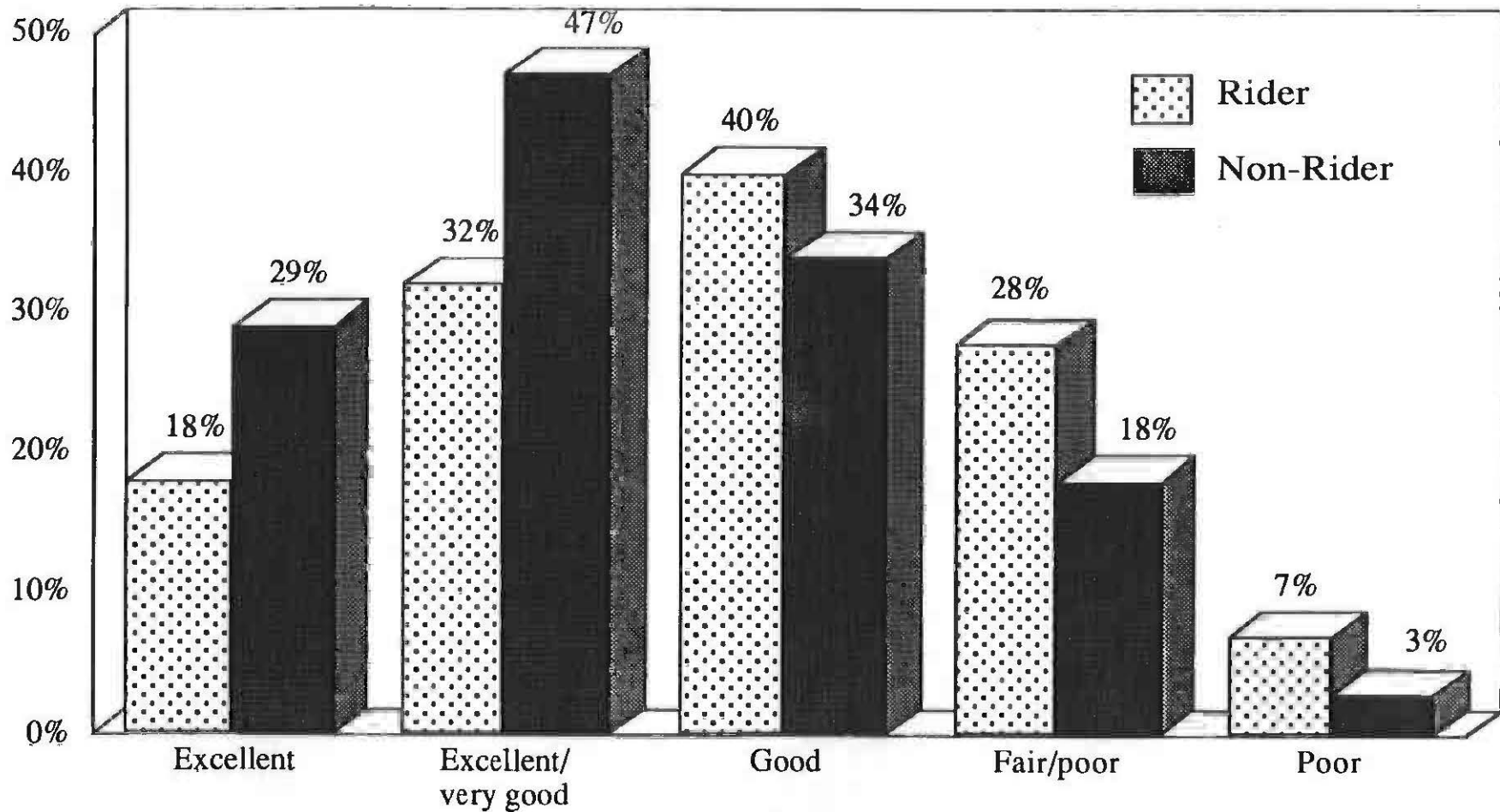
 = \$10 dollars

IMPRESSIONS OF CURRENT FARES



CURRENT FARE PERCEPTIONS

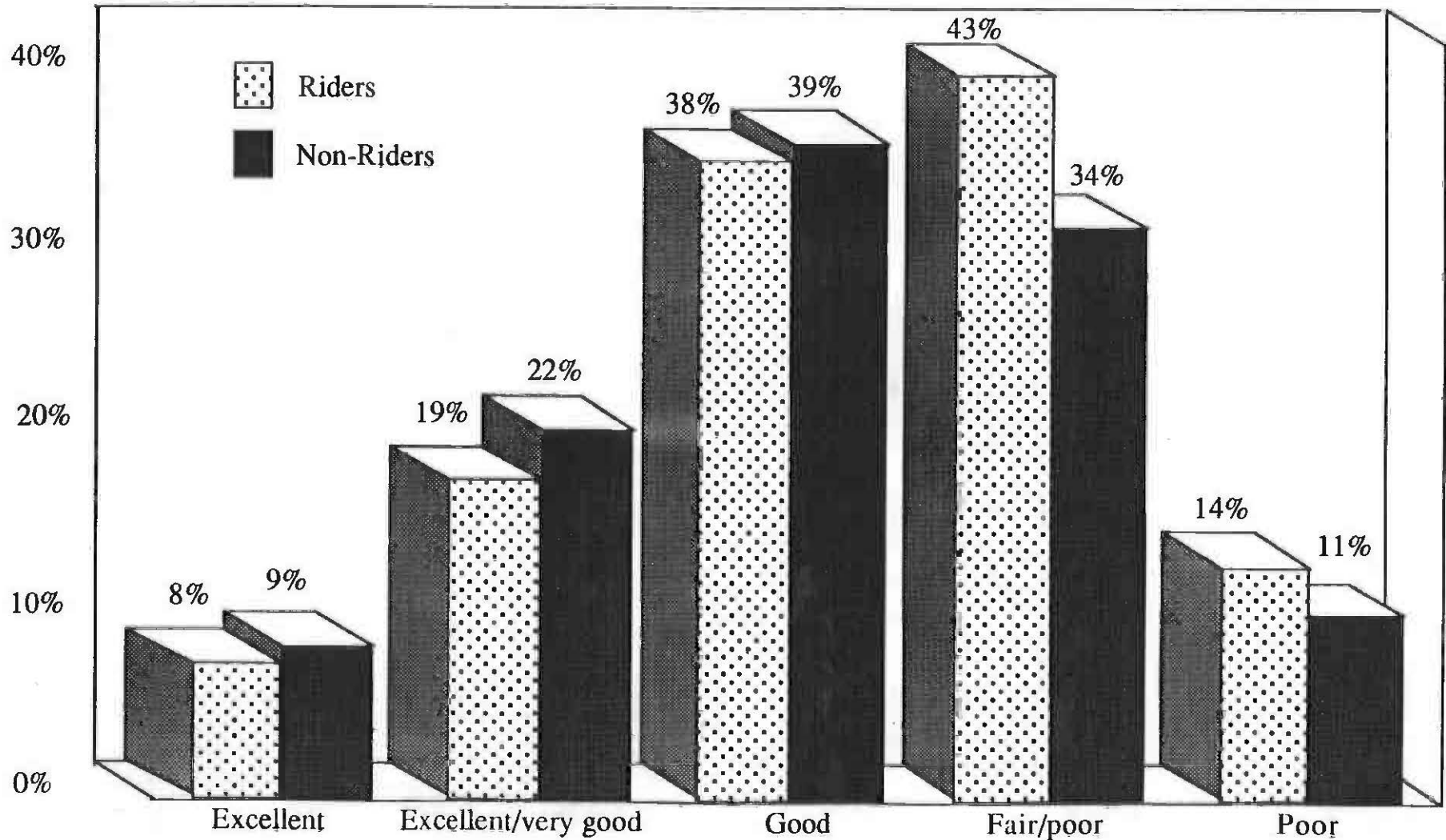
Value Perceptions of \$1.10 Basic Cash Fare on Blue Line



CURRENT FARE PERCEPTIONS

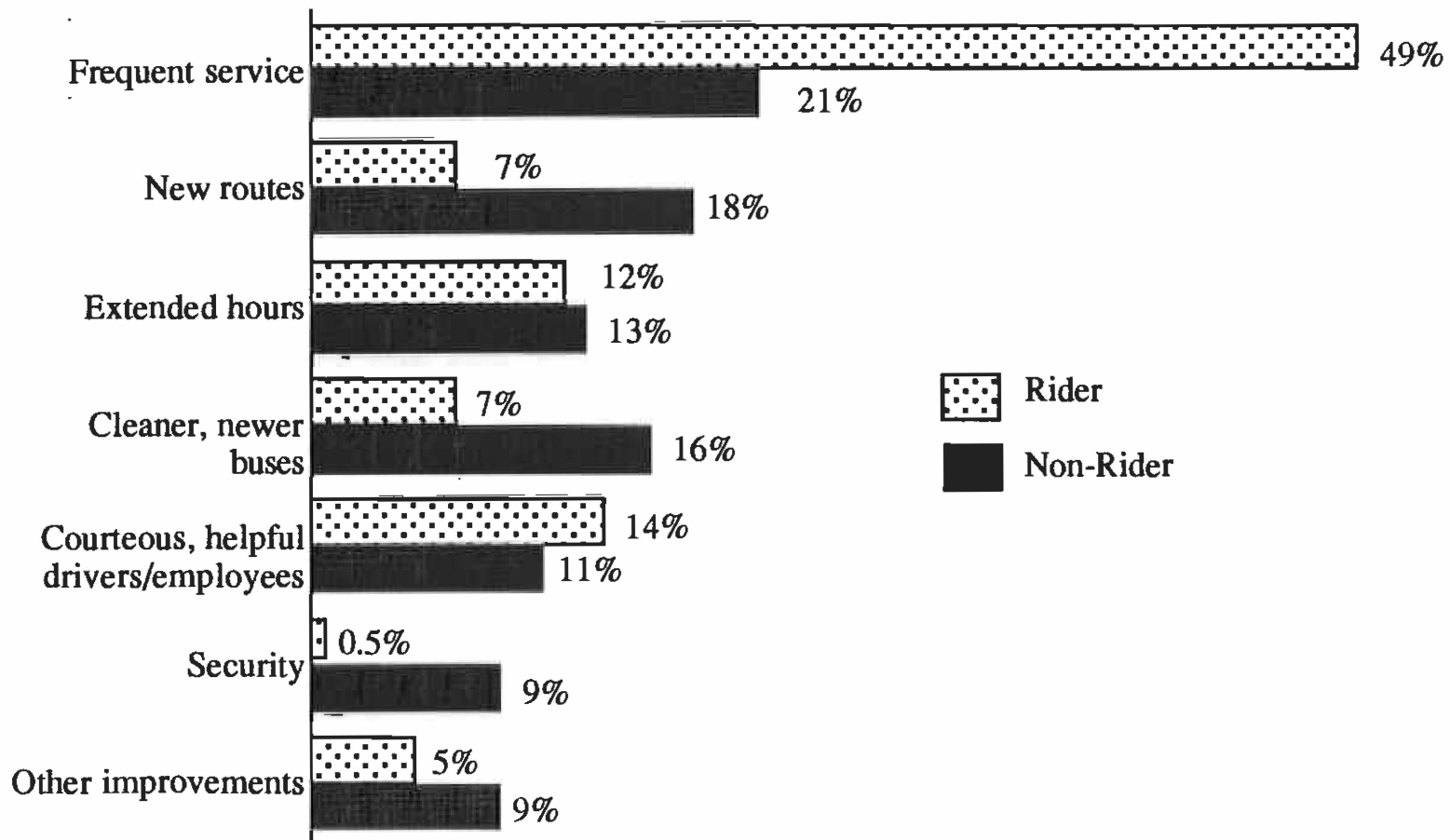
*Emphasize
ride/non-ride
differences.*

Overall Perception of RTD Service



CURRENT FARE PERCEPTIONS

Service Improvement Most Desired If Fare Increased



IMPACT ON BLUE LINE

Majority within corridor plan to ride the Blue Line

- 70% of riders
- 63% of non-riders

Positive Blue Line ridership intent related to:

- Overall satisfaction/perception of RTD service
- Value perception of basic cash fare
- Weekly pass and discount fare purchase interest

CURRENT FARE PERCEPTIONS

Service Improvement Most Desired If Fare Increased

