



Title VI Fare Equity Analysis



Prepared by the

Pioneer Valley

Planning Commission

April 12, 2012

PVTA TITLE VI FARE EQUITY ANALYSIS

APRIL 12, 2012

1. CONFORMANCE WITH REGULATORY REQUIREMENTS

This analysis has been prepared to comply with the requirements of Title VI of the Civil Rights Act of 1964 in 49 CFR Section 21.5(b)(2), 49 CFR Section 21.5(b)(7), and Appendix C Section 3 to 49 CFR part 21, and in accordance with the guidance provided in Federal Transit Administration Circular 4702.1A of May 13, 2007 and Administrator Peter Rogoff's "Dear Colleague" letter of March 8, 2011 for FTA recipients with service areas containing 200,000 or more residents. Under these regulations and guidance, PVTA is required to conduct a Title VI equity analysis in the course of planning a major service change or any magnitude of fare change to determine whether service or fare changes have a discriminatory impact with regard to race, color or national origin (underlined emphasis added). Equity analyses are required regardless of whether proposed changes would be detrimental or beneficial to riders. This equity analysis pertains to proposed fare increases only. No major service changes are proposed.

2. BACKGROUND AND RATIONALE FOR PROPOSED FARE INCREASES

PVTA last increased customer fares for its fixed bus route and paratransit van services on July 1, 2008, when the basic adult bus fare was raised from \$1.00 to \$1.25 per ride, and the paratransit van fare was raised from \$2.00 to \$2.50 per ride, with associated increases for other fare classifications. There has been no loss of ridership since 2008. In fact, ridership has increased approximately 12%, to 11.3 million rides per year, in the current fiscal year.

Since 2007, PVTA's operating costs, especially fuel and employee health care, have continued to increase while state contract assistance for operations has decreased by 4%. Going into FY2008, PVTA initially faced a gap of approximately \$1 million in its operating budget. PVTA was able to close that gap through a series of cost offsets, including low long-term diesel fuel price lock-ins, administrative efficiencies and a one-time fuel subsidy payment from the University of Massachusetts. PVTA has also replaced many of its outdated buses and vans during the past year with new fuel-efficient vehicles, which are expected to reduce fuel costs. However, the price of fuel and other costs have continued to rise, and the availability of federal Section 5316 Job Access and Reverse Commute and Section 5317 New Freedom funds, which have been used to preserve service in prior years, is uncertain. As a consequence, PVTA is now facing an operating budget deficit of approximately \$1.8 million for the coming FY2013.

Therefore, PVTA is again reviewing all possible options to close the expected operating deficit. However, because the PVTA Advisory Board has consistently expressed its commitment to maintain existing levels of service and not cut routes (the PVTA system is still recovering from a 21% service cut in 2002 that resulted in a corresponding drop in ridership), and because PVTA's customers are highly transit-dependent, no further major cuts to service were considered or are being proposed.

PVTA and its operating contractors have performed detailed routes analyses to identify individual trips that may be considered unproductive (having fewer than 5 passengers per trip). A total of 38 minor individual trip reductions during off-peak travel times have been proposed. No bus routes would be cut.

It was in this context that the PVTA Advisory Board on February 15, 2012 directed PVTA Administration to hold public hearings on the fare increase proposals. (Public hearings were not required for the proposed 38 minor individual trip reductions because they did not meet the 25% threshold for a “major” service change; however, the Advisory Board directed that the minor trip reductions also be presented at the public hearings.)

The proposed fare structure described in Section 4 is estimated by PVTA to generate approximately \$800,000 to \$1 million in additional revenue, with an estimated ridership loss of 9%. It is important to reiterate that when the last fare increase went into effect in 2008, ridership actually increased (up 12% to date), even though standard ridership elasticity models had predicted a ridership loss would occur.

PVTA’s existing basic adult fare is comparable to those of other transit service agencies in the Northeast United States (current as of Feb 1, 2012). PVTA does charge for transfers, where some other authorities do not, but the cost of a monthly pass (which allows unlimited transfers at no extra charge) is lower than those of regional transit authorities (excluding the MBTA).

Transit Fares at New England Transit Authorities

Agency	Basic Adult Bus Fare	Transfer*	Monthly Pass (unlimited rides)	Paratransit Van	Effective Date
PVTA	\$1.25	\$0.25	\$45.00	\$2.50	July 2008
CDTA	\$1.50	None	\$65.00	\$2.50	April 2009
CTTransit	\$1.30	Free	\$47.00	\$2.50	January 2012
BAT	\$1.25	Free	\$60.00	\$2.50	March 2011
WRTA	\$1.50	None	\$48.00	\$2.25	January 2009
MBTA**	\$1.50	None	\$48.00	\$4.00	July 2012

* “None” means that a full cash fare is charged for each boarding.

** MBTA bus fares are effective July 1, 2012

3. PVTA RIDERSHIP PROFILE

PVTA riders are highly dependent on the transit services provided by the authority. “Transit dependent” is generally defined as having no other way, except for transit, to make a trip. A total 71% of PVTA riders surveyed said they have “no other way to make my trip.”

FTA defines transit dependency as: 1) people without private transportation or private car; 2) elderly age 65 and older; 3) youths under age 18; and 4) persons below poverty or median

income. With respect to these characteristics, PVTA's most recent customer surveys (performed in 2008 and 2009) found:

- 1) 55% of PVTA riders in the region do not own or have access to a private auto.
- 2) 4.4% are age 65 or older.
- 3) One-fifth (20%) are age 18 or younger.
- 4) Two-thirds (67.4%) of PVTA riders have incomes that are at, or below, the federal poverty level for the PVTA region.

Therefore, it is reasonable to conclude that at least 2 of every 3 PVTA riders are transit dependent. PVPC has used PVTA ridership and customer trip frequencies reported on rider surveys to estimate that there are about 15,000 to 20,000 individuals in the region who use PVTA on a regular basis. This means that between 10,000 and 13,400 regular PVTA riders are transit dependent and would be directly affected by any fare increase or service cuts, as they have no other option for making their trips. A general overview of the PVTA service area and member communities is included as Attachment 1.

4. PROPOSED FARE INCREASES

Following are the fare increase proposals that the PVTA Advisory Board on February 15, 2012 directed be presented at the public hearings. A copy of the public handout with this information is included as part of Attachment 2. The "SmartCard" is a new electronic fare payment system that will be available to PVTA customers starting July 1, 2012. Cards will initially be available at no cost to riders. Financial value may be loaded onto the cards at existing PVTA pass sales locations, aboard buses and via the PVTA website; fares will be deducted each time a customer taps the card on the farebox.

PVTA Fare Increase Proposals

Bus Fares	Existing	Proposed
Adult Basic Cash Fare	\$ 1.25	\$ 1.50
Adult Cash Transfer*	\$ 0.25	\$ 1.00
Adult Basic Fare w/SmartCard <i>(during promotional period)</i>	--	\$ 1.25
Adult Transfer w/SmartCard	--	\$ 0.50
31-day Pass	\$ 45.00	\$ 52.00
31-day E&D Pass <i>(with photo ID SmartCard)</i>	\$22.00	\$ 30.00
31-day E&D Pass <i>(no photo ID SmartCard)</i>	\$ 22.00	\$ 35.00
1-day Pass	\$ 3.00	\$ 5.00
7-day Pass	\$ 12.50	<i>eliminated</i>
Child Fare (6-12)	\$ 0.75	\$ 1.00
Child Transfer	\$ 0.25	\$ 0.50
Child Under 5 (ride free)	--	--
Elderly & Disabled Cash Fare	\$ 0.60	\$ 0.75
Elderly & Disabled Cash Fare w/SmartCard	--	\$ 0.60
Elderly & Disabled Transfer	\$ 0.10	\$ 0.50
Elderly & Disabled Transfer (with SmartCard)	--	\$ 0.25
Paratransit Van Fares		
Determined by pickup and drop-off locations	\$ 2.50	\$ 3.00
	\$ 3.00	\$ 3.50
	\$ 3.50	\$ 4.00
Outside ADA service area <i>(more than 3/4 mi from a bus route)</i>	<i>Regular fares</i>	\$ 7.00
	<i>(same as above)</i>	
20 Pack Tickets	\$ 47.50	\$ 55.00
10 Pack Tickets	\$ 4.75	\$ 4.75

* The \$1 cash transfer price is proposed to encourage greater use of the SmartCard, for which transfers would be \$0.50

5. PUBLIC OUTREACH

PVTA held nine public hearings to receive comments on the fare increase proposals. All comments from these hearings will be presented to the PVTA Advisory Board prior to their action on the proposals. The hearing schedule and the information provided at the hearings are included as Attachment 2.

6. FIXED BUS SERVICE

This section discusses potential equity impacts to fixed route customers. In summary, this analysis finds that because the proposed fare increase would apply to all PVTA fixed route bus riders, there would be no discriminatory impact to low-income and/or non-white riders, as compared to the impacts to riders who are not low-income and/or white.

6.1 Fixed Route Customer Demographics

Demographic information to assess potential discriminatory impacts was compiled from PVTA rider surveys and U.S. Census information.

6.1.1 Low-income

PVTA onboard rider surveys conducted in 2008 and 2009 for transit users taking the bus for all purposes (not just commuting to work) found that **67%** of all PVTA riders were at or below the federal poverty level at the time the survey was conducted.

This finding is generally supported by U.S. Census American Community Survey estimates for 2005-2010, which report that 55% of commuters who take transit to work make less than \$10,000/year. Another 29% make between \$10,000-14,999, of which approximately 6% can reasonably be estimated to be below the \$11,344 federal poverty threshold shown below. Therefore, the estimated proportion of transit commuters only in the region below the poverty level is **61%**.

Household Size	Annual Income
1 person	\$11,344
2 people	\$14,218
3 people	\$17,374
4 people	\$22,314

Source: U.S. Census 2010

The proposed fare increases would apply to all riders, regardless of income status.

6.1.2 Ethnicity

The proportion of transit commuters in the PVTA service region who are ethnic minorities (i.e., “non-white”) is approximately four times greater than the proportion of non-white persons in the region as a whole.

Area	% non-white public transit commuters	% non-white persons overall
Hampden County	83%	24%
Hampshire County	44%	11%
Regional (weighted average)	73%	21%

Source: U.S. Census 2010 and American Community Survey 2005-2010

PVTA surveys of riders using the bus for all trip purposes on Hampshire County routes conducted in 2009 showed that approximately 37% of bus riders were non-white, which is consistent with the 44% non-white proportion for commuters only shown above, allowing for margins of error. Ethnic information was not collected on PVTA rider surveys prior to 2009.

The proposed fare increases would apply to all riders, regardless of ethnic background.

6.2 Fixed Route Fare Analysis

The following chart shows the existing PVTA fixed route fares; the proportion of customers that pay for their ride using each fare media; the proposed fare; and the percentage change.

PVTA Fixed Route Fare Proposal Analysis

Fare Classification/Media	Existing Fare	% Fares Paid***	Proposed Fare	% Increase
Adult Basic Fare	\$ 1.25	18.4%	\$ 1.50	20%
Adult Transfer****	\$ 0.25	-	\$ 1.00	300%
Adult Fare + Transfer purchased together	\$ 1.50	10.9%	\$ 2.50	67%
Adult Basic Fare with SmartCard*	\$ 1.25	-	\$ 1.50	20%
Adult Transfer with Smartcard	\$ 0.25	-	\$ 0.50	100%
Adult Fare + Transfer purchased together with SmartCard	-		\$2.00	33%
Adult Basic Fare on SmartCard during promotion period	-	-	\$ 1.25	0%
31-Day Pass	\$ 45.00	8.6%	\$ 52.00	16%
31-day Pass: Elderly & Disabled (with photo ID on SmartCard)	-	-	\$ 30.00	36%
31-day Pass: Elderly & Disabled (without photo ID on SmartCard)	\$ 22.00	11.3%	\$ 35.00	59%
1-day Pass	\$ 3.00	15.2%	\$ 5.00	67%
7-Day Pass (to be eliminated)	\$ 12.50	1.9%	<i>eliminated</i>	-
Student Pass (WSU and HCC; does not include UMass/Five Colleges)**	-	8.3%	-	-
Child Fare (6-12)	\$ 0.75	1.4%	\$ 1.00	33%
Child Transfer	\$ 0.25	1.6%	\$ 0.50	100%
Child Under 5 (free)	<i>free</i>	4.5%	<i>free</i>	0%
Elderly & Disabled Fare	\$ 0.60	6.5%	\$ 0.75	25%
Elderly & Disabled Fare with SmartCard during promotion period	-	-	\$ 0.60	0%
Elderly & Disabled Transfer****	\$ 0.10	-	\$ 0.50	400%
Elderly & Disabled Transfer with Smartcard	-	-	\$ 0.25	150%
Elderly & Disabled Fare + Transfer purchased together	\$0.70	8.3%	\$1.25	79%
Elderly & Disabled Fare + Transfer purchased with SmartCard	-	-	\$ 1.00	43%
1-ride Ticket	\$ 1.25	-	\$1.50	20%
<i>* Adult Basic Fares paid with SmartCard will receive a 20% discount to \$1.25 during a promotional period</i>				
<i>** Paid by affiliated institutions</i>				
<i>*** Based on SATCO/VATCO 2011 ridership</i>				
<i>**** Transfers are always purchased with a basic fare, so no "% Fares Paid" is reported</i>				

Information about the ethnic and income characteristics of the purchasers of different fare media types is not available because PVTA does not collect ethnic or income information about its customers during sales.

7. PARATRANSIT

This section describes the relevant demographics of PVTA’s paratransit van riders and presents analysis of the proposed paratransit fare structure.

7.1 Paratransit Customer Demographics

The 2011 survey of PVTA paratransit customers found that approximately 42% of paratransit customers have incomes below the federal poverty threshold for that year and are therefore considered low-income. This survey found that approximately 17% of paratransit users are non-white, which is slightly less than the regional non-white average of 21%.

The proposed fare increases would apply to all paratransit riders without regard to income or ethnicity.

7.2 Paratransit Fare Analysis

The following chart shows the existing PVTA paratransit fares; the proportion of customers that pay for their ride using each fare media; the proposed fare; and the percentage change.

PVTA Paratransit Fare Analysis

Paratransit Fare	Existing Fare	% Fares Paid*	Proposed Fare	% Increase
Single-ride Fares				
Within Adjacent Service Communities	\$ 2.50	82.5%	\$3.00	20%
From One Non-adjacent Community to Another	\$ 3.00	10.8%	\$3.50	17%
Out of County	\$ 3.50	6.8%	\$4.00	14%
Outside 3/4 mi ADA Corridor (Proposed Premium Territory)**				
Within Adjacent Communities	\$ 2.50	5.8%	\$7.00	180%
From One Non-adjacent Community to Another	\$ 3.00	0.8%	\$7.00	133%
Out of County	\$ 3.50	0.5%	\$7.00	100%
20-Pack Tickets	\$ 47.50	85.2%	\$55.00	16%
10-Pack Tickets	\$ 4.75	14.8%	\$4.75	0%
<i>* Based on Hulmes Transportation report of fare usage for January 2012</i>				
<i>**Based on October 2011 ridership; assumes same proportion of fares paid as all rides</i>				

The paratransit fare increase also proposes a fare premium for trips outside the legally required ¼ mile distance from a fixed bus route. Approximately 7% of PVTA van trips are to or from destinations that are outside the ¼ mile distance from a fixed bus route, based on analysis of PVTA October 2011 van trip data.

8. MEASURES PROPOSED TO MITIGATE FARE INCREASE IMPACTS

Consistent with FTA guidance, PVRTA is proposing a series of measures and alternative fare payment options to help mitigate the impact of the proposed fare increases on low-income riders.

8.1 SmartCard

PVRTA is implementing a new contactless electronic fare payment system in July 2012 that will provide customers with added convenience. The SmartCard will be available initially to all customers free of charge. Customers will be able to load value onto the card at the point of sale, on the internet, or at the farebox as they board a PVRTA bus in the SATCO/VATCO areas. If the card is lost, the customer will be able to retrieve its value through PVRTA's customer service office if the card has been registered to the customer.

PVRTA will conduct an extensive public education and promotional campaign to encourage customer use of the SmartCard, which will be available at the same time that the new fare structure would go into effect.

8.2 Basic Fare Discounts

PVRTA is proposing the following measures to mitigate the impact of the increase to the basic adult fare (which is the method of payment for 18% of riders):

- Instituting a promotional period during which a discount of 20% off the proposed \$1.50 adult basic fare for customers who pay the basic fare using the new SmartCard electronic fare payment option. The duration of the promotional period will be announced.
- The discount for Child ages 6-12 will be 67% off the adult basic fare.
- The discount for Elderly and Disabled fares will be 40% off the adult basic fare.
- Children ages 6 and under will continue to ride free.

8.3 Multi-ride Passes

PVRTA is proposing the following measures to mitigate the impact of the increase to the adult transfer:

- Offering the 31-day pass at \$52. Assuming 40 boardings per month, this would be \$1.30 per ride, which is 15% cheaper than the adult basic cash fare. More frequent users will experience even greater discounts.
- Offering the 1-day pass at \$5, which is the same price as the new adult basic fare and transfer for a typical round trip commute that requires a transfer, but adds the convenience of using the SmartCard and being able to load additional value on the card so correct change is not required for every trip.

8.4 Paratransit

PVTA will offer discount ride ticket coupon packs for customers who purchase multiple rides. PVTA will continue working with local councils on aging to make the ride ticket packs widely available. The 20-ticket package will be sold for \$55.00, which is \$2.75 paid for each \$3.00 ride ticket, saving \$0.25, or 8%, per trip. The price of the 10-ticket pack for 50-cent tickets would not be increased from the current \$4.75 cost, which saves 25 cents (5%) over the cost of purchasing 10 tickets individually.

8.5 Monitoring

PVTA will coordinate with the Pioneer Valley Planning Commission to conduct a follow up customer survey no later than one year from the implementation of the new fare structure to assess potential Title VI impacts.

In addition, fare media use and ethnic characteristics questions will be incorporated in the standard passenger survey questionnaire to provide ongoing monitoring of potential Title VI fare impacts.

9. CONCLUSION

The proposed fare increases are justified under Title VI regulations.

FTA Circular 4702.1A "Title VI Program Guidelines for Federal Transit Administration Recipients" states that recipients "can implement a fare increase or major service reduction that would have disproportionately high and adverse effects, provided that the recipient demonstrates that the action meets a substantial need that is in the public interest and that alternatives would have more severe adverse effects than the preferred alternative."

This analysis has demonstrated that the vast majority of PVTA riders are highly dependent on PVTA services, and there is therefore a substantial need to maintain the existing level of transit service in the region. If PVTA does not maintain its existing level of service, a significant portion of current transit users will not be able to make daily trips to work, school, college, shopping, medical appointments and other essential travel.

This analysis concludes that major service reductions, which are the only principle alternative to the proposed fare increases, would likely cause more severe adverse effects on low-income and minority transit riders than the fare increases themselves. PVTA has consistently demonstrated to the Advisory Board fiscal initiatives and implementation of all feasible alternatives to reduce operating costs. This process is ongoing.

However, administrative efficiencies are simply not sufficient to address the size of the budget gap facing PVTA for FY2013. In addition, fuel prices are expected to continue to increase; state contract assistance is expected to be leveled funded for the coming three years; and the outlook for federal formula funds for transit operations remains highly uncertain.

This Title VI equity analysis shows that increasing fares, as opposed implementing further major service reductions, is the preferred alternative for PVTA's highly transit dependent ridership. Further major service reductions would pose a more adverse series of effects and impacts on riders than the proposed fare increase. PVTA's proposed fare structure would be comparable to that of transit service providers in the Northeast. PVTA's proposed fare increase would bring the adult basic fare to \$1.50 per ride, which is comparable to that of other transit authorities in New England.

This equity analysis has also shown that the proposed fare increases would affect all riders. The increases would not disproportionately or unfairly discriminate against minority and low income riders, as compared to white riders or those with incomes above the federal poverty thresholds.

Therefore, the proposed fare increases are justified under Title VI. Supporting documents are attached.

References

“Effective Practices in Title VI Transit Equity Analysis for Major Transit Service and Fare Changes.”
Transportation Planning Capacity Building (TPCB) Peer Program. May 24, 2011.

<http://www.planning.dot.gov/Peer/Tennessee/APTA_Equity_Roundtable_05-11.pdf>

Federal Transit Administration Guidance Circular 4702.1A. May 13, 2007.

<http://www.fta.dot.gov/documents/Title_VI_Circular_4702.1A.pdf>

Federal Transit Administration. Title VI Service and Fare Equity Analysis Questionnaire. April 27, 2011.

<[http://www.fta.dot.gov%2Fdocuments%2FFINAL_Service_and_fare_equity_analysis_guidelines_4_27_2011\(2\)doc](http://www.fta.dot.gov%2Fdocuments%2FFINAL_Service_and_fare_equity_analysis_guidelines_4_27_2011(2)doc)>

PVTA Northern Service Area Onboard Customer Survey 2009. Pioneer Valley Planning Commission.

December 15, 2009. <http://www.pvpc.org/resources/transport/pvta_north_survey_report.pdf>

PVTA Paratransit Users Survey (DRAFT). Pioneer Valley Planning Commission. December 6, 2011.

PVTA Southern Service Area Onboard Customer Survey 2008. Pioneer Valley Planning Commission.

December 10, 2008.

<http://www.pvpc.org/resources/transport/08_report/PVTA_south_region_survey.pdf>

PVTA Title VI Program Update. July 1, 2009.

<<http://www.pvpc.org/resources/transport/PVTATitleVIProgram07-01-09.pdf>>

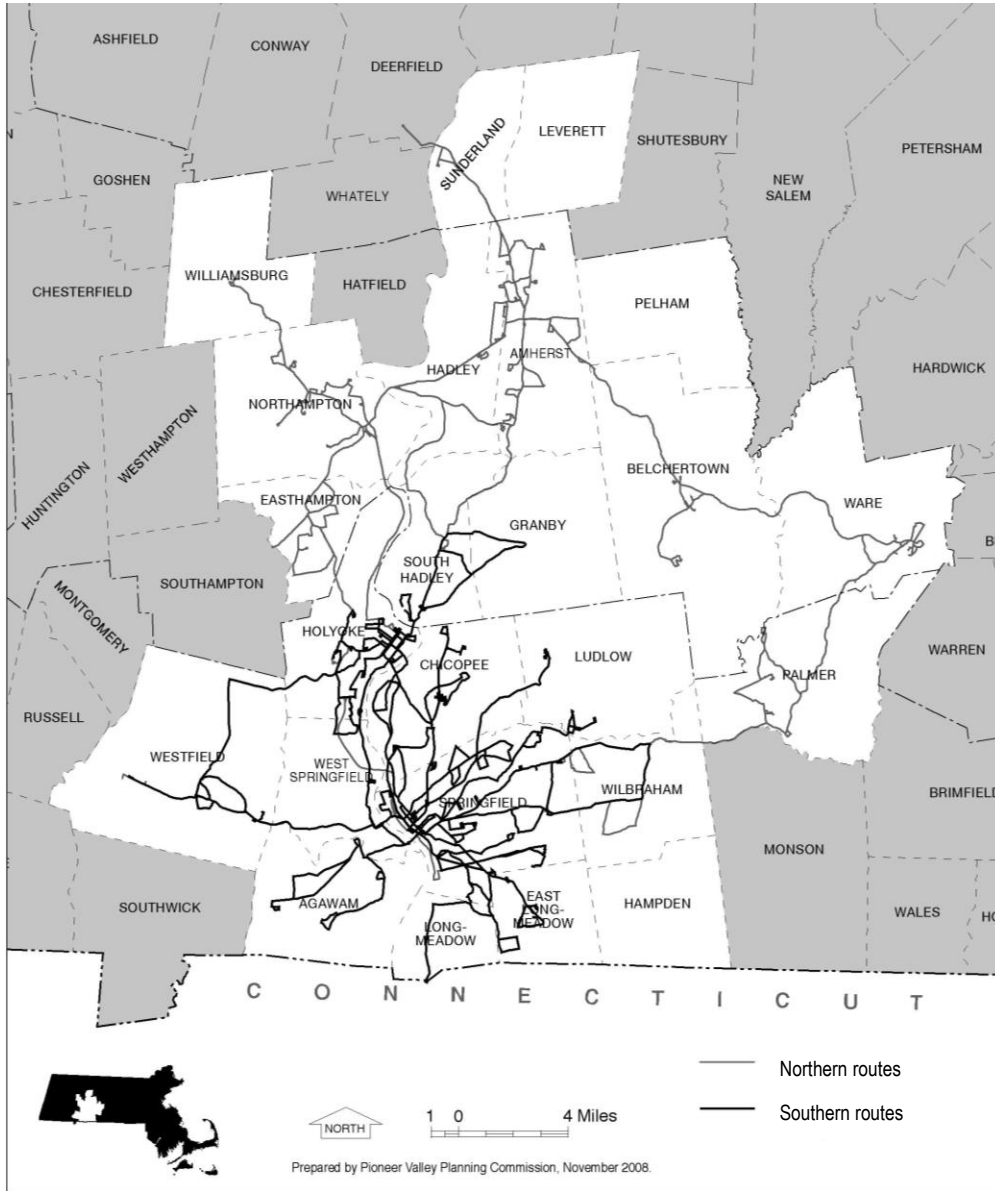
Rogoff, Peter. Administrator, Federal Transit Administration. “Dear Colleague” letter. March 8, 2011.

<http://www.fta.dot.gov/printer_friendly/12910_12480.html>

ATTACHMENT 1: PVTA SERVICE AREA AND OVERVIEW

PVTA is the largest regional transit authority in Massachusetts. It provides bus and van service to 24 communities with a total population of 573,699 (US Census 2010). Of these, 22 communities are in Hampden and Hampshire Counties and 2 are in Franklin County.

PVTA Service Communities and Scheduled Bus Routes



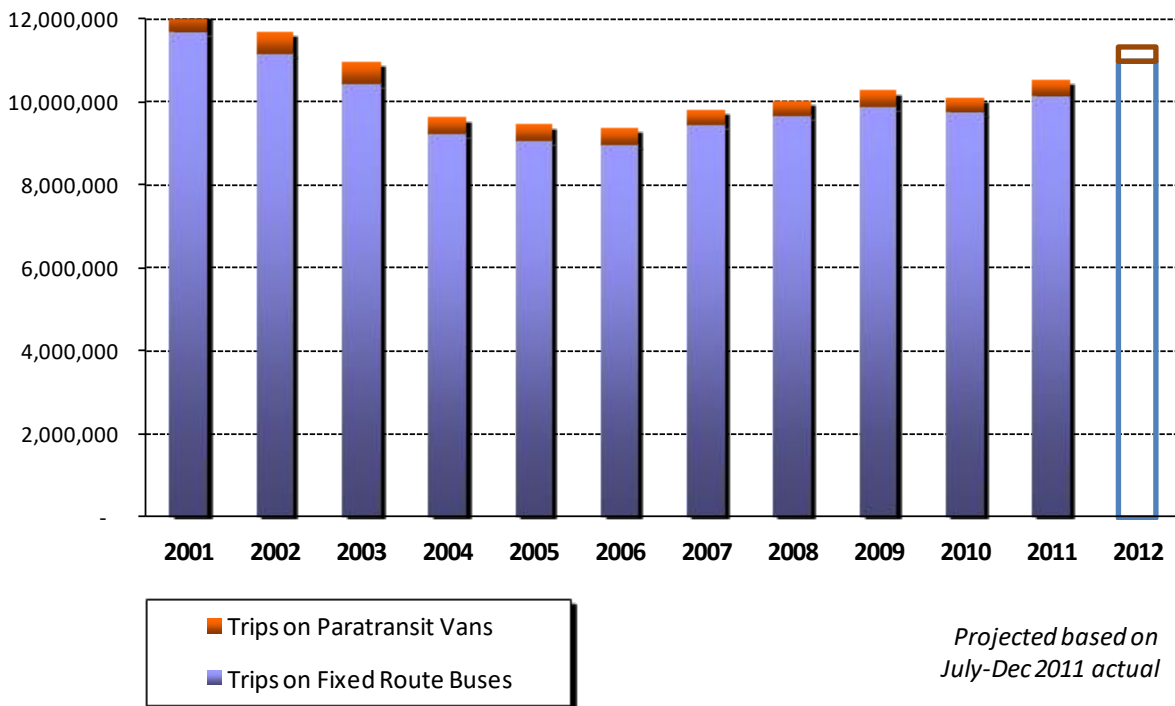
Agawam	Granby	Ludlow	Sunderland
Amherst	Hadley	Northampton	Ware
Belchertown	Hampden	Palmer	West Springfield
Chicopee	Holyoke	Pelham	Westfield
Easthampton	Leverett	South Hadley	Wilbraham
E. Longmeadow	Longmeadow	Springfield	Williamsburg

The PVTA service district is within the larger 1,179-square mile Pioneer Valley region, which has 43 municipalities and an estimated population of 623,331 residents (U.S. Census 2009 estimate). The Pioneer Valley is a diverse region that includes the urbanized areas in the Cities of Springfield, Chicopee, and Holyoke in Hampden County (the fourth largest metro area in New England); the Five Colleges area of Amherst and Northampton in Hampshire County, including 30,000 students and employees of the University of Massachusetts; and outlying suburban and rural communities. The region has approximately 17,000 businesses employing 260,000 people.

PVTA system ridership is presented below. From 1992 to 2002, PVTA ridership held steady between 11 and 12 million trips per year. However, state-imposed budget reductions in FY2002 necessitated severe service cuts, eliminating one-fifth of fixed route service. This resulted in a corresponding drop in ridership to about 9 million rides per year in 2004-05. Since then, ridership has recovered and surpassed 10 million rides per year, even though service and funding have not been restored to pre-2002 levels.

Rider surveys find the purpose of half of PVTA fixed-route trips is to commute to work or school. The remaining trip purposes are for shopping, attending social and recreational events, and medical appointments. Nearly three-quarters of riders report earning less than \$20,000 per year; three of every five riders say they do not own a car; and four of five riders say they have no other way to make their trip than using PVTA.

PVTA Fixed Route and Paratransit Ridership 2001-2012



ATTACHMENT 2: HANDOUTS DISTRIBUTED AT PUBLIC HEARINGS

The following 3 pages were posted on all PVRTA buses and vans, as well as major bus terminals, effective March 5, 2012 and were distributed to people attending the public hearings referenced on the flyers.



How to Comment on Proposed Changes

PVTA is holding public hearings on proposals to increase fares and make minor bus trip changes. **No bus routes will be eliminated.**

HOLYOKE: Thurs. March 22
2:00-4:00PM and 5:00-7:00PM
Holyoke Transportation Center
206 Maple Street, Holyoke

AMHERST: Thurs. March 29
2:00-4:00PM and 5:00-7:00PM
Bangs Community Center
70 Boltwood Walk, Amherst

SPRINGFIELD: Mon. March 26
2:00-4:00PM and 5:00-7:00PM
Pioneer Valley Planning Commission
60 Congress Street, Springfield

PALMER: Monday April 2
2:00-4:00PM
Council on Aging
1029 Central Street

NORTHAMPTON: Tues. March 27
2:00-4:00PM and 5:00-7:00PM
City Council Chambers
212 Main Street, behind City Hall

- In person:** Attend one of the 9 public hearings above
By mail: Send letters to Mary L. MacInnes, PVTA Administrator
2808 Main St., Springfield MA 01107
By email: Send email to BLamica@pvta.com
By phone: Call (413) 732-6248 x242 and
leave a recorded message of up to 3 minutes.

All comments must be received by Friday April 6, 2012.

TRADUCCIÓN EN ESPAÑOL SUMINISTRADOS. Spanish language translation will be provided at all hearings. Signing and interpretation for people with hearing and visual disabilities is available upon request: call (413) 732-6248 x242 at least one week before the hearing you wish to attend.

***For more info:* www.pvta.com or (413) 781-7882**



March 2012

FARE INCREASES AND SERVICE MODIFICATIONS PROPOSALS

PVTA is seeking public comments on the following proposed fare increases. The “SmartCard” will be PVTA’s new electronic fare payment option available July 1, 2012.

<u>Bus Fares</u>	<u>Existing</u>	<u>Proposed</u>
Adult Basic Cash Fare	\$ 1.25	\$ 1.50
Adult Cash Transfer	\$ 0.25	\$ 1.00
Adult Basic Fare w/SmartCard <i>(for promotional period only)</i>	--	\$ 1.25
Adult Transfer w/SmartCard	--	\$ 0.50
31-day Pass	\$ 45.00	\$ 52.00
31-day E&D Pass <i>(with photo ID Smart Card)</i>	\$ 22.00	\$ 30.00
31-day E&D Pass <i>(no photo ID Smart Card)</i>	\$ 22.00	\$ 35.00
1-day Pass	\$ 3.00	\$ 5.00
7-day Pass	\$ 12.50	<i>eliminated</i>
Child Fare (6-12)	\$ 0.75	\$ 1.00
Child Transfer	\$ 0.25	\$ 0.50
Child Under 5 (ride free)	--	--
Elderly & Disabled Cash Fare	\$ 0.60	\$ 0.75
Elderly & Disabled Cash Fare (with SmartCard)	--	\$ 0.60
Elderly & Disabled Transfer	\$ 0.10	\$ 0.50
Elderly & Disabled Transfer (with Smartcard)	--	\$ 0.25

<u>Paratransit Van Fares</u>	<u>Existing</u>	<u>Proposed</u>
Determined by pickup and drop-off locations	\$ 2.50	\$ 3.00
	\$ 3.00	\$ 3.50
	\$ 3.50	\$ 4.00
Outside the ADA service area <i>(more than 3/4 mile from a bus route)</i>	<i>Regular fares (same as above)</i>	\$ 7.00
20 Pack Tickets (\$3.00)	\$ 47.50	\$ 55.00
10 Pack Tickets (\$0.50)	\$ 4.75	\$ 4.75

Bus Service Change Proposals

PVTA is seeking public comments on proposed minor trip changes due to minimal ridership. **No bus routes will be eliminated.**



Bus Trips Proposed to be Discontinued

Route	Trip Departure Time and Direction	Trip Origin/ Destination
G1	500 AM SOUTHBOUND	SBT to Allen/Cooley
	515 AM SOUTHBOUND	SBT to Allen/Cooley
	550 AM NORTHBOUND	SBT to Chicopee Big Y
	605 AM NORTHBOUND	SBT to Chicopee Big Y
G2	445 AM SOUTHBOUND	SBT to East Longmeadow Big Y
	510 AM SOUTHBOUND	SBT to East Longmeadow Big Y
	1005 PM SOUTHBOUND	Mem. Industrial Park to SBT
G3	540 AM SOUTHBOUND	Springfield Plaza to SBT
	535 AM SOUTHBOUND	SBT to Norfolk & Westford Cir
	550 AM NORTHBOUND	Norfolk & Westford Cir to SBT
	555 AM NORTHBOUND	SBT to Springfield Plaza
G5	615 AM SOUTHBOUND	Springfield Plaza to SBT
	515 AM SOUTHBOUND	SBT to Jewish Home
	545 AM NORTHBOUND	Jewish Home to SBT
	615 AM SOUTHBOUND	SBT to Mass Mutual Enfield CT
B6	650 AM NORTHBOUND	Mass Mutual Enfield CT to SBT
	545 AM EASTBOUND	SBT to Big Y
	600 AM EASTBOUND	SBT to East & Hubbard
B7	955 PM WESTBOUND	Center & Cherry to SBT
B13	1050 PM WESTBOUND	Eastfield Mall to SBT
B15	540 AM SOUTHBOUND	SBT to Big Y
	1005 AM EASTBOUND	SBT to Oak Grove
	1025 AM WESTBOUND	Oak Grove to SBT
	1115 AM EASTBOUND	SBT to Oak Grove
G19	1135 AM WESTBOUND	Oak Grove to SBT
	540 AM NORTHBOUND	Springfield Plaza to New Ludlow
P20	600 AM NORTHBOUND	SBT to HTC
	510 AM NORTHBOUND	SBT to HTC
P21	500 AM SOUTHBOUND	Chicopee Center to SBT
R22	530 AM SOUTHBOUND	HTC to Big Y Chicopee
B23	535 AM NORTHBOUND	Westfield Center to Veterans Park
R25	545 AM NORTHBOUND	Veterans Park to South Hadley Center
R27	1030 AM WESTBOUND	Eastfield Mall to Sixteen Acres Center
R42	550 AM (Outbound to VA)	Northampton Courthouse to V.A. Hospital
R44	656 PM (Inbound to Academy of Music)	Florence Heights to Academy of Music

SBT: Springfield Bus Terminal

Bus Trips Proposed to be Shortened

Route	Trip Departure Time and Direction	Trip Origin/ Destination
G1	545 AM SOUTHBOUND	SBT to Allen/Cooley: Operate inbound only to "The X" (ARRIVE at 6:25)
	620 AM NORTHBOUND	Allen/Cooley to SBT: Operate inbound only from the "The X" (LEAVE at 6:30)
G2	915 PM NORTHBOUND	Benton Dr to SBT: Shorten to East and Page

March 2012