

BROWARD COUNTY TRANSIT: FARE CHANGES EFFECTIVE JULY 1, 2016

Submitted for compliance with Title VI of the Civil Rights Act of 1964, as amended and guidance found in FTA C4702.1B, dated October 1, 2012.

A Title VI Fare
Equity Analysis



Contents

INTRODUCTION	2
ABOUT BROWARD COUNTY TRANSIT	2
DEFINITIONS.....	3
FARE EQUITY ANALYSIS.....	4
MAJOR SERVICE / FARE CHANGE	4
PUBLIC PARTICIPATION	4
LEP CONSIDERATIONS	5
FARE CHANGE PROPOSALS	6
METHODOLOGY	8
RESULTS	9
APPENDIX A: DEMOGRAPHIC PROFILE	11
APPENDIX B: BCT TITLE VI CONTEXT MAP	14
APPENDIX C: BCT LEP CONTEXT MAP	15
APPENDIX D: PUBLIC OUTREACH PLAN AND PUBLIC NOTICES.....	16
APPENDIX E: FARE USE BY TITLE VI CATEGORY.....	23
APPENDIX F: PASSENGER SURVEY RESULTS.....	24

INTRODUCTION

Under Title VI of the Civil Rights Act of 1964, as amended, as recipients of federal financial assistance, the Broward County Board of County Commissioners (Board), without regard to race, color, or national origin, operate and plan for transit services so that: transit benefits and services are available and provided equitably; transit services are adequate to provide access and mobility for all; opportunities to participate in the transit planning and decision-making process are open and accessible; and that remedial and corrective actions are taken to prevent discriminatory treatment of any beneficiary.

This Title VI Fare Equity Analysis was conducted by the Broward County Transportation Department, Transit Division for a fare change proposed to go into effect July 1, 2016. The report was prepared in accordance with the requirements specified in the Federal Transit Administration (FTA), Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," dated October 1, 2012.

ABOUT BROWARD COUNTY TRANSIT

Broward County Transit (BCT) is composed of more than 1,050 individuals working together to deliver public transportation services within a 410 square mile service area in Broward County that serves approximately 1.8 million local residents.

BCT operates four distinct transportation services. These modes include BCT fixed route, fixed route community bus, fixed route commuter express, and paratransit services. Fixed route service connects with local transit systems in neighboring counties in addition to the tri-county commuter rail system (Tri-Rail). BCT operates out of two facilities: Pompano Beach, Florida, and Dania Beach, Florida. As of March 2016, BCT operates 35 fixed routes, 3 limited-stop (Breeze) routes, 6 express routes, and 50 community bus routes with a fleet of approximately 395 vehicles. This network of services currently provides more than 40.2 million passenger trips annually. Due to Broward County's location in the center of the Miami Urbanized Area (UZA) these routes are critical for providing connectivity throughout the metropolitan area, including Miami-Dade and Palm Beach counties.

BCT operates approximately 15.0 million fixed route revenue miles per year at 32.9 passengers per hour and \$2.86 cost per unlinked trip¹. When compared to its peers, BCT consistently leads in this performance measure. BCT is responsible for transit system development, planning, and operations to promote a convenient user-friendly transit system, allowing for expanded transportation alternatives for Broward County residents and visitors.

¹ National Transit Database (NTD) Report Year 2015 Statistics

DEFINITIONS

BCT Systemwide Average: Average for all BCT operated fixed routes determined by on-board passenger survey data.

Disparate Impact: Refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lack a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

Disparate Impact Threshold: The standard used to determine if a proposal creates disparate impacts. BCT defines this threshold in its Disparate Impact Policy as 15 percent deviation from the BCT system average.

Disproportionate Burden: Refers to a neutral policy or practice that disproportionately affects low-income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where possible.

Disproportionate Burden Threshold: The standard used to determine if a proposal creates disproportionate burdens. BCT defines this threshold in its Disproportionate Burden Policy as 15 percent deviation from the BCT system average.

Express Service: A bus route that operates a portion of the route without stops or with a limited number of stops and is usually characterized by operating at least five miles of closed door service to a regional destination.

Fixed Route (Local): Service provided on a repetitive, fixed-schedule basis along a specific route with vehicles stopping to pick up and deliver passengers to specific locations; each fixed-route trip serves the same origins and destinations, unlike demand responsive and taxicabs.

Limited Stop (Breeze) Service: A service midway between local and express services that usually supplements local service by providing similar alignment with less stops and faster operational speeds.

Low-Income: A person that has indicated a household income at or below US Department of Health and Human Services poverty guidelines or a passenger that has indicated a household income below \$25,000 on a BCT on-board passenger survey.

Minority: A person or passenger who identifies as American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino (of any race), Native Hawaiian or Other Pacific Islander, or identifies as more than one race (multiracial) or some other race.

Service Area: A defined geographic area from which the transit operator provides service that is calculated using a one-quarter mile (3 mile for Express Service Park and Ride Lots) buffer on each side of a transit route.

Title VI Category: Used in Title VI Equity Analysis to define a group of passengers as minority or non-minority and low-income or non-low-income.

FARE EQUITY ANALYSIS

In compliance with FTA requirement under Title VI, a fare equity analysis is required to evaluate potential disparate impacts or disproportionate burdens on Title VI protected populations before implementation of a fare change. If impacts are identified, a plan to mitigate these impacts or analysis of less impactful alternative must be identified prior to implementation². This section will address major service change threshold, public participation, proposed fare changes, methodology, and analysis used to determine impacts of the fare change proposal.

MAJOR SERVICE / FARE CHANGE

In accordance with Title VI, BCT conducts service and/or fare equity analyses when a major service change is proposed. BCT used the following threshold (outlined) to determine whether or not a service change constitutes a major service change. This policy, as approved by the Board in 2014, is outlined in the table below:

Service Change	Major Service Change Threshold
Service Miles	More than 25% route or weekly revenue miles
Express Service Miles	More than 50% route or weekly revenue miles
Headways/Frequency	More than 15 minutes
Route	Establishment or discontinuation of a route
Fares	Any change in fares

PUBLIC PARTICIPATION

BCT has developed an outreach plan to inform the public of this fare proposal prior to the public hearing before the Broward County Board of County Commissioners. The plan includes Educational Outreach, Social Media, Print Media, and a Passenger Survey³. The passenger survey effort was conducted in locations to attract a diverse crowd including areas identified in BCT's Title VI Program as predominately minority, low-income, or having high proportions of residents with limited English proficiency. All

² According to FTA C4702.1B, A transit provider may enact a service or fare change that is found to cause a disparate impact if the transit provider has a substantial legitimate justification for the proposed change and the transit provider can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals.

³ Appendix D: Public Outreach Plan and Public Notices

locations are directly accessible to BCT transit routes and some locations were selected due to the density of nearby transit routes and transfer activity.

Location	Minority	Low-Income	Limited English Proficient	Major Transfer Center
Broward Central Terminal, Fort Lauderdale	X	X	-	X
Northeast Transit Center, Pompano Beach	X	X	French Creole	X
Pembroke Lakes Mall, Pembroke Pines	X	-	-	X
Lauderhill Mall Terminal, Lauderhill	X	X	French Creole	X
West Regional Terminal, Plantation	-	-	-	X
Keiser University, Fort Lauderdale	-	-	-	-
Online via Facebook and E-Transit Flash	-	-	-	-

Summary of Passenger Survey Locations

A public hearing on the fare proposal is scheduled to be held before the Board on June 14, 2016, at the Broward County Governmental Center in downtown Fort Lauderdale. This location is easily accessible to transit due to its proximity to Broward Central Terminal. Public outreach notices will be posted at major transfer locations, on-board buses, and online. BCT has documented all public comments received in relation to this fare change proposal.

LEP CONSIDERATIONS

On December 1, 2011, BCT adopted its Limited English Proficiency (LEP) Plan. The plan identified reasonable steps to provide language assistance for LEP persons seeking meaningful access to BCT service as required by Executive Order 13166. BCT has included efforts in the public outreach plan for this proposal that are designed to inform LEP Spanish, French Creole, and Portuguese speaking passengers. In accordance with the LEP plan, if fare changes are approved BCT will provide detailed information about the change in formats accessible to our LEP passengers⁴.

⁴ Appendix C: Map of BCT Limited English Proficient Population by Language Spoken at Home

FARE CHANGE PROPOSALS

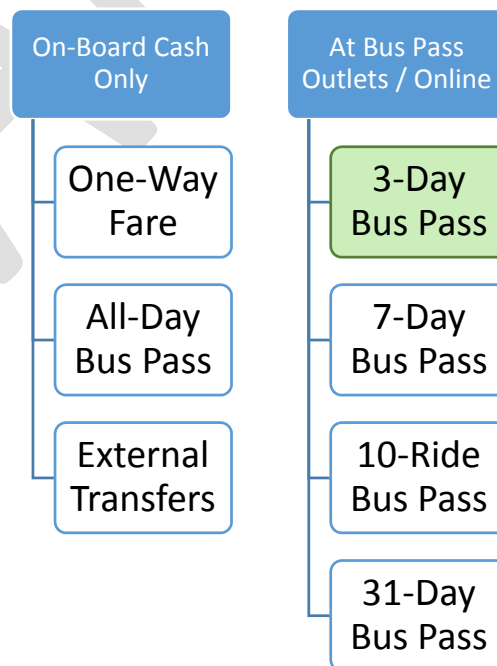
In October 2014, the Broward County Board of County Commissioners (Board) approved a two-step fare increase proposal that went into effect on November 16, 2014 and October 1, 2015. The resulting fare increase allowed BCT to keep fares consistent with other transit agencies in the Miami UZA, expand services, and maintain farebox recovery. The following proposals are first modifications to fares since the two-step increase.

Three Day Pass Proposal

Previous fare analyses and on-board surveys point out that over 50 percent of BCT passengers use cash on-board to pay for one-way fares or day passes. The percentage of passengers that purchase these fares are higher than expected based on frequency of use data. For instance, 15 percent of passengers reported using BCT '2 or 3 days per week' and 74 percent reported using BCT '4 or more days per week.' The data indicates that a portion of our lower income passengers undoubtedly lack funds necessary to purchase a 31-Day Pass and opt to purchase cash fares that are lower in cost but do not provide savings based on high usage.

Broward County is a major tourism attractor and welcomes in excess of 14.3 million visitors per year that infuse \$11.4 billion into the local economy⁵. Although tourism is a major contributor to the local economy, the number of tourists during peak season places stress on local infrastructure and is a significant cause of traffic. With the regional growth expected to continue, BCT would like to provide a bus pass option that would appeal to tourists visiting the area and encourage transit ridership.

Recognizing the needs of our Title VI resident population and tourist visitors, BCT is proposing a new fare option that will offer a discounted alternative as well as convenience when compared to an All-Day Bus Pass that is currently only available for sale on-board buses. BCT is proposing a Three-Day Bus Pass that would provide unlimited bus trips for 3 consecutive days from the first day of use. The Three-Day Bus Pass is proposed to cost \$12; which is a \$3 discount from purchasing 3 separate All-Day Bus Passes at \$5 each. Prices of all



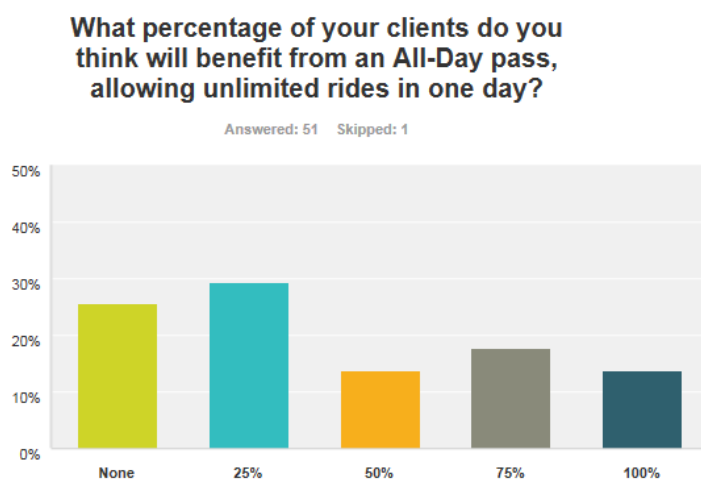
THREE-DAY BUS PASS PROPOSAL

⁵ Greater Fort Lauderdale Convention and Visitors Bureau, Visitor and Expenditure Estimates, https://res-3.cloudinary.com/simpleview/image/upload/v1/clients/ftlauderdale/14VOLEST_440ed841-807c-46e0-a060-024799ce7d25.pdf

other fare options will remain the same under this proposal. If approved by the Board the new Three-Day Bus Pass would go into effect on July 1, 2016 and could be purchased at BCT bus pass outlets including Broward County Libraries, BCT passenger terminals and online at BCT's website.

Replacement of Transit Fare Tickets

In addition to the three-day pass proposal, BCT has proposed to modernize fare media for fares purchased by some public agencies, as well as qualified social service agencies who primarily distribute them to the area's homeless population as part of the County's Homeless Initiative Partnership (HIP) program. Currently, paper Transit Fare Tickets sold in packs of 25 are sold to the agencies at a cost of \$50 or certified HIP agencies at a 50% discount. Each Transit Fare Ticket is valid for one (1) ride on any BCT bus. Transit Fare Tickets use an old paper fare media that does not contain a magnetic strip that can be read by the farebox. This results in a manual process to validate and accept Transit Fare Tickets as well as an elevated potential for fraud. To modernize the fare media BCT originally proposed to replace Transit Fare Tickets with an all-day bus pass. However, many social service agencies quickly expressed concern with the proposal citing the increased cost of the all-day pass when compared to the Transit Fare Tickets⁶. In response to the concerns from the social service agencies, BCT delayed implementation and initiated a survey of social service agencies. The survey generated responses from 52 agencies



showed that nearly 75 percent believe some of their clients would benefit from an all-day pass option. However, the agencies also indicated that they could not afford to provide discounted all-day passes and would like to have the option to purchase one-ride tickets. In fact 36 percent of agencies have a budget of less than \$1,000 annually to purchase BCT transit passes for their clients.

Based on the survey results and comments received, BCT is excited to support a revised proposal that will modernize fare media and provide the least impactful alternative on Title VI populations. BCT will provide both, a one-ride pass and the all-day pass, options for purchase by social service agencies at a discount for distribution to the area homeless population. Each pass will have a magnetic strip that can be read by the farebox. By providing both options BCT has eliminated any and all adverse effects of the proposal. BCT is confident that this proposal will advance the missions of the agencies while providing new fare media that will reduce fraud and provide a better experience for all of our passengers.

⁶ <https://www.sun-sentinel.com/local/broward/fl-broward-bus-pass-homeless-20160407-story.html>

METHODOLOGY

BCT uses a methodology for fare equity analysis that is consistent with guidance found in FTA Circular 4702.1B. On-board survey data collected during the TDP major update in the 1st quarter of 2013 is the primary data source for all equity analyses⁷. Please note, since the 3-Day Bus Pass would be a new fare type, the steps used to complete the Title VI Fare Equity Analysis were significantly modified:

- I- The percentage breakdown of fare type use by Title VI Category is calculated⁸. As an initial step, this information is important to ascertain the distribution of each fare use among Title VI protected populations.
- II- A determination on whether the fare change will have an adverse effect is made. Typically a preliminary finding of adverse effect is made when:
 - a. Fare are increased
 - b. Fare categories/options are eliminated
- III- A passenger survey conducted at major transfer centers, on-board and/or online will collect data on potential users of the new fare and perceptions towards the new fare. The survey data will be examined to determine if adverse impacts exist. If so, then the BCT will analyze results to determine if the impacts exceed BCT adopted disparate impact and disproportionate burden thresholds.
- IV- If there are no adverse effects based both the objective criteria and passenger perceptions including public comments, then a finding of no disparate impacts or disproportionate burdens will be made.
- V- If adverse effects indicate the potential for disparate impacts or disproportionate burdens alternatives will be analyzed to see if legitimate program goals can be met with a less impactful proposal.

⁷ Appendix A: BCT Demographic Profile

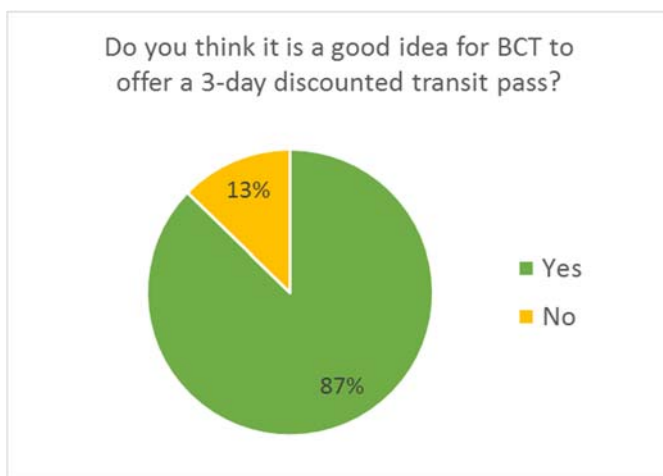
⁸ Appendix E: Graph of Fare Use by Title VI Category

RESULTS

The fare equity analysis determined that the both proposals **do not cause disparate impacts or disproportionate burdens on Title VI protected populations**⁹.

The initial screening of the fare proposal indicates that adverse effects were unlikely because the fare proposals will not result in an increase in fares nor will it result in the consolidation or removal of fare options.

Preliminary Adverse Effects for Fare Changes	
Potential Adverse Effect	Determination
Increases Fares	No
Consolidates or Removes Fare Options	No



BCT conducted a passenger survey to better understand perceptions, attitudes, and potential usage of the proposed 3-Day Bus Pass. The survey was conducted online and through intercept surveys at major transfer facilities. The locations for the intercept surveys were chosen for their demographic diversity and richness of Title VI and LEP populations. A total of 411 responses were collected between March 16, 2016 and March 22, 2016.

The survey respondents signaled overwhelming support (87 percent) for the new 3-Day Bus Pass option. In fact, potential usage of the new fare was higher among Title VI Minority and Low-Income populations indicating that this proposal will provide a greater benefit to these groups. 94 percent of low-income passengers and 89 percent of minority passenger responded that they believe the 3-Day Bus Pass is a “good idea.” Furthermore, 67 percent of low-income and 65 percent of minority passengers responded that they were “likely” or “extremely likely” to use the 3-Day Bus Pass. A full summary of the survey data with cross tabulations and graphs can be found in Appendix F.

The results of the survey confirm that no adverse effects on Title VI Minority or Low-Income populations are expected from these fare proposals. Likewise, disparate impacts and disproportionate burdens on Title VI protected populations are safely assumed to be minimal or non-existent. The 3-Day Pass, as an additional fare option, is likely to greatly benefit our minority and low-income passengers.

No additional analysis or alternatives are necessary to implement this fare change proposal.

Adverse Effects	Disparate Impact	Disproportionate Burden
None	None	None

Summary of Title VI Fare Equity Analysis Results

⁹ Appendix F: Passenger Survey Results

(This page has been left intentionally blank)

APPENDIX A: DEMOGRAPHIC PROFILE

There has been a significant change in the racial and ethnic makeup in Broward County between the 2000 and the 2010 US Census. As indicated by the 2010 US Census, Broward has become a “minority-majority” county. For the first time, the Non-Hispanic White population accounted for less than 50 percent of the total population. While the Non-Hispanic Black/African-American population still remains the largest minority group, it is now closely followed by the Hispanic population. The trend in Broward County reflects the national trend of an increasing minority cohort.

BCT uses a one-quarter mile buffer around local and limited stop routes to establish a service area. The 2014 BCT service area population is 1,839,376. The percentage of minorities in the service area is 57.9 percent and low-income population comprises 13.8 percent.

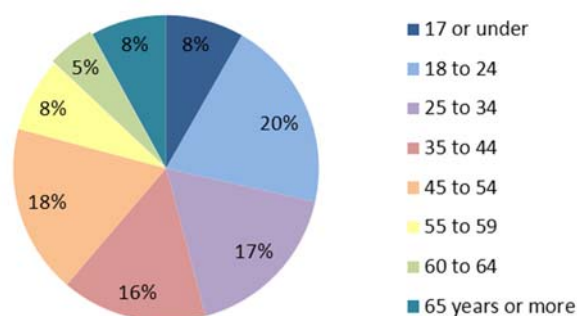
In 2013, BCT conducted a major update of the 10-year Transit Development Plan (TDP). A significant portion of the TDP was focused on generating an updated BCT rider demographic profile. A total of 8,913 passenger surveys were collected on-board BCT routes during the first quarter of 2013. The system-wide results of the on-board survey are statistically significant with greater than 95% confidence and margin of error of ± 3 percent. Additional information about the on-board survey effort and findings can be found in the BCT Connected 2014-2023 Transit Development Plan¹⁰.

A demographic summary BCT fixed route services is provided below:

Age

Over 84 percent of respondents are between the ages of 18-64. Eight (8) percent were under the age of 17 and 8 percent are over the age of 65. The percentage of 65+ transit passengers is well below the county proportion in the same age range.

Age

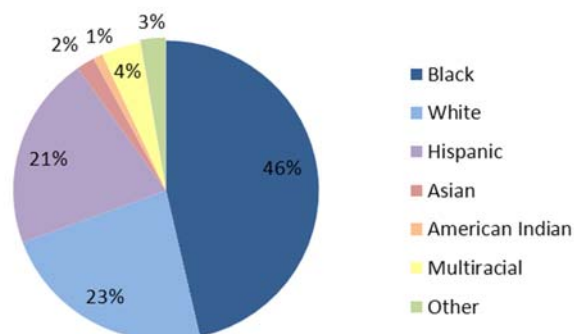


¹⁰ BCT Connected Transit Development Plan: <http://www.broward.org/bct/pages/transitdevelopmentplan.aspx>

Ethnic Origin

Minorities comprise 77 percent of transit passengers. Forty-six (46) percent are Black/African American, 21 percent Hispanic, 10 percent Asian, American Indian, Multiracial or other. Non-Hispanic White passengers comprise 23 percent of BCT ridership.

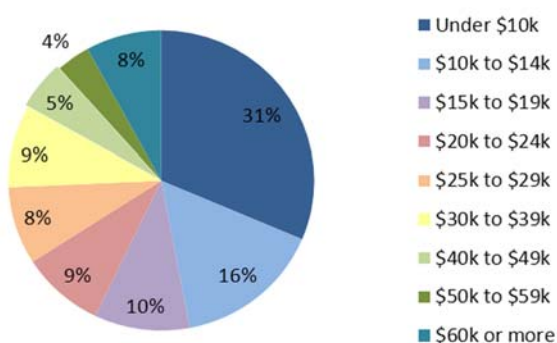
Race / Ethnicity



Income

A typical BCT passenger has a very low income with 57 percent of riders reporting household incomes of less than \$20,000 per year; however, the percentage of passengers in upper incomes have increased since 2008 due to the success of Premium Express Services.

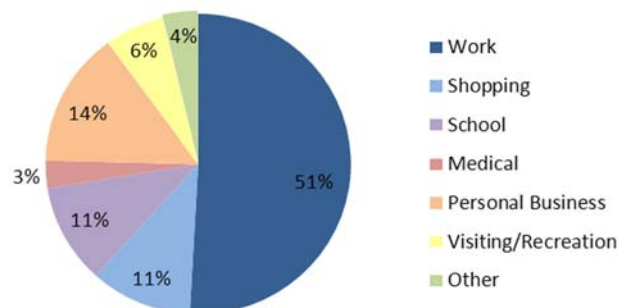
Annual Household Income



Trip Purpose

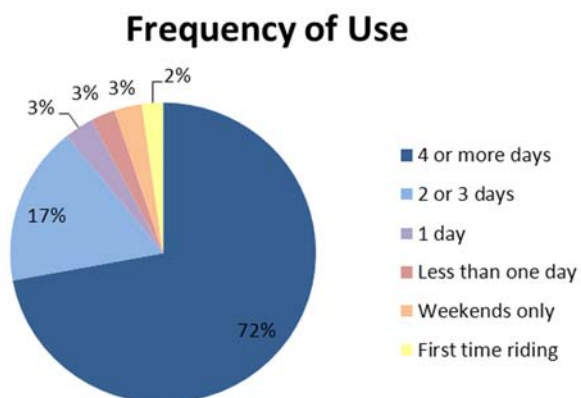
Most respondents, over 50 percent, use BCT primarily for work, with personal business following with 14 percent and school along with shopping each at 11 percent.

Trip Purpose



Frequency of Use

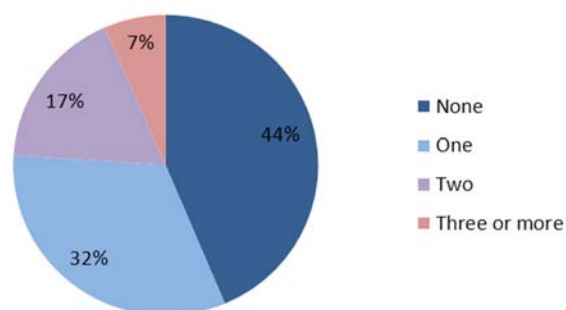
The average BCT rider is a frequent user of the system with around 72 percent of passengers using the system 4 or more days per week. Nearly 90 percent of riders use BCT at least 2 days per week.



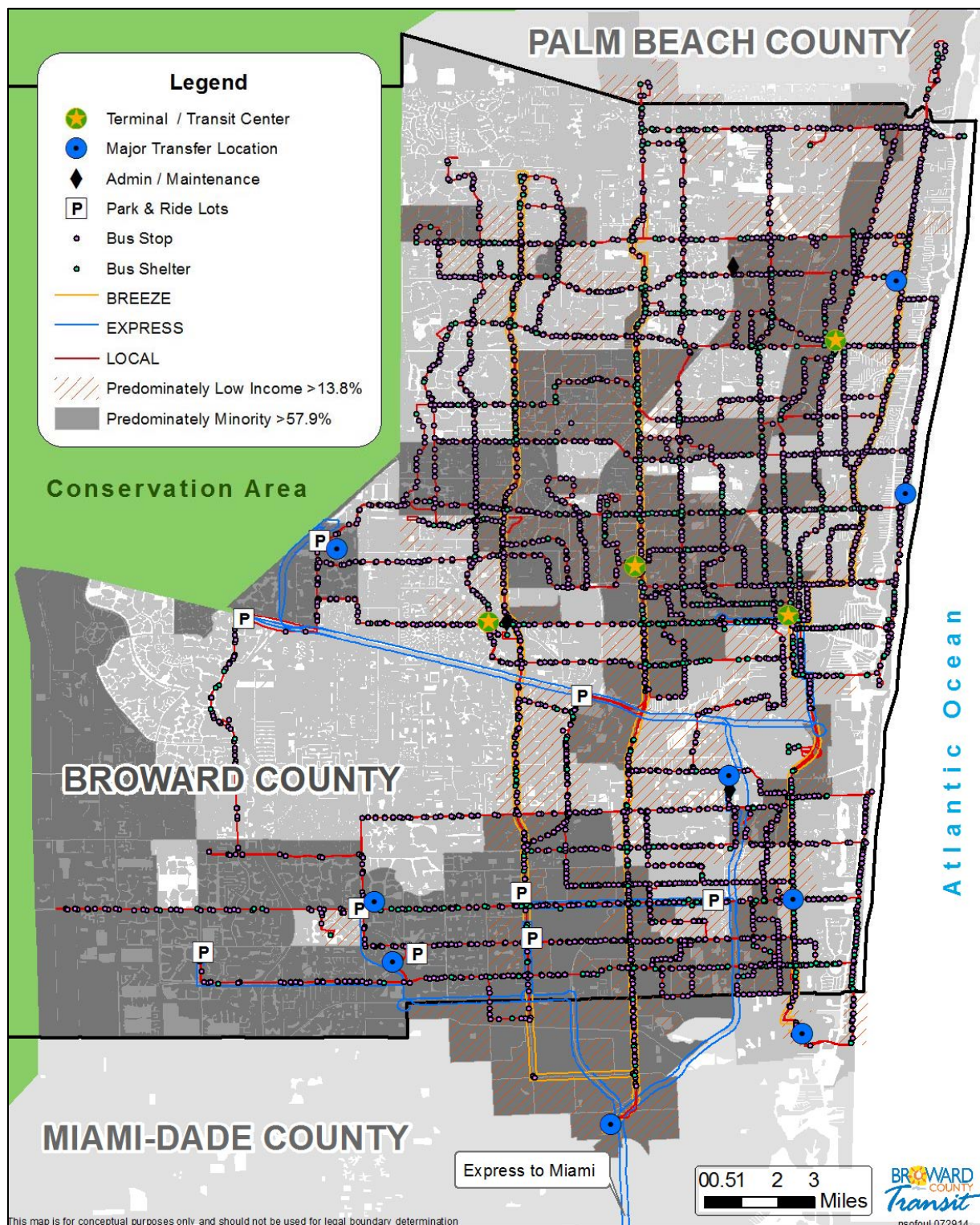
Number of Vehicles in Household

Most BCT passengers (44 percent) surveyed live in households where there are no motor vehicles available. Thirty-three (33) percent live in a household with only one vehicle. When considered along with household income and frequency it is clear that a large segment of BCT users require transit because they do not have an alternative form of transportation.

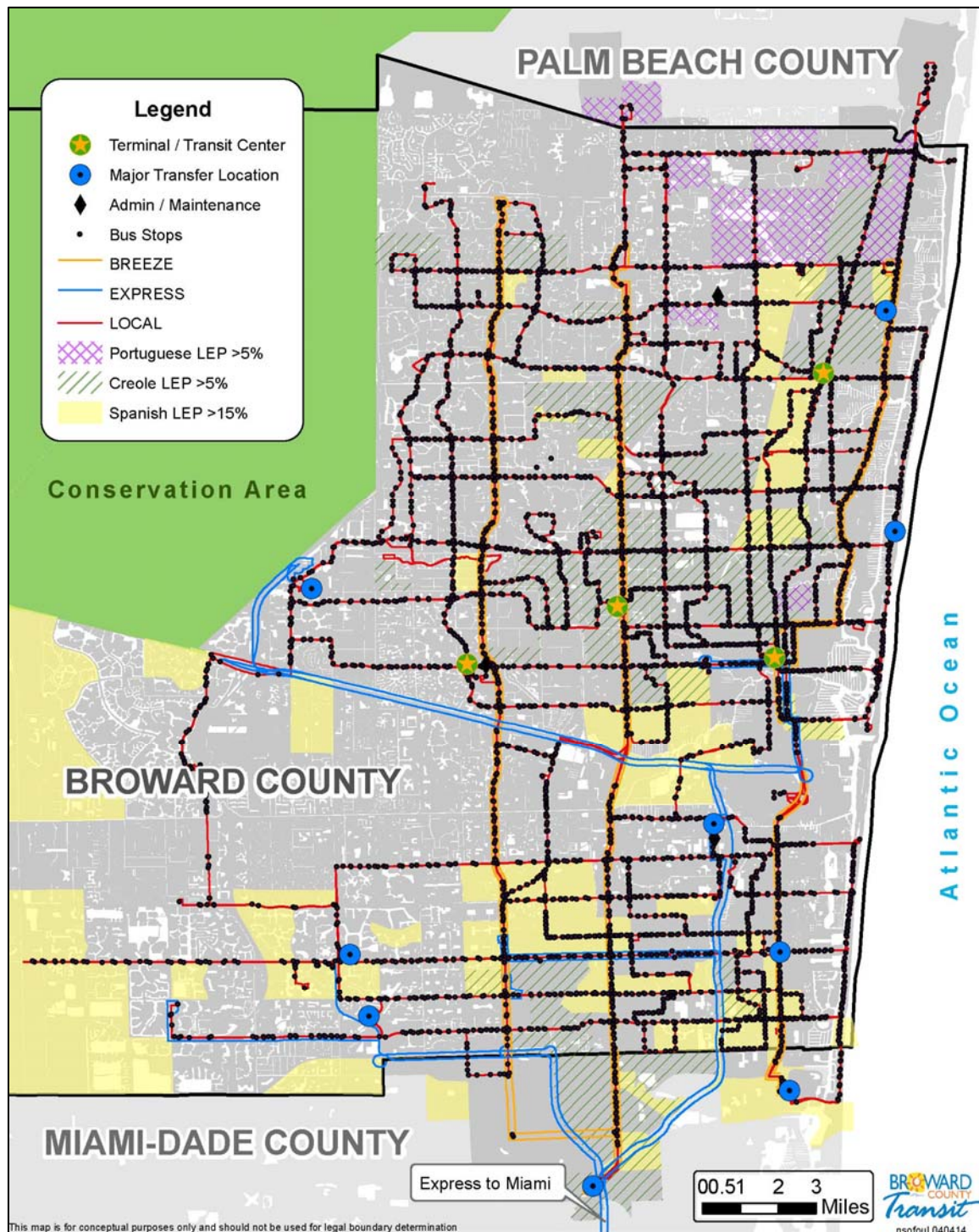
Motor Vehicles per Household



APPENDIX B: BCT TITLE VI CONTEXT MAP



APPENDIX C: BCT LEP CONTEXT MAP



APPENDIX D: PUBLIC OUTREACH PLAN AND PUBLIC NOTICES

The following public outreach activities were conducted for the dissemination of information and to provide for public comments and participation in the decision-making process on the proposed fare changes, effective July 1, 2016.

I. Educational Outreach and Community Meetings

Notification of Public Hearing date and post public hearing announcements.

Date	Media	Type
3/24/16	Facebook	Post
4/7/16	Facebook	Post
4/11/16	Facebook	Post
4/5/16	Flyer	Print
4/5/16	Posters	Post at facilities
4/5/16	Digital Web page BCT	Post
4/10/16	Post Twitter (Broward County)	Post
4/8/2016	Post at buses, distribute to Operators	Print
4/10/16	Press Release	Print
4/12/16	Transit Flash	Digital
4/12/16	Notice of Change of Hearing Date	Digital
4/13/16	Change Hearing Date Telemarketing – 300 vendors	Telemarketing
6/6/16	Vendor New Hearing Date Reminder Direct Mail	Digital
6/6/16	Post Hearing Announcement BCT Web Page	Post
6/15/16	Post Hearing Announcement Press Release	Print
6/16/16	Post Hearing Announcement Poster	Print

Distribution of information and flyers in events

March-16				
Date	Event	Time	Staff	Type
Tues. 1	FDOT Broward ADM Employee Transit Fair	10:00AM-1:00PM	Melissa	Employees
Thurs. 3	FDOT Broward OPS Employee Transit Presentation	8:00AM-9:30 AM	Natalie	Employees
Sat. 12	Broward Water Matters Day	9:00AM-3:00PM	Tarnell	General
Mon. 14	City of Pompano Beach Senior Expo	9:30AM-1:30PM	Natalie	Seniors

Thurs. 17	Keiser University Student Resource Fair	12:30PM-2:00PM	Natalie	Students
Wed. 23	Broward College Water Matters Day	12:00PM-3:00PM	Natalie	Students
April-16				
Date	Event	Time	Staff	Type
Thurs. 28	Citrix Earth Day Expo	9:00AM-2:00PM	Natalie	Employees
June-16				
Date	Event	Time	Staff	Type
Fri. 3	City of Coconut Creek Bi-Annual Senior Expo	9:30AM-12:30AM	Natalie	Seniors
July-16				
Date	Event	Time	Staff	Type
Wed. 27	City of Pompano Beach Employee & Community Wellness Fair	9:00AM-3:00PM	Natalie	Employees
Thurs. 28	City of Pompano Beach Employee & Community Wellness Fair	9:00AM-3:00PM	Natalie	Employees

2. Bus Terminal Signage: To be placed at all bus terminals, facilities and customer service information windows.



Notice of Public Hearing

The Broward County Commission will hold a Public Hearing on:

Tuesday, June 14, 2016
2:00 PM County Commission Chambers
At Government Center East,
115 S. Andrews Avenue, Fort Lauderdale, FL 33301

To discuss the transition from the One-Ride Transit Fare Ticket Books to One-Ride Bus Passes with magnetic strips.

The complete text of the proposed resolution is available for review in the Records, Taxes and Treasury Division, Finance and Administrative Services Department. Persons with disabilities who require special accommodations to participate in the Public Hearing should call the Office of County Administrator at 954-357-7000 or for Hearing Impaired/TTY 954-831-3940.

Thank you for riding BCT.



Notice of New Fare Ticketing Options

The Broward County Commissioners approved at a Public Hearing on June 14, 2016 the transition from the One-Ride Transit Fare Ticket Books to One-Ride Bus Passes with magnetic strips and the addition of a Three-Day Pass.

For additional information visit www.broward.org/bct or call Customer Service at 954-357-8400.

Office of County Administrator at 954-357-7000 or for Hearing Impaired/TTY 954-831-3940.

Thank you for riding BCT.

3. Direct Mail: Bus pass vendor notices to retailers, small businesses, libraries, social service organizations. Total approximate 1,000 notices



TRANSIT DIVISION
Customer Relations and Communications

1 North University Drive, Suite 2401B, Plantation, Florida 33324 • 954-357-8355 • FAX 954-357-8371

March 29, 2016

RE: Discontinuation of Transit Fare Ticket Books and Replacement/Exchange Program

Dear Non-Commissioned Bus Pass Vendor:

In an effort to modernize our bus fare ticketing methods, Broward County Commission is holding a public hearing on April 12, 2016 to discuss the discontinuation of Broward County Transit (BCT) ticket fare books (one-ride paper tickets) and the addition of new All Day passes available for sale, which will replace one-ride tickets.

The hearing will be held in the County Commission Chambers located at Government Center East, 115 S. Andrews Avenue, Fort Lauderdale, FL 33301 at 2 pm.

If approved on April 12th, the new passes will have magnetic strips, as do all of our other passes, and will cost \$5 at regular price and \$2.50 for Homeless Initiative Partnership (HIP) approved agencies only. The All Day pass will allow customers to ride as many times as they want in one day on all BCT routes.

If approved on April 12th, there will be an exchange program starting immediately where BCT will exchange full transit ticket fare books, containing 25 tickets, for 10 All Day passes. Please encourage clients to use their one-ride paper tickets quickly.

Currently the plan is that tickets in circulation can be used through June 30, 2016 and then will no longer be accepted on BCT buses. If approved at the public hearing, no more one-ride tickets will be sold after April 15, 2016.

Please send your email address to nsilverstein@broward.org for ease of continued communication regarding this and other changes to the vendor programs. If you have any questions, please contact your bus pass sales representative at BCT.

Sincerely,

Mary Shaffer
 Transit Manager, Customer Relations & Communications

Broward County Board of County Commissioners

Mark D. Bogen • Beam Furr • Dale V.C. Holness • Martin David Klar • Chip LaMarca • Stacy Rittler • Tim Ryan • Barbara Sharief • Lois Wexler

Broward.org



TRANSIT DIVISION

Customer Relations and Communications

1 North University Drive, Suite 2401B, Plantation, Florida 33324 • 954-357-8355 • FAX 954-357-8371

June 3, 2016

RE: Transit Fare Ticket Books Changes and Exchange

Dear Non-Commissioned Bus Pass Vendor:

Thank you for answering last month's survey regarding your use of transit tickets and bus passes for your clients. Responses have shown you prefer the continuation of a one-ride pass, as well as the option to purchase an All Day pass, so BCT is proposing the sale of both to non-commissioned vendors.

While the one-ride pass will remain, its format is proposed to be upgraded to a pass with a magnetic strip instead of the current transit ticket paper pass sold in ticket books and requires approval of the Broward County Board of County Commissioners. The cost of the one-ride pass is \$2.

The additional All Day pass proposed for sale at \$5 will also have a magnetic strip for ease of use in BCT fare boxes and will allow your customers to ride multiple times in one day. Please note all current Homeless Initiative Partnership (HIP) approved discounts (50%) will still apply.

The Broward County Commission is holding a Public Hearing on June 14, 2016 at 2pm at County Commission Chambers located at Government Center East, 115 South Andrews Avenue, Fort Lauderdale, FL 33301, to discuss these proposals.

If the changes are approved, we will start exchanging your paper transit tickets for the upgraded one-ride passes at our bus pass window at Government Center West and our bus pass sales staff will start selling the All Day passes.

If you have any questions in the meantime, please contact your bus pass sales representative at BCT at 954.357.7710. Thank you for your continued support.

Sincerely,

Mary Shaffer
Transit Manager, Customer Relations and Communications

Broward County Board of County Commissioners
Mark D. Bogen • Beam Furr • Dale V.C. Holness • Marty Klar • Chip LeMaire • Stacy Ritter • Tim Ryan • Barbara Sharief • Lois Wexler
Broward.org

II. Digital and Social Media

1. BCT Website – notice to be posted with link to service/fare change information page and Headlines.

Welcome To Broward County Transit!

About Us
 Trip Plan via Google Transit
 System Map
 Transit Flash

Headlines

→ Be Alert. Call 954-357-LOOK (5665). Tell Us.

Fare Information

Effective 10/1/15

Regular One Way
Fare - \$2.00

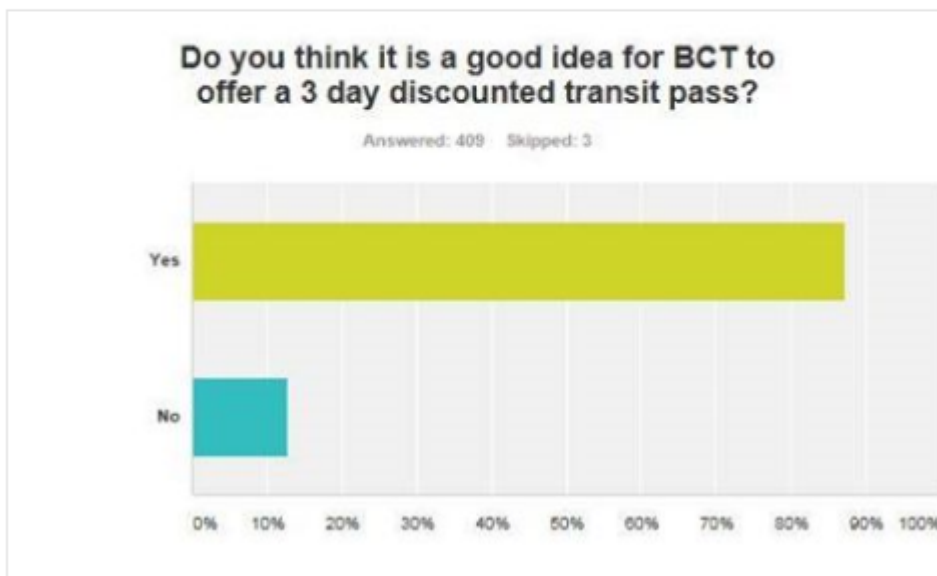
Reduced One Way
Fare - \$1.00

2. Facebook - Followers 1,885+
Public Hearing announcements (4 posts)
Post public Hearing decisions (4 posts)

BCT Facebook First Post 3-24-16



You spoke and we listened! Thank you to everyone who participated in our 3-Day Bus Pass Option Survey. We received over 400 survey responses! This item is on the agenda to be discussed on Tuesday, April 12th at the Broward County Board of County Commissioners Public Hearing.



3. Transit Flash e-newsletter – to be sent to database of more than 8,700 passenger subscribers after Public Hearing.

[Broward County Transit](#) | [Maps & Schedules](#) | [Alerts](#) | [Feedback](#)

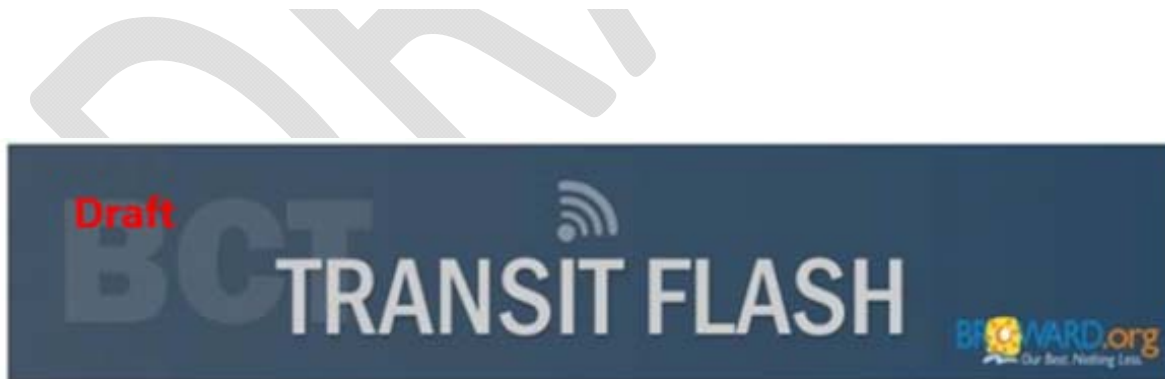


BCT Survey

Broward County Transit is considering a new bus pass option that can be purchased at terminals, libraries, and bus pass outlets. The new bus pass would be a new 3-day discounted pass that would allow for unlimited bus rides on BCT over 3 consecutive days from the first day of use. Please answer a brief (5 question) survey to provide your feedback.

<https://www.surveymonkey.com/r/F5VXY3W>

[Broward.org](#) | [Terms of Use](#) | [Facebook](#) | [YouTube](#)



The Broward County Commissioners approved at a Public Hearing on June 14, 2016 the transition from the One-Ride Transit Fare Ticket Books to One-Ride Bus Passes with magnetic strips and the addition of a Three-Day Pass.

For additional information visit www.broward.org/bct or call Customer Service at 954-357-8400.

4. Twitter County Account Announcement Post Hearing
Coordination with Broward County Office Of Public Communications

III. Media and Advertisements

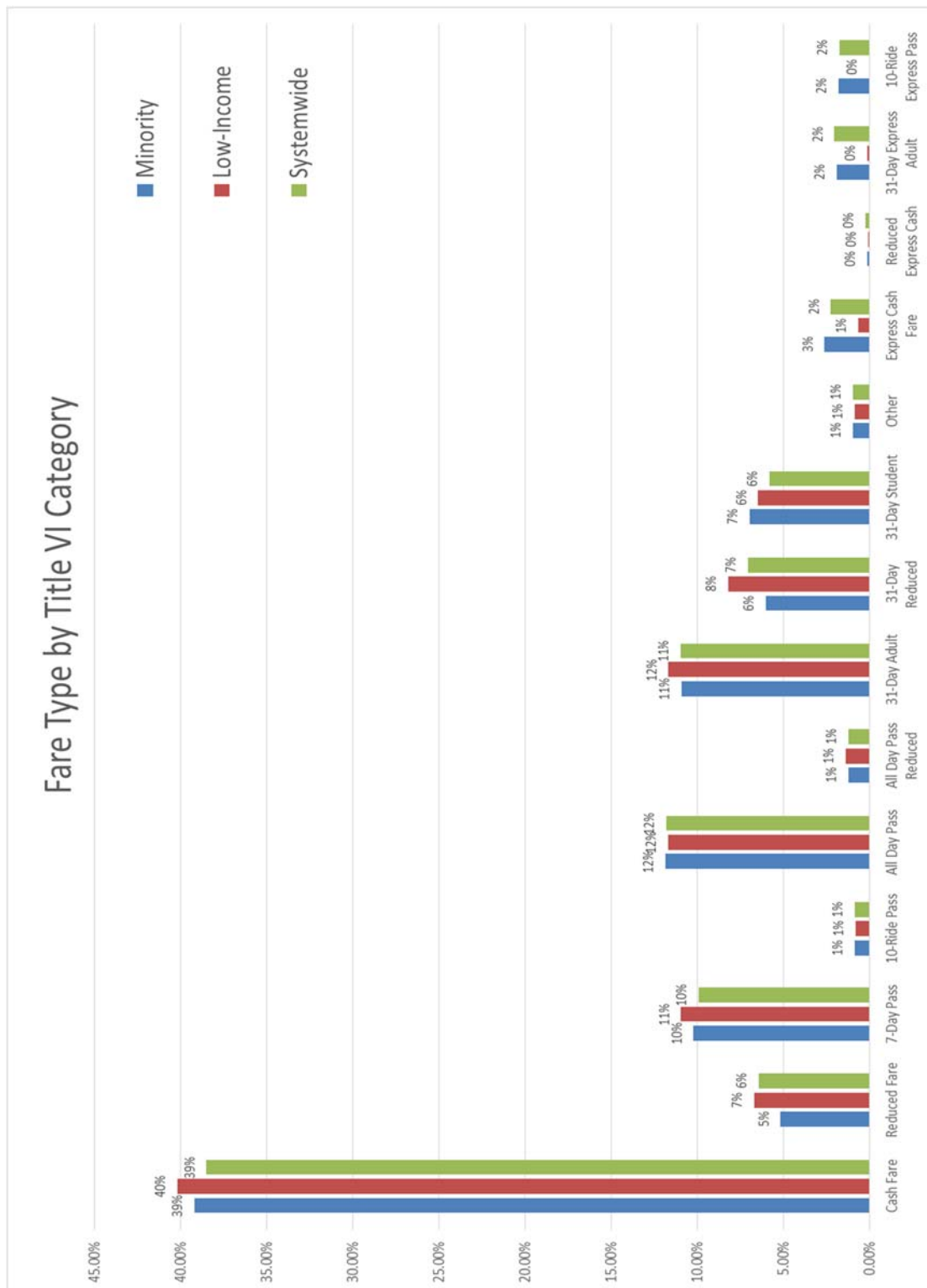
1. Press Release to be distributed June 15, 2016.

(Post Hearing announcement press release in process)

2. Public Outreach Notices for Public Information officers – County received outreach materials and distributed Countywide.

DRAFT

APPENDIX E: FARE USE BY TITLE VI CATEGORY



APPENDIX F: PASSENGER SURVEY RESULTS

Broward County Transit 3-Day Pass Passenger Survey Results

Below are crosstabulations from the Broward County Transit 3-Day Pass Intercept Survey designed to measure preceptions, attitudes, and potential usage of a new 3-day bus pass option. Surveys were collected from online responses solicited from BCT's E-transit Flash and through intercept surveys at seven (7) major bus transfer locations. All surveys were completed between March 16, 2016 and March 22, 2016. n=411

Question 1: About how often do you ride the bus per week?	Less than 3 days per week	3 days per week	More than 3 days per week	Grand Total
	102	33	274	409
	25%	8%	67%	

Question 1: About how often do you ride the bus per week?				
Race/Ethnicity	Less than 3 days per week	3 days per week	More than 3 days per week	Grand Total
American Indian/Alaska Native		1	3	4
Asian/Pacific Islander	4		3	7
Black/African American	24	17	90	131
Hispanic/Latino	7	5	55	67
Multiracial / Two or more races	5	2	11	18
Other (please specify)	4		10	14
White/Caucasian	53	7	87	147
(blank)	5	1	15	21
Grand Total	102	33	274	409

Question 1: About how often do you ride the bus per week?				
Household Income	Less than 3 days per week	3 days per week	More than 3 days per week	Grand Total
Less than \$10,000	20	5	63	88
\$10,000 to \$14,999	8	5	17	30
\$15,000 to \$19,999	7		16	23
\$20,000 to \$24,999	9	3	18	30
\$25,000 to \$29,999	8	4	14	26
\$30,000 to \$39,999	6	4	15	25
\$40,000 to \$49,999	6	1	15	22
\$50,000 to \$59,999	8	2	18	28
\$60,000 or more	23	5	64	92
(blank)	7	4	34	45
Grand Total	102	33	274	409

Question 2: Do you think it is a good idea for BCT to offer a 3 day discounted transit pass?	Yes	No	Grand Total		
	357 87.3%	52 12.7%	409		

Question 2: Do you think it is a good idea for BCT to offer a 3 day discounted transit pass?			
Race/Ethnicity	Yes	No	Grand Total
American Indian/Alaska Native	4		4
Asian/Pacific Islander	6	1	7
Black/African American	116	15	131
Hispanic/Latino	61	7	68
Multiracial / Two or more races	18		18
Other (please specify)	11	3	14
White/Caucasian	125	21	146
(blank)	16	5	21
Grand Total	357	52	409

Question 2: Do you think it is a good idea for BCT to offer a 3 day discounted transit pass?			
Household Income	Yes	No	Grand Total
Less than \$10,000	83	4	87
\$10,000 to \$14,999	29	2	31
\$15,000 to \$19,999	22	1	23
\$20,000 to \$24,999	27	3	30
\$25,000 to \$29,999	20	6	26
\$30,000 to \$39,999	22	3	25
\$40,000 to \$49,999	19	4	23
\$50,000 to \$59,999	23	5	28
\$60,000 or more	75	16	91
(blank)	37	8	45
Grand Total	357	52	409

Question 3: If BCT offered a 3-day bus pass for \$12, what is the likelihood that you would use this type of pass?	Extremely Likely	Likely	Unsure	Unlikely	Extremely Unlikely	Grand Total
	140 34.1%	80 19.5%	55 13.4%	66 16.1%	70 17.0%	411

Question 3: If BCT offered a 3-day bus pass for \$12, what is the likelihood that you would use this type of pass?						
Race/Ethnicity	Extremely Likely	Likely	Unsure	Unlikely	Extremely Unlikely	Grand Total
American Indian/Alaska Native	2	1			1	4
Asian/Pacific Islander	3		3		1	7
Black/African American	64	25	15	13	15	132
Hispanic/Latino	27	20	5	6	10	68
Multiracial / Two or more races	6	6	2	3	1	18
Other (please specify)	3	2	2	4	3	14
White/Caucasian	29	24	26	36	32	147
(blank)	6	2	2	4	7	21
Grand Total	140	80	55	66	70	411

Question 3: If BCT offered a 3-day bus pass for \$12, what is the likelihood that you would use this type of pass?						
Household Income	Extremely Likely	Likely	Unsure	Unlikely	Extremely Unlikely	Grand Total
Less than \$10,000	37	24	10	13	4	88
\$10,000 to \$14,999	14	6	2	4	5	31
\$15,000 to \$19,999	14	2	3	3		22
\$20,000 to \$24,999	11	8	3	6	2	30
\$25,000 to \$29,999	9	7	3	3	5	27
\$30,000 to \$39,999	9	5	2	4	5	25
\$40,000 to \$49,999	3	1	8	3	8	23
\$50,000 to \$59,999	8	9	4	3	4	28
\$60,000 or more	20	10	16	21	25	92
(blank)	15	8	4	6	12	45
Grand Total	140	80	55	66	70	411



PROTECTIONS OF TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 AS AMENDED

Any person or group(s) who believes that they have been subjected to discrimination because of race, color, or national origin, under any transit program or activity by Broward County Transit (BCT), may call (954)357-8481 to file a Title VI discrimination complaint or write to Broward County Transportation Department, Compliance Manager, One N. University Dr, Ste 3100A, Plantation, Florida 33324