



Fare Policy



Existing Fare Structure

Fare Type	ICT	Coralville	ICT to Coralville Transfer Compatibility?
Cash Fares			
Adults	\$1.00	\$1.00	YES
Youth (Age 5-18 = ICT, Age 5-15 = Coralville)	\$0.75	\$0.75*	No
Children under 5	FREE	FREE	YES
Saturday Family Fare	\$1 per family	N/A	No
Discounted Fares			
Disabled/low-income elderly	FREE (off-peak only)+	FREE	No
Elderly (Age 60+ = ICT, Age 65+ = Coralville)	\$0.50 (off-peak only)+	FREE	No
Medicare Card	\$0.50 (off-peak only)+	0.50 (off-peak only)+	No
SEATS card holder	FREE (off-peak only)+	FREE	No
Passes			
24-hour pass	\$2.00	N/A	No
Single-ride ticket	\$1.00	\$1.00	No
10-ride pass	\$8.50	N/A	No
20-ride pass	N/A	\$20	No
31-Day adult pass	\$32	\$32	YES
31-Day youth pass	\$27	N/A	No
Youth semester pass	\$100	N/A	No

Benefits of Fare-Free

- Simplified administration
- Ridership and productivity increases
- Travel time and dwell time savings
- Achievements in livability and public health objectives
- More repeat riders and mode share shifts
- Increase in community recognition and pride



**Fare-Free
Analysis
Summary
of Findings**

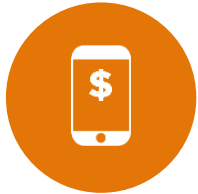
	Fixed-Route	Paratransit
Projected Ridership Increase	700,000 – 1,000,000	19,000 – 39,000
Additional Annual Operating Costs	\$1.32 – \$1.40 million	\$745,000 – \$872,000
Additional One-Time Capital Costs	\$2 – \$4 million	\$300,000 - \$900,000

If ICT intends to double ridership in 10 years, adopting a fare-free policy is recommended as the most cost-effective way to achieve that goal.

ICATS Fare Analysis Goals



- **Increase Ridership while Balancing Revenue Goals.** ICT seeks to double ridership in 10 years.



- **Improve Passenger Experience.** Simplifying fare pricing improves the passenger experience and makes the fare payment process more intuitive.



- **Streamline Fare Structures and Policies.** Look for opportunities for fare integration and improved coordination between agencies.



- **Make Transit an Affordable Option.** Consider low-income and disadvantaged populations.

Recommended Fare Structure

Fare Type	ICT	Coralville	ICT to Coralville Transfer Compatibility?
Cash Fares			
Adults	\$1.00	\$1.00	Yes
Youth (Age 5-18)	\$0.50	\$0.50	Yes
Children under 5	FREE	FREE	Yes
Saturday Family Fare	N/A	N/A	N/A
Discounted Fares			
Disabled/low-income elderly	FREE	FREE	Yes
Elderly (65 years of older)	FREE	FREE	Yes
Medicare Card	FREE	FREE	Yes
SEATS card holder	FREE	FREE	Yes
Passes			
24-hour pass	\$2.00	\$2.00	Yes
Single-ride ticket	\$1.00	\$1.00	Yes
10-ride pass	\$8.50	\$8.50	Yes
20-ride pass	N/A	N/A	N/A
31-Day adult pass	\$32	\$32	Yes
31-Day youth pass	\$16	\$16	Yes
Youth semester pass	N/A	N/A	N/A

Estimated Impact of Fare Structure Change

- **Iowa City Transit**

- Youth
 - Youth cash fare to \$0.50
 - Youth monthly pass to \$16
- Eliminate Saturday Family Fare and Youth Semester Pass
- Allow seniors, people with disabilities, Medicare cardholders, and SEATS cardholders to ride for free at all times of day
 - Raise senior eligibility to 65
 - Eliminate peak/off-peak fare distinction
- Offer inter-agency transfers for all fare types

- **Coralville Transit**

- Youth
 - Youth cash fare to \$0.50
 - Adopt youth monthly pass at \$16
 - Raise youth eligibility to 18
- Allow Medicare card holders to ride for free at all times of day
- Transition from 20-ride to 10-ride pass at \$8.50
- Offer inter-agency transfers for all fare types

