

## **Lawrence Transit System Contribution of Alternate Fares Policy**

The Lawrence Transit System's goal is to fulfill outside requests for transit fares and remove the need for staff discretion in evaluating those requests. For purpose of this policy, charitable contributions will be considered all outside requests for fares, including fares requests from associations, organizations, and agencies.

The Lawrence Transit System will make available a total community, annual charitable contribution of \$3,855\* allotted on a first-come, first-filled basis. The stated amount is 1% of total revenue from the previous year's fare box and passes sales. Contributions must conform to the existing fare structure and not require program development by the Lawrence Transit System of alternative fares.

### Available Fare Options:

- 1) Single Ride Ticket (full fare only)
- 2) 10 Punch Ticket (full fare, half fare, paratransit)
- 3) Monthly Pass (full fare, half fare, paratransit)
  - a. Only valid during the month and year listed on the pass.
- 4) Student Discount Stickers (full fare only)

### Maximum Contribution:

- 1) Per request - \$386\*.
- 2) Annual contribution per agency - \$771\*.

### Policy Restrictions:

- 1) No cash value
- 2) Non-refundable
- 3) Non-replaceable
- 4) Distributed by Public Transit Administrator

### Exclusions:

- 1) Transit does not provide contributions to individuals. Agencies and organizations are used to distribute charitable contributions.
- 2) Marketing Activities are excluded from this policy. The transit system currently provides alternate fares when the receiving audience can be identified as potential and somewhat likely riders excluding current rider categories. Target audiences are families, seniors, students, developers, employees and employers. Marketing initiatives are differentiated from charitable contributions because the audience is clearly identified and meets the targeted profile. In addition, marketing initiatives are staff initiated.

Submission of Requests:

All requests must be submitted in writing and addressed to the Transit Administrator. The request must be specific about how the alternate fares will be utilized and which fare options are requested. Transit will fulfill valid and conforming requests within two weeks of receipt.

Implementation Date:

March 1, 2004

\*Amount updated for 2015