



(DOT) Transit Fare Policy

Effective Date: January 24, 1989

Owner	Board of Commissioners (BOC)
Reviewer(s)	DOT Transit Division Manager, DOT Director, County Attorney, County Manager
Approver(s)	DOT Director and BOC
Related Policies	N/A
Related Standards	Annual Federal Transit Administration Certifications and Assurances
Storage Location	Clerk's Office via Agenda Item
Last Review Date	2019
Next Review Date	2020
Review Cycle	Annually
Employee Acknowledgement	N/A

1. PURPOSE

The purpose of the Transit Fare Policy Statement and Fare Strategy is to establish the fare structure and strategy for transit system operations.

2. SCOPE

This policy applies to all County agencies, elected offices, departments, full-time, part-time and non-employees (temporary employees, volunteers, service providers, vendors, contractors, and any other entities) engaged in activities related to fare collection and sales for the county's transit system. If you have questions regarding this policy, contact the Airport Division Manager.

3. GOVERNING LAWS, REGULATIONS & STANDARDS

Guidance	Section
Georgia Open Records Act	O.C.G.A. 50-18-70, et Seq.
Official Code of Cobb County	
Georgia Archives as adopted by County Code	https://www.georgiaarchives.org/records/retention_schedules
And all other applicable laws and regulations	

4. DEFINITIONS

N/A

5. POLICY

Proposed Fare Policy Statement

- A. Cobb County recognizes the value of transit service to supporting economic health and development, reducing pollution, improving congestion, and enhancing the quality of life for residents of Cobb and employees of Cobb businesses; these are reasons for the County to provide major financial support for the system.
- B. The service is of significant value to each passenger and the passengers, as users of the system, will contribute financially to the continuation of the service.
- C. Cobb County recognizes the special needs of senior citizens, handicapped persons, students, and children; it provides reduced fares for these passengers.



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- D. Cobb County will use fares in its marketing programs to attract and retain passengers; accordingly flexibility will be provided so that special events, promotions, and multi-use tickets can be part of the marketing effort. To the extent practical, services to events such as amusement parks or sporting events will recover the maximum amount of operating costs through the farebox.
- E. Cobb County acknowledges that change is inevitable and unforeseeable; new services or modified services may become realities. The fare strategy for 1989, as adopted, will be carefully reviewed annually, or more often as required. Further, new services will be subject to fare policies which will recognize the unique attributes (including operating cost) which apply to that service.

Proposed Fare Strategy

- A. Fare levels:

Service	Adult	Senior Citizens and Handicapped	Student
Local Route	\$0.75	\$0.35	\$0.50
Express Route one way (chosen by the passenger who also uses MARTA)	\$2.00	\$1.00	\$1.00
Express Route round trip (chosen by the passenger who will not use MARTA)	\$2.85	\$1.40	\$1.40

- B. Days and time periods:

Adult: At all times, all days.

Senior Citizens: Off peak hours on weekdays (9:00 a.m. to 4:00 p.m.; also 6:00 p.m. to 6:00 a.m.) and all day on weekends and holidays.

Handicapped: Off peak hours on weekdays (9:00 a.m. to 4:00 p.m.; also 6:00 p.m. to 6:00 a.m.) and all day on weekends and holidays.

Student: At all times, all days.

- C. Eligibility:

Senior Citizens: Age 65 and older, with approved identification.

Handicapped: Mobility impaired, meeting eligibility requirements established in conjunction with the Senior Citizen and Handicapped Citizens Committee, with approved identification.

Student: Age 6 (or over 42 inches in height) through high school, with approved photograph identification.

- D. Transfers:

1. Between Cobb routes, local to local, or express to local:

Free, with valid transfer so long as it is presented to the second bus operator within two hours of issuance. No doubling of transfers allowed. Round-tripping, so long as it is within the two



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hour time limit, is specifically allowed and encouraged.

2. Between Cobb routes, local to express:

Free transfer is worth the fare paid (\$.75 for adult) and the passenger pays the difference to upgrade to the express fare.

3. Between Cobb and MARTA:

Free reciprocal transfers between systems, with valid transfers.

E. Free fare:

Children, height 42 inches or under

Transit staff

County Commission members

Police and Fire personnel in uniform

F. Special events:

Fares to be determined on an event-by-event basis during the first year of operation by the Transit Director, with a report of revenue, ridership, and expense to the Transit Advisory Board monthly. Multi-use fares (see below) are not generally acceptable for special events. A special events fare policy will be developed during the first year and presented with the Transit Advisory Board's recommendation to the County Commission for consideration.

G. Promotions:

Promotional fares are a valuable tool, but it is impossible to conceive all the possibilities which may be attractive for marketing, especially joint marketing with businesses, malls, and merchants associations. Accordingly, fares for promotions will be determined by the Transit Director during the first year of operation, with a report of revenue, ridership, and expense to the Transit Advisory Board monthly. A promotional fare policy will be developed during the first year, and presented with the Transit Advisory Board's recommendation to the County Commission for consideration.

H. Multi-use fares

For passenger convenience, short term (one week or 10 trip) and monthly multi-use fares should be developed and implemented within the first quarter of operation. These fare tickets or passes may be sold at a modest discount (5 to 15%), and also the possibility of a joint Cobb-MARTA multi-use fare pass or ticket should be explored in the same time period. These fares are also an important promotion tool, and flexibility to adopt to market possibilities must be maintained. As these fares are developed, the Transit Advisory Board will adopt a recommendation for the County Commission to consider.

6. EXCEPTIONS

Exceptions to this policy must be justified and approved in advance. The County may deviate from the policy when written justification is provided to the BOC by the DOT Director.



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REVISION HISTORY

Version ID	Revision Date	Author	Reason for Revision
	10/24/1989		Revisions to approve implementation of pre-paid fare tickets for the convenience of passengers using the transit system
	5/28/1991		The Transit Advisory Board reviewed fare alternatives and recommended a comprehensive package of fare policy changes to the Board of Commissioners for approval
	4/9/1996		Revisions for route restructuring and fare increase
	7/24/2007		Revisions related to fare and ticket restructuring and service holidays
	12/8/2009		Revisions to fixed route fare structure to offer free fares on local fixed route service to qualified paratransit patrons
	10/26/2010		Revision related to fare increase and service reduction & customer service plan
	8/9/2011		Fare increase
v.1.0-2020	12/2020		Reformat