

# Data Supporting Monthly Pass

## Philadelphia Low-Income Focus Group:

- Sticker price is more important than total cost
- People will pay more overall if they can pay by the month (92% indicated prices above \$20)

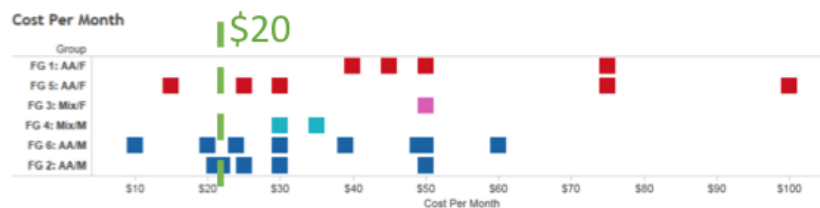
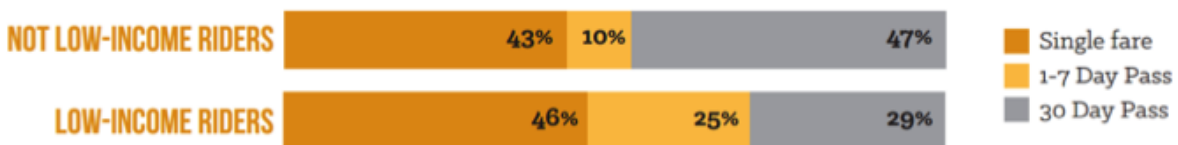


Figure 5. Cost Suggestions by Focus Group  
 Source: NACTO. "Can Monthly Passes Improve Bike Share Equity?"  
 Institute for Survey Research - Temple University. (2014).  
 Bike Sharing in Low-Income Communities: An Analysis of Focus  
 Group Findings. Philadelphia, PA: Hoe, N.D. & Kaloustian, T.K.

## Low-income transit riders opt for more membership plan flexibility:



NACTO analysis of CTA, NYC MTA, and MBTA pass sales.