

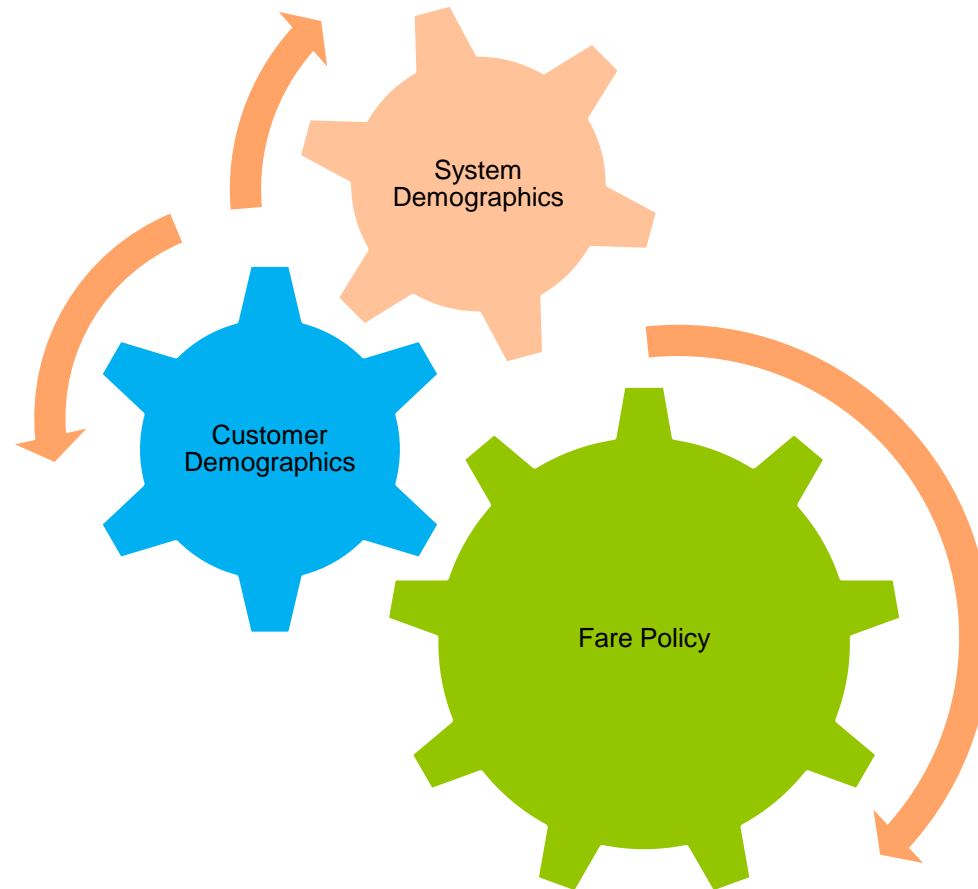
Data – That all important ingredient

2012 APTA Annual Meeting

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Importance of Data for Fare Policy



Why Data Helps

- Provides the Agency with “snapshot “ for customer demographics
- Presents views for customer travel
- Prepare fare policy that is tailored to optimize Agency operations while addressing customer needs

Evolution of Transit Fare Payment



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2

