

## **Fare Analysis**

### **Greater Dayton Regional Transit Authority**

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The Greater Dayton Regional Transit Authority (GDRTA) established a deep-discount fare structure in 1993. GDRTA then implemented fare structure changes in 1995, 2005, 2007, and 2008. RLS & Associates conducted a fare analysis to determine the impact of another fare adjustment, such as a day pass, to maximize revenue and minimize ridership losses. RLS & Associates analyzed the entire GDRTA fare structure, and made recommendations to maximize revenues and minimize ridership losses.