



Lawrence Transit On Demand

Process for Proposed Changes

10/20/25

Executive Summary

Lawrence Transit is engaging with bus riders to talk about returning fares to our on-demand service.

Grants that helped pay for this service expire next year. A \$3 fare will keep the service operating at current levels.



Public Participation Plan

- Approved by the City Commission
- Empowers Connected City Advisory Board to approve fare proposals
- PPP and fare survey + approval required by FTA



Next Steps

"The City of Lawrence shall not propose and/or consider an increase in the regular passenger fare per trip within 12 months of the last fare increase without a majority vote of Connected City Advisory Board (previously PTAC) authorizing the increase proposal. Any increase in rates or fares shall be reviewed by Connected City and approved. Prior to approval, the general public shall be given an opportunity to make comment on the proposed fare increase."

- Public Participation Plan

Survey open until November 2

October 20 – Receive background presentation, ask questions

November 17 – Receive survey report and vote on returning fares to On Demand



Lawrence Transit Services

*104,000 approved revenue hours
between all services, by contract*



Fixed Route - Free in 2026



T-Lift (paratransit) - Free in 2026



Lawrence Transit On Demand –
Proposed fare in 2026



Lawrence Transit On Demand



An app-based shared ride service that operates within the city limits



Day: Sunday 8 a.m. – 6 p.m.



Night: Monday – Saturday 8 p.m. – 6 a.m. Sunday 12 a.m. – 6 a.m.



All vehicles are ADA accessible and equipped with bike racks



Trips scheduled in advance and in the moment



On Demand Data



Started in September 2023, with funds from a KDOT AIC grant.



10% of total contracted revenue hours



29,755 average annual rides



89,264 rides since launch



94% of riders book through the app



Night Line

Precursor to On
Demand running
from 2014 -2022



\$2 per ride and was scheduled in advance by phone. Night Line provided on average 14,796 rides annually.



On Demand: Why Fares?

No show rate of 8% or around 386 trips per month.

Revenue needed to cover technology fee of \$31,000.

- Projected revenue: \$55,000-\$120,000
- Based on 2023 and 2024 ridership

High latent demand

- No anticipated drop in completed rides



What Won't Work

Keeping the app without the \$3 fare



The opportunity cost is too high!

We'd stand to lose the potential of \$151,000 per year when considering potential revenue + tech fees.



What Won't Work

Returning to call-ahead service

The cost per passenger is **\$20 higher** without the algorithm-based trip grouping and in-the-moment booking feature.

The LT On Demand app:

- Doubles our ridership
- Brings the highest efficiency seen at 4 passengers per hour with the same relative service hours (10%).



Regional Comparisons



Topeka: MOD On-Demand Transportation

Min. \$6 per trip

Max \$12 per trip in certain zones

IRIS: On-Demand Transit in KCMO

Min. \$3

Max \$5

Airport \$10

Both provide daytime service.



Using Spare Wallet



For every \$3 pass, we get \$2.69
(Conservative scenario)

In app, no new downloads and easy to add funds

Accessibility first design

- Complies with WCAG 2.2 AA standards for an inclusive user experience



Next Steps



Questions or additions?

Survey open until **November 2**

November 17 – Receive survey report and vote on returning fares to On Demand





Thank You

