

Policy Meaning of Discount Fare for Metro-Bus Transfer

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ABSTRACT

Taipei Municipal Transportation Department has conducted a series of Metro-Bus transfer discount policies with an aim to boost the usage of the Taipei Mass Rapid Transit System. The discount policies not only increase the size of ridership but also bear other meanings as well.

This study, using a questionnaire, is to get a picture of a discount policy's effects on different kinds of passengers in Taipei metropolitan area. There are three themes in this study. The first is to compare the correlation between different discount policies and the ridership. The second is to find out who benefit from the discount policies. The third is to analyze the discount policies from the perspective of compensation.

The result shows that only the MRT riders are influenced by the discount policy, not the bus, car, or motorcycle riders. Moreover, the Metro Taipei Company gains profits only during the period when one-way transfer fare is 7 NT dollars off, and two-way transfer fare is 10 NT dollars off, but not during other period when other discount policies were conducted. Hence, discount policy should not be a personal affair for TRTC. The beneficiaries of discount policy include young people, low-income keepers, students and public servants, which indicates that the fare discount policy can be viewed as a compensatory policy.

Keyword : MRT , TRTC , Metro-Bus transfer discount policy , perspective of compensation