



# **What Is New At FAX - September 2018**

*September 11, 2018*

## **The Upcoming FAX Fare Equity Survey**

As we have talked about in previous newsletters, Smart Cards are coming to FAX!

FAX Go utilizes Smart Card technology to provide a convenient way to pay and transfer throughout the Fresno and Clovis region with ease.

Since smart cards will subsequently be sold separately from the underlying passes, FAX must ensure that such a policy does not disproportionately impact disadvantaged populations. There are several steps that must be taken to satisfy these requirements. One of them is an online survey of transit riders.



Available online at the link below in both English and Spanish, the surveys consist of 10 questions requiring 1 to 2 minutes to complete. The survey seeks to collect payment preferences and rider demographic information in order to ensure that we are implementing transit solutions that meet the needs of our ridership.

[Complete the survey now in English or Spanish.](#)

[See the Fact Sheet for the Fare Equity Analysis Project](#) (English and Spanish)

## **Fare Equity Workshop, Stakeholder Meetings, and "Pop-Up" Events Coming Up**

A second major requirement of the FAX Fare Equity Analysis is public outreach. These activities will consist of a one stakeholder meeting and two public meetings. There are also two informal "pop-up" events scheduled for the Downtown Transit Mall.

Stakeholder and public meeting details are as follows:

**Tuesday, September 18, 2018, 1:00 to 3:00 PM**

Stakeholder Meeting  
Fresno Council of Governments  
Sequoia Room  
2015 Tulare Street, Ste. 201  
Fresno, CA 93721

**Tuesday, September 18, 2018, 5:30 to 7:30 PM**

Public Meeting  
Pinedale Community Center  
7170 N. San Pablo Ave.,  
Pinedale, CA 93650

**Wednesday, September 19, 2018, 5:30 to 7:30 PM**

Public Meeting  
Ted C. Wills Community Center  
770 N. San Pablo  
Fresno, CA 93728

"Pop-up" events are designed to collect additional surveys as well as answer questions from transit riders. Details on the two pop-up events are scheduled as follows:

**Wednesday, September 19, 2018, 8:00 to 10:00 AM**

Downtown Transit Mall (A and B Shelters)  
1100 Van Ness Ave.,  
Fresno, CA 93721

**Wednesday, September 19, 2018, 2:00 to 4:00 PM**

Downtown Transit Mall (L Street Shelter)  
1100 Van Ness Ave.  
Fresno, CA 93721

Survey results will be collected with findings documented in the FAX Fare Equity Analysis Report.

[See the flyer announcing the meetings.](#) (English and Spanish)

## Spanish and Hmong Language Translation Added to the FAX Mobile Application

The FAX mobile app has been live for over six months now. There have been over 2,000 downloads each of the Android and iOS versions of the app. This has been without any marketing or advertising.



We have continued to make improvements to the app with the latest being translation capabilities from English into Spanish and Hmong. This will enable our Spanish and Hmong-speaking transit riders to realize the same benefits from the app as our English-speaking users.

Prior to this latest release, we incorporated accessibility best practices for mobile apps into the FAX app. This is functionality, code features, and design elements that make the app easier to use by our disabled transit riders.

This latest enhancement will be available on both the Android and IOS app marketplaces on or around September 15 or 16, 2018. These enhancements will be 'pushed out' to current app

holders once they are approved by Apple and Google, respectively.

## **E-Fare Correction from last month's Newsletter**

In last month's newsletter, it was stated that FAX Go Smart Card users will be able to recharge their smart cards with participating resellers. That It will double as a form of identification on the FAX transit system and will replace the disposable fare media or passes in use today. This is incorrect.

The correct information is as follows:

- Participating pass resellers will not be able to "recharge" smart card
- The FAX Go Smart Card will be in addition to the current "poly" fare media. There are currently no plans in place to phase out the current magnetic strip fare media or bus passes, but in the future they may be eliminated.

### **ABOUT FAX**

Fresno Area Express is the public transit and paratransit agency for the City of Fresno

### **UPCOMING EVENTS**

FAX Update - October  
2018

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