

It must also be remembered that this segment includes temporary captive users; those whose cars are temporarily off the road for one reason or another. Also that they may be captive by choice in that they actually prefer to live in the downtown core or close to their work, shopping, or social services, without being obliged to buy a car.



The MCI model 102A3

The non-captive user

This type of user does have freedom of choice. He, or she, is in a position to choose other options but instead decides in favour of public transit. They do have access to a car, but they use transit for one of three reasons. It is:

- more convenient
- cheaper
- faster

In doing so, they resolve the problems and expense involved in fuel costs, traffic congestion, parking costs, or the requirements of other family members for the car. It is important to note that this group's use of transit is almost exclusively for work-oriented trips. Also that the following factors play a large part in their decision to leave the privacy and relative comfort of their car.

- reliable and frequent service
- convenience of getting from point A to point B
- acceptable travel time
- minimum transfer difficulties
- safe and comfortable ride
- reasonable cost



The 60-ft ORION-Ikarus articulated transit bus

Special category users

Great strides are being made in Canada to improve service for the handicapped. The obvious goal for both operators and their sponsoring agencies is greater productivity to decrease unit cost, and thus provide better service to the disabled with the funds available.

In an effort to improve efficiency and quality, operators running parallel transportation services for the elderly and disabled have adopted computerized scheduling.