

Public Notice: Proposed Transit Service Changes and Fare Adjustments

GOJO Transit is committed to providing reliable, efficient, and accessible transportation for our community. To ensure the long-term sustainability of our network, we are seeking public feedback on three interconnected proposals: confirming successful pilot routes, introducing future service expansions, and adjusting fare structures to meet unprecedented economic pressures.

1. Making Successful Pilot Routes Permanent

Over the past year, GOJO implemented several temporary pilot routes to address student travel patterns and service gaps. Internal and Campus analysis reveals these routes have significantly improved system connectivity and passenger experience.

- **Proposal:** Transition current pilot routes into permanent fixtures of the fixed-route network.
- **Justification:** High ridership velocity, improved on-time performance metrics, and positive informal passenger feedback indicate these lines are vital to daily community mobility.

2. Future Route Expansion and Alignment Plans

To stay ahead of regional growth, GOJO has developed a framework for future network expansions. We invite the public to review and comment on these conceptual designs before finalization.

- **Proposal:** Introduce new high-frequency corridors and route adjustments
 - **Greensboro Village Expansion:** Adding service to the Hilltop area for residential, business, work, and recreational uses.
 - **Highland Drive / Culberhouse Drive / Southwest Drive Corridor:** Adding better service to Jonesboro High School, Revenue Office, and residential and commuter areas.
 - **A-State Campus Integration:** Adding service to the growing student population in addition to increasing access for students and residents to our growing campus.
 - **Matthews and Annie Camp School Area:** Adding service for residential, student, and commuter uses.

- **Objective:** Connect residential hubs directly to emerging employment centers, medical facilities, and retail districts. Detailed route maps and schedules are available for review at our office, Transfer center, and website.

<https://www.jonesboroar.gov/281/GOJO-Jonesboros-Public-Transit-System>

3. Fare Structure Adjustment

Maintaining a growing and robust transit system requires financial balance. After years of holding fares steady, GOJO must now adjust its pricing structure to counter soaring fuel and labor costs and help secure vital matching funds.

- **Proposal:** Implement a modest, tiered increase across base fares, changes to multi-ride passes, and paratransit services.
- **Justification:** This adjustment directly counters the compounded impacts of historic inflation and volatile fuel pricing. The new revenue will explicitly fund rising fuel costs, vehicle maintenance, and competitive operator wages to prevent service cuts.

Fare Category	Current Fare	Proposed New Fare	Paratransit *
Standard / Base Fare	\$1.25	\$2.00	\$4.00
Adult Students	\$0.90	\$1.25	N/A
Reduced Fares (<i>Seniors, Veteran, Youth, Medicare</i>)	\$0.60	\$1.00	N/A

*Per 49 CFR § 37.131(c)

Objective:

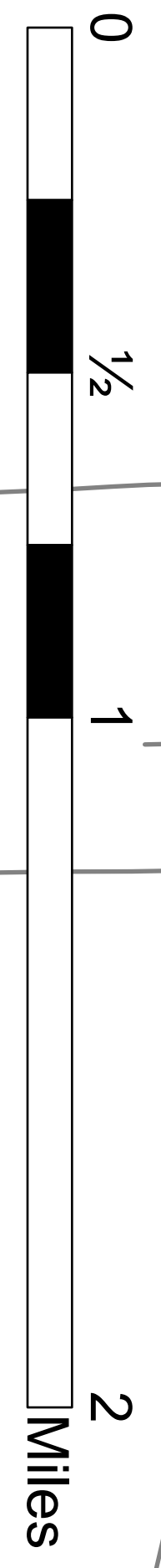
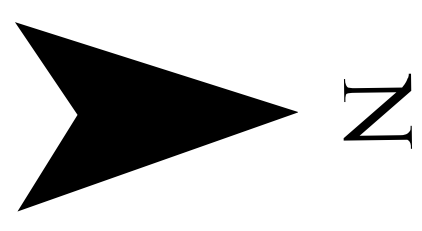
- **Mitigated Revenue Loss:** Adjusting fare structures aligns passenger revenue with the escalating costs of fuel, labor, and inflation-driven maintenance.
- **Promote Social Equity:** Eliminate the penalty where low-income riders pay more per ride because they cannot afford the upfront cost of a monthly pass.
- **Streamline Fare Administration:** Reduce the overhead costs associated with printing, distributing, and verifying physical magnetic passes.
- **Increase Rider Retention:** Reward consistent commuters with automatic discounts, driving off-peak and weekend ridership growth.

How to Provide Your Feedback

Your voice is critical to shaping the future of GOJO. The 31-day public comment period opens **July 1st** and closes **July 31st**.

You may submit your formal testimony through the following channels:

- **City Council:** Presentation of suggested changes July 7th at city council meeting.
- **Public Hearing:** Attend our upcoming town hall on July 15th at 4pm at Jonesboro Youth Center (1421 W. Nettleton).
- **Email:** Send your written thoughts to GOJOfeedback@jonesboroar.gov with the subject line "2026 System Updates."
- **Mail:** Send letters to GOJO Transit Administration, Attn: Public Comment Committee, [Insert Address].



Stops

- In Service
- Will Call
- New
- Transfer

Routes

- Red Wolf 1
- Red Wolf 2
- Craighead
- 17
- 27
- 37
- 43
- 53

