



# Sound Transit

Fare Change proposals for ST Express

Sound Transit Board

March 22, 2018

 **SOUNDTRANSIT**

# Fare Change Purpose

## 2016 Regional Fare Forum

- Established Shared Policy Values
- Recommendations for regional fare simplification for our customers and the design of the next generation ORCA system
  - Eliminate trip-based peak pricing
  - Eliminate zone fare structure

Policy Value	Description
Simple and easy to use for our customers	Simpler fare structure and media, easier to understand for infrequent customers
Enhance user experience	Improved customer service, real-time account information
Better access/availability to all users	Greater distribution of fare media, convenient access to all
Seamless travel in the region	Extend regional integration, seamless regional branding
Innovative technology	Anticipate new technology, learn from peers, be an international model
Fiscal responsibility	Reduce fare evasion, collect fares to continue to provide service, appropriate distribution of revenue
Operational efficiency	Better data/analytics, improved security, move away from cash collection
Promote equity and social justice	Eliminate barriers that limit access to transportation, support programs such as low income fares

# Fare Change Options ~ revenue neutral

Purpose of fare change is to ***simplify*** fare structure - ***not*** to increase overall farebox revenue.

Options selected to:

- not result in revenue loss, and
- be as close as possible to **revenue neutral** for ST Express system wide

Fares must be set in \$0.25 increments per Regional Fare Agreement.

# ST Express Zone Fare Structure Used Today

Rider Group	One-county fare	Multi-county fare
Adult (age 19-64)	\$2.75	\$3.75
Low-Income (ORCA LIFT)	\$1.50	\$2.75
Youth (age 6-18)	\$1.50	\$2.75
Senior/Disabled - RRF - P - (age 65+ or disabled)	\$1.00	\$1.75

Zone  
Boundary  
at county  
line



# Fare Change Options Presented for Public Review

## OPTION 1: Flat Fare

## OPTION 2: Route-Based Fare

Both Options would:

- No change to current one-zone reduced fares:
  - ORCA LIFT and Youth - \$1.50
  - Seniors and Riders with Disabilities - \$1.00
- Reduce the two-zone fares for these riders to the one-zone fare level
  - ORCA LIFT and Youth – 45% reduction
  - Seniors and Riders with Disabilities – 43% reduction

# Option #1 –Flat Fares

## \$3.25 Flat Fare

- Adult riders making one-county trips would see a **\$0.50 fare increase (70% of adult boardings)**
- Adult riders making two-county trips would see a **\$0.50 fare decrease (30% of adult boardings)**
- *Ridership and Revenue Impacts*
  - *Decrease in ridership of approx. 100-300K*
  - *Increase in Revenue of approx. \$800k-\$1.3M*

OPTION 1: FLAT FARE

Rider Group	Flat-Fare
Adult	\$3.25
ORCA LIFT	\$1.50
Youth	\$1.50
RRFP	\$1.00

# Option #2 –Route-Based Fares

## Route-based Fares

- No change for riders on one-county routes
- No change for riders making two-county trips
- One-county riders on two-county routes would see a **\$1.00 fare increase (7% of adult boardings)**
  
- *Ridership and Revenue Impacts*
  - *Neutral impact to ridership*
  - *Increase in Revenue of approx. \$100-200k*

OPTION 2: ROUTE-BASED FARE

Rider Group	Trips on one-county Routes	Trips on two-county Routes
Adult	\$2.75	\$3.75
ORCA LIFT	\$1.50	
Youth	\$1.50	
RRFP	\$1.00	

# Title VI Analysis

ST conducted fare equity analysis to determine if any:

- “Disproportionate burden” on low-income riders
- “Disparate impact” on minority riders

**No disproportionate burden** on low-income riders

- Both options reduce 2-zone fare for ORCA LIFT, Youth, Seniors and Disabled riders to 1-zone level, with no change in 1-zone fare for these riders
- **Option 1:** \$3.25 flat fare has **no disparate impact**
- **Option 2:** Route-based fare has a **slight, disparate impact** on minority riders

		% of ST Express boardings negatively affected	
	ST Service Area	Option 1	Option 2
% minority	38%	38%	41%
% non-minority	62%	62%	59%



# Title VI Mitigation

**Option 1:** \$3.25 flat fare -- no mitigation required

**Option 2:** Route-based fare


- Outreach to customers making one-zone trips on two-county routes to provide information on lower cost, service alternatives

For BOTH options –



- Conduct outreach to increase enrollment in the ORCA LIFT program providing reduced fare for low-income adult riders.

# Public Outreach Activities

- Stakeholder Advisory Group
  - Meeting #1 11/30/2017
  - Meeting #2 2/6/2018
- Citizen Oversight Panel 2/1/2018
- Public Hearing 2/1/2018
- Casa Latina Presentation 2/6/2018
- Street Teaming
  - Federal Way Transit Center
  - Lynnwood Transit Center
  - Tacoma Dome
  - Downtown Seattle
- Advertising online and various multilingual publications
- Rider alerts on coaches and via email and text message
- Sound Transit Website with online survey tool



**PROPOSED ST Express  
FARE CHANGE**



Learn more and comment  
**Take the online survey:**  
[soundtransit.org/fare-change](https://www.soundtransit.org/fare-change)

**Public Hearing:**  
Noon, Thursday, Feb. 1, 2018  
Union Station, 401 S. Jackson St., Seattle

**Email:** [fares@soundtransit.org](mailto:fares@soundtransit.org)

**Visit:** [soundtransit.org/fare-change](https://www.soundtransit.org/fare-change)

**Call:** 1-866-940-4387

**By mail:**  
Sound Transit  
Attn. Cassandra Andrews  
401 S. Jackson St., Seattle, WA 98104

Sound Transit is considering simplifying ST Express bus fares and is evaluating two options. Option 1 is a flat fare. Option 2 is a route-based fare.

We want to know what you think. Learn more about the fare options and how to provide comment at [soundtransit.org/fare-change](https://www.soundtransit.org/fare-change).

Comments are due by Feb. 11

Interpretive services can be arranged with sufficient notice by calling 1-800-823-8230. To request accommodations for persons with disabilities or for information in alternative formats, call 1-800-201-4900 / TTY Relay 711

## Feedback received

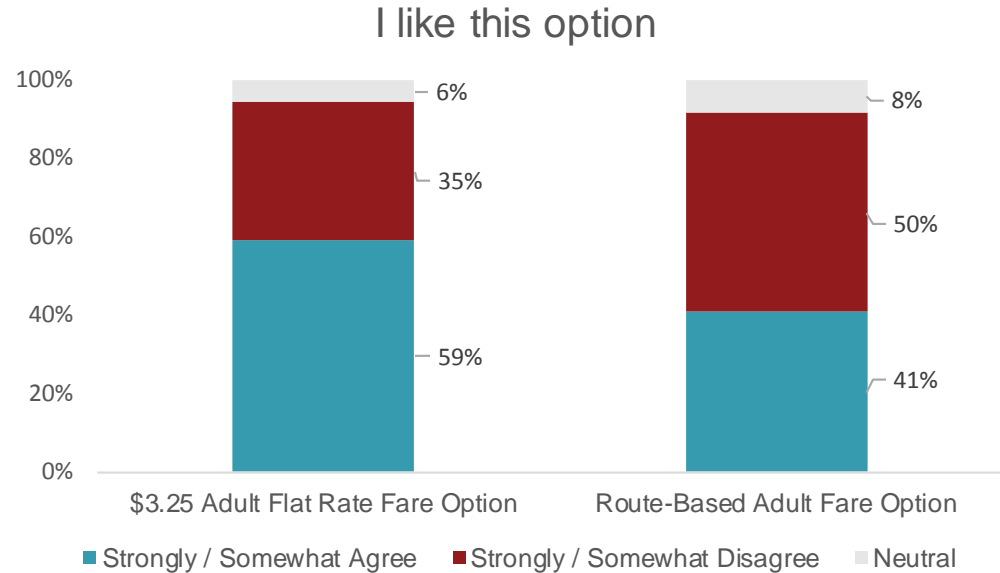
Stakeholder Report	1
Customer Survey	1,325
Emails	13
Phone calls	4
Public Hearing	<u>3</u>
Total	1,345

## Stakeholder Participants

- Erik Ashlie-Vinke, Economic Alliance of Snohomish County
- Kendle Bjelland, Commute Seattle
- Augusta DeVries, Bellevue Downtown Association
- Anne Eskridge, University of Washington
- Staci Haber, Mobility Management, HopeLink
- Susan Harris Huether, retired, Washington State Ferries
- Beau Morton, Transit Riders Union
- Hester Serebrin, Transportation Choices
- Kristina Walker, Downtown On the Go

# Customer Survey Results

More respondents liked the \$3.25 Flat Fare Option than the Route-based Fare Option



- Respondents also rated the Flat Fare Option more highly than the Route-Based Option:
  - Easy to understand – 87% vs 58%
  - Easier/faster to get people on the bus – 63% vs 39%
- Majority of respondents rated both options as equitable and affordable – little difference between options

# Alignment with Policy Values

Policy Value	Flat Fare	Route Based
Simple and easy to use for our customers		
Enhance user experience (easier and faster)		
Better access/availability to all users (affordable)	Neutral	Neutral
Seamless travel in the region (fare alignment)	Neutral	Neutral
Innovative technology	Neutral	Neutral
Fiscal responsibility		
Operational efficiency		
Promote equity and social justice		

Customer survey results and Stakeholder group recommendation - preferred the Flat Fare option.

Survey and staff analysis - Flat Fare is better aligned with Fare Forum Policy Values

Staff recommendation:

***\$3.25 Flat Fare Option with additional outreach for ORCA LIFT***



Survey Results



Staff Analysis

**Public comment  
period ended**

February 11, 2018

**Sound Transit  
Board decision**

March 22, 2018

**Fare change  
implementation  
July 1, 2018**

A close-up, low-angle shot of a white and blue Sound Transit bus. The bus features a large, stylized wave graphic in shades of blue and teal. The word "SOUND" is partially visible in large white letters on the blue section of the bus. The background is a clear blue sky.

 **SOUNDTRANSIT**  
RIDE THE WAVE