

***Equitable Fare Compliance (Continued)***  
*Staff & CEO recommendations*

*Board of Directors*  
*May 26, 2022*



# Board Actions on Fare Items

## Roadmap for 2022-2023

### Near term (next 3 months)

- Fare compliance:
  - Policy update,
  - Subsidized annual pass extension,
  - Budget amendments for fare
  - Compliance and reduced fare programs
- Establish T Line fares- June
- Determine approach to youth fares- July

### Medium term (4-18 months)

- Authorize daily paid parking.
- Increase Link fares and/or change fare structure (distance-based vs. flat fare, etc.).
- Establish Stride fares and set farebox recovery target.

WE  
ARE  
HERE

# Why we are here today

## *Discuss forwarded actions from Rider Experience and Operations (REO)*

- A. Resolution No. 2022-08:** Continuation of a Fare Ambassador program budget amendment for 2022
- B. Motion 2022-27:** Regarding, lower ORCA lift fare, Title VI fare equity analysis, and ORCA lift enrollment goals of reaching 80% of eligible riders
- C. Resolution No. 2022-09:** Amending the 2022 Budget for Reduced Fare Program Communications and Marketing
- D. Motion No. 2022-28:** Extending Sound Transit's participation in a reduced fare program managed and administered by King County

***Motions & resolutions for  
consideration***

# Resolution No. R2022-08

- Increase Transit Operating budget by \$1.3 million.
- Continue Fare Ambassador Program based on the pilot program initiated in August 2021.
- Maintain staffing level of 28 fare ambassadors.



# *Potential future program cost*

## *Program cost 2022-2046: \$443M*

- 28 staff in 2022, grow to 56 by 2025 and grow to maintain **10%** inspection of ridership through 2046.

## *Program cost 2022-2046: \$676M*

- 28 staff in 2022, maintain **20%** inspection rate to grow to 200 by 2025.

# *Likelihood to encounter fare ambassadors*

- **Current planned system (3%)**, on average you will go 23 trips before seeing a fare ambassador
- **Proposed system (10%)**, on average you would only go 7 trips before seeing a fare ambassador.
- **Aspirational system (20%)**, you would go on average only 3 trips before seeing a fare ambassador.

# ORCA LIFT Fare vs Adult Fare

Enrolled ORCA LIFT riders can currently travel on all Sound Transit modes for \$1.50 regardless of distance traveled. Motion No 2022-27 is a proposal to reduce ORCA LIFT fare to \$1.00 on Sound Transit.

	Fare	Link	ST Express	Souder
	Adult	\$2.25 - \$3.50	\$3.25	\$3.25 - \$5.75
	ORCA LIFT (current)	\$1.50	\$1.50	\$1.50
	ORCA LIFT (proposed)	\$1.00	\$1.00	\$1.00

Adult Link and Souder fares are currently based on distance traveled.



# ***Motion No. M2022-27***

## ***Lower ORCA LIFT fare to \$1.00***

- ORCA LIFT fare will be reduced from \$1.50 to \$1.00.
- Change will be implemented as soon as administratively possible.
- Establish goal for ORCA LIFT to increase reach from current 39% to 80% of eligible riders over a multi-year period.
- 81-200% Federal Poverty Level (FPL)- a family of four's annual income is between \$21,201 and \$53,000.

# **Resolution No. R2022-09**

## ***Budget Amendment for reduced fare programs***

- Reduced fare community support project
  - Tests innovative ways to connect with riders and likely transit riders.
- Community involvement strategy and planning
  - Includes work with community to test and develop culturally appropriate messages and channels to connect with more people.
- Marketing and Communications
  - To increase awareness of ORCA Lift and all reduced fare programs.

# ***Motion No. M2022-28***

## ***Extending participation in a reduced fare program***

- This action extends Sound Transit's participation in the annual subsidized fare program.
- The extension of the pilot through 2024 is not expected to exhaust the original \$2M authorized for the program in 2020.
- If a family of four's annual income is under \$21,201 you may qualify through other benefit programs.
- The pilot program is being managed by King County and covers qualifying riders in King, Snohomish and Pierce County.

***Policy monitoring,  
metrics and reporting***

# Quarterly metric reporting at REO

## *Some key questions to continuously evaluate*

1. Is the program equitable and not harming communities?
2. Who are we not reaching and how can we reach them?
3. Is fare compliance effective without an ID requirement?
4. What is the effect of this policy on fare revenue and our long-range financial plan?
5. Are Fare Ambassadors helping create a positive, safe and passenger focused experience for riders?

# *Quarterly metric reporting cont.*

## *Fare Ambassador program metrics*

- Ridership
- Inspections
- Total warnings
- Warnings with ID
- Warnings without full ID
- Fare Engagement related ORCA Lift sign-ups
- Ethnic demographics of all warning data
- Time and location analysis of warnings

***Next steps***

# ***Board action needed***

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*Thank you.*



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