

# ***Equitable Fare Compliance Policy***

*Staff & CEO recommendations*

*Rider Experience and Operations Committee*

*4/7/22*

# *Why we are here*

- A. Resolution No. 2022-08:** Continuation of a Fare Ambassador program budget amendment for 2022.
- B. Motion No. 2022-27:** Reduce Sound Transit ORCA LIFT Fare to \$1.00.
- 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.

# Upcoming fare-related Board actions

## Discuss near term decisions on fare compliance

### 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 and set farebox recovery target.

### Medium term (4-18 months)

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

WE  
ARE  
HERE

# April Board actions

## *Executive Committee*

**Resolution No. R2022-07:** Adopting an updated Fare Compliance Policy and supersedes Resolution No. R2009-02

## *Rider Experience and Operations (REO)*

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***Recommendations from Exec  
Committee***

# Fare Compliance vision and outcomes

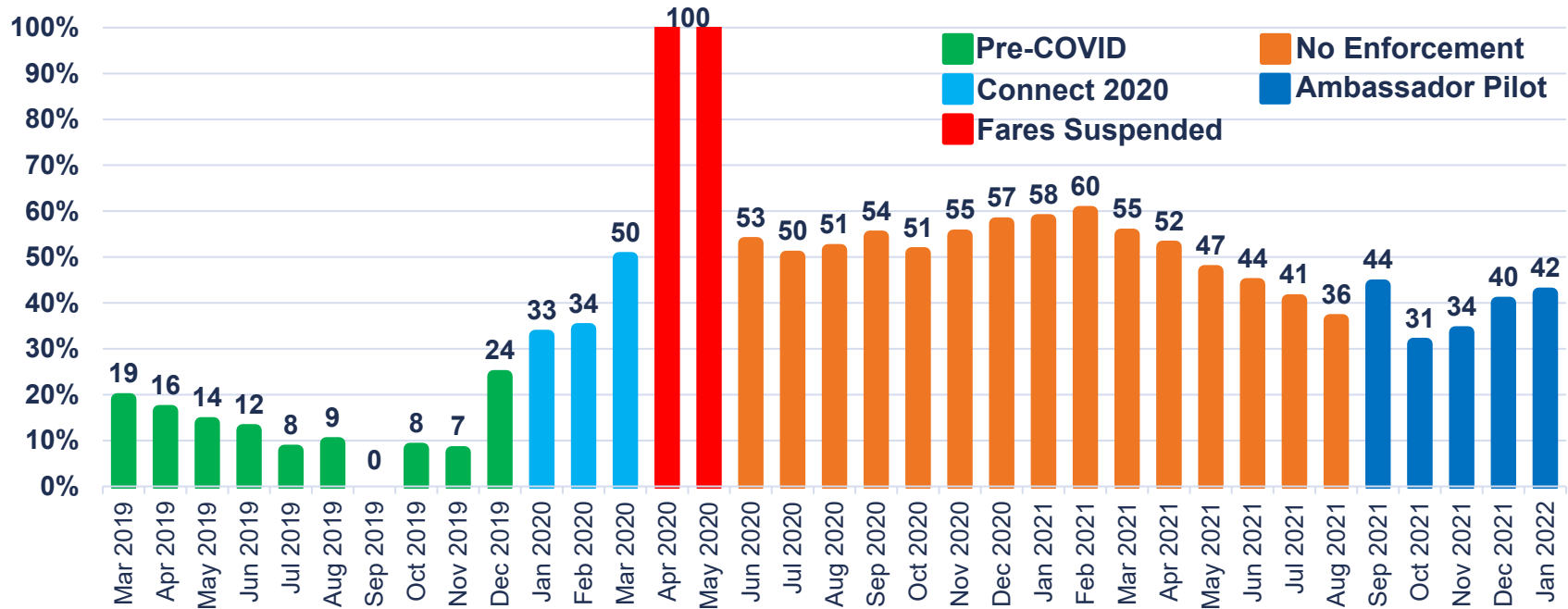
A system where everyone taps — where everyone who has fare media can get to where they want to go, and everyone who needs fare media can get access to it

- Equity and fairness to our riders, stakeholders, community members, and taxpayers.
- Sound financial stewardship, as indicated by high fare compliance and meeting farebox recovery targets.
- Uphold Sound Transit's values of Passenger Focus, Integrity, Inclusion and Respect, and Safety.
- Continuous improvement that is measurable and accountable.



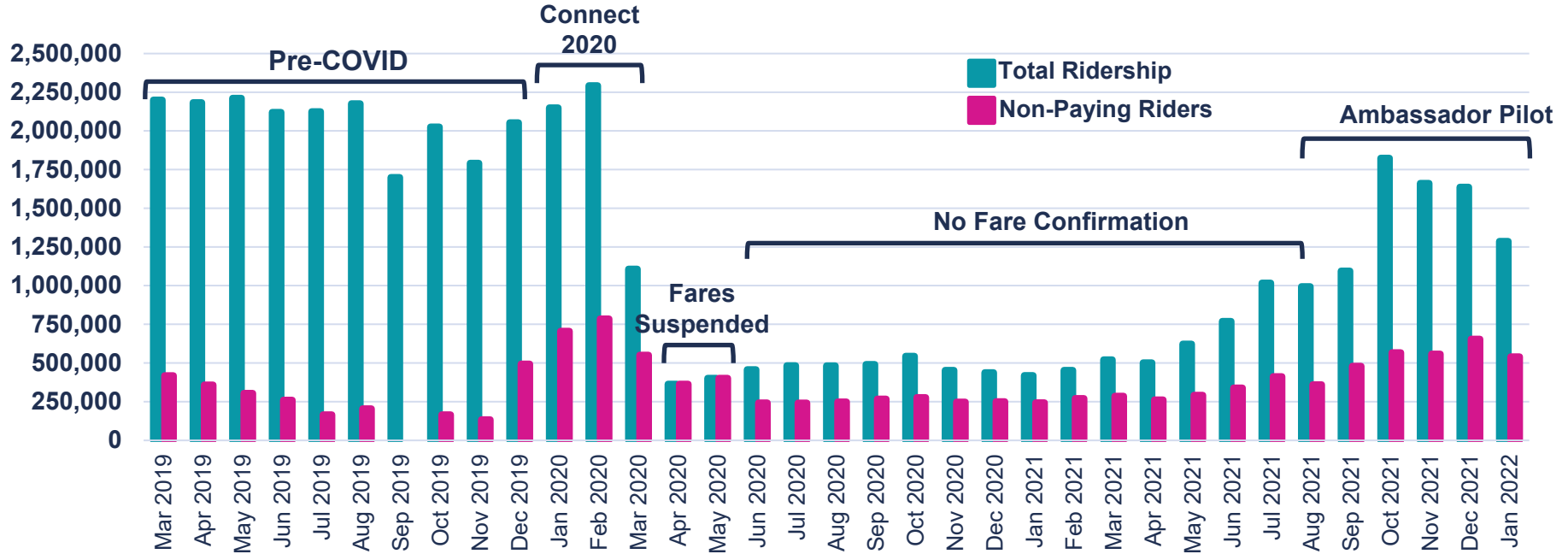
# Link non-fare boardings, 2019-2021

## Current trends



# Link non-fare boardings, 2019-2021

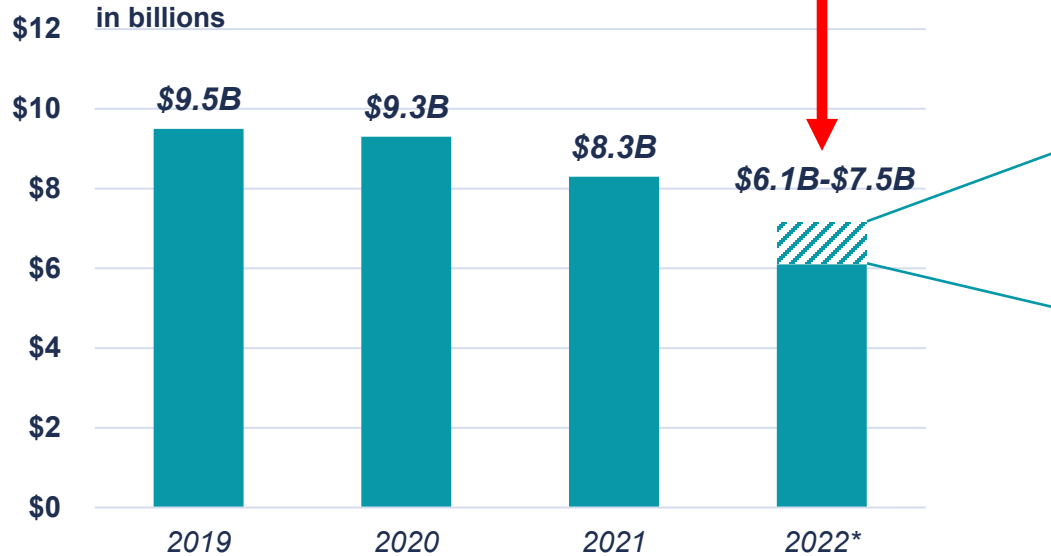
## Current trends





# Summary of potential actions

**Change in fare revenue projections in Finance Plan (2017-2046) since 2019**



**Actions have varying impact on size of the gap**

1. Fare compliance
2. Fare rates & timing of increases
3. Ridership recovery
4. Daily paid parking
5. Reduced fare programs

*\*2022 is a proposed Finance Plan update figure*

# ***Changes between past enforcement policy and current proposal***

- Suspension for a period from our system is not included and no law enforcement role in fare compliance.
- Passengers without proof of payment (POP) may continue to ride the system.
- Passengers may appeal any action in the process.

# Policy comparison

Non-payment interactions within 12 months	Old program	Proposed program
1 <sup>st</sup>	Warning	Warning
2 <sup>nd</sup>	**Civil infraction	Warning
3 <sup>rd</sup> *	**Civil infraction	*Internal Resolution Options
4 <sup>th</sup> *	**Civil infraction	*Internal Resolution Options
5 <sup>th</sup> and beyond	**Civil infraction	**Civil infraction

*\*Also contain monetary resolution options*

*\*\*Monetary only resolution of \$124*

***Staff recommendations on  
Ambassador Program***

# ***Resolution No. R2022-08:***

## ***Continue Funding Fare Ambassador Pilot***

- Increase Transit Operating budget by \$1.3 million to account for the establishment and delivery of the expanded Fare Ambassador Program in 2022.
- Continuation of the Fare Ambassador Program based on the pilot program initiated in August 2021.

# *Likelihood to encounter fare ambassadors*

- **Current 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.

***Staff Reduced Fare Program  
Recommendations***

# ***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.



# ORCA LIFT

- The ORCA LIFT program provides discounted fares using ORCA to riders with household incomes equal to or less than 200 percent of the Federal Poverty Level.
- These fare discounts are provided by most ORCA transit agencies
- **Riders may have income verified and enroll at:**
  - Washington State DSHS offices.
  - Online through the reduced fare portal on King County Metro's website.
  - On-site outreach events conducted by Seattle-King County Public Health and Catholic Community services and at several other regional human service agencies.

# 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.

# ***Resolution No. R2022-09***

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

- Fund the communications reduced fare program promotion program by \$400,000 to achieve the annual goals.
- Work with CBOs to develop communication strategies that will be effective with targeted communities to achieve the adopted annual goals.

# ***Motion 2022-28:***

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

- This action extends Sound Transit's participation in the annual subsidized fare program.
- Extends till the end of 2024, or when a permanent program is adopted.
- The pilot program is being managed by King County and covers qualifying riders in King, Snohomish and Pierce County.

***Next steps***

# *What we're here today to do*

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*Thank you.*



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