

Fares Strategy Update & Public Engagement Preview

Board of Directors

08/24/2023



Why we are here

- Recap recent Board engagement on fares-related work in 2023.
- Preview key topics for passenger and public engagement, which is scheduled to begin in mid-September.
- Review schedule for future Board engagement, staff recommendations, and potential Board action in late 2023 and early 2024.
- Information only, no action required.

Where we're going

Fares guiding framework

We serve passengers with a fare structure that is regionally integrated to encourage transit ridership through equitable and simple pricing, and financial stewardship.

Toward a comprehensive fares strategy

Upcoming needed Board actions

- ✓ Adopt an equitable and accountable fare compliance policy and expand reduced fare programs.
- ✓ Establish fare rates where none currently exist.
 - ✓ T Line
- ❑ Consider adjusting existing fare structures, fare levels (including parking fees), and categories to meet established targets.
- ❑ Review and consider modifying revenue and farebox recovery targets.

Areas of focus in 2023

Major policy topics

- Fare policy update & Link fare change
 - Fare structure: **Briefings at Executive & REO Committees in April & May**
 - Farebox recovery targets: **Briefing at Executive Committee in May**
- Parking management program expansion
 - Expanded program with daily paid parking: **Briefings at Executive & REO Committees in August**

***Public & passenger
engagement***

Link fare structure & rates*

Focus of engagement

- Should we maintain a distance-based fare or adopt a flat fare?

	Distance-based fare	Flat fare
Fare rates under consideration	Increase base fare by \$0.25 or \$0.50	\$3.00, \$3.25, or \$3.50

- Seeking input related to simplicity, affordability, and impact on someone's use of light rail based on a change to Link fare structure.
- No changes being proposed to low-income adult fares, senior/disabled fares, or youth fares.

Parking program expansion

Focus of engagement

- How should our parking program expand?
- Seeking input using program alternatives to test preferences for features of an expanded parking program that includes daily fees.

	Alternative A	Alternative B	Alternative C
Reserved parking	Yes	No	No
Fee types	Monthly + daily	Daily	Daily
Pricing	Variable	Variable	Flat rate
Where fees apply	Select stations	Select stations	All stations

Engagement activities & schedule

Timing & tactics

- Engagement period scheduled to begin in mid-September and will run through late October.
- Key tactics include an online open house, a passenger survey, direct engagement with community-based organizations, targeted focus groups, and street teams to drive survey participation.
- Engagement efforts will target areas and populations likely to be most impacted by a Link fare change, parking program expansion, or both.

Next steps

Toward a comprehensive fares strategy

Anticipated Board schedule

- Executive Committee for fare policy review.
- Finance and Audit Committee on fare revenue as part of Finance Plan update.
- Potential recommendation at Executive and REO Committees on fare policy update and Link fare change.
- Potential Board action adopting fare policy update and new Link fares.

Oct
2023

Nov
2023

Dec
2023

Mar
2024

- Executive and REO Committees to report on fares-related engagement findings and Title VI considerations.
- Share initial recommendations on a fare policy update, and Link fare structure and new adult fare rate.
- Executive and REO Committees to report on parking-related engagement findings and Title VI considerations.
- Potential Executive Committee and Board action to expand parking program.

Thank you.



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