

Metro Fares Work Program

Regional Transit Committee

April 19 , 2017

Purpose

- Two-year program
- Assess ways to improve Metro's fare structure
- Guided by existing fare policy, farebox recovery targets

Goals

- Make fares easier to understand and pay
- Coordinate with regional partners
- Improve safety
- Speed operations by making fare payment faster
- Increase transit ridership and address affordability barriers

What we've heard

- Fare system is too complicated, especially if you use multiple modes or transit agencies
- People want discounts for a variety of reasons – equity, promotional, to encourage institutional participation
- Getting cards and adding value pose limitations, especially for reduced-fare customers
- Concern about traveling short distances across two zones
- Access, alternative services, and regular bus fare systems don't “play well” together

What guides our work?

- **Policy goals**
 - Regional coordination
 - Operational efficiency
 - Easy for customers to understand
 - Reduce costs
 - Improve affordability for customers with low incomes
 - Safety
 - Increase ridership
 - Reflect cost of service
 - Meet cost recovery targets
 - Comply with regulations

Public engagement



1st Round Survey Results

- **Top four reasons people pay with cash:**
 - Don't ride often enough
 - Easier to pay with cash
 - Don't want to pay a card fee
 - No convenient locations to find or load an ORCA card
- **A third of respondents find it difficult or very difficult to understand Metro's fares**
- **80% of all respondents find the cost to ride affordable**
- **Top four ways people would allocate resources to prioritize fare policies:**
 - Improve affordability for low income customers
 - Increase ridership
 - Make boarding faster
 - Improve safety for operators/customers

4,487 survey responses

Existing conditions: current fares ^{DRAFT}

| | Off-peak | One-zone peak | Two-zone peak | Monthly pass |
|---------------------------------------|--|---------------|---------------|-----------------|
| Regular fare | \$2.50 | \$2.75 | \$3.25 | \$90/\$99/\$117 |
| Child (five years and under) | No charge | | | |
| Youth (six through 18) | \$1.50 | | | \$54 |
| Seniors and persons with disabilities | \$1.00 | | | \$36 |
| ORCA LIFT (low-income adult) | \$1.50 | | | \$54 |
| ACCESS | \$1.75 | | | \$63 |
| Vanpool | Variable based on distance and number of days traveled. In 2016 the average vanpool fare was \$104.50 per month. | | | |

Zone boundary: Seattle city limits

(customers taking trips that cross this boundary during peak hours pay 2-zone fare)

Peak hours: 6-9 a.m., 3-6 p.m.

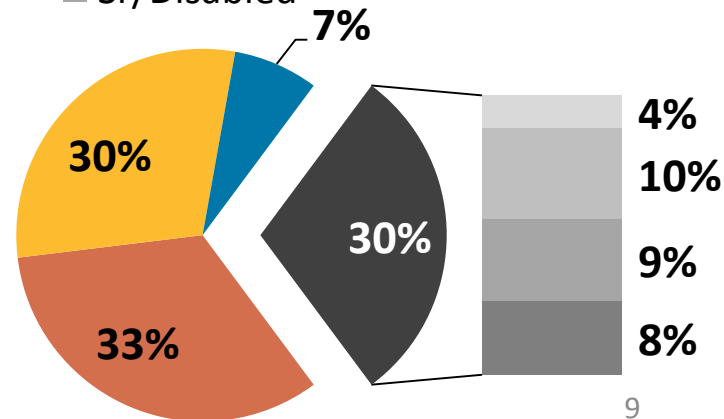
What fares are riders paying in King County

Factors to consider:

- **Are you eligible** for a senior, disabled, youth, or low-income fare discount?
- **What time of day** are you riding? (Full-fare adult riders pay \$0.25 more if the bus they ride is scheduled as a peak trip.)
- **Where** are you riding? (Full-fare adult riders pay \$0.50 more during peak periods if their trip crosses into or out of Seattle.)

Fares Paid for Fixed Route Services

- Adult Off-Peak
- Adult 1-Zone Peak
- Adult 2-Zone Peak
- ORCA LIFT
- Youth
- Sr/Disabled



Revisions to Adult Fares Structure under consideration

Flat Fare

- No zone and peak category
- Easy for customers to understand
- Promotes operational efficiency

Peak Fare (no zones)

- No zone categories
- Metro would be the only ORCA agency with peak pricing

Major Activities to Improve Access to ORCA

- **ORCA LIFT Re-enrollment:** Developing an ORCA LIFT re-enrollment plan to better manage expiring cards
- **More Languages:** Metro adding three additional languages: Burmese, Purepecha, Swahili
- **Reduced Card Fee:** Looking at options to reduce or eliminate fees for the ORCA card

Contact Us

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