

Metro Fares Work Program

Seattle Transportation Advisory Board

April 26, 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

Scope of our work

Near-term: 2017

| Topic | Work Elements | Role of public, stakeholders |
|-------------------------------------|--|---|
| Regional Fare Forum recommendations | Consider eliminating certain fare surcharges (peak/zone fares) | Provide input on options for making these changes |
| Transit ridership and affordability | Understand and address barriers to transit use | Provide input on options for pilot or demonstration projects that could be done within existing policy (identify key barriers, consider design options, and identify potential impacts) |
| Identify long-term scope | TBD | Identify other fares issues for consideration in the longer-term scope of work |

Scope of our work

Longer-term: 2018

| Topic | Work Elements | Role of public, stakeholders |
|--------------------------------------|---|--|
| Speeding boarding & improving safety | Study options for increasing ORCA market share and allowing payment off-board or at all doors | Potentially re-convene to provide input on options |
| Transit ridership and affordability | Based on findings from near-term pilots and additional research, develop proposals for programs or changes that address barriers to transit use | Potentially re-convene to provide input on options |

Near-term fare simplification options – what do you think?

| Option A | \$2.75 Flat Fare |
|--------------------------|--|
| What is it? | Adult fare of \$2.75 regardless of time of day or distance travelled. |
| Policy rationale | <ul style="list-style-type: none"> • Easy for customers to understand • Promotes operational efficiency |
| Effect on annual revenue | \$ |
| Effect on adult fares | <p>HIGHER FARE: Off-Peak - \$0.25</p> <p>NO CHANGE: 1-Zone Peak</p> <p>LOWER FARE: 2-Zone Peak - \$0.50</p> |
| Other factors | <ul style="list-style-type: none"> • Eliminating zone and peak aligns fare structure with ORCA partners |

Near-term fare simplification options – what do you think?

| Option B | \$2.50 Off-Peak, \$3.00 Peak Fare |
|--------------------------|--|
| What is it? | \$2.50 base adult fare with \$0.50 surcharge for adult fares during peak hours. |
| Policy rationale | <ul style="list-style-type: none"> • Eliminating zone makes fares easier to understand • Maintaining peak reflects the cost of service |
| Effect on annual revenue | \$ |
| Effect on adult fares | <p>NO CHANGE: Off-Peak</p> <p>HIGHER FARE: 1-Z Peak - \$0.25</p> <p>LOWER FARE: 2-Z Peak - \$0.25</p> |
| Other factors | <ul style="list-style-type: none"> • Metro would be the only ORCA agency with peak pricing • Does not fully simplify fares • Time-based peak pricing creates operational challenges, would lead to fare disputes. • Current schedule-based peak pricing increases complexity of Next Generation ORCA project |

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 are we missing?**

Planning and public engagement



Contact Us

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