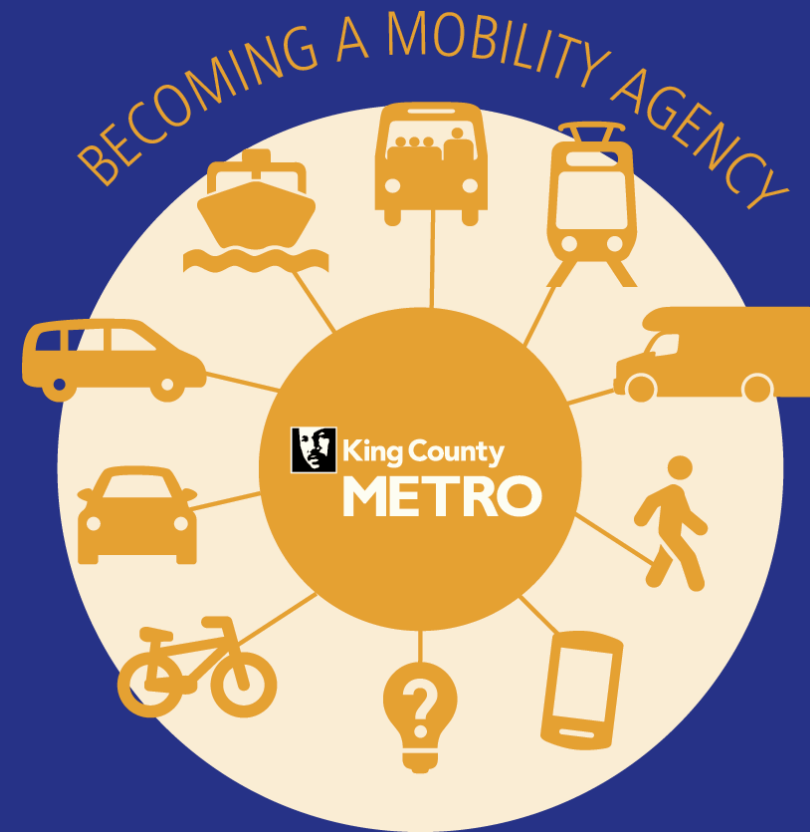


Fare Collection Proviso

Regional Transit Committee

April 20, 2022



Background

- Metro Connects (2021):
 - “Move toward **a system without cash payment on-board buses.**”
 - Metro will work toward a **regional, innovative, and integrated mobility network** that is safe, equitable, and sustainable.
- Metro takes an **income-based approach to fares.**
- Metro’s cash **fareboxes have exceeded useful life; repair and refurbishment** allows for their continued use.
- Proviso: Research **alternatives to cash collection on-board**, with a focus on populations that could be disproportionately and adversely impacted by the transition to a contactless fare system.

Why does Metro collect fares?

- Fulfills Council-adopted policy
- Largest source of revenue supporting operations after sales tax
 - In 2019, Metro took in \$167m in fares
- Strengthens seamless regional transit experience for riders
- Supports continued network expansion



Current Metro Fare Media

Contactless

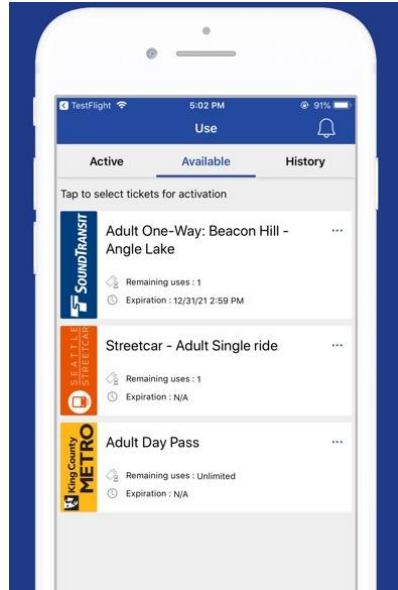


Adult, LIFT, and Youth



RRFP*

Seniors, Disabled, Medicare



Transit GO Ticket

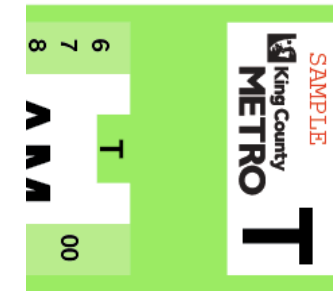
Cash / Paper



Cash



Human Service Ticket



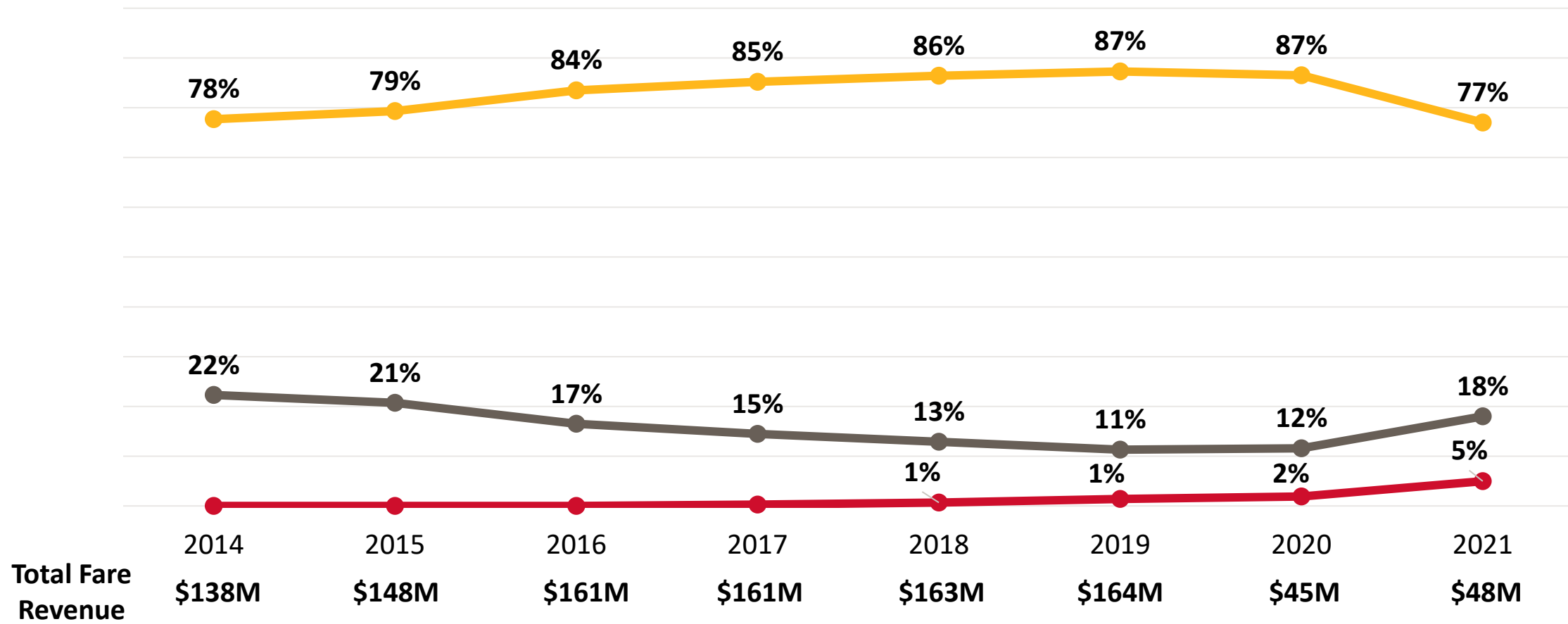
Paper Transfer

Benefits and Drawbacks of ORCA and Cash

	ORCA	Cash
Reduced Fares	✓	✗
Inter-Agency Transfers	✓	✗
Unlimited Ride Products	✓	✗
No Technological Knowledge Necessary	✗	✓
Funds Not Tied Up	✗	✓
Pre-Planning Not Required	✗	✓
Ability to Negotiate Fare	✗	✓

Share of Total Fare Revenue by Media

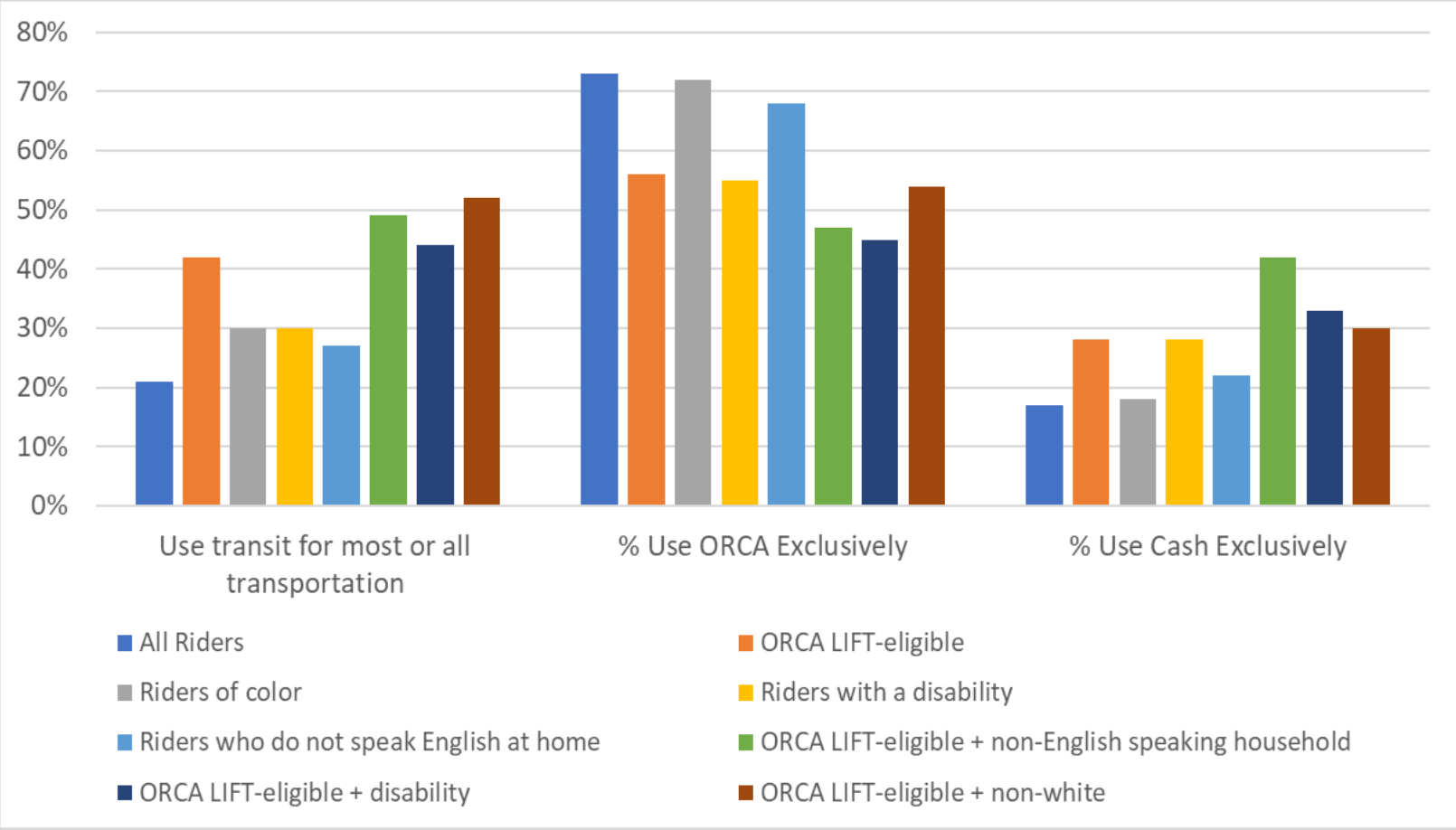
● ORCA Fare Revenue
 ● Cash Fare Revenue
 ● Transit GO Ticket Revenue



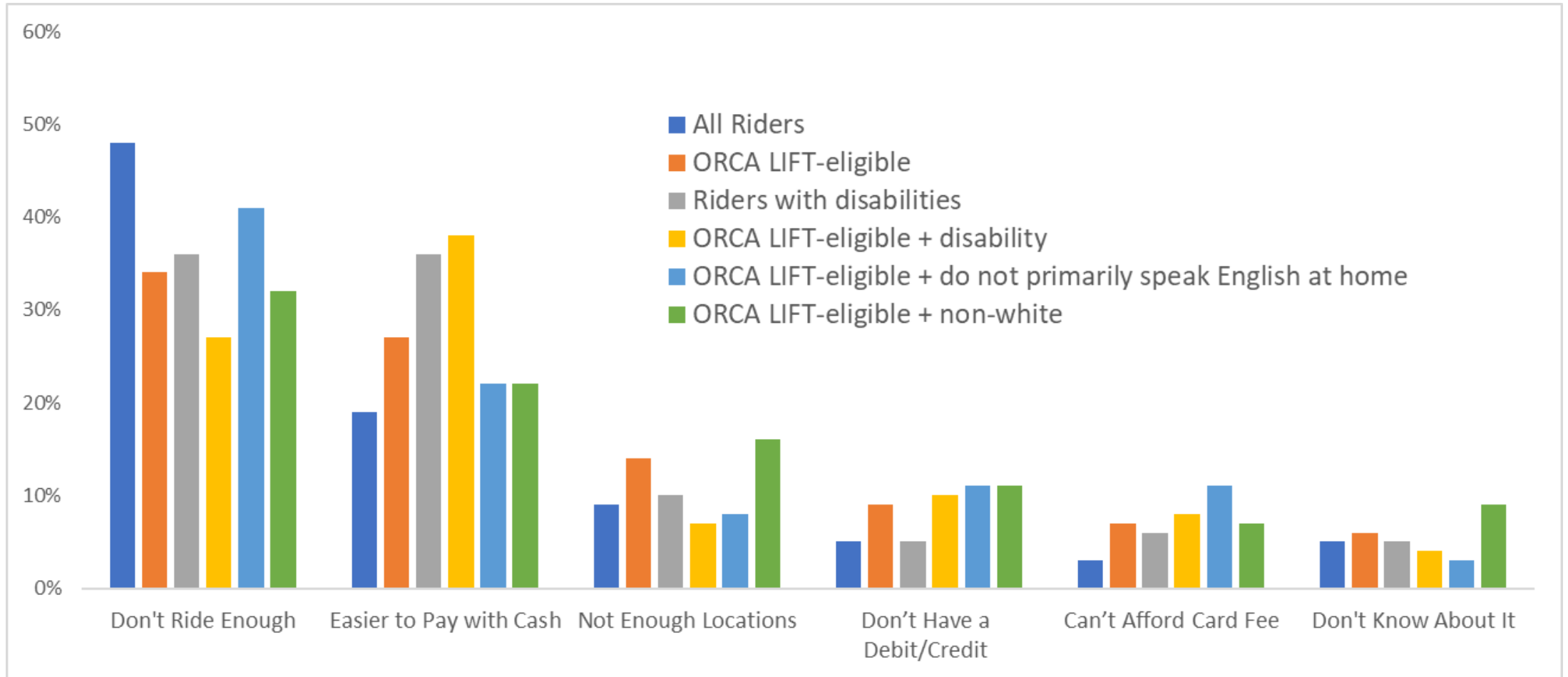
Equity Impact Review – Primary Findings

- Riders more likely to pay their fare in cash:
 - ORCA LIFT-eligible riders (≤ 200 percent of the federal poverty level)
 - Black, Indigenous, and People of Color (BIPOC) riders
 - Riders from households where English is not the primary language
 - Riders with disabilities
- Riders who have more than one of these attributes increase the probability that they pay their fare in cash.
- These riders are more likely to be disproportionately and adversely impacted by the transition to an all-contactless on-board fare system.

Transit Reliance and Fare Media Usage



Reasons for Not Using ORCA



Stakeholders Engaged

Community Health

- Asian Counseling and Referral Service
- Sea Mar Community Health
- WA Department of Social and Health Services

Cultural

- Eritrean Association in Greater Seattle

DisAbility Rights & Services

- Alliance of People with disAbilities

Domestic Violence

- API Chaya

HIV+ Direct Services

- Lifelong
- POCAAN

LGBTQ+

- Entre Hermanos

Refugee & Immigrant Services

- Casa Latina
- International Rescue Committee
- Refugee Women's Alliance

Behavioral Health/Treatment

- Evergreen Services' REACH Program
- Recovery Café
- Weld Seattle

Low-income/no-income Housing & Direct Services

- Byrd Barr Place
- Catholic Community Services
- Chief Seattle Club
- Elizabeth Gregory Home
- Issaquah Food & Clothing Bank
- Low Income Housing Institute
- Millionaire Club Inc. DBA Uplift Northwest
- Real Change
- Teen Feed Service Links for Youth
- University District Food Bank

Access Paratransit Advisory Committee, Transit Advisory Commission, Equity Cabinet

Stakeholder Advocacy Group

- Transportation Choices Coalition
- Transit Riders Union
- Seattle/King County Coalition on Homelessness

Stakeholder Feedback

Current ORCA System

- Further public education needed
- Reduced fare programs
 - Education on scope
 - Application process
- Account & card recovery

Specific to Contactless-Only on Board

- Digital literacy
- Banking and smart phone requirements
- Language access
- Riders fleeing crises

General Accessibility

- Affordability
- Identifying information
- Human Service Ticket

Alternative Fare Collection Systems

- Stakeholder Advisory group studied alternatives to cash collection on-board
- Focused on addressing barriers to ORCA, including:
 - Alternatives to physical cards
 - Increasing options to pay in cash off-board
 - Providing options for people in unstable housing or other situations
 - Accessing ORCA benefits without associated costs

Accessibility and Affordability Investment Options

Building Capacity	Fare Products and Fare Media
<ul style="list-style-type: none"> • LIFT Outreach and Enrollment • Youth Program Implementation • Enhance Neighborhood Pop-Up • Modernize LIFT Infrastructure • Expand Youth and RRFP Enrollers • Additional Bus Service Frequency / Coverage • Integrate Access Enrollment with RRFP and Subsidized Annual Pass 	<ul style="list-style-type: none"> • ORCA-Based HST Program • Pre-Paid or Bulk Purchase Fare Options • New ORCA Fare Products
	<th data-bbox="1291 651 2435 751">Fare Policy Modifications</th>
	<ul style="list-style-type: none"> • Fare Capping • LIFT Eligibility Criteria • Subsidized Annual Pass Eligibility Criteria

Closing and Questions