

PROJECT TITLE:

An Ordinance Updating Transit
Fares and Transfer Policy,
Amending Ordinance 2918-06
(EMC 3.52.090) and Repealing
Resolutions 3975, 5114 and
5337

X

Briefing
Proposed Action

Consent
Action

X First Reading
Second Reading
Third Reading
Public Hearing
Budget Advisory

COUNCIL BILL #

Originating Department

Contact Person

Phone Number

FOR AGENDA OF

Initialed by:

Department Head

Administration

Council President

CB1809-37

Transportation
Services

Tom Hingson

425-257-8939

September 12, 2018**Location****Preceding Action****Attachments****Department(s) Approval**

Council Briefing July 18,
2018

Transit

Amount Budgeted		
Expenditure Required	-0-	Account Number(s):
Budget Remaining	-0-	
Additional Required	-0-	

DETAILED SUMMARY STATEMENT:

Everett Transit concluded the public process for a proposed fare change on August 20, 2018. Staff will provide an update on the proposed fare change with a recommendation to implement a streamlined plan, effective January 1, 2019. The revised plan is consistent with a public desire for simplification of the fare increases. This will be the first reading of the Ordinance with the final reading and Public Hearing scheduled for September 26, 2018. Final action is required by the end of September to assure implementation on January 1, 2019.

RECOMMENDATION (Exact action requested of Council):

An Ordinance updating transit fares and transfer policy, amending Ordinance 2918-06 (EMC 3.52.090) and repealing Resolutions 3975, 5114 and 5337.



ORDINANCE NO. _____

An **ORDINANCE** updating transit fares and transfer policy, amending Ordinance 2918-06 (EMC 3.52.090) and repealing Resolutions 3975, 5114 and 5337.

WHEREAS, the City of Everett, through Everett Transit has provided transit service since 1969; and

WHEREAS, it's been a number of years since Everett Transit last changed its fixed-route base fare to one dollar per trip; and

WHEREAS, a base fare of two dollars is closer aligned with the cost of local service in the Puget Sound region; and

WHEREAS, federal law allows transit agencies to establish a fare for demand response service that is no greater than two times the base fare for comparable fixed-route service; and

WHEREAS, Everett Transit is part of the Regional Fare Agreement which includes Sound Transit, Community Transit, King County Metro, Kitsap Transit, Pierce Transit, , and Washington State Ferries, representing One Regional Card for All (ORCA); and

WHEREAS, Everett Transit desires to use effective marketing tools such as ride-free tickets and free ride service promotions to introduce potential customers to its services; and

WHEREAS, it is important to fully integrate Everett Transit's fare schedules in accordance with this ordinance;

NOW, THEREFORE, THE CITY OF EVERETT DOES ORDAIN:

SECTION 1: Sections 1 and 2 of Ordinance No. 2918-06 (EMC 3.52.090) which read as follows:

Fare structure and policy.

A. Fare Structure.

Everett Transit Fare Structure and Acceptable Fare Media			
Fixed Route Fare	Senior/Disabled with ID	Demand Response Fare	Freedom Fare
50 cents	FREE	\$1.00	
Everett Transit tickets equal to or greater than 50 cents	N/A	Everett Transit tickets equal to or greater than \$1.00	Tickets for promotional purposes only
Monthly Pass \$18.00 (50-cent Puget Pass or greater)	N/A	Monthly Pass \$18.00 (50-cent Puget Pass or greater)	N/A

B. Fare Policy.

1. Paper transfers will not be issued or accepted on Everett Transit fixed-route services.
2. Transfer of customers will occur between Everett Transit and Community Transit senior and disabled demand response services at no additional cost to the customer so long as there is an interlocal agreement in place to allow such a transfer to complete a one-way trip.
3. "Freedom fare" is authorized as a promotional fare to encourage use of Everett Transit and its services. "Freedom fare" can be issued at promotional events, transit fairs and other venues, in partnership with other organizations/agencies and/or through direct mailings.
4. Special Events and Tailored Services Fare.

- a. Prepaid tickets, designated passes, or cash shall be the only fare media accepted for special services.
 - b. Special services shall be priced to assure that, over the course of the service, operating costs will be recovered by the fares.
 - c. Special services shall not take priority over scheduled fixed route operations.
 - d. Special services, once scheduled and advertised, will not be cancelled without due process and notification.
 - e. Access to special services shall not be limited to customers for which the service is intended and shall be available to anyone paying the designated fare for the service.
5. The qualifying age to be designated a senior citizen shall be increased to sixty-five effective January 1, 2007. Persons ages sixty-two through sixty-four as of December 31, 2006, are eligible for the Everett Transit Senior Card if application is made by December 30, 2006.
 6. The following shall be acceptable forms of fare on all Everett Transit services including demand response services: cash, prepaid tickets issued by Everett Transit, Puget Pass, freedom fare and specific service and/or institutional passes.
 7. Subject to Everett Transit's approved budget, Everett Transit is authorized to implement periodic "fare free" service. This authorization is intended as a tool to encourage ridership on struggling services, to introduce new routes or modifications to existing routes and to assist with traffic mitigation during times when it is desirable to shift travel modes from single occupancy vehicles to public transit.

BE AND THE SAME IS HEREBY AMENDED TO READ AS FOLLOWS:

Fare Structure and Policy.

A. Fare Structure.

Fixed-Route	January 1, 2019	Monthly Pass	July 1, 2019	Monthly Pass
Adult	<u>\$1.50</u>	<u>\$54</u>	<u>\$2</u>	<u>\$72</u>
Youth*	<u>\$1</u>	<u>\$36</u>	<u>\$1.50</u>	<u>\$54</u>
Senior/Disabled**	<u>\$0.50</u>	<u>\$18</u>	<u>\$0.50</u>	<u>\$18</u>
Freedom Fare	Tickets for promotional purposes only			

Paratransit/Demand Response**	<u>\$1.50</u>	<u>\$54</u>	<u>\$2</u>	<u>\$72</u>
Freedom Fare	Tickets for promotional purposes only			
** Eligibility in these categories is validated through Everett Transit’s established processes.				

B. Fare Policy.

- A. Paper transfers will not be issued or accepted on Everett Transit fixed-route services.
- B. Transfer of customers will occur between Everett Transit and Community Transit senior and disabled demand response services at no additional cost to the customer so long as there is an interlocal agreement in place to allow such a transfer to complete a one-way trip.
- C. "Freedom Fare" is authorized as a promotional fare to encourage use of Everett Transit and its services. "Freedom Fare" can be issued at promotional events, transit fairs and other venues, in partnership with other organizations/agencies and/or through direct mailings.
- D. Special Events and Tailored Services Fare.
 1. Pre-paid tickets, designated passes, or cash shall be the only fare media accepted for special services.
 2. Special services shall be priced to assure that, over the course of the service, operating costs will be recovered by the fares.
 3. Special services shall not take priority over scheduled fixed-route operations.
 4. Special services, once scheduled and advertised, will not be cancelled without due process and notification.
 5. Access to special services shall not be limited to customers for which the service is intended and shall be available to anyone paying the designated fare for the service.
- E. The qualifying age to be designated a senior citizen shall be increased to 65 effective January 1, 2007. Persons ages 62 through 64 as of December 31, 2006 are eligible for the Everett Transit Senior Card if application is made by December 30, 2006.

- F. The following shall be acceptable forms of fare on all Everett Transit services including paratransit/demand response services: Cash, Prepaid tickets or Agency passes issued by Everett Transit, ORCA card products (PugetPass, E-purse, agency-specific passes etc.; ORCA products are not accepted on paratransit/demand response services), Freedom Fare and specific service and/or institutional passes.
- G. Subject to Everett Transit's approved budget, Everett Transit is authorized to implement periodic "fare free" service. This authorization is intended as a tool to encourage ridership on struggling services, to introduce new routes or modifications to existing routes and to assist with traffic mitigation during times when it is desirable to shift travel modes from single occupancy vehicle to public transit.

SECTION 2: EFFECTIVE DATE:

This ordinance shall be effective January 1, 2019.

SECTION 3: CORRECTIONS:

The City Clerk and the codifiers of this ordinance are authorized to make necessary corrections to this ordinance including, but not limited to, the correction of scrivener's errors, reference, ordinance numbering, section/subsection numbering and any references thereto.

SECTION 4: REPEALER:

Resolutions 3975, 5114 and 5337 are hereby repealed.

Cassie Franklin, Mayor

ATTEST:

Sharon Fuller, City Clerk

Passed: _____

Valid: _____

Published: _____

Effective Date: _____

Fare Increase Proposal

Tom Hingson
Transportation Services
9/12/2018



Background

- Operates within budget
- Annual adjustments to service & capital projects
- Lowest fares
- Lowest sales tax rate



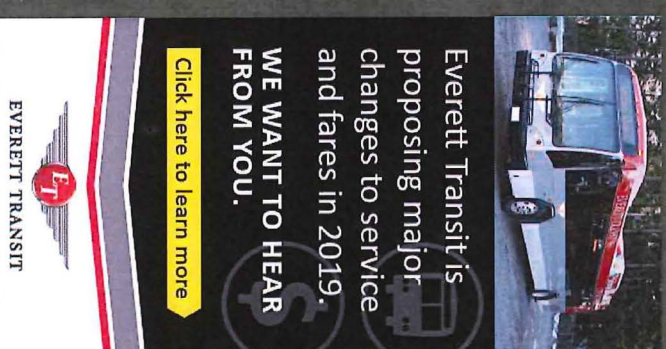
Background

- 2018 Long Range Plan
- 2019 Proposal for Sustainable Service
- Near-term projects
 - Next Generation ORCA
 - Bus Replacements
 - Capital Projects

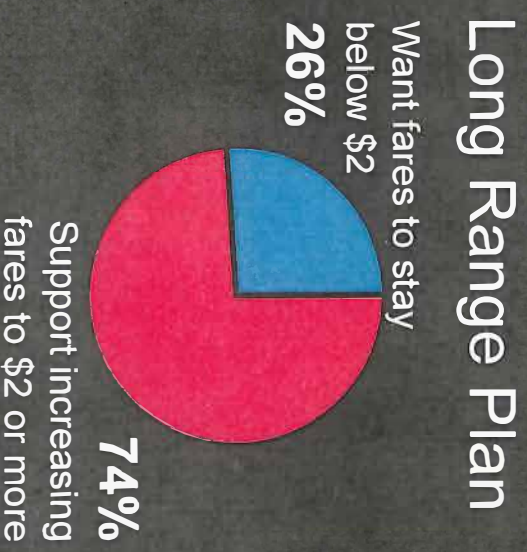
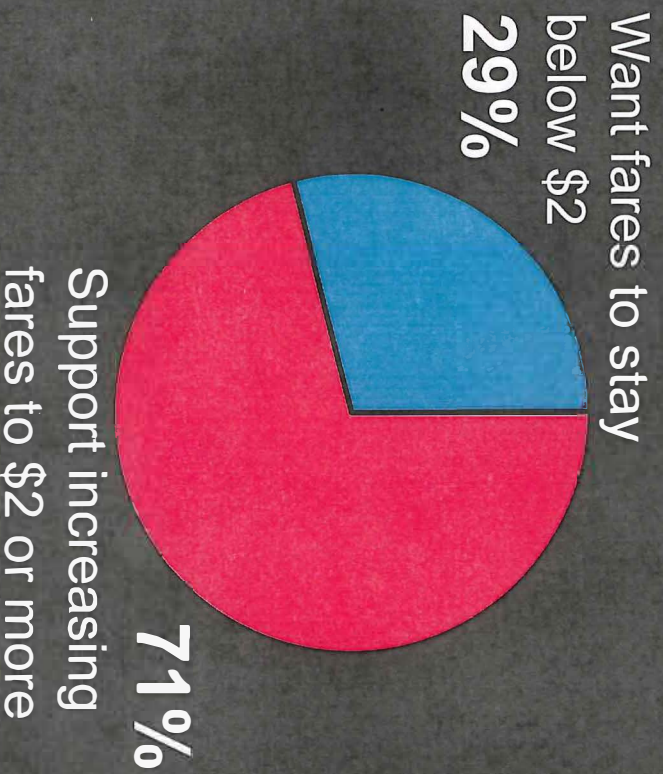


Public Outreach

- Six open house presentations
- On-board bus rider outreach
- Facebook & website notifications
- Media coverage
- Brochures
- Bus interior ads



82 Comments on Fare Proposal



Summary of Input

- Support fare increase
- Consider a two-step approach



Considerations

- Low-income fare implementation
 - Process for qualification
 - Regional coordination



Fare Proposal for Public Comment

Fare type	Today	Jan. 2019	July 2019	Jan. 2020	July 2020
Adult	\$1	\$1.25	\$1.50	\$1.75	\$2
Low-income	N/A	N/A	N/A	\$1.50	\$1.50
Youth	\$0.75	\$0.75	\$1	\$1.25	\$1.50
Senior/Disabled	\$0.25	\$0.25	\$0.50	\$0.50	\$0.50
Paratransit	\$1	\$1.25	\$1.50	\$1.75	\$2



Revised Fare Proposal

Fare type	Today	Jan. 2019	July 2019
Adult	\$1	\$1.50	\$2
Low-income*	N/A	N/A	\$1.50*
Youth	\$0.75	\$1	\$1.50
Senior/Disabled	\$0.25	\$0.50	\$0.50
Paratransit	\$1	\$1.50	\$2

** May be delayed to coincide with regional/county low-income fares.*



Next Steps

- City Council Action
- By Sept. 30, 2018:
New fare structure submitted for implementation to ORCA, effective January 1, 2019.

