

Board Meeting

First Reading Ordinance No. 342



January 27, 2016

Chris Tucker

Tom Strader

Jake Warr

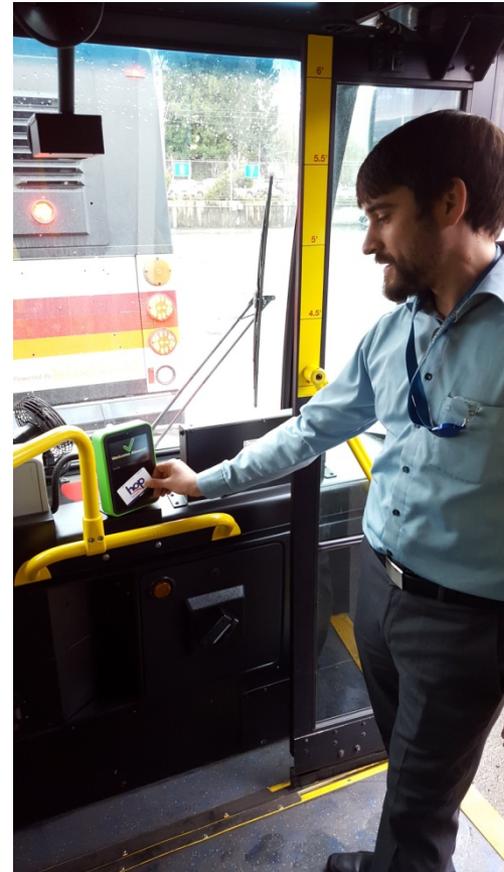


Agenda

- 1. Features For Riders**
- 2. Proposed Fare Ordinance**
- 3. Title VI Analysis & Process**
- 4. Community Feedback**
- 5. Recommended Mitigations**

Why do eFare?

- ✓ Simple to understand and easy to use for customers and operators
- ✓ Regional, seamless transfers
- ✓ Increase pricing equity
- ✓ Reduce paper fare leakage
- ✓ Easy to maintain equipment
- ✓ Reduce cash collection costs



Many New Ways to Pay



- ✓ Telephone
- ✓ 500+ retail stores
- ✓ Website
- ✓ Automated phone
- ✓ Smart phone app
- ✓ TriMet Ticket Office
- ✓ Card lasts 10 years



- ✓ New Smart Phone app – reload anytime, anywhere
- ✓ Links to Hop card
- ✓ Future Innovation: Tap phone instead of card



- ✓ Simple: tap and ride
- ✓ Adult fares: 2 ½ Hour and 1 Day Pass
- ✓ Ideal for visitors or occasional riders
- ✓ Visa, MasterCard, American Express and Discover

Features For Riders

1. **One regional fare system** – TriMet, C-TRAN and Portland Streetcar
2. **Faster boarding** for customers and operators
3. **Best fare, Stored value:** 1-Day & 1-Month caps, unused \$ rolls over to next month
4. **Anytime, anywhere** -- Manage account via telephone, smart phone or website
5. **Reload at retail stores**, by telephone, automated phone system, or the TTO
6. **Highly reliable equipment**
7. **Auto-load:** Hassle-free
8. **Lost card protection** for those that register card
9. **500 integrated retail stores** reloading at any register in the store
10. **Streamlines distribution and program management**--website for employers, agencies and schools

Proposed Fare Ordinance

- **Stored Value & Fare Capping**, with 2½ Hour Tickets, 1-Day Passes, 1-Month Passes
 - Prices do not change from current levels; 2.5 hour transfers remain
 - Adult: \$2.50; \$5.00; \$100
 - Honored Citizen and Youth: \$1.25; \$2.50; \$28
- **Card Fee - \$3; Minimum Load - \$5**
- **Other Financial Instruments** (contactless bankcards, Apple Pay, Android Pay)
 - Can be used to purchase Adult 2½ Hour Tickets and 1-Day Passes
- **LIFT fares**
 - \$2.50 single tickets and \$74 1-Month Passes
- **eFare contactless media** for other fare programs (e.g. stickers for employers)
- **Fare Enforcement Provisions** – inspect new fares with smart phone



E-Fare Title VI Process

- ✓ Peer Review of transit systems that have conducted similar fare equity analyses
- ✓ Based on peer reviews and TriMet policies developed methodology to conduct the equity analysis
- ✓ Preliminary Equity Analysis Report (Jan. 2015)
- ✓ Title VI Minority & Low-Income Community Engagement
 - Transit Equity Advisory Committee (TEAC)
 - Community Based Organizations (CBOs)
- ✓ Equity Analysis Report (Jan. 2016)



Title VI Analysis Findings

These findings are based on the data that was analyzed

No Disparate Impact/Disproportionate Burden Found:

- ✓ Elimination of mail-order purchasing of fare media
- ✓ Increase to 500+ retail outlets
- ✓ New fare caps available with e-fare
- ✓ Elimination of 7-Day Pass
- ✓ Elimination of 14-Day Pass
- ✓ \$3 card cost, with cash transfers maintained

Potential Disparate Impact/Disproportionate Burden:

- ✓ Automatic reload option using credit/debit card
- ✓ Accepting contactless bank cards
- ✓ \$5 minimum load requirement



Community Feedback

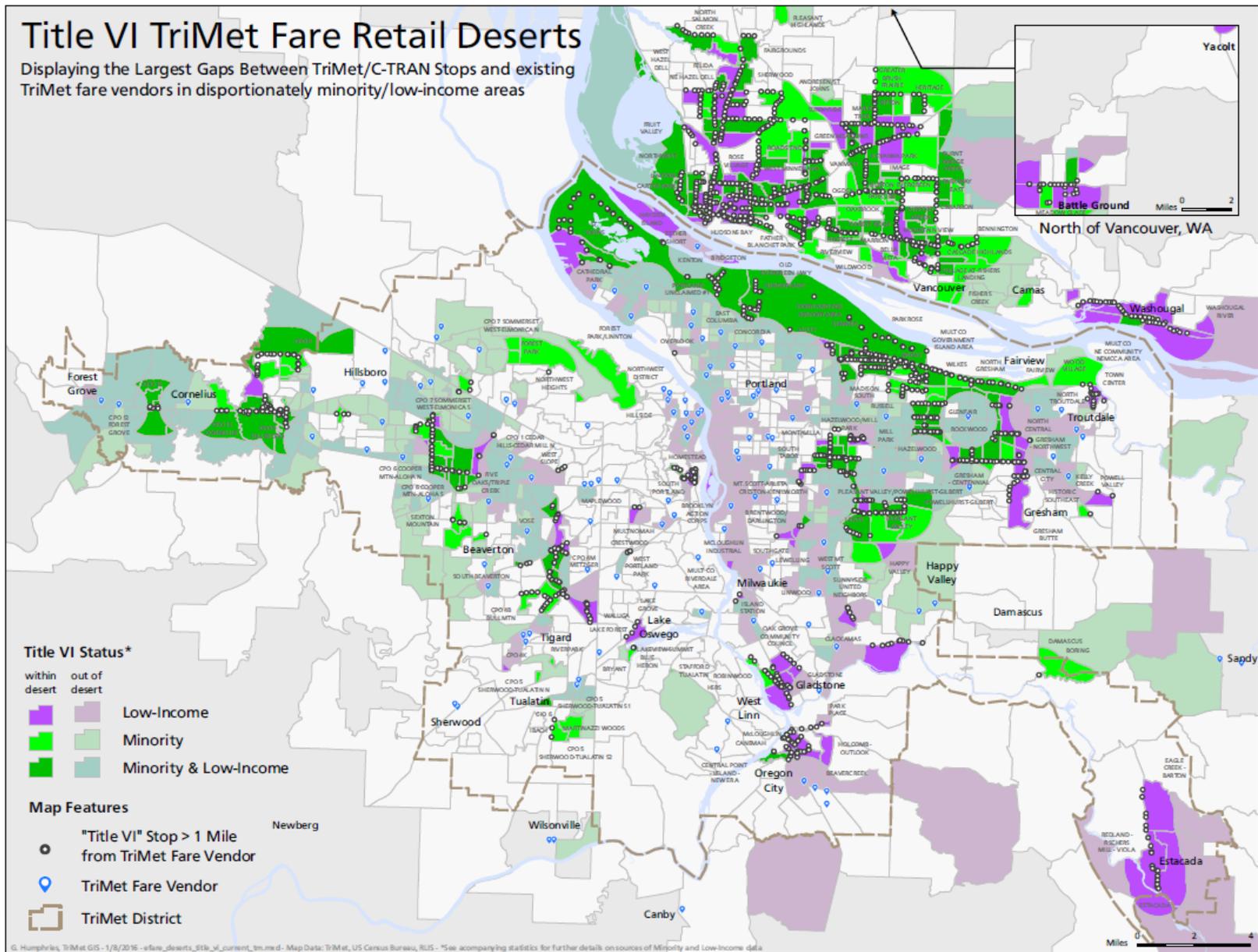
Focal points of community feedback:

- Minimum Reload
- Card Fee, Family Card
- Registration
- Eliminating Paper Tickets and Passes
- Fare Enforcement
- Reloading at TVMs
- Retail Deserts

Current Retail Map

Title VI TriMet Fare Retail Deserts

Displaying the Largest Gaps Between TriMet/C-TRAN Stops and existing TriMet fare vendors in disproportionately minority/low-income areas



- Title VI Status***
- within desert
 - out of desert
 - Low-Income
 - Minority
 - Minority & Low-Income

- Map Features**
- "Title VI" Stop > 1 Mile from TriMet Fare Vendor
 - TriMet Fare Vendor
 - TriMet District

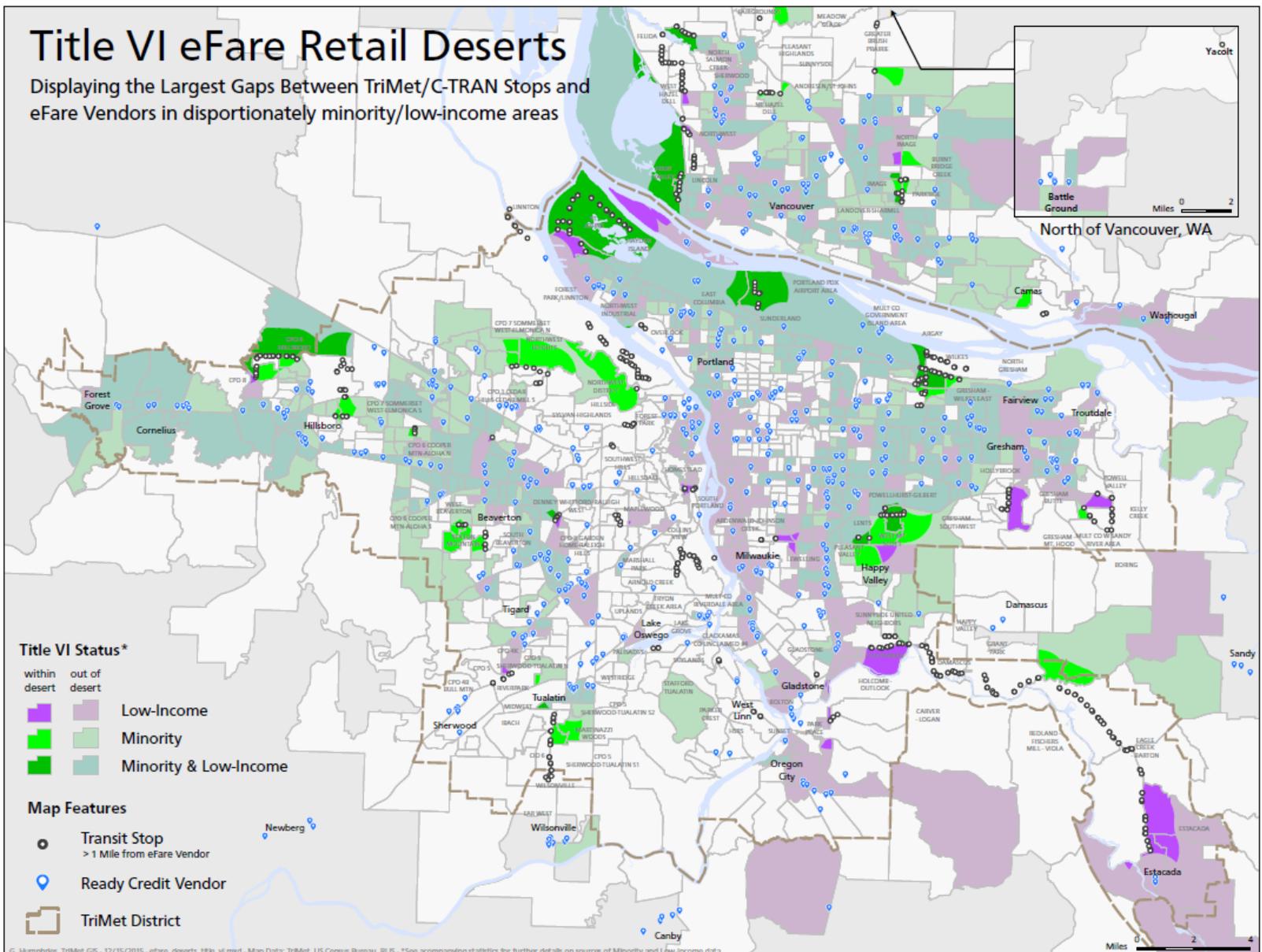
G. Humphries, TriMet GIS - 1/8/2016 - efare_deserts_8196_v4_current_fm_desert - Map Data: TriMet, US Census Bureau, BLS - *See accompanying statistics for further details on sources of Minority and Low-Income data



Future Retail Map

Title VI eFare Retail Deserts

Displaying the Largest Gaps Between TriMet/C-TRAN Stops and eFare Vendors in disproportionately minority/low-income areas



Title VI Status*

- within desert
- out of desert
- Low-Income
- Minority
- Minority & Low-Income

Map Features

- Transit Stop > 1 Mile from eFare Vendor
- 📍 Ready Credit Vendor
- ▭ TriMet District

G. Humphries, TriMet GIS - 12/15/2015 - efare_deserts.tlrx_vt.mxd - Map Data: TRIMET, US Census Bureau, RLIS - *See accompanying statistics for further details on sources of Minority and Low Income data





Recommended Mitigations

Early Mitigations

- ✓ Fare capping and lost card protection fundamental to system design
- ✓ Reduced proposed card fee from \$3.50 to \$3.00
- ✓ Retaining paper transfers Day passes for purchase by cash onboard bus and at TVMs
- ✓ Expand retail network from 125 stores to 500 stores
- ✓ Registration not required; anonymous telephone registration without internet/email
- ✓ Cash fares same price as eFare

Recommending:

- ✓ Approximately 200,000 free cards initially
- ✓ Free cards via Access Transit program/funding
- ✓ Maintain cash transfers
- ✓ No minimum purchase at TriMet Ticket Office
- ✓ Expanded retail network targeting remaining 'retail deserts'

Not Recommending:

- ✓ Reload cards at TVMs
- ✓ \$2.50 min. load at retailers
- ✓ Reduced card fee/family card