Title VI Fare Equity Analysis
Non-LIFT 7, 14 & 30-Day Pass & Ticket Book Elimination Proposal

TriMet Board of Directors
March 27th 2019

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Board Actions

Title VI:
• Title VI Fare Equity Analysis published in January 2016, and approved by the Board, captured long-term goal to phase out paper tickets and passes in current fare system.
• Covered, 7 & 14 day, and transition from all paper fare media to Hop, including monthly passes and books of 2.5 hour and day tickets.
• An additional analysis was performed specifically for the rolling 30 day fare, which Carl is presenting for your awareness today.

Fare Ordinance:
• Elimination of 7, 14 & 30 day, as well as books of paper tickets all require a change to TriMet’s fare code, for non-LIFT customers.
Key Dates

January 2019: Begin board and public communication around upcoming changes

February 2019: TEAC review of eliminations of non-LIFT 7, 14, & 30 day passes & ticket book & TriMet Tickets App

March 2019: Title VI Analysis presentation for Board awareness of draft report.

Ongoing through end of year: Ticket exchanges & outreach, including Saturday exchanges.

April 2019: first reading and public hearing to stop acceptance of non-LIFT 7, 14, & 30 day passes & ticket books

May 2019: second reading and to approve Title VI analysis and to stop acceptance of non-LIFT 7, 14, & 30 day passes & ticket books

December 2019: non-LIFT 7, 14, & 30 day passes, ticket books and TriMet Tickets App no longer accepted as valid fare.
Title VI Methodology

Fare Change:

Includes the eventual elimination of the 30-day pass. An ordinance to do so will be brought forward to the Board for a first reading in April.

One main question:

Does eliminating the 30-Day pass disproportionately impact minority and low-income riders?

Data Source: TriMet 2016 Fare Survey
Overview of TriMet Equity Analysis

Change?

Fare Change

Major Service Change?

Evaluate Possible Impacts

Disparate impact? (minority)

Disproportionate burden? (low income)

Evaluate Alternatives

Change course or address it

and/or

Yes

Yes

No

No

No further action required

No action required
Disparate Impact Analysis

The analysis examined whether trips by minority riders may bear a greater share of negative impacts, or experience a lesser share of the positive impacts than trips by non-minority riders.

Table 2: Comparison of Minority Status for 30-Day Pass Purchases, By Location

<table>
<thead>
<tr>
<th>Purchase Location</th>
<th>Weekdays</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non-minority Fares</td>
<td>Minority Fares</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(n=4,412)</td>
<td>(n=2,594)</td>
<td></td>
</tr>
<tr>
<td>Ticket Vending Machine</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Mobile Ticketing Application</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
Disproportionate Burden Analysis

The analysis examined whether trips by low income riders may bear a greater share of negative impacts, or experience a lesser share of the positive impacts than trips by higher income riders.

Table 3: Comparison of Income Status for 30-Day Pass Purchases, By Location

<table>
<thead>
<tr>
<th>Purchase location</th>
<th>Weekdays</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Higher Income Fares</td>
<td>Low Income Fares</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(n=3,171)¹</td>
<td>(n=2,300)</td>
<td></td>
</tr>
<tr>
<td>Ticket Vending Machine</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Mobile Ticketing Application</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>
Since the advent of Hop (July 18, 2017), the overall demand for 30-Day passes by TriMet’s ridership have been extremely low.

- In fact, 30-Day passes account for less than 1 percent of all transactions from TVMs and the mobile ticketing app between July 18, 2017 and December 31, 2017.

- As expected, the 30 Day Pass sales at TVMs have declined 33% in just the first 6 months of Hop.

- Hop sales have increased substantially and the number of cards registered have increased from 8,146 to over 54,000 in that same 6 month time frame.
Mitigations

• Although no adverse impacts were found, TriMet implemented several mitigations to minimize the potential impact:

  ➢ TVM Transition Outreach Plan to keep riders well informed of the upcoming changes

  ➢ TVM Conversion Strategy which preserved TVMs in high minority and low income areas until the later part of the project.

  ➢ An ordinance will be brought forward to the Board next month to approve the elimination of 7, 14, & 30 day tickets & ticket books from TriMet’s Fare Code.
Analysis Conclusions

Given the available data, TriMet finds no potential Disparate Impact or Disproportionate Burden under this proposal.
Thank you!