

Report on Rates of Fare for the Transit Program

2011 Report

August 2012

**Research and Management Information
Transit Division**



Table of Contents

	<u>Page</u>
Background	2
Section 28.94.035: ADA Paratransit Program	2
Section 28.94.045: Community Transportation Program	3
Section 4.150.230: Visitor Passes	7
Section 4.150.136: Vanpool Fares	8
Section 4.150.090: Limited Service Fares	8
Section 4.150.070: Customized Bus Service Fares	9
Section 4.150.050: Animal Fares	10
Section 4.150.450: Public School District Agreements	10
Section 4.150.410: Governmental Agency Ticket and/or Pass Agreements	11
Section 4.150.110: Peace Officer Fares	11
Section 28.94.225: Ride Free Services Agreements	11
Section 4.150.530: Leasing of Transit Vehicles	12
Section 4.150.350: Interagency Trip Agreements	12
Section 4.150.610: Waiving or Discounting Fare or Pass Prices	13
Section 4.150.210: Provision of Tickets to Human Services Agencies	15
Appendix A: 2011 Special Event Descriptions	
Appendix B: 2011 Custom Bus Routes	
Appendix C: Estimated Benefits and Lost Revenue from Special Rates of Fare Programs in 2011	
Appendix D: Summary Table of 2011 Special Rates of Fare Programs	
Appendix E: Human Services Agencies Participating in 2011	

REPORT ON RATES OF FARE FOR THE TRANSIT PROGRAM

Background

In addition to establishing fares for regularly-scheduled public transportation service, the King County Code provides the authority to modify regular rates of fare and to establish fares and fees for other transportation services. Section 28.94.265 of the code also provides that the Department of Transportation Director submit to the King County Council an annual report of all the services and fares authorized by K.C.C. 28.94.035, 4.150.230, 4.150.130, 4.150.090, 4.150.070, 4.150.050, 4.150.450, 4.150.410, 4.150.110, 28.94.225, 4.150.530, 4.150.350, 4.150.610 and 4.150.210.

Purpose

The purpose of this report is to provide a brief description and summary information on the modified rates of fare and special transportation services programs offered in 2011, in compliance with section 28.94.265 of the code. Each section begins with the relevant sections of the King County Code and then follows with a program summary.

Paratransit Programs

**Section 28.94.035: ADA Paratransit Program and
Section 28.94.045: King County Metro Community Transportation Program and Services**

ADA Paratransit Program

28.94.035 ADA paratransit program.

A. As required in 49 C.F.R. pt. 37, subpart F, the county shall provide paratransit or other special services, referred to in this section, K.C.C. 28.94.045 and K.C.C. 28.94.245* as "ADA paratransit services," to individuals eligible under the federal Americans with Disabilities Act of 1990, referred to in this section, K.C.C. 28.94.045 and K.C.C. 28.94.245* as "ADA". The county may supplement the ADA paratransit services with other service described in K.C.C. 28.94.045.

B. ADA paratransit services shall be provided during the same hours and days as regular, fixed, non-commuter bus service, within corridors that extend three-fourths of a mile on either side of the regular, fixed, non-commuter bus routes, as the routes may be amended from time to time.

C. ADA paratransit services shall be provided on a curb-to-curb basis.

D. ADA paratransit services shall be provided on an advance reservations basis, on the day before the occurrence of the ride requested.

E. ADA paratransit services may include requiring riders to transfer from one paratransit vehicle to another as part of the trip requested by the rider.

F. Subscription service shall not be provided as part of the ADA paratransit services.

G. ADA paratransit services may include feeder service to and from an accessible bus zone for individuals who are able to use the fixed route system.

H. In furtherance of the ADA paratransit program, the director may:

1. Organize and manage the provision of ADA paratransit services, including but not limited to call-taking, scheduling, dispatching, operations and vehicle maintenance, and, subject to applicable contracting and procurement requirements, enter into agreements with public and private agencies and entities for the provision of one or more of the services;

2. Develop and implement procedures in accordance with 49 C.F.R. pt. 37, subpart F, for the certification of ADA paratransit eligibility and the suspension of ADA paratransit service to eligible individuals with a documented pattern or practice of missing scheduled rides. The suspensions shall not be processed according to the procedures dealing with suspensions related to violations of rules of conduct on transit property and facilities as set forth elsewhere in K.C.C. chapter 28.96;

3. Develop and implement procedures for ADA paratransit service, and establish eligibility, administrative and operations procedures and referral services for the services;

4. Encourage the participation of, and enter into agreements with, public and private agencies and entities to coordinate their transportation resources as provided in this section;

5. Enter into agreements with other transit agencies to establish procedures for allocating paratransit trips and the cost of paratransit services to ADA-eligible riders seeking to transfer between transportation systems or cross jurisdictional boundaries and allocate the costs of providing paratransit services where the paratransit services of the other agencies overlap the county's ADA paratransit services; and

6. Submit plans, reports and information to the Federal Transit Administration as may be required under applicable federal regulations. (Ord. 13441 § 2, 1999).

Community Transportation Program

28.94.045 King County metro community transportation program and services.

A. The King County metro community transportation program is hereby established to supplement available public and private transportation services operating in King County

that are targeted to individuals with special transportation needs. Individuals with special transportation needs shall include those individuals who, because of physical or mental disability, income status, or age are unable to transport themselves or to purchase appropriate transportation. Services provided under this section may be implemented and updated by the director as provided in this chapter and within annual appropriations.

B. King County metro community transportation program paratransit services may be provided daily between the hours of six a.m. and ten p.m. unless otherwise specified in this section, and may include:

1. For individuals who meet the eligibility criteria for ADA paratransit services, services provided in the area of the county within corridors that extend three-quarter miles on either side of regular, fixed, non-commuter bus routes, as the routes may be amended from time to time. The area shall expand and contract during the same days and hours as the regular, fixed, non-commuter bus routes; provided further that the easternmost paratransit service corridor shall extend one and one-half miles to the east of the easternmost regular, fixed, non-commuter bus route; and provided further that when such paratransit service corridors as specified herein result in areas within the King County Urban Growth Boundary being surrounded on all sides by paratransit service corridors, such areas shall be included in the service area for King County metro community transportation program paratransit services.

2. For individuals who meet the eligibility criteria for ADA paratransit services, services provided with door-to-door driver assistance when such assistance is determined to be essential, using criteria established by the director. The director or designee shall determine the days and hours and the conditions under which these services can be provided safely and when they will be provided outside the established King County metro community transportation service hours and service area in response to the special transportation needs of individual riders;

3. For individuals who meet the eligibility criteria for ADA paratransit services, services provided with hand-to-hand driver assistance when such assistance is determined to be essential, using criteria established by the director, and when such individuals are sponsored by an agency or other organization that enters into a contract with the county for the assistance. The director or designee shall determine the days and hours and conditions under which these services can be provided safely and when they will be provided outside the established King County metro community transportation service hours and service area in response to the special transportation needs of individual riders;

4. For individuals who meet the eligibility criteria for ADA paratransit services, an advance reservation period that may be extended up to seven days in advance of the occurrence of the ride requested. However, any extension of the reservation period shall not adversely affect the system capacity for scheduling ADA paratransit program rides requested;

5. For individuals who meet the eligibility criteria for ADA paratransit services, subscription service arranged for individuals who establish a recurrent pattern of travel that, under criteria established by the director, provides for the efficient operation of the services. However, the arrangements shall not adversely affect the system capacity for scheduling ADA paratransit program rides requested; and

6. For individuals who have a valid regional reduced fare permit, are at least eighteen years of age and have an annual income at or below seventy percent of the median income for the state of Washington, as determined from time to time by the Washington State Department of Social and Health Services and adjusted for family size, and who live too far from regular, fixed, non-commuter bus routes or general public dial-a-ride service, transportation services to and from the bus routes or dial-a-ride service may be provided. The director or designee shall determine the days and hours and conditions under which these services can be provided safely and when they will be provided outside the established King County metro community transportation service hours and service area in response to the special transportation needs of individual riders. The services shall not be provided if the individual can make other public or private transportation arrangements.

C. King County metro community transportation program paratransit services may be provided to public and private agencies who share in the cost of service delivery and whose participants:

1. Meet the eligibility criteria for ADA paratransit services;

2. Have a valid regional reduced fare permit, are at least eighteen years of age and have an annual income at or below seventy percent of the median income for the state of Washington, as determined from time to time by the Washington State Department of Social and Health Services and adjusted for family size;

3. Are deemed eligible as participants to attend programs at or with agencies that participate in the county's community partnership services under D of this section; or

4. Have special transportation needs and are participants, customers or clients at programs, agencies or other entities that enter into contracts with the county to coordinate or share their transportation resources with the county and its service providers for the purpose of maximizing the provision of transportation services and the use of all available county and non-county resources. The director or designee shall determine when such paratransit services may be provided outside the established King County metro community transportation program service area in response to the special transportation needs of individual riders. Insofar as practicable, the county shall secure commitments from the public and private agencies so that by the 2004 their share of the costs of providing the services is not less than twenty-five percent. Cost participation by agencies may include direct or in-kind cost contributions.

D. Community partnership services, including but not limited to operating, capital and technical support and resources, to support volunteer and other transportation services may be provided and updated by the director as provided in this chapter. The individuals identified in C of this section are eligible for the services. The services shall be allocated, subject to applicable contracting and procurement requirements, to public or private non-profit entities and municipalities within King County that provide or sponsor social services to eligible individuals and to other entities whose participation enhances the county's transportation and transportation-related human and community services goals and objectives. Planning for community partnership services shall include those agencies in King County are responsible for establishing service goals for eligible populations. This may include, but is not limited to, the King County department of human services, the Area Agency on Aging and the Seattle-King County public health department.

E. Services to assist individuals in using the most cost-effective, appropriate and available transportation resource or resources may be made available to individuals eligible under C of this section, and may include:

1. Bus travel training and orientation services; and
2. Information and referral services.

F. The executive shall initiate an effort to increase the availability of accessible vehicles in the local taxicab industry that do not charge rates greater than for nonaccessible vehicles. The goal of such an effort must be to achieve at least ten percent accessibility in the taxicabs licensed by the county by the year 2001.

G. In furtherance of the King County metro community transportation program, the director may:

1. Organize and manage the provision of King County metro community transportation program paratransit services, including but not limited to call-taking, scheduling, dispatching, operations and vehicle maintenance, and, subject to applicable contracting and procurement requirements, enter into agreements with public and private agencies and entities for the provision of one or more of the services;
2. Develop and implement procedures, and establish eligibility, administrative and operations procedures and referral services, for the King County metro community transportation program;
3. Encourage the participation and enter into agreements with public and private agencies and entities to coordinate their transportation resources as provided in this section; and
4. Enter into agreements with other transit agencies to establish procedures for allocating King County metro community transportation program paratransit trips and

the cost of King County metro community transportation program paratransit services for riders seeking to transfer between transportation systems or cross jurisdictional boundaries and to allocate the costs of providing paratransit services where the paratransit services of the other agencies overlap the county's paratransit services. (Ord. 13441 § 3, 1999).

Statistical Summary

At the end of 2011:

- The ADA paratransit program had 30,663 eligible persons registered. ADA registrants took 1,221,392 passenger rides on Access Transportation, for a 0.6 percent decrease from 2010 rides.
- The Taxi Scrip program had 24,298 eligible persons registered. Taxi Scrip program participants took 32,352 taxi rides—a 0.5 percent decrease from the number of 2010 rides.
- Community Access Transportation agencies provided 303,428 rides to persons participating in their programs, compared with 250,369 rides provided in 2010—an increase of 21.2 percent.
- Paratransit service revenue from cash fares was \$388,495 in 2011, compared with \$221,927 in 2010. Pass sales revenue is no longer listed, as it is combined with other One Regional Card for All (ORCA) pass sales and the revenue is credited to the Metro Transit Division. Service costs including direct operating cost, program management cost, ADA eligibility and registration cost, community partnership program cost and administrative cost were \$56,723,758 in 2011, compared with \$54,309,766 in 2010, an increase of 4.4 percent.

Section 4.150.230: Visitor Passes

4.150.230 Visitor passes.

The director is authorized to issue and sell visitor passes entitling the holders thereof to public transportation services as specified by the passes, provided such issuance is not expected to require the addition of regularly scheduled service. The director shall establish the rates of fare, the number of visitor passes and the extent of services available under said passes based on the estimated average visitor usage and the administrative costs of issuing the passes. Said passes may be valid for a period not to exceed seven consecutive days. The director is further authorized to issue and sell said passes to travel, convention and special event groups for quantities over one hundred at a rate that is not less than seventy percent of the established visitor rate. Visitor pass privileges shall commence and terminate on the date(s) for which the passes are valid. (Ord. 12643 § 7, 1997. Formerly K.C.C. 28.94.180).

This section authorizes the Department of Transportation Director to sell visitor passes. No visitor passes were sold in 2011.

Section 4.150.136: Vanpool Fares

4.150.130 Vanpool fares.

The director is authorized to establish rates of fare for vanpools, provided that the rates of fare are established at a level reasonably estimated to recover the operating and capital costs of, and at least twenty-five percent of the cost of administering, the vanpool program. (Ord. 12643 § 8, 1997. Formerly K.C.C. 28.94.185).

This section sets the parameters by which the Department of Transportation Director may establish rates of fare for vanpools. King County Metro Transit's Vanpool Program began at the City of Seattle in 1979 with 21 vans. The City of Seattle transferred operation of the vanpool program to the Municipality of Metropolitan Seattle (Metro) in 1984, and the Metro vanpool responsibilities became part of the King County Metro Transit Division in 1996.

King County Metro Transit administers the largest publicly-owned vanpool program in the nation. The program provides vans, staff support, maintenance, fuel and insurance to groups of five to fifteen people who commute together. Riders pay a monthly fare based on the round-trip mileage of the commute, the number of people in the vanpool and the van size. At the end of 2011, there were 1,087 vanpool vans in operation.

In 2001, King County Metro Transit initiated Vanshare, a new commuter van product, to its vanpool program. Vanshare maximizes the use of the public transportation system by connecting commuters to/from transit, rail, ferry service and park-and-ride lots. At the end of 2011, there were 141 Vanshare groups operating, for a total of 1,228 commuter vans in operation.

Pursuant to code, vanpool fares are to be established at a level such that the program is reasonably estimated to recover program operating and capital costs and at least 25 percent of the cost of administering the program. In 2011, vanpool revenues were \$9,467,977, consisting of \$9,311,152 in fare revenue and \$156,825 in other operating revenue. Operating costs were \$5,648,000, administrative costs were \$4,436,000 (25 percent of which needs to be recovered through fares) and capital costs were \$2,749,000. This was consistent with the multi-year Vanpool financial plan, which is structured to provide for the long-term stability of the program while complying with the code provisions regarding vanpool fares. Vanpools operating in 2011 provided 2,829,663 passenger trips. Vanshares operating in 2011 provided 288,343 passenger trips.

Section 4.150.090: Limited Service Fares

4.150.090 Limited service fares.

The director is authorized to establish rates of fare for limited service to special or seasonal activities or events, provided such rates of fare and any contributions are established at a level reasonably estimated to recover at least twenty-five percent of the marginal cost for the service hours provided. In addition, the rates of fare for limited service shall be established at a level at least equal to the rates of fare for equivalent regularly scheduled service. If, however, the limited service is not equivalent to any

regular service, then the rates of fare shall be no less than one-half of the one-zone, off-peak full fare set forth in this chapter. Such limited services shall be on an individual fare-paying basis and be scheduled according to such routes, schedules and dates as are determined by the director. (Ord. 12643 § 9, 1997. Formerly K.C.C. 28.94.190).

This section authorizes the Department of Transportation Director to establish rates of fare for limited service to special or seasonal activities or events.

King County Metro Transit provided limited service for special and/or seasonal events, which attracted 231,604 riders in 2011. Marginal costs of \$1,020,538 were partially offset by \$825,732 in operating revenue, for a net cost of \$194,806. (See Appendix A for a listing of special event service during 2011.)

Section IV.D of the 2010/2011 Transit Program Financial Policies establishes a policy of full recovery of all direct and indirect costs for special services provided for other public or private organizations. This section also authorizes the Department of Transportation Director to waive this policy where it may interfere with the ability to sponsor or participate in services that are vital to the primary goal of King County's public transportation program, subject to confirmation by the King County Council as soon as possible after the action taken by the Department of Transportation Director for all expenditures in excess of \$30,000 annually.

Special services subject to this financial policy were provided for four types of events—seven Husky games, six Seahawks games, 14 Sounders games, and Seafair. There was ridership of 171,654 on these services, which incurred \$714,196 in costs and generated revenue of \$714,196 for a recovery rate of almost 100 percent. There were no events for which expenditures in excess of \$30,000 were waived.

Section 4.150.070: Customized Bus Service Fares

4.150.070 Customized bus service fares.

The director is authorized to establish rates of fare for customized bus service, provided such rates of fare are established at a level reasonably estimated to recover at least eighty percent of the marginal cost for the service hours provided. Such customized services shall be on an individual fare-paying basis and be regularly scheduled according to such routes, schedules and dates as are determined by the director. There shall be no zone fares charged on customized bus service. Passes held by senior citizens, persons with disabilities, and employees, and other special passes or permits may be honored on customized bus service insofar as consistent with overall cost recovery requirements set forth above. Transfers may be issued on customized bus service. (Ord. 12643 § 10, 1997. Formerly K.C.C. 28.94.195).

This section authorizes the Department of Transportation Director to establish rates of fare for customized bus service. The provision of custom bus service began in 1979. Riders pay a premium fare for customized express service. The service is oriented toward commuters and students who commute between the same geographic area and schools or employment centers.

There were 12 custom bus routes in operation during 2011. One of these routes provided service to Boeing employment sites, nine provided service to private schools and one provided short-term service to the Pacific Northwest Ballet Summer School. These routes generated 192,334 passenger trips and \$896,420 in revenue (passes, cash, tickets and direct payments) with costs of \$1,485,380, for an overall cost recovery of 60 percent. The route providing service to Boeing recovered 29 percent of marginal costs, and routes serving schools recovered 111 percent. Metro reviews all routes and works with those that fall below revenue requirements to identify and take appropriate remedial action to improve cost recovery. Custom bus routes, areas served, destinations and the employers/schools served are listed in Appendix B.

Section 4.150.050: Animal Fares

4.150.050 Animal fares.

The following procedure and rate of fare shall be used for animals riding on coaches. For small animals that do not occupy space other than the lap of the person accompanying the animal and for assistive animals, there shall be no fare charged. For all other animals, a fare equivalent to the fare paid by the individual accompanying the animal shall be charged and a transfer issued upon request except that no zone fare shall be charged. Animals riding on coaches shall be leashed or otherwise restrained and shall not pose a problem of health, injury to property or persons, or disturbance to other passengers. (Ord. 12643 § 11, 1997. Formerly K.C.C. 28.94.200).

This section sets the procedure and fare for animals riding on coaches. Data are not available regarding the number of fares or amount of revenue collected for animals riding coaches.

Section 4.150.450: Public School District Agreements

4.150.450 Agreements - public school districts (effective until July 1, 2012).

The executive is authorized to execute agreements with public school districts to supply students with passes in connection with special school programs, but the price for passes under the agreements shall be established at a rate of thirty-six dollars for each month in which these passes are valid, and the passes shall be valued at the youth fare established in K.C.C. 4.150.010 for rides on regularly scheduled county public transportation service on buses, trolleys, transit vans, dial-a-ride vehicles and streetcars. (Ord. 17130 § 5, 2011: Ord. 14096 § 4, 2001: Ord. 13480 § 5, 1999: Ord. 12643 § 12, 1997. Formerly K.C.C. 28.94.210).

This section authorizes the King County Executive to enter into agreements to sell Metro bus passes to public school districts for their students. King County Metro Transit had agreements with the Seattle School District, the Highline School District, the Bellevue School District, the Lake Washington School District and the Mercer Island School District to supply students with passes during the 2011/2012 school year. Each participating school district purchased passes on ORCA cards and distributed them to students to travel to and from schools using regular transit routes.

For the 2011/2012 school year, King County Metro Transit received \$2,535,916 from the sale of 17,515 student passes.

Section 4.150.410: Governmental Agency Ticket and/or Pass Agreements

4.150.410 Governmental agency ticket and/or pass agreements.

The executive is authorized to execute agreements with local, state and federal governmental entities to provide tickets and/or passes to their employees or others traveling to their facilities at rates other than those set forth in this chapter; provided, that usage by such employees and others is not expected to require the addition of regularly scheduled public transportation services; provided further, that such agreements are not estimated to reduce the revenue which would otherwise be received for such travel. Such agreements shall be subject to approval by the council to the extent such approval is required by the charter, ordinance and/or applicable state law. (Ord. 12643 § 13, 1997. Formerly K.C.C. 28.94.215).

This section authorizes the King County Executive to enter into agreements with local, state and federal governmental entities to provide tickets and/or passes to their employees or others traveling to their facilities.

King County Metro Transit has an ongoing agreement with the King County Superior Court to provide a ticket to prospective jurors as part of their juror summons to assist them in taking transit on their first day of jury service. The Metro Transit Division estimates that the full value of the trips taken by jurors using the jury summons ticket for travel to the Kent Regional Justice Center and Seattle Superior Court locations was \$16,612 in 2011. Pursuant to the agreement, King County Superior Court provided King County Metro Transit reimbursement in that amount.

Section 4.150.110: Peace Officer Fares

4.150.110 Peace officers fares.

Notwithstanding any other provision in this chapter, general authority Washington peace officers employed by a general authority Washington law enforcement agency with officers in King County may ride regularly scheduled public transportation services without payment of fare provided such officers are in uniform or display their police badge(s) to the transit operator. (Ord. 12643 § 14, 1997. Formerly K.C.C. 28.94.220).

This section authorizes Washington peace officers to ride regularly-scheduled public transportation services without payment of fare. Data are not available regarding this subsection.

Section 28.94.225: Ride Free Services Agreements

28.94.225 Ride free services agreements.

The executive is authorized to execute agreements to provide ride free services within geographic areas. Any such agreements shall be subject to approval by the council. (Ord. 17130 § 12, 2011; Ord. 12643 § 15, 1997).

This section authorizes the King County Executive to enter into agreements to provide ride free services within geographic areas. The downtown Seattle Ride Free Area has been in effect since September 1973. The City of Seattle has entered into agreements with King County Metro Transit and contributed funds for operation of the Ride Free Area (RFA).

The revenue lost by King County Metro Transit by operating the Ride Free Area is offset by increased efficiency of operations due to faster loading and alighting and payments made by the City of Seattle. King County Metro Transit received \$401,500 from the City of Seattle for operation of the Ride Free Area in 2011.

In 2011, there were about 8.8 million unlinked trips entirely within the RFA. Of these, an estimated 4.3 million were by riders with a pass, and another 1.6 million were taken by cash payers who were transferring to or from Metro revenue service. Thus, 2.9 million unlinked trips were "free." Of those, about 600,000 were within two hours of a previous trip entirely in the RFA and would not generate a fare.

Section 4.150.530: Leasing of Transit Vehicles

4.150.530 Leasing of transit vehicles.

For the lease of a transit vehicle of the county for charter operation by others, the minimum rental shall be the marginal cost per service hour of such vehicle's operation as established from time to time by the director plus ten percent thereof. (Ord. 12643 § 16, 1997. Formerly K.C.C. 28.94.230).

This section sets the policy regarding the lease or rental of County-owned transit vehicles for charter operation by others.

King County Metro Transit did not lease coaches during 2011.

Section 4.150.350: Interagency Trip Agreements

4.150.350 Interagency trip agreements.

The executive is authorized to execute agreements with other transit agencies to establish a system of fare payment for passengers transferring between transportation systems. The agreements shall be subject to approval by the council to the extent the approval is required by the charter, ordinance or applicable state law, or any combination thereof. The agreements shall provide that the county's share of the fares collected for trips involving transfers between transit agencies shall be the estimated revenue collected for the trips multiplied by the ratio of the revenue that would have been generated by application of the county's appropriate fares or prorated per trip pass prices due under other provisions of this chapter for the county portions of these interagency trips divided by the sum of the revenue that would have been generated by the application of each agency's appropriate fares or prorated per trip pass prices for all segments of such interagency trips. (Ord. 15669 § 2, 2007: 13480 § 6, 1999: Ord. 12643 § 17, 1997. Formerly K.C.C. 28.94.235).

This section authorizes the King County Executive to enter into agreements with other transit agencies for regional fare payment and revenue apportionment.

King County Metro Transit participated with six other transit agencies and the Washington State Ferry System in the ORCA program for regional fare payment, as authorized by Ordinance 14598, adopted on April 29, 2003, authorizing Metro's participation in the ORCA Interlocal Agreement.

Through the end 2011, over 1 million ORCA cards were in distribution, including 877,362 Adult, 115,019 Regional Reduced Fare Permits and 76,555 Youth cards. In December 2011, 300,229 ORCA cards were in use. With implementation of ORCA card for the UPass program in the fall of 2011, average weekday boardings on Metro with ORCA approached 60 percent by year's end.

Section 4.150.610: Waiving or Discounting Fare or Pass Prices

4.150.610 Waiving or discounting fare or pass prices.

For the purpose of attracting new ridership, relieving congestion, developing market strategies, testing prices or experimental service, and implementing other special transit programs or promotions, the director may waive or discount the fare or pass prices otherwise established in this chapter whenever such waiver or discount is not expected to require the addition of regularly scheduled public transportation services and, in the judgment of the director, the value of the program or promotion and the benefit to the public exceeds the expected loss of revenue. The loss in revenue of all such programs, promotions and fare discounts shall, in the aggregate, be no greater than \$350,000 annually. (Ord. 12643 § 18, 1997. Formerly K.C.C. 28.94.240).

This section authorizes the Department of Transportation Director to waive or discount fares. King County Metro Transit's marketing activities that utilize free ride tickets include transportation outreach events at key employment sites throughout the region, direct mail residential promotions and other special events. These events promote ridership by providing citizens with information about transit, vanpool and ridematch services; explaining HOV incentives including pass subsidies and carpool parking discounts offered by employers at work sites; selling passes; and providing personalized trip planning/ridematch services.

Programs and promotional activities supported by King County Metro Transit in 2011 included employer site promotions and other programs and promotional activities. The total revenue loss to King County Metro Transit for waiving or discounting fare or pass prices in 2011 is estimated at \$86,077. Program costs were also incurred, including an estimated \$9,130 for printing tickets. In 2011, these promotional activities allowed an estimated 35,786 trips to be taken by individuals who do not usually ride the bus. (See Appendix C for a detailed derivation of these estimates and Appendix D for a Summary Table of 2011 Special Rates of Fare Programs).

Employer Site Promotions

King County Metro Transit distributed free ride tickets at employer transportation fairs and also distributed free ride tickets for other promotional activities including customer relations and community outreach.

From January through December 2011, an estimated 21,826 pairs of tickets were distributed at employer site promotions, with an estimated 30 percent—or 13,096 tickets—redeemed. Individuals who usually do not ride the bus took an estimated 6,875 trips by utilizing free ride tickets distributed at employment site events and promotions during 2011. King County Metro Transit's total revenue loss for tickets distributed at employment site promotions in 2011 is estimated at \$14,805.

Other Programs and Promotional Activities

Adopt-A-Stop Program: The Adopt-A-Stop program encourages volunteers to “adopt” one or more non-sheltered bus zones to assist in disposing of litter and cleaning minor graffiti from the zones. For this service, volunteers are offered 60 free pairs of tickets per quarter. In 2011, 341 volunteers adopted 420 stops. 47,976 pairs of tickets were allocated to the program, at an estimated revenue loss to King County Metro Transit of \$32,542. The Adopt-A-Stop program is no longer accepting new members. Gradually eliminating the program was a 2010-2011 budget reduction.

Customer Service Office, Service Supervisors and Service Changes: Free ride tickets were distributed to riders who have had a negative experience on our transit service and to aid riders in need (e.g. lost wallet, took wrong bus, route change impacts, etc.). In 2011, 5,152 pairs of free ride tickets were distributed with an estimated revenue loss to King County Metro Transit of \$11,754.

Marketing/Community Outreach: A total of 22,886 pairs of free ride tickets were distributed during marketing and community outreach events. Use of these tickets and passes resulted in an estimated revenue loss to King County Metro Transit of \$25,270 and an estimated 11,754 rides by new customers.

In 2011, free ride tickets were used in the In Motion programs in Georgetown, South Park, Squire Park, Swedish Hospital, West Seattle and White Center. The tickets are a method to increase awareness of existing service and to understand service restructuring (especially with the introduction of RapidRide B Line service in east King County) and they allow non-riders to take test rides. Tickets were again included in the Chinook Book, a healthy/environmental coupon book and directory, to encourage readers to consider bus travel for non-commute trips.

Miscellaneous Programs/Use: A total of 1,400 pairs of free ride tickets were used for Rideshare programs, promotions, and for miscellaneous use. Use of these tickets and passes resulted in an estimated revenue loss to King County Metro Transit of \$950 and an estimated 441 rides by new customers.

Bikes on State Route 520 Deadhead Service: Beginning in 2008, deadheading coaches began providing free bike service on the State Route 520 bridge for customers commuting just between Montlake and Evergreen Point. This demonstration was extended through the end of 2009 and, subsequently, through 2011. This is a low-cost way to support bicycle commuting while waiting for the construction of a new State Route 520 bridge.

Revenue loss for this program was estimated at \$9,016 during 2011. This was based on an estimate of 20 free trips per day derived from summer 2007 data from Metro's automated passenger counting (APC) system; APC data indicated that forty-two percent of the weekday trips were taken during peak hours. All trips were assumed to be taken by adult riders. It was also assumed that the average number of free bicycle trips per day remained constant throughout the year and that 50 percent of the riders making these trips have passes.

Section 4.150.210: Provisions of Tickets to Human Services Agencies

4.150.210 Provisions of tickets to human services agencies.

The director is authorized to establish a program for the sale and distribution of tickets to human service agencies at twenty percent of their cash value for the purpose of meeting the transportation needs of low income and homeless populations. The total amount of the eighty percent discount provided under the program shall not exceed one million eight hundred seventy-five thousand dollars for any one year. The allocation of discount tickets under the program shall be made by the director in conjunction with local jurisdictions and the county's department or departments responsible for human services programs. The local jurisdictions and the county department or departments shall determine the number of tickets from their respective allocations which shall be sold to the human service agencies eligible under the program. Tickets sold under the program are valid on all public transportation and paratransit service. (Ord. 16702 § 9, 2009; Ord. 16299 § 6, 2008; Ord. 15959 § 3, 2007; Ord. 14096 § 5, 2001; Ord. 13640 § 1, 1999; Ord. 12643 § 19, 1997. Formerly K.C.C. 28.94.245).

This section authorizes the human services ticket program. During 2011, the program had the following terms:

King County Metro Transit subsidized 80 percent of the face value of tickets.

The total subsidy was not to exceed \$1,875,000.

The City of Seattle and King County were responsible for determining the eligibility of, and directing their respective ticket allocations to, human service providers serving low income and homeless populations.

After receiving authorization from a local jurisdiction or King County, human service providers may purchase their authorized allotment of tickets from King County Metro Transit by paying 20 percent of the ticket face value.

The tickets are valid on all public transportation and paratransit service.

The program is administered by the City of Seattle's Human Services Department and King County's Department of Community and Human Services. In 2011, the City distributed subsidized tickets to 68 social service providers. King County and the remaining jurisdictions pooled their allocations for distribution to 80 social service agencies.

A total face value of \$2,211,243 worth of tickets was made available through this program in 2011. This represents a King County Metro Transit subsidy of \$1,768,994 and a cost to the social service agencies of \$442,249. In total, 79,165 ticketbooks were distributed, representing about 995,962 individual rides. (See Appendix E for a list of human service agencies receiving tickets through this program.)

Appendix A
Report on Rates of Fare for the Transit Program - 2011 Report
2011 Special Event Service

EVENT	DATE(S)		TOTAL PSGRS	CASH FARE	AVG FARE	Sponsor Payments	Marketing Credit	Total Op. Revenue	Total Op. Expense
	Start	End							
Husky Service - Local	Sep-11	Nov-11	26,055	REG	\$2.00			\$52,110	\$86,543
Husky Service - Park and Ride	Sep-11	Nov-11	133,862	\$2.50	\$0.00	\$506,706		\$528,651	\$528,651
Seahawks	Sep-11	Dec-11	13,983	\$5.00	\$5.00	\$13,281	\$14,682	\$97,878	\$97,878
Sounders	Apr-11	Oct-11	8,763	\$2.25	\$2.25	\$33,191	\$9,337	\$62,245	\$62,245
Folklife	May-11	May-11	4,315	REG	\$1.13			\$4,876	\$18,721
Bumbershoot	Sep-11	Sep-11	2,262	REG	\$1.13			\$2,556	\$18,721
SR-520 Shuttle	Jun-11	Nov-11	310	REG	\$1.13			\$350	\$28,529
Wheels to Water	Mar-11	Dec-11	2,001	n/a	\$0.00	\$22,903		\$22,903	\$26,200
Seafair - Torchlight	Jul-11	Jul-11	2,980	REG	\$1.13			\$3,367	\$28,374
Seafair - Hydro Shuttle	Jul-11	Jul-11	15,037	n/a	n/a	\$20,422	\$5,000	\$25,422	\$25,422
KC Request	Jan-11	Dec-11	2,216	n/a	\$0.00			\$0	\$4,740
4th of July Standbys	Jul-11	Jul-11	540	REG	\$1.13			\$610	\$6,225
Bite of Seattle	Aug-11	Aug-11	123	REG	\$1.13			\$139	\$7,657
Fremont Parade Standbys	Jun-11	Jun-11	2,386	REG	\$1.13			\$2,696	\$7,395
I-405 Closure Standbys	Apr-11	Apr-11	19	REG	\$1.13			\$21	\$4,706
Mercer Street Standbys	May-11	Jun-11	4,448	REG	\$1.13			\$5,026	\$14,039
New Year's Standby	Dec-11	Dec-11	502	REG	\$1.13			\$567	\$5,675
Post-Game Standbys (M's, Seahawks, Sounders)	Mar-11	Dec-11	3,375	REG	\$1.13			\$3,814	\$15,328
Film/Photo Shoots	Jan-11	Aug-11	n/a	n/a	n/a	\$4,747		\$4,747	\$4,175
Other Paid Specials	Jan-11	Oct-11	n/a	n/a	\$0.00	\$3,945		\$3,945	\$4,445
Other Shuttles/Standbys	Jan-11	Aug-11	3,369	REG	\$1.13			\$3,807	\$24,869
TOTAL, ALL SPECIAL SERVICE	Jan-11	Dec-11	231,604			\$605,195	\$29,019	\$825,732	\$1,020,538

*excludes services with no passengers

**excludes services with no revenue

^ no ridership data collected

REG=Regular Fares.

Appendix B
Report on Rates of Fare for the Transit Program - 2011 Report
2011 Custom Bus Routes

Route	Pass Price	Cash Fare	% of Cost Recovery	Communities Served	Destination	Employer/School	Base
952	\$126/\$144	\$3.50/\$4.00	29%	Auburn/Kent/Renton	Everett	Boeing	South
981	\$171	\$4.75	121%	Mercer Island/Eastgate/Bellevue	Bellevue	Lakeside	East
982	\$171	\$4.75	109%	Bear Creek/Redmond/Yarrow/Evergreen Point	N. Seattle	Lakeside/Univ Prep	East
983	\$171	\$4.75	102%	Issaquah/South Bellevue/Mercer Island	N. Seattle	Lakeside/Univ Prep	East
984	\$171	\$4.75	106%	Madrona/Madison Park/Capitol Hill	Seattle	Lakeside	Central
985	\$90	\$2.50	111%	University District (Summer Only)	Queen Anne	Pacific NW Ballet	Central
986	\$171	\$4.75	112%	Kirkland/Evergreen Point/ Montlake	N. Seattle	Lakeside/Univ Prep	East
987	\$171	\$4.75	115%	Rainier Beach/Mt. Baker/Leschi	N. Seattle	Lakeside/Univ Prep	Central
988	\$171	\$4.75	113%	Madrona/Madison Park/Capitol Hill	N. Seattle	Lakeside/Univ Prep	Central
989	\$171	\$4.75	97%	Eastgate/Bellevue/Mercer Island	N. Seattle	Lakeside/Univ Prep	East
994	\$171	\$4.75	116%	Queen Anne/Magnolia/Ballard	N. Seattle	Lakeside/Univ Prep	Central
995	\$171	\$4.75	120%	Laurelhurst/Viewridge/Wedgwood	N. Seattle	Lakeside/Evergreen	Central

Appendix C
Report on Rates of Fare for the Transit Program - 2011 Report
Estimated Benefits and Lost Revenue

Percentage of customers responding either "1 to 4 Rides", or "Zero Rides" to the 1997 survey question: "in the last 30 days, how many one-way rides have you personally taken on a Metro bus, not counting rides entirely within the downtown Seattle Ride Free Area?"

___ 5 or More Rides

___ 1 - 4 Rides

___ Zero Rides

Zero to 4 rides = 52.5%

I. BENEFITS -- INCENTIVES TO RIDE THE BUS

Free Ride Tickets -- Employer Site Promotions:

Total tickets distributed, 2011 (2 tickets / customer)	43,652
x Redemption rate (based on 1997 farebox counts)	0.30
<u>x Percent "Usually Don't Ride"</u>	<u>0.525</u>
Estimated trips by new customers	6,875

Free Ride Tickets -- Other Programs and Promotions:

Total tickets distributed, 2011 (2 tickets / customer)	127,530
x Redemption rate (based on 1997 farebox counts)	0.30
<u>x Percent "Usually Don't Ride"</u>	<u>0.525</u>
Estimated trips by new customers	20,086

Free Ride Tickets -- InMotion:

Total tickets distributed, 2011	27,500
Tickets Redeemed	16,871
<u>x Percent "Usually Don't Ride"</u>	<u>0.525</u>
Estimated trips by new customers	8,857

TOTAL ESTIMATED NEW CUSTOMER TRIPS 35,818

II. REVENUE LOSS

Free Ride Tickets -- Employer Site Promotions:

Total tickets distributed, 2011	43,652
x Redemption rate (based on 1997 farebox counts)	0.30
x Percent "Usually Do Ride"	0.475
x Average lost revenue: Peak cash fare ¹	(\$2.38)
Estimated Revenue Loss: Tickets	\$ (14,805)

Free Ride Tickets -- Other Programs and Promotions:

Total tickets distributed, 2010	127,530
x Redemption rate (based on 1997 farebox counts)	0.30
x Percent "Usually Do Ride"	0.475
x Average lost revenue: Peak cash fare ¹	(\$2.38)
Estimated Revenue Loss: Tickets	\$ (43,252)

Free Ride Tickets -- InMotion:

Total tickets distributed, 2011	27,500
Tickets Redeemed	16,871
x Percent "Usually Do Ride"	0.475
x Average lost revenue: Peak cash fare ²	(\$2.38)
Estimated Revenue Loss: Tickets	\$ (19,073)

TOTAL ESTIMATED REVENUE LOSS \$ (77,130)

¹ (\$2.25 x 61.9% + \$2.50 x 31.1% + \$3.00 x 7%) =

\$2.38

Appendix D
Report on Rates of Fare for the Transit Program - 2011 Report
Summary of Trips and Revenue Loss from 2011 Special Rates of Fare Programs

Program	Estimated New Customer Trips	Estimated Costs	
		Revenue Gain (Loss)	Printing
Employer Site Promotions	6,875	(\$14,805)	\$2,008
Other Special Rates of Fare Programs and Promotions			
Adopt-A-Stop	15,112	(\$32,542)	\$4,414
Customer Service Office, Service Supervisors & Service Changes	1,623	(\$3,495)	\$474
Marketing/Community Outreach	11,734	(\$25,270)	\$2,106
Other Programs and Miscellaneous Use	441	(\$950)	\$129
Totals:	35,786	(\$77,061)	\$9,130

The cost of printing a ticket = \$0.0460

**Appendix E: 2011 Participating Social Service Agencies
Report on Rates of Fare for the Transit Program - 2011 Report**

CITY OF SEATTLE AGENCIES

BALLARD ECUMENICAL MINISTRY
BREAD OF LIFE MISSION
CASA LATINA
CATHOLIC COMMUNITY SERVICES OF KING COUNTY
CENTER FOR CAREER ALTERNATIVES
CHIEF SEATTLE CLUB
CHILDRENS HOME SOCIETY OF WA
CHURCH COUNCIL OF GREATER SEATTLE
CHURCH OF MARY MAGDALENE
COMPASS HOUSING ALLIANCE
CONSEJO
COUNTRY DOCTOR - FREE TEEN CLINIC
DESC
DIOCESE OF OLYMPIA-REFUGEE RESETTLEMENT OFFICE
EL CENTRO DE LA RAZA
EVERGREEN TREATMENT SERVICES
FAMILY WORKS
FARESTART
FIRST AFRICAN METHODIST EPISCOPAL CHURCH
FIRST PLACE
GETHSEMANE COMMUNITY SERVICES
GOODWILL DEVELOPMENT ASSOCIATION
HARBORVIEW MEDICAL CENTER/PIONEER SQUARE CLINIC
HARDER HOUSE
HSD/EMERGENCY RESERVES/SEVERE WEATHER
INTERNATIONAL DISTRICT HOUSING ALLIANCE
JEWISH FAMILY SERVICES
JUBILEE WOMEN'S CENTER
LAMBERT HOUSE
MILLIONAIRE CLUB CHARITY
NEIGHBORHOOD HOUSE
NEW BEGINNINGS
NEW HORIZONS MINISTRIES
NORTH HELPLINE
OPERATION NIGHTWATCH - SEATTLE
PARENT CHILD ASSISTANCE PROGRAM
PEACE FOR THE STREETS BY KIDS FROM THE STREETS
PIKE MARKET MEDICAL CLINIC
PIONEER HUMAN SERVICES - SPRUCE STREET INN
PLYMOUTH HOUSING GROUP
PROVIDENCE HOSPITALITY HOUSE
PROVIDENCE REGINA HOUSE
PUGET SOUND HEALTH CARE SYSTEM
QUEEN ANNE HELP LINE
RECOVERY CAFÉ
SALVATION ARMY
SALVATION ARMY ADULT REHABILITATION CENTER
SEATTLE CONSERVATION CORPS
SEATTLE FIRST PRESBYTERIAN CHURCH SHELTER MINISTRY
SEATTLE MENNONITE CHURCH
SEATTLE MUNICIPAL COURT
SEATTLE URBAN ACADEMY
SHALOM ZONE NONPROFIT ASSOC./RISING OUT OF THE SHADOWS (ROOTS)
SHARE (SEATTLE HOUSING AND RESOURCE EFFORT)
SOJOURNER PLACE
SOUTH SEATTLE COMMUNITY COLLEGE - WOMEN'S CENTER
ST. JOHN THE EVANGELIST CONFERENCE OF ST. VINCENT DE PAUL SOCIETY
TEEN FEED
TINY DIAMOND EARRINGS MENTORING PROGRAM
UNION GOSPEL MISSION
UNITED INDIANS OF ALL TRIBES FOUNDATION
UNIVERSITY CHURCHES EMERGENCY FUND
VIETNAMESE FRIENDSHIP ASSOCIATION
VIRGINIA MILLER HOUSE
WELLSPRING FAMILY SERVICES
WEST SEATTLE HELPLINE
WOODLAND PARK PRESBYTERIAN CHURCH
YEAR UP

KING COUNTY AGENCIES

ASIAN COUNSELING AND REFERRAL SERVICE
ATLANTIC STREET CENTER
BELLEVUE COLLEGE/CAREER EDUCATION OPTIONS
CATHOLIC COMMUNITY SERVICES
CENTER FOR CAREER ALTERNATIVES
CENTER FOR HUMAN SERVICES
CHILD CARE RESOURCES
CITY OF KENT - HOUSING AND HUMAN SERVICES
CITY OF KENT CORRECTIONS - CITY JAIL
CITY OF SEATAC - EMERGENCY SERVICES
COMPASS CENTER - RENTON VETERAN CENTER
DOMESTIC ABUSE WOMEN'S NETWORK
EASTSIDE ACADEMY - RECOVERY/COUNSELING/EDUCATION
EASTSIDE DOMESTIC VIOLENCE PROGRAM
EASTSIDE INTERFAITH SOCIAL CONCERNS COUNCIL
ECCLESIA COMMUNITY CHURCH
EMPOWERING YOUTH AND FAMILIES OUTREACH
FEDERAL WAY COMMUNITY CAREGIVING NETWORK
FIRST CONGREGATIONAL CHURCH OF BELLEVUE/OUTREACH
FRIENDS OF YOUTH
GRACE LUTHERAN CHURCH
HEALTHPOINT - MEDICAL/DENTAL/HOMELESS OUTREACH
HEROES FOR THE HOMELESS
HIGHLINE SCHOOL DISTRICT/SCHOOL AND PROG. BASED
HOPELINK
ISSAQUAH CHURCH AND COMMUNITY SERVICES
JESUS CHRIST SALT AND LIGHT
KC DAJD - COMMUNITY CORRECTIONS DIVISION
KC DCHS WORK TRAINING PROGRAM
KC DCHS/VETERANS PROGRAM
KC DEPT OF PUBLIC HEALTH - JAIL HEALTH SERVICES
KC DEPT. OF JUDICIAL ADMINISTRATION - DRUG COURT
KC JOBS INITIATIVE
KENT SCHOOL DISTRICT/REFUGEE TRANSITION CENTER
KENT YOUTH AND FAMILY SERVICES
KING COUNTY RESERVED
KITH
LIFELONG AIDS ALLIANCE
MAPLE VALLEY FOOD BANK AND EMERGENCY SERVICES
MT. SI SENIOR CENTER
MULTI-SERVICE CENTER
NEIGHBORHOOD HOUSE
NEW BEGINNINGS
NEW CONNECTIONS
NEW TRADITIONS - WOMEN'S OUTPATIENT TREATMENT
PERINATAL TREATMENT SERVICES
PREGNANCY AID OF KENT
PUGET SOUND OIC DBA PUGET SOUND TRAINING CENTER
RECOVERY CENTERS OF KING COUNTY
REFUGEE WOMEN'S ALLIANCE
SEATTLE DRUG AND NARCOTIC CENTER (SEADRUNAR)
SEATTLE EDUCATION ACCESS - COLLEGE SUCCESS PROGRAM
SEATTLE HOUSING AND RESOURCE EFFORT (SHARE)
SEATTLE INDIAN HEALTH BOARD
SENIOR SERVICES
SHORELINE COMMUNITY COLLEGE - CEO PROGRAM
SOLID GROUND
SOPHIA WAY - EASTSIDE WINTER RESPONSE SHELTER
SOUTHWEST YOUTH AND FAMILY SERVICES
ST. LUKE'S PARISH - HELPING HANDS
ST. MARY'S THE FOOD BANK
ST. STEPHEN HOUSING ASSOCIATION
ST. VINCENT DE PAUL COUNCIL SEATTLE-KING COUNTY
ST. VINCENT DE PAUL HOLY FAMILY-HELPING HANDS
ST. VINCENT DE PAUL SOUTH KING COUNTY
STANDUP FOR KIDS
TEEN FEED (FORMALLY: UNIVERSITY STREET MINISTRY)
THERAPEUTIC HEALTH SERVICES/CENTRAL YFSC
TREEHOUSE
TZU CHI FOUNDATION
VALLEY CITIES COUNSELING AND CONSULTATION
VASHON YOUTH AND FAMILY SERVICES
WASHINGTON STATE DOC - SEATTLE DAY REPORTING
WASHINGTON WOMEN'S EMPLOYMENT & EDUCATION
WELCOME HOME SOCIETY
WORLD RELIEF SEATTLE
YMCA OF GREATER SEATTLE
YOUTH CARE
YWCA OF SEATTLE-KC-SNOHOMISH COUNTY
YWCA OF SEATTLE-KC-SNOHOMISH COUNTY - HOMELESS