

Proposed Fare Increase:

Outreach Report

Presented by:

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Director of Community Affairs & Engagement

March 22, 2023



Overview

- Timeline
- Message
- Activities
 - Getting the word out
 - Collecting feedback: events, meetings, survey
- What we heard

Timeline

Nov

Dec

Jan

Feb

Mar

Apr

May

Nov 9
Board directs staff to formalize fare increase proposal, begin outreach, Title VI analysis

- **Digital communications**
- **Online survey**

- **Community events**
- **Meetings with reduced fare program partners**
- **Open houses**
- **Partner events**
- **TriMet public meetings**

March 22
Outreach report

March 29
Draft Title VI report

- April 26
- Final Title VI report
 - Ord. first reading
 - Public hearing

- May 24
- Ord. second reading
 - Decision

Concurrent process for proposed service changes

Message

- Base fare has been the same for a decade; cost of delivering service has risen
- Fare revenue is a key element of TriMet's financial plan
- Reduced fare programs are available for qualifying riders
- Multiple formats for providing input
- Feedback will inform the final proposal and Board decision in May 2023

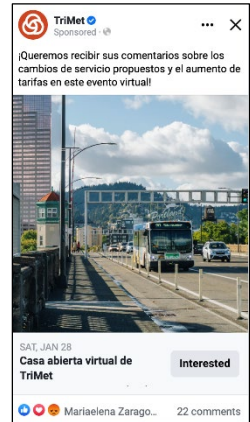
Fare Increase Proposal

Fare Type	Current Price	Proposed Increase	Proposed Price
Adult 2½ -Hour Ticket	\$2.50	\$0.30	\$2.80
Adult Day Pass	\$5.00	\$0.60	\$5.60
Adult – ride free after spending \$100 in a month with Hop Fastpass™			
Honored Citizen 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Honored Citizen Day Pass	\$2.50	\$0.30	\$2.80
Honored Citizen – ride free after spending \$28 in a month with Hop Fastpass™			
Youth 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Youth Day Pass	\$2.50	\$0.30	\$2.80
Youth – ride free after spending \$28 in a month with Hop Fastpass™			
LIFT single ride	\$2.50	\$0.30	\$2.80

Monthly and annual pass prices remain unchanged

Getting the word out

TriMet News email	≤ 82,600 delivered (x5)
TriMet on the Move email	≤ 2,000 delivered (x3)
Equity on the Move email	≤ 900 delivered (x2)
Facebook post	≤ 2,000 impressions (x5)
Facebook paid ad	132,600 impressions
Instagram post	8,000 impressions
Twitter post	≤ 4,000 impressions (x6)
LinkedIn post	1,000 impressions
Posters on LIFT vehicles	180 vehicles
Facebook ad + post In Spanish	43,200 impressions



Weigh in on our fare and service proposals



There's still time to provide feedback on our proposed fare increase for 2024 and our first Forward Together service improvements.

Visit trimet.org/plan or trimet.org/fareproposal to learn more about the proposals, leave your feedback and complete the [fare proposal survey](#) by Feb. 25. We'll gather all of the comments we receive and present them to our Board of Directors before they vote on the service changes in April and the fare increase in May.

Getting the word out

Community events

Interactions with 1,550 people

Reduced fare program partners

Meetings with 66 community organizations



Meetings with 66 partners

- African Family Holsitic Health Organization (AFHHO)
- Americorps
- Artist Mentorship Program
- Blanchet House of Hospitality
- Bybee Lakes Hope Center
- CareOregon
- Cascadia Health
- Centro Cultural
- Clackamas County Childrens Commission
- Columbia Care
- Community Action
- Community Services Network
- Constructing Hope
- C-TEC Youth Services
- Division MidwayAlliance
- Do Good Multnomah
- Ecumenical Ministries of Oregon
- Family Promise Metro East
- Family SkillBuilders
- First Transit
- Gateway Center
- Girls Inc. of the Pacific Northwest
- Hacienda CDC
- Hand Up Project
- Harmony Academy
- Helping Hands Reentry Outreach Centers
- HomePlate Youth Services
- Impact NW
- Innovative Housing, Inc.
- Iron Tribe Network
- Lines for Life Healing Summit
- Love INC of Tigard, Tualatin & Sherwood
- LoveOne
- Mental Health Association
- Metropolitan Family Service
- New Avenues for Youth
- New Narrative
- Northwest Family Services
- Northwest Pilot Project
- Oregon Food Bank
- Oregon Tradeswomen
- Our House of Portland, CAP
- Our Just Future
- Portland Community College
- Portland Refugee Support Group
- Portland Rescue Mission
- Providence Foundations of Oregon
- Providence Portland Medical Foundation
- Rahab's Sisters
- Ride Connection
- Rose Community Development
- Rose Haven
- Salvation Army Moore Street
- Sickle Cell Anemia Foundation or Oregon, Inc.
- The Alano Club of Portland
- The Community Services Network
- The Pathfinder Network
- The Rosewood Initiative
- The Salvation Army Bridgeway of Hope
- Virginia Garcia Memorial Foundation
- VOA Oregon
- Voz Workers' Rights Education Project
- Wisdom of the Elders, Inc.
- Youth Progress
- Portland Street Medicine
- YWCA of Greater Portland

Getting the word out

<u>10 multicultural outreach partners</u>	<u>Shared info</u>	<u>Co-hosted public event</u>	<u>Hosted event</u>
Asian Pacific Islander Community Coalition of Oregon (APICCO)	X		X
Center for Positive Aging	X		X
Centro Cultural	X	X	X
Korean Society of Oregon	X		X
Muslim Educational Trust (MET)	X	X	
Play East	X	X	
Rosewood Initiative	X	X	
Somali American Council of Oregon	X		X
Slavic Community Center of NW	X	X	
Vive NW	X		

Open house events

In person (7)

365 attendees

9 languages + English

Arabic Rohingya

Burmese Russian

Farsi Spanish

Napali Ukrainian

Online (5)

45 attendees

2 languages + English

ASL

Spanish



Partner events

In person (5)

240 attendees

10 languages + English

Cambodian	Somali
Chinese	Spanish
Filipino	Swahili
Japanese	Taiwanese
Korean	Vietnamese



TriMet Public Meetings

Transit Equity Advisory Committee (TEAC)
Committee on Accessible Transportation (CAT)
Testimony to Board of Directors

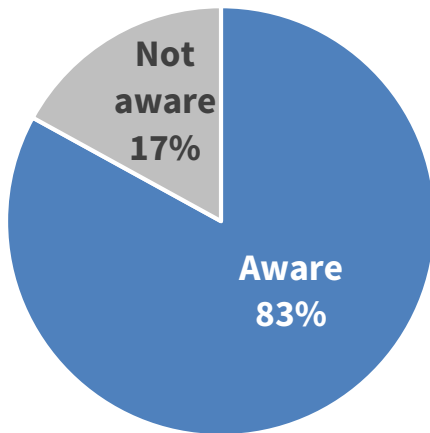


What we heard: survey

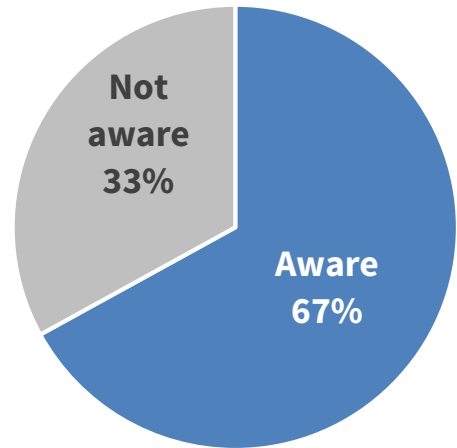
- 5,688 respondents
- Online in 10 languages + English
 - Arabic** Japanese **Spanish** **Vietnamese**
 - Chinese** **Korean** Tagalog
 - Farsi **Russian** **Ukrainian**
- Questions:
 - Awareness of programs offering reduced or free fares
 - How would the proposed fare increase affect you?
 - Would you take fewer trips due to the fare increase?
 - Comments (open-ended)
 - Ridership and demographic questions

Awareness high for programs, especially reduced fare

Reduced fare program for seniors, youth, people with disabilities or low income

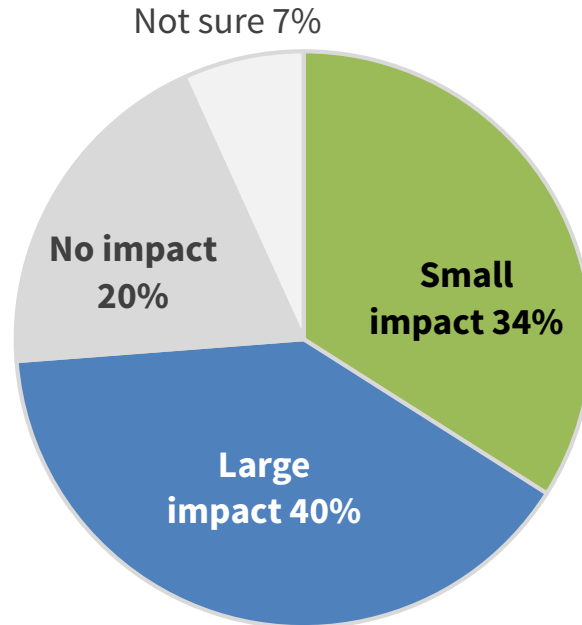


Free and low-cost fare programs for nonprofits and CBOs



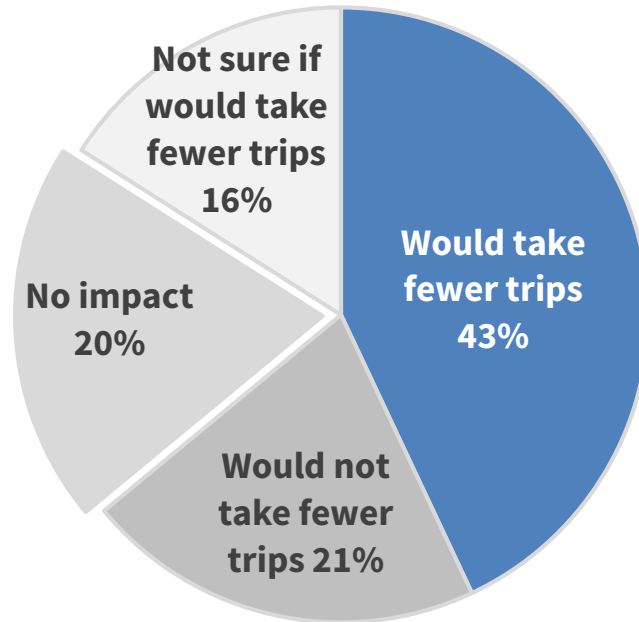
n=5688

74% would be affected



n=5688

43% would take fewer trips



n=5688

Top comments (open ended)

51% **Against fare proposal (net)**

19% Should be free or reduced

16% People with low incomes would be most affected/might not qualify for reduced fares

8% I can't afford the increase/inflation

39% **Other (net)**

11% Suggestions for changing fares by user type/how to fund with existing budget

11% Tax comment/find other agencies to fund/fares are small part of budget

8% Increment difficult for coins/round to even amount

29% **Fix these first (net)**

12% Want more service, reliability, amenities, etc

11% Safety/security issues

10% Enforce existing fares

13% **Positive comments (net)**

n=3214

Demographics of respondents

RIDERSHIP

Frequent/ Regular	Occasional/ Infrequent	Non- Rider
59%	39%	3%

FARE TYPE

Adult	HC	Youth/ LIFT
66%	30%	4%

COUNTY RESIDENCE

Multi- nomah	Wash- ington	Clack- amas	Other
70%	21%	8%	2%

TRANSIT DEPENDENT

No	Yes	Not sure
55%	43%	1%

DISABILITY

No	Yes	Not sure
71%	25%	3%

SURVEY LANGUAGE

English	All other
90%	10%

Demographics of respondents

AGE			
Up to 25	25-44	45-54	55+
13%	46%	13%	28%

GENDER		
Female	Male	Non-binary
49%	41%	9%

ETHNICITY	
White only	People of Color
71%	29%

200% FPL	
Above	At or below
63%	37%

What we heard: events

- Attendees were encouraged to complete survey (via tablets or paper)
- Staff also collected comments from conversation and paper comment cards
- Comments from 138 respondents coded with same methodology as survey

Comment Category	Received via		
	Survey	Events	Customer Service
Against fare proposal	1649	75	4
Other	1269	70	3
Fix other things first	927	69	
Positive	413	13	

Top comments from events

75 **Against fare proposal (net)**

- 26 I can't afford the increase/inflation
- 15 People with low incomes would be most affected/might not qualify for reduced fares
- 13 Should be free or reduced

70 **Other (net)**

- 17 Need more information about fare payment options
- 13 Interest in increasing transit ridership to address climate change/less cars
- 7 Other response

69 **Fix these first (net)**

- 28 Safety/security issues
- 23 Want more service, reliability, amenities, etc.
- 10 Cleanliness concerns

13 **Positive comments (net)**

n=138
(650 attendees)

Sample comments from events

“Public transit is my only way to get around, I don’t drive, I don’t have family or friends who drive. If you increase the cost, I still have to get around. I can’t just stop going out, even things like grocery shopping, I have to get there on the bus. I will probably buy less groceries but I can’t just decide to walk places because I can’t walk very far.”

“I remember like five years ago, you could buy a card at the Mexican stores but now most of them don't know what I'm talking about. I use cash only now, I see people use their phone and is suppose to be easier but I don't have that knowledge and I don't have a bank account.”

“Focus on safety, make the trains and buses safe and then people won't feel like you have a curfew if you are a person of color not been safe to ride when it's dark or past a certain time.”

“Like that fare cap is not changing, this is helpful for daily riders.”

What we heard: TriMet Public meetings

Transit Equity Advisory Committee (TEAC)

- Continued interest in fareless system

Committee on Accessible Transportation (CAT)

- Generally against fare increase

Testimony to Board of Directors

- Against fare increase

Next step: Draft Title VI report at March 29 Strategy Session

- Analysis of potential disparate impacts and disproportionate burdens to Title VI populations
- Outreach findings will help inform potential mitigations

2022 Title VI Program Update

Submitted in fulfillment of Title VI of the Civil Rights Act of 1964 and FTA Circular 4702.1B



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