

Fare Code Updates

Changes to TriMet Code 19 & Fare Program Policy

Policy Changes

- 1. Elimination of LIFT Annual Pass product**
2. Update Employer Pass policy language
3. Update Honored Citizen terminology

TMC19: Eliminate LIFT Annual Pass

Considerations

- ▶ Convenience pass
 - 12 1-month passes (\$74) = Annual pass (\$888)
- ▶ Agencies contracted to provide premium LIFT services at a pre-determined rate are using Annual Pass purchase to circumvent contractual obligations
- ▶ Recapture ~\$5,000,000 over next 2 years

Yearly Report of LIFT Annual Purchases

Jan - Dec 2023

▶ 211 Annual Passes

Jan - Dec 2024

▶ 267 Annual Passes

Jan - Dec 2025

▶ 542 Annual Passes

2023-2024

▶ 27% increase in passes

2024-2025

▶ 103% increase in purchases

Policy Changes

1. Elimination of LIFT Annual Pass product
2. **Update Employer Pass policy language**
3. Update Honored Citizen terminology

TMC19: Update Employer Pass Language

Considerations

Remove

- ▶ Outdated and restrictive contract pricing unrelated to trends or shifts in the market
- ▶ Restrictive language

Outcome

- ▶ Better, more dynamic products to entice new employers
- ▶ Increased revenue

Policy Changes

1. Elimination of LIFT Annual Pass product
2. Update Employer Pass policy language
3. **Update Honored Citizen terminology**

TMC19: Update Honored Citizen Terminology

Considerations

Remove

- ▶ Outdated, and discriminatory language

Amend

- ▶ More inclusive language
- ▶ Language to reflect current products
- ▶ Defining LIFT cardholder within the Honored Citizen classification

Financial Impact

Expected Revenue

- ▶ Eliminate LIFT Annual Pass
 - \$5M<
- ▶ Update Employer Pass Language
 - \$200K<

Questions?