

SECTION 10.1 – FARE NOTIFICATION

The fare increase notice was posted conspicuously in buses, shelters, and at STA’s transit facilities. It was also published in the *Spokesman Review*.

STA Fare Increase Notice For Fixed Route and Paratransit Services

First Phase Effective: January 1, 2010

On June 18, 2009, the Spokane Transit Authority Board of Directors approved a recommendation by the STA Citizen Advisory Committee to increase fares for both Fixed Route and Paratransit services. The fare increase will be implemented in three-phases, with the first phase commencing January 1, 2010. The fare amounts for the various fare categories throughout all three phases are shown in the three adjacent panels on this Notice.

These changes do not effect the free fare status for children under the age of six or Personal Care Attendants who are travelling with qualified Paratransit customers. For more information about Spokane Transit, please visit www.spokanetransit.com.

PHASE 1: Effective January 1, 2010

| Fare Category | Cash | Two-Hour | Day Pass | Monthly | Summer Youth | Student | City Ticket |
|-----------------|--------|----------|----------|---------|--------------|---------|-------------|
| Adult | \$1.25 | \$1.25 | \$3.00 | \$40.00 | | \$32.00 | |
| Youth | \$1.25 | \$1.25 | \$3.00 | \$28.00 | \$40.00 | | |
| Reduced Fare | \$0.60 | \$0.60 | \$3.00 | \$20.00 | | | |
| Paratransit | \$0.75 | \$0.75 | | \$25.00 | | | |
| Shuttle Service | \$0.75 | | | | | | \$25.00 |

PHASE 2: Effective January 1, 2011

| Fare Category | Cash | Two-Hour | Day Pass | Monthly | Summer Youth | Student | City Ticket |
|-----------------|--------|----------|----------|---------|--------------|---------|-------------|
| Adult | \$1.50 | \$1.50 | \$3.50 | \$45.00 | | \$37.00 | |
| Youth | \$1.50 | \$1.50 | \$3.50 | \$30.00 | \$45.00 | | |
| Reduced Fare | \$0.75 | \$0.75 | \$3.50 | \$22.50 | | | |
| Paratransit | \$1.25 | \$1.25 | | \$35.00 | | | |
| Shuttle Service | \$0.75 | | | | | | \$30.00 |

PHASE 3: Effective January 1, 2012

| Fare Category | Cash | Two-Hour | Day Pass | Monthly | Summer Youth | Student | City Ticket |
|-----------------|--------|----------|----------|---------|--------------|---------|-------------|
| Adult | \$1.50 | \$1.50 | \$3.50 | \$45.00 | | \$37.00 | |
| Youth | \$1.50 | \$1.50 | \$3.50 | \$30.00 | \$45.00 | | |
| Reduced Fare | \$0.75 | \$0.75 | \$3.50 | \$22.50 | | | |
| Paratransit | \$1.50 | \$1.50 | | \$45.00 | | | |
| Shuttle Service | \$0.75 | | | | | | \$30.00 |

Shuttle Service fare applies for all customers boarding the Plaza/Arena Shuttle and the Medical Shuttle. All passes will be accepted as fare on Shuttle Service routes. No fixed-route fare media will be accepted for Paratransit service, but Paratransit fare media will be accepted for fixed-route fare. Stored-Value Smart Cards will be debited by the cash fare amount when used in the farebox.

SECTION 10.2 – FARE PRINCIPLES AND POLICIES

The principles listed herein define STA’s fare structure. They provide guidelines to ensure that the fundamental ideas behind the fare structure are understood by all. These principles are unchanging and will continue to serve as guidance for new and existing fare policies.

The fare policies contained herein articulate the guidelines for determining STA’s fare structure and collection. These policies together establish a framework for the determination and collection of fares. Each policy contributes to specificity and provides guidance towards reaching the overall goal of fare collection: a revenue structure which appropriately balances farebox, tax, grant, and advertising revenues to provide high-quality service.

Revenues and Fares

STA maintains a convenient, reasonably priced fare structure aimed at increasing ridership within its service area. As a part of an ongoing effort to balance revenue with services, a three-phased change to the entire fare schedule began in January 2010 and will continue through 2012.

A variety of methods exist for fare payment. To reduce the time required for on-board fare collection, the use of one of STA's pre-payment methods is encouraged. Employer-sponsored, organization-based, student, Summer Youth, VIP, and City Ticket bus passes all provide customers with easy-to-use access to STA services. The Pass-by-Mail program, The Bus Shop, and The Bus Shop Too are other alternatives for those purchasing pre-paid fare media. Vending machines located at the STA Plaza, Five Mile Park and Ride, and the Valley Transit Center further encourage the pre-payment of fares. Of course, cash and coin are accepted at fare boxes aboard all STA vehicles.

Numerous other revenue sources exist for funding STA's operating costs. Tax revenues, both from Federal and State allocations and from taxes assessed within the Public Transportation Benefit Area, provide a significant proportion of STA's financial resources. Government grants and revenues from advertising and other sources further mitigate operating costs. These revenues should be used in a manner which upholds STA's role as a responsible steward of community funds.

Revenues and Fares Goal

STA's revenue structure should appropriately balance farebox, tax, grant, and advertising revenues to provide high-quality service.

Revenues and Fares Principles

The principles listed below define STA's fare structure. They provide guidelines to ensure that the fundamental ideas behind the fare structure are understood by all. These principles are unchanging and will continue to serve as guidance for new and existing fare policies.

1. Fares Matter

Ridership increases are achieved by making public transportation cost effective and simple to use.

Depending on the operating environment, type of transit service, and current market demand, fare changes can play a role in the increase or decrease of ridership. The imposition of fares for most transit agencies means there is opportunity to provide more service to more people with the additional revenues.

2. Perceived Value

Fares and "local match" help avoid the pitfalls known to free commodities.

Thomas Paine said, "What we obtain too cheap, we esteem too lightly." Fares provide the opportunity for riders to better appreciate the cost of service. This can facilitate better travel choices.

3. Revenues and Services

The amount of revenue collected correlates with the potential amount of services able to be provided.

The amount of service that STA is able to provide is tied to the amount of revenue from fares, taxes, grants, etc. that is available. When these revenue sources rise or drop, STA must make decisions about the services to provide to maintain a sustainable budget.

4. Diverse Ridership

A range of fare options recognizes the diversity of trips measured in customer attributes, distance, travel times, and purpose.

Many youth, college students, riders with disabilities, and low-income riders rely upon STA to serve their transportation needs. A fare structure which recognizes the diversity of customers' needs increases the use of STA services.

5. Other Revenues – Supplement Fares

The collection of tax, funding from grants, advertising income, and other non-fare-based revenues supplement revenue generated by customer-paid fares.

Although transit agencies often desire to be more dependent upon fares, non-fare-based revenue sources help to keep service levels higher than would be supported by fares alone.

6. Fiscal Responsibility

The fiscally responsible use of revenues increases the public's confidence in transit agencies.

A large proportion of STA's revenues come from tax-based funding sources. To earn taxpayers' confidence, STA should be viewed as operating in a fiscally responsible way. STA should always strive to achieve its objectives with the greatest efficiency and minimal waste.

7. Alignment with Agency Priorities

Revenue sources should support the priorities of an agency. A funding source (i.e. grant requirements) should not define the priorities of an agency.

Some revenue sources, such as grants, often have specific stipulations which may not align with STA's stated priorities and goals. Ensuring that revenue sources support the agency's priorities reduces wasteful spending and improves STA's overall public image.

Revenues and Fares Policies

RF-1.0 – Revenues

1.1 Revenues State and Federal Funding

STA will work to maximize funding from state and federal sources as well as support efforts to increase such financial resources.

State and federal funds are important for STA to be able to maintain a desirable level of service. By supporting efforts to increase the available financial resources, STA may find itself in a position to be better able to provide improved services to the customers throughout the region.

1.2 Pursuit of Grants

STA shall pursue grants which align with the agency's priorities and the public good.

Occasionally, grants are pursued simply for the attached dollars. Such grants have the potential to direct the agency's attention away from its stated goals and priorities. By pursuing grants which directly support STA's priorities, the agency helps to ensure the responsible use of revenues.

1.3 Advertising

STA shall pursue and permit advertising as a revenue opportunity consistent with jurisdictional and community standards.

Advertising provides an important source of income for STA. However, the negative impacts of advertising on STA riders and other community members can be notable. STA should recognize this and ensure that the attempt to secure revenue does not negatively impact public perception or ridership.

1.4 Debt

STA will not incur debt.

STA operates on a pay-as-you-go basis. STA shall not incur debt or agree to other financial commitments beyond the balance of current or projected revenue.

1.5 Non-Traditional Revenue Sources

STA shall review the appropriateness and purpose of potential non-traditional revenue sources.

Numerous non-traditional funding sources, ranging from corporate sponsorship to donations-in-kind to partnerships, could potentially support the achievement of STA's goals and policies. Prior to acceptance of such revenues, STA should ensure the legality and implications surrounding such revenue sources.

RF-2.0 – Fares

The following fare policies articulate the guidelines for determining STA's fare structure and collection. Each policy contributes to specificity and

provides guidance towards reaching the overall goal of fare collection. These policies together establish a framework for the determination and collection of fares.

2.1 Philosophy

STA's philosophy is to encourage increased ridership by providing a convenient and reasonably priced method for citizens to enjoy the advantages of public transportation.

Fares are only one of many factors which influence ridership numbers. However, STA will encourage increased ridership by following the principles described earlier in this element and providing a sensible fare structure and payment method.

2.2 Determination of Fixed-Route Fares

While the fare structure will provide value to our riding customers, a fixed-route farebox return objective of 20% of the fully allocated costs of this service is maintained.

Spokane Transit has agreed to a pro-ridership philosophy in determining fares; that is, that ridership should be encouraged, even if that means that riders pay a small share of the actual cost of the service.

2.3 Complexity of Fare Structure

Minimize complexity—emphasize a simple and easily understood system.

1. Sustain a flat rate fare structure throughout the Public Transit Benefit Area with fixed fares for regular route/service and a differential rate for shuttle routes.
2. Customers use time-limited passes (two hour, day, monthly, etc.) to accomplish multi-route/directional trips. Transfers are not used.

2.4 Pre-Payment of Fares

Increase pre-payment and reduce the use of cash.

1. By contract, monthly billing and post-payment may be allowed for employers, institutions and other groups participating in special pass programs.
2. When possible, existing identification cards (the EWU Eagle Card, etc.) containing appropriate technology (magnetic stripes, chips, etc.) may be used to develop and implement pass programs for groups.

Pre-payment of fares eliminates delays caused by on-board fare payment, increases the reliability of revenues, and encourages the use of transit for spontaneous trips. Increasing access to methods of pre-payment supports this policy. Examples of pre-payment media include Smart Cards, institutional bus pass programs, and day passes.

2.5 Low-income Fares

STA supports opportunities for low-income individuals to use public transportation at a discounted cost.

Opportunities for low-income individuals to use public transportation should be made available through community programs that subsidize the purchase of standard fare instruments rather than as direct STA discounts or special fare structures. This strategy helps manage eligibility challenges and supports other strategic objectives.

Revenues and Fares Connect Strategies

Continue to research alternative fare media

STA should continue to evaluate opportunities to improve the ease of fare payment for customers.

By exploring options such as rolling monthly passes, transit ridership plans, smartcard improvements, etc. STA may be able to improve speed and reliability (quicker payment means the bus may leave the stop sooner), and increase transit attractiveness by simplifying payment options. Additionally, STA should investigate fare structures which charge in proportion to the services provided.

Grants for the High Performance Transit Network

STA should pursue grants which work towards implementing or enhancing the High Performance Transit Network.

In some cases, improvements to a High Performance Transit corridor will take place incrementally. Grants for improved frequency, passenger amenities or coaches should be pursued strategically. This will help foster ridership in corridors which may see a heavier capital or service investment in the futures.

SECTION 10.3 – EVALUATION OF SERVICE CHANGES

Service changes are evaluated for potential negative and/or discriminatory impacts on protected groups. These evaluation methods are included in Section 8 (Service Performance Standards). STA's analysis of impacts of service changes which occurred between 2008 and 2010 is included in Section 7 (Collection of Demographic Data).