

# **Report on Rates of Fare for the Transit Program**

## **2010 Report**

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**January 2012**

**Research and Management Information  
Transit Division**



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FOR THE TRANSIT PROGRAM**

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Research and Management Information Section  
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King County Department of Transportation

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# **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 2010 in compliance with section 28.94.265 of the code.

## **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**

Section 28.94.035 of the King County Code (KCC) authorizes the County to provide paratransit or other special services (referred to as “ADA paratransit services” and “Access Transportation”) to eligible individuals as required by the federal Americans with Disabilities Act (ADA) of 1990. Paratransit services provided by King County Metro have fully complied with ADA minimum service criteria since January 1997.

The Department of Transportation Director is authorized to organize and manage the provision of paratransit services, to enter into agreements with public and private agencies and entities for the provision of these services, and to develop and implement procedures in accordance with federal law.

ADA paratransit services may be supplemented with other service described in K.C.C. 28.94.045 as summarized below.

## Community Transportation Program

Section 28.94.045 establishes a “community transportation program” to supplement available public and private transportation services that are targeted to individuals with “special transportation needs.” Individuals with special transportation needs include individuals who, because of physical or mental disability, income status, or age are unable to transport themselves or to purchase appropriate transportation.

This program includes:

- Enhanced services for persons eligible for the ADA Paratransit Program, such as subscription service for recurring trips, limited door-to-door and hand-to-hand service, and expanded weekday service hours and boundaries in qualifying route corridors. The enhanced services are provided by ADA service providers for ADA registered riders. King County manages the contracts and pays all contracted program expenses.
- The Taxi Scrip program provides a 50 percent subsidy for cab service using pre-authorized scrip. Eligibility is limited to low-income King County residents who are 18 or over and have a disability or are 65 or older. King County screens taxi scrip applications, sells taxi scrip and provides the subsidy.
- The Transit Instruction program to teach individuals or groups how to use regular Metro bus service. King County manages the contract and pays all contracted program expenses.
- Community Access Transportation, which provides assistance to public and private agencies that share in the cost of service delivery; at least some participants must meet eligibility requirements for ADA paratransit services or other age and income eligibility criteria. King County provides lift-equipped vehicles and operating grant funds for agencies that serve seniors and people with disabilities (49 percent of all riders are eligible for Access Transportation). The program includes a partnership with Senior Services that operates the Hyde shuttles. The service provides rides for seniors and people with disabilities in their neighborhood. Hyde shuttles are located in Seattle, Burien, Des Moines, Shoreline and the Snoqualmie Valley.
- Domestic Violence Emergency Transportation, which provides emergency taxi rides for victims in domestic violence situations who are low-income or have a disability. King County manages the contract and pays all contracted program expenses.
- “Getting on Board” is a travel training program for persons with mobility aids who want to practice boarding a Metro bus ramp. Once a month, a Metro bus will park at a destination frequented by persons with disabilities and other people who are transit dependent. A Metro driver will be there to assist persons using mobility devices to practice getting on and off the bus. A travel trainer is present to instruct customers on how to improve their ability to board and deboard. Both the driver and trainer can also answer questions about how to ride the bus, fare payment and how to look for route information. They will also provide schedules for the buses serving that location as well as other tips for riding.

Metro is authorized to provide community partnership services such as operating, capital and technical assistance, and resources to support private nonprofit entities and municipalities within King County that provide or sponsor social services to provide specialized transportation to eligible individuals.

### **Statistical Summary**

At the end of 2010:

- The ADA paratransit program had 30,052 eligible persons registered. ADA registrants took 1,229,039 passenger rides on Access Transportation for a 9.7 percent increase over 2009 rides. The average rides per weekday increased 11.4 percent, and the average rides per weekend day increased 3.4 percent compared to 2009. Vehicle service hours increased 7.8 percent from 2009.
- The Taxi Scrip program had 16,457 eligible persons registered. Taxi Scrip program participants took 32,502 taxi rides—a 5.3 percent decrease from the number of 2009 rides.
- Community Access Transportation agencies provided 250,369 rides to persons participating in their programs compared with 211,417 rides provided in 2009, an increase of 18.4 percent.
- Paratransit service revenue from cash fares and pass sales totaled \$3,132,092 in 2010, compared with \$1,165,137 in 2009. Service costs including direct operating cost, program management cost, ADA eligibility and registration cost, community partnership program cost and administrative cost were \$54,438,389 in 2010 compared with \$48,786,345 in 2009, an increase of 11.6 percent.

### **Section 4.150.230: Visitor Passes**

This section authorizes the Department of Transportation Director to sell visitor passes. December 31, 2008 was the last day visitor passes were valid. With the transition to ORCA, no visitor passes were sold in 2010.

### **Section 4.150.136: Vanpool Fares**

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 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 2010, there were 933 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 2010, there were 142 vanshare groups operating, for a total of 1,075 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 2010, vanpool revenues were \$8,728,042 consisting of \$8,531,565 in fare revenue and \$196,477 in other operating revenue. Operating costs were \$4,810,170, administrative costs were \$4,306,775 (25 percent of which needs to be recovered through fares) and capital costs were \$2,864,000. 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 2010 generated 2,553,091 passenger trips. Vanshares operating in 2010 generated 296,494 passenger trips.

#### **Section 4.150.090: Limited Service Fares**

This section authorizes the Department of Transportation Director to establish rates of fare for limited service to special or seasonal activities or events. Rates of fare and any contributions for limited transit service to special or seasonal activities are to be set at a level reasonably estimated to recover at least 25 percent of the marginal cost for the service hours provided.

King County Metro Transit provided limited service for special and/or seasonal events, which attracted 233,968 riders in 2010. Marginal costs of \$1,115,889 were partially offset by \$1,012,257 in operating revenue, for a net cost of \$103,632. (See Appendix A for a listing of special event service during 2010.)

Section IV.D of the 2008 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 to 10 special events. There was ridership of 199,339 on these services that incurred \$995,809 in costs and generated revenue of \$968,352, 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**

This section authorizes the Department of Transportation Director to establish rates of fare for customized bus service, provided the rates are established at a level estimated to recover at least 80 percent of the cost of providing the 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 was an average of 10 custom bus routes in operation during 2010. One of these routes provided service to Boeing employment sites, eight provided service to private schools and one provided short-term service to the Pacific Northwest Ballet Summer School. These routes generated 193,464 annual passenger trips and \$850,581 in revenue (passes, cash, tickets and direct payments) with costs of \$1,496,885 for an overall cost recovery of 57 percent. The route providing service to Boeing recovered 27 percent of marginal costs, and routes serving schools recovered 100 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**

This section sets the procedure and fare for animals riding on coaches. Assistive animals and animals that do not occupy space other than the lap of the person accompanying the animal are exempt from fare payment. For all other animals, a fare equivalent to the fare paid by the individual accompanying the animal is required (although no zone surcharges are applied). 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**

This section authorizes the 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 Bellevue School District, the Lake Washington School District and the Mercer Island School District to supply students with passes during the 2010/2011 school year. Each participating school district purchased \$0.50 fare value Puget Passes for \$18.00 per month from King County Metro Transit and distributed them to students to travel to and from schools using regular transit routes.

For the 2010/2011 school year, King County Metro Transit received \$2,097,981 from the sale of student passes to the Seattle School District, \$592,461 from the sale of student passes to the Bellevue School District, \$227,745 from the sale of student passes to the Lake Washington School District, and \$121,608 from the sale of student passes to the Mercer Island School District. The total revenue from the number of student passes sold during the 2010/2011 school year was \$3,039,795, an increase of 68 percent from the 2009/2010 school year.

#### **Section 4.150.410: Governmental Agency Ticket and/or Pass Agreements**

This section authorizes the 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. Agreements under this paragraph are subject to being revenue neutral and requiring no additional service.

King County Metro Transit has an ongoing agreement with 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. Transit 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 \$20,325 in 2010. Pursuant to the agreement, King County Superior Court provided King County Metro Transit reimbursement in that amount.

#### **Section 4.150.110: Peace Officer Fares**

This section authorizes Washington peace officers employed by a general authority Washington law enforcement agency with officers in King County 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**

This section authorizes the 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.

The revenue lost to 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 \$393,500 from the City of Seattle for operation of the Ride Free Area in 2010.

In 2010, there were about 8.6 million unlinked trips entirely within the RFA. Of these, 4.2 million were by riders with a pass, and another 1.5 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 0.6 million 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**

This section sets the policy regarding the lease or rental of county-owned transit vehicles for charter operation by others. Minimum rental rates for the lease of transit vehicles are set to recover the marginal cost per service hour plus 10 percent. Different costs per service hour are assessed based on the size and type of vehicle leased.

King County Metro Transit did not lease coaches during 2010.

#### **Section 4.150.350: Interagency Trip Agreements**

This section authorizes the County Executive to enter into agreements with other transit agencies to establish a system of fare payment for passengers transferring between transportation systems or crossing jurisdictional boundaries, and establishes a formula for determining the County's estimated share of revenue from regional fare payment.

King County Metro Transit participated in two interagency trip agreements during 2010. First, Metro and its regional partners phased out the Regional Pass and Fare Reconciliation Program (authorized by Ordinance 15976, adopted in December 2007). December 2009 was the last month in which non-ORCA Puget Passes were sold. Remaining annual non-ORCA passes in circulation were phased out as they expired during 2010. Metro also partnered 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.

By year-end 2010, there were approximately 700,000 ORCA cards in use in the region, including about 82,000 Regional Reduced Fare Permits and 45,000 Youth cards.

#### **Section 4.150.610: Waiving or Discounting Fare or Pass Prices**

This section authorizes the Department of Transportation Director to waive or discount fares 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 loss of revenue for all such programs, promotions and fare discounts shall be no greater than \$350,000 annually. 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 2010 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 2010 is estimated at \$61,715. Program costs were also incurred including an estimated \$4,410 for printing tickets. In 2010, these promotional activities allowed an estimated 29,161 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 2010 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 2010, an estimated 24,372 pairs of tickets were distributed at employer site promotions, with an estimated 30 percent—or 14,623 tickets—redeemed. Individuals who usually do not ride the bus took an estimated 7,677 trips by utilizing free ride tickets distributed at employment site events and promotions during 2010. King County Metro Transit's total revenue loss for tickets distributed at employment site promotions in 2010 is estimated at \$14,795.

### **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 2010, 352 volunteers adopted 433 stops. 47,520 pairs of tickets were allocated to the program at an estimated revenue loss to King County Metro Transit of \$28,847. The Adopt-A-Stop program is no longer accepting new members. Gradually eliminating the program was a 2010-2011 budget reduction.

Customer Service Office and Service Supervisors: 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, etc.). In 2010, 6,272 pairs of free ride tickets were distributed at an estimated revenue loss to King County Metro Transit of \$3,807.

Other Programs, Promotions and Miscellaneous Use: A total of 7,634 pairs of free ride tickets and 447 passes were used for other programs and promotions, community outreach, and for miscellaneous use. Use of these tickets and passes resulted in an estimated revenue loss to King County Metro Transit of \$10,924 and an estimated 6,073 rides by new customers.

In 2010, free ride tickets were used in the In Motion programs in Juanita, Tukwila, Kent East Hill and Highline Community College. The tickets are a method to increase awareness of existing service, understand service restructuring especially with the introduction of RapidRide A Line service in south King County and they allow nonriders to test ride. Another single occupancy trip reduction program supported was Sustainable Ballard's Undriving Program. Tickets were again included in the Chinook Book, a healthy/environmental coupon book and directory, to encourage readers to consider bus travel for noncommute trips.

Beginning in 2008, deadheading coaches began providing free bike service on the SR-520 Bridge for customers commuting just between Montlake and Evergreen Point. This demonstration was extended through the end of 2009 and subsequently, through 2011. Given that most customers have passes, this is a low-cost way to support bicycle commuting while waiting for the construction of a new SR-520 bridge.

An estimate of the revenue loss was calculated using the average number of bicycles loaded per vehicle trip, based on Metro's 2007 systemwide count. It was assumed that the average number of bicycles per vehicle trip remains constant over the year and that 50 percent of the cyclists have passes. The cost of the trip was assumed at \$2.75 on weekdays and \$2.00 on weekends. The revenue impact is estimated to range between \$3,342 and \$15,603. The lower estimate is based on a survey of bicyclists boarding buses on the SR-520 Bridge on September 17, 2008. The higher estimate is based on applying a systemwide average of bicycles put on buses from a survey taken between August and September of 2007. The estimate is probably high since it does not account for seasonal variation.

#### **Section 4.150.210: Provisions of Tickets to Human Services Agencies**

This section authorizes the Department of Transportation Director to establish a program for the sale and distribution of bus tickets to human service agencies for the purpose of meeting the transportation needs of low income and homeless populations. During 2010, 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 \$1,500,000.

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 2010, the City distributed subsidized tickets to 60 social service providers. King County and the remaining jurisdictions pooled their allocations for distribution to 81 social service agencies.

A total face value of \$1,853,523 worth of tickets was made available through this program in 2010. This represents a King County Metro Transit subsidy of \$1,482,818 and a cost to the social service agencies of \$370,705. In total, 74,134 ticketbooks were distributed representing about 953,948 individual rides. (See Appendix E for a list of human service agencies receiving tickets through this program.)

## Appendix A 2010 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-10	Nov-10	29,978	REG	\$0	\$52,462		\$52,462	\$75,348
Husky Service - Park and Ride*	Sep-10	Nov-10	113,802	n/a	\$0	\$390,340		\$390,340	\$390,340
Mariners Shuttles*	Apr-10	Oct-10	10,468	\$5.00	\$5.00	\$104,648	\$27,704	\$184,692	\$184,692
Mariners Standbys	Apr-10	Oct-10	15,881	REG	\$0.98			\$15,563	\$48,253
Seahawks*	Sep-10	Dec-10	19,312	\$5.00	\$5.00	\$59,177	\$27,483	\$183,220	\$183,219
Sounders*	Apr-10	Oct-10	6,057	REG	\$1.75	\$38,743	\$8,686	\$57,906	\$57,906
SR-520 Shuttle	Aug-10	Aug-10	^	REG	\$0.98			\$0	\$6,462
Wheels to Water*	Feb-10	Nov-10	2,304	n/a	\$0	\$23,621		\$23,621	\$26,267
Seafair - Torchlight	Jul-10	Jul-10	3,856	REG	\$0.98			\$3,779	\$10,720
Seafair - Hydro Shuttle*	Jul-10	Jul-10	17,118	n/a	\$0	\$60,900	\$5,000	\$65,900	\$65,900
South Park Bridge Standbys	Jul-10	Jul-10	63	REG	\$0.98			\$62	\$8,616
1st/Spokane Construction Standbys	May-10	May-10		REG	\$0.98			\$0	\$4,944
Other KC Shuttles/Standbys	Apr-10	Jul-10	71	REG	\$0.98			\$70	\$2,914
Other KC Request	Jan-10	Dec-10	18	n/a	\$0			\$0	\$213
Fremont Parade Shuttles	Jun-10	Jun-10	2,391	REG	\$0.98			\$2,343	\$4,068
July 4th Shuttles	Jul-10	Jul-10	1,259	REG	\$0.98			\$1,234	\$4,771
New Years Eve Shuttles	Dec-10	Dec-10	947	REG	\$0.98			\$928	\$4,894
Other Unpaid Shuttles	Jun-10	Jun-10	3,573	REG	\$0.98			\$3,502	\$12,489
Homeland Security Drills*	Jan-10	Oct-10		n/a	\$0	\$6,096		\$6,096	\$6,037
Other Paid Specials*	Jan-10	Oct-10	300	n/a	\$0	\$3,266		\$3,266	\$5,241
Film Shoots*	Mar-10	Sep-10		n/a	\$0	\$850		\$850	\$858
Pacific NW Ballet	Jul-10	Aug-10	6,570	\$2.50	\$2.50			\$16,425	\$11,735
	Jan-10	Dec-10	233,968			\$740,102	\$68,873	\$1,012,257	\$1,115,889

\*Special events for which a sponsor is paying revenue to cover all or some portion of the expenses.

Total for 10 Sponsored Events 199,339 \$968,352 \$995,809

REG=Regular Fares.

## Appendix B: 2010 Custom Bus Routes

Pass Price	Cash	% of Cost Recovery	Communities Served	Destination	Employer/School	Base
\$126/\$144	\$3.50/\$4.00	27%	Auburn/Kent/Renton	Everett	Boeing	South
\$171	\$4.75	100%	Mercer Island/Eastgate/Bellevue	Bellevue	Lakeside	East
\$171	\$4.75	100%	Bear Creek, Redmond/Yarrow/Evergreen Point	North Seattle	Lakeside/Univ Prep	East
\$171	\$4.75	100%	Madrona/Madison Park/Capitol Hill	North Seattle	Lakeside	Central
\$90	\$2.50	100%	University District (Summer Only)	Queen Anne	Pacific NW Ballet	Central
\$171	\$4.75	100%	Kirkland/Evergreen Point/ Montlake	North Seattle	Lakeside/Univ Prep	East
\$171	\$4.75	100%	Rainier Beach/Mt. Baker/Leschi	North Seattle	Lakeside/Univ Prep	Central
\$171	\$4.75	100%	Madrona/Madison Park/Capitol Hill	North Seattle	Lakeside/Univ Prep	Central
\$171	\$4.75	100%	Eastgate/Bellevue/Mercer Island	North Seattle	Lakeside/Univ Prep	East
\$171	\$4.75	100%	Queen Anne/Magnolia/Ballard	North Seattle	Lakeside/Univ Prep	Central
\$171	\$4.75	100%	Laurelhurst/Viewridge/Wedgwood	North Seattle	Lakeside/Evergreen	Central

**Appendix C**  
**Estimated Benefits and Lost Revenue**  
**from Special Rates of Fare Programs in 2010**

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, 2010 (2 tickets / customer)	48,744
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	7,677

**Free Ride Tickets -- Other Programs and Promotions:**

Total tickets distributed, 2010 (2 tickets / customer)	122,846
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	19,348

**Free Passes**

	<u>Other Promotions</u>	
Passes distributed, 2010	447	
<u>x Percent "Usually Don't Ride"</u>	<u>0.525</u>	
Estimated new customers	235	
<u>x Average rides per pass per month<sup>1</sup></u>	<u>9.1</u>	
Estimated trips by new customers	2,136	2,136

TOTAL ESTIMATED NEW CUSTOMER TRIPS 29,161

**II. REVENUE LOSS**

**Free Ride Tickets -- Employer Site Promotions:**

Total tickets distributed, 2010	48,744
x Redemption rate (based on 1997 farebox counts)	0.30
x Percent "Usually Do Ride"	0.475
<u>x Average lost revenue: Peak cash fare<sup>2</sup></u>	<u>(\$2.13)</u>
Estimated Revenue Loss: Tickets	\$ (14,795)

**Free Ride Tickets -- Other Programs and Promotions:**

Total tickets distributed, 2010		122,846
x Redemption rate (based on 1997 farebox counts)		0.30
x Percent "Usually Do Ride"		0.475
<u>x Average lost revenue: Peak cash fare<sup>2</sup></u>		<u>(\$2.13)</u>
Estimated Revenue Loss: Tickets	\$	(37,287)

**Free Passes:**

		<u>Other</u>	
		<u>Promotions</u>	
Passes distributed		447	
Face value	\$	44,145	
x Redemption rate		0.30	
<u>x Percent "Usually Do Ride"</u>		<u>0.475</u>	
Estimated Revenue Loss	\$	(6,291)	\$ (6,291)
TOTAL ESTIMATED REVENUE LOSS			\$ (58,373)

<sup>1</sup> 1998 FlexPass Evaluation Report

<sup>2</sup>  $(\$2.00 \times 61.9\% + \$2.25 \times 31.1\% + \$2.75 \times 7\%) =$  \$2.13

**Appendix D**  
**Summary of Trips and Revenue Loss from 2010 Special Rates of Fare Programs**

Program	Estimated New Customer Trips	Estimated Costs	
		Revenue Gain (Loss)	Printing
Employer Site Promotions	7,677	(\$14,795)	\$1,253
<b>Other Special Rates of Fare Programs and Promotions</b>			
Adopt-A-Stop	14,969	(\$28,847)	\$2,443
Customer Service Office & Service Supervisors	1,976	(\$3,807)	\$322
Community Outreach	2,320	(\$4,470)	\$379
Free Passes	2,136	(\$6,291)	\$0
Bicycles on SR-520		(\$3,342)	
Other Programs and Miscellaneous Use	84	(\$163)	\$14
<b>Totals:</b>	<b>7 Programs</b> 29,161	(\$61,715)	\$4,410

The cost of printing a ticket = \$0.0257

## Appendix E: 2010 Participating Social Service Agencies

### CITY OF SEATTLE AGENCIES

BALLARD ECUMENICAL MINISTRY  
BREAD OF LIFE MISSION  
CASA LATINA  
CATHOLIC COMMUNITY SERVICES OF KING COUNTY  
CENTER FOR CAREER ALTERNATIVES  
CENTRAL HOUSE  
CHIEF SEATTLE CLUB  
CHILDRENS HOME SOCIETY OF WA  
CHURCH COUNCIL OF GREATER SEATTLE  
COMPASS CENTER + **FAM/ADULT SVCS/ROY ST**  
CONSEJO  
COUNTRY DOCTOR - **FREE TEEN CLINIC**  
DESC  
DIOCESE OF OLYMPIA-**REFUGEE RESETTLEMENT OFFICE**  
EL CENTRO DE LA RAZA  
EVERGREEN TREATMENT SERVICES  
FAMILY PROMISE  
FAMILY WORKS  
FARESTART  
FIRST PLACE  
GETHSEMANE COMMUNITY SERVICES  
HARBORVIEW MEDICAL CENTER/**PIONEER SQUARE CLINIC**  
**HSD/EMERGENCY RESERVES/SEVERE WEATHER**  
INTERNATIONAL DISTRICT HOUSING ALLIANCE  
JEWISH FAMILY SERVICES  
MARY'S PLACE  
MILLIONAIR 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  
PEOPLE'S PLACE  
PIKE MARKET MEDICAL CLINIC  
PIONEER HUMAN SERVICES - **SPRUCE STREET INN**  
PLYMOUTH HOUSING GROUP  
PROVIDENCE HOSPITALITY HOUSE  
PUGET SOUND HEALTH CARE SYSTEM  
QUEEN ANNE HELP LINE  
R.O.A.R. OF WASHINGTON  
SALVATION ARMY  
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  
ST. JOHN THE EVANGELIST CONFERENCE OF ST. VINCENT DE PAUL SOCIETY  
UNION GOSPEL MISSION  
UNIVERSITY CHURCHES EMERGENCY FUND  
UNIVERSITY STREET MINISTRY  
VIETNAMESE FRIENDSHIP ASSOCIATION  
VIRGINIA MILLER HOUSE  
WAPI COMMUNITY SERVICES  
WELLSPRING FAMILY SERVICES  
YOUTH AND OUTREACH SERVICES

### KING COUNTY AGENCIES

45TH ST. CLINIC - **HOMELESS PROGRAMS**  
ASIAN AMERICAN CHEMICAL DEPENDENCY TX SERVICES (ACTS)  
ASIAN COUNSELING AND REFERRAL SERVICE  
BELLEVUE COLLEGE/**CAREER EDUCATION OPTIONS**  
CATHOLIC COMMUNITY SERVICES  
CENTER FOR CAREER ALTERNATIVES  
CENTER FOR HUMAN SERVICES  
CHILD CARE RESOURCES  
CITY OF KENT CORRECTIONS - **CITY JAIL**  
CITY OF KENT- **HOUSING AND HUMAN SERVICES**  
CITY OF SEATAC/EMERGENCY SERVICES  
DEFENDER ASSOCIATION/**MITIGATION SOCIAL WORK**  
DOMESTIC ABUSE WOMEN'S NETWORK  
EASTSIDE ACADEMY  
EASTSIDE DOMESTIC VIOLENCE PROGRAM  
EASTSIDE INTERFAITH/CONGREGATIONS FOR THE HOMELESS  
FEDERAL WAY COMMUNITY CAREGIVING NETWORK  
FIRST CONGREGATIONAL CHURCH OF BELLEVUE/OUTREACH  
FOOD BANK AT ST. MARY'S  
FRIENDS OF YOUTH  
GRACE LUTHERAN CHURCH  
HIGHLINE SCHOOL DISTRICT/**SCHOOL AND PROG. BASED**  
HOPELINK  
INTERNATIONAL RESCUE COMMITTEE/**EARLY EMPLOYMENT PROGRAM**  
ISSAQUAH CHURCH AND COMMUNITY SERVICES  
JESUS CHRIST SALT AND LIGHT  
JEWISH FAMILY SERVICES/**REFUGEE AND IMMIGRATION SVC. CENTER**  
KC DAJD - COMMUNITY CORRECTIONS DIVISION  
KC DAJD -INMATE WELFARE FUND  
KC DCHS WORK TRAINING PROGRAM  
KC DCHS/VETERANS PROGRAM  
KC DEPT. OF JUDICIAL ADMINISTRATION  
KENT SCHOOL DISTRICT/**REFUGEE TRANSITION CENTER**  
KENT YOUTH AND FAMILY SERVICES  
KING COUNTY DISTRICT COURT/MENTAL HEALTH COURT  
KITH  
LIFELONG AIDS ALLIANCE  
MAPLE VALLEY FOOD BANK AND EMERGENCY SERVICES  
MULTI-SERVICE CENTER  
NAVOS  
NEIGHBORHOOD HOUSE  
NEW BEGINNINGS  
NEW TRADITIONS - **WOMEN'S OUTPATIENT TREATMENT**  
NORTHWEST DEFENDERS ASSOCIATION  
PERINATAL TREATMENT SERVICES  
PREGNANCY AID OF KENT  
RECOVERY CENTERS OF KING COUNTY  
REFUGEE WOMEN'S ALLIANCE  
RENTON AREA YOUTH AND FAMILY SERVICES  
RUTH DYKEMAN CHILDREN'S CENTER  
SALVATION ARMY - **SKC AND RENTON**  
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  
SOUTH SOUND DREAM CENTER - **HOMELESS DROP-IN CENTER**  
SOUTHWEST YOUTH AND FAMILY SERVICES  
ST. LUKE'S PARISH - **HELPING HANDS**  
ST. STEPHEN HOUSING ASSOCIATION  
ST. VINCENT DE PAUL - **KIRKLAND**  
ST. VINCENT DE PAUL - **SOUTH KING COUNTY**  
ST.VINCENT DE PAUL COUNCIL **SEATTLE-KING COUNTY**  
THERAPEUTIC HEALTH SERVICES/**CENTRAL YFSC**  
TREEHOUSE  
UNIVERSITY STREET MINISTRY  
VA HOMELESS CARE LINE  
VALLEY CITIES COUNSELING AND CONSULTATION  
VASHON YOUTH AND FAMILY SERVICES  
WASHINGTON STATE DOC - **SEATTLE DAY REPORTING**  
WASHINGTON WOMEN'S EMPLOYMENT AND EDUCATION  
WAY BACK INN  
WELCOME HOME SOCIETY  
WEST SEATTLE HELPLINE  
WORLD RELIEF SEATTLE  
YMCA OF GREATER SEATTLE  
YOUTH CARE  
YWCA OF SEATTLE-**KC-SNOHOMISH COUNTY**  
YWCA/**ANGELINE'S**