

Evaluation Framework: Base the fares on the customer not the system's service.

Legislative Direction	Evaluation: Fare System (includes fare media, interoperability, and structure)	How Measure
Recognize each travel shed is unique and might not have the same farebox recovery and the same pricing policies.	<p><i>Reflects differences in</i></p> <ul style="list-style-type: none"> • Customer base (i.e. recreational vs. commuter) • Walk-on vs. drive-on ridership • Demand management needs • Planned reservation system 	<ul style="list-style-type: none"> • WSTC route/travel shed based surveys • WSF origin and destination studies • Ridership statistics – demand management • Reservations – affect on demand management
Generate revenue required by biennial budget	<p><i>Focuses on fares that</i></p> <ul style="list-style-type: none"> • Generate greatest revenue systemwide <ul style="list-style-type: none"> • Standard vehicle – 67% of revenue • Single –trip fares – 70% of revenue • Generate greatest revenue by travel shed/route • Maximize capacity utilization – vehicle deck • Minimum fare system costs 	<ul style="list-style-type: none"> • Revenue reports • Fare system costs
Consider impacts on users, capacity, and local communities	<p><i>Acknowledges needs of</i></p> <ul style="list-style-type: none"> • Regular ferry customers – yearly cost of use • Ferry dependent communities – islands • Economic impact on ferry communities • Special populations • Ability to meet federal requirements 	<ul style="list-style-type: none"> • Household focus – how much are households spending on WSF (survey) • Public hearings
Keep fare schedules as simple as possible	<p><i>Focuses on customer</i></p> <ul style="list-style-type: none"> • Customer can understand fare • Removes barriers to purchase • Allows use of multiple payment methods • Interoperable with other state and transit systems 	<ul style="list-style-type: none"> • Surveys
Consider options to use pricing to level vehicle peak demand & increase off-peak ridership	<p><i>Based on other policy goals</i></p> <ul style="list-style-type: none"> • Reflect differences in travel sheds • Consider revenue • Consider impact on users • Keep fares understandable 	<ul style="list-style-type: none"> • The degree to which the demand management strategy or pricing strategy changes behavior.