

WSF Fare Media Study

Staff Workgroup

October 5, 2011

1:00 – 3:00 PM

JTC Conference Room

JTC Conf Room, 3309 Capitol Blvd SW, Olympia WA 98501

1. Revised Situation Assessment Review

- Revised report distributed with agenda in a clean copy and track change
- Also distributed a sheet of answers to comments that did not result in an edit of the situation assessment
- Please note particularly:
 - Revised customer estimate – now showing likely growth of customers as 15% from 2000 to 2008
 - Reservations – Reflect revised business rules and most importantly, note problems with reservations implementation as a result of needing to interface with EFS and the problems with vendor support.
 - ORCA multi-ride cards – Multi-ride cards are not available on ORCA because of concerns about vehicle processing and staffing operational issues – no technology or interoperability issues.
 - Frequent rider decrease – impact of changes in fare discounts, EFS tightening of multi-ride cards, decrease on Bainbridge highest ridership loss + loss of customers

2. Evaluation Criteria – Draft sent with agenda

- Legislation as basis for evaluation of a fare system (encompass interoperability, fare media, and fare structure)
- See implications – discussion points on second page of hand-out

3. Customer Information Data – Materials will be brought to the meeting

- WSTC has completed the first test survey for us on household use of fare media – 500 FROG people who had responded to earlier survey – 269 responses
- Longer WSTC poll – right after Oct. 19 JTC
- BERK – further analysis of customers by route and type meeting – results early November

4. Policy Work Group Meeting 10-12-11

- Suggestions for discussion with Policy Work Group