

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.	<i>Reflects differences in</i> <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	<i>Focuses on fares that</i> <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 • Minimum fare system costs 	<ul style="list-style-type: none"> • Revenue reports • Fare system costs
Consider impacts on users, capacity, and local communities	<i>Acknowledges needs of</i> <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	<i>Focuses on customer</i> <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	<i>Based on other policy goals</i> <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.

Potential Implications – Discussion Points

- Route/Travel Shed Differences
 - Move ahead with demand management pricing on routes without vehicle reservations?
 - Integrate ORCA and *Good To Go!* differently based on route customers with ORCA and *Good To Go!*
 - Transit discounts only on routes with large transit connection – commuter/regular riders
 - Set fares in the San Juans that work for the San Juans – already do that to some degree with differences in discounts & surcharges
- Revenue
 - Give greater discretion to the Director for walk-on passenger fares –relatively small portion of the revenues
 - Consider different ways to charge for over-size vehicles – much of the EFS system capacity is taken up with the per foot rates
 - Determine appropriate balance between ridership and revenue by route/travel shed
- Impacts
 - Consider how farebox recovery is calculated by route – perhaps allocate total fixed costs across all riders and routes?
- Fares Simple
 - Multi-ride card vs. customer household that automatically gets discounts based on their use of the system
 - Recognize that households use more than one fare media
 - Remove points of conflict – 90 day limit on use/overheight charges on regular cars