

**RESOLUTION NO. 2503**

**A RESOLUTION OF THE WILSONVILLE CITY COUNCIL, AMENDING THE FARE STRUCTURE OF SOUTH METRO AREA REGIONAL TRANSIT (SMART)**

**WHEREAS**, South Metro Area Regional Transit (SMART) provides both fixed-route and Dial-a-Ride services; and

**WHEREAS**, the costs of providing transit services to the community continue to rise, due primarily to increases in labor costs and the costs of vehicles; and

**WHEREAS**, SMART charges fares for of out-of-town trips but continues to provide services for in-town trips without charge; and

**WHEREAS**, SMART shares service on its 1X route, connecting the SMART Central transit center with stops in downtown Salem, with the Salem-Keizer Transit District (Cherriots); and

**WHEREAS**, in sharing that service with Cherriots, the two transit agencies coordinate service and charge the same fares; and

**WHEREAS**, the Salem-Keizer Transit District Board of Directors has already approved a fare change for Cherriots 1X service, effective January 5, 2015; and

**WHEREAS**, SMART staff have studied operating costs and recommended an increase only for monthly passes on the 1X route, matching the increase approved by the Salem-Keizer Transit District Board of Directors; and

**WHEREAS**, SMART staff do not have access to income, racial or ethnic information about SMART riders at this time, but have reviewed census data and anecdotal information from bus drivers about passenger demographics; and

**WHEREAS**, the City Council has considered the implications of the proposed fare increases on minority and low income riders, as required by Title VI of the U.S. Civil Rights Act of 1964, and determined that the proposed changes to the fare structure do not unfairly discriminate against any protected class of riders, especially given that all passengers will continue to ride for free within the City limits and individual trip fares on the 1X will not increase; and

**WHEREAS**, it is estimated that the proposed changes to the fares will generate a revenue increase of approximately \$2,500 for the remainder of fiscal year 2014-15, and approximately \$5,000 per year in subsequent fiscal years; and

**WHEREAS**, the City Council has conducted a public hearing on the proposed fare change after considerable public outreach conducted by staff.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:**

1. Based on the above recitals, which are incorporated herein, the City Council hereby approves the proposed changes to SMART fares as shown on Attachment A to this Resolution;
2. The City Manager is directed to include estimated revenue from the new rates in subsequent changes to the City budget; and
3. This Resolution is effective upon adoption, with the new fares to take effect for ridership occurring after the 1<sup>st</sup> of January, 2015.

ADOPTED by the Wilsonville City Council at a regular meeting on December 1, 2014, and filed with the Wilsonville City Recorder this date.

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TIM KNAPP, MAYOR

ATTEST:

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Sandra C. King, City Recorder, MMC

**SUMMARY OF VOTES:**

Mayor Knapp – Yes

Councilor Goddard - Yes

Councilor Starr - Yes

Councilor Fitzgerald - Yes

Councilor Stevens – Yes

## ROUTES & FARES

*Only changes proposed to be effective January 5, 2015*

1X	Salem	\$3.00	Pass: \$75.00/Mo. <i>\$85.00/Mo.</i>
2X	Barbur	\$1.50	Pass: \$35.00/Mo.
3	Canby	\$1.50	Pass: \$35.00/Mo.
4	Wilsonville Rd.		\$0.00
5	95 <sup>th</sup> Ave.		\$0.00
6	Canyon Creek		\$0.00
7	Villebois		\$0.00
8X	Beaverton	\$3.00	
9X	Portland	\$3.00	
Out-of-town dial-a-ride	\$3.00		Pass: \$50.00/Mo.
Punch Pass			\$25.00 for 20 \$1.50 trips (not for 1X)
<i>Monthly "all-pass"</i>			\$110.00 <i>\$120.00</i>

Fares for seniors (60+), people with disabilities, and youth (5-17 years, or through age 23 with valid school I.D.) will remain at 50% of the regular fare.



SOUTH METRO AREA REGIONAL TRANSIT

Site address: 28879 SW Boberg Rd.  
Mailing address: 29799 SW Town Center Loop E.  
Wilsonville, OR 97013  
503-682-7790

August 28, 2014

Mr. Allan Pollock, General Manager  
Mr. Stephen Dickey, Director of Transportation Development  
Salem - Keizer Transit  
555 Court St. Suite 5230  
Salem, OR 97301

Dear Allan and Steve:

We understand that Salem – Keizer Transit (Cherriots) is proposing across-the-board fare increases for your system. This has a potential impact on SMART, given that we “share” the 1X route with Cherriots. We raised our fares in October, 2012, partly in response to a Cherriots fare increase that went into effect at that time. I’m sure you would agree that it is important that our fares for the 1X stay aligned.

In 2012 we raised our 1X fare from \$2.50 to \$3.00, and our monthly 1X pass from \$55 to \$75. Salem - Keizer is now proposing an increase in the regular fare from \$3.00 to \$3.50, and a monthly pass increase from \$75 to \$85.

Steve Allen and I have discussed this at some length and while we support the increase for the monthly pass, we want to urge our partners at Cherriots to keep the regular fare at \$3.00.

There are several reasons for this:

First, our regular 1X riders, many of whom are state employees, generally take advantage of our monthly passes. They are likely to be able to afford a \$10/month increase in those passes without a significant effect. Many of the infrequent riders who pay each time they ride are lower income people for whom the \$3.00 fare is a factor, especially if they also have to pay a TriMet fare at either end of their journey.

Second, \$3.00 is a relatively high fare, considering that anyone can ride any of TriMet's vehicles for a \$2.50 fare for two hours (including transfers between bus, MAX, WES and Portland streetcar). This means that a passenger can already go from Hillsboro to Gresham in the TriMet system for less than we currently charge for a trip between Wilsonville and Salem. TriMet is not proposing fare increases this year.

Third, when we raised our fares in 2012 it did seem to have a chilling effect on ridership. 2013 was the first time in a number of years when annual ridership actually declined for SMART.

Finally, the monthly pass provides a significant discount for regular riders. People who ride 20 or 21 days/month (common for state workers) are paying only about 60% of what they would be paying on a day-to-day basis. We think it makes sense to increase that ratio somewhat and not decrease it.

As you may know, SMART just completed the on-site portion of a triennial review from the Federal Transit Administration. Although it will be some time before we receive their written findings, our reviewer questioned whether we are doing all we can to provide transit services to our lowest income passengers.

Please consider these points as you continue to examine your fare structure. If you would like to meet and discuss this further, we would be glad to do that.

Sincerely,

Stephan A. Lashbrook  
Transit Director  
SMART

Copy: Steve Allen, SMART Operations Manager