



**Title VI Fare Increase Analysis:
Outreach & Engagement Summary
Office of Inclusion, Diversity, Equity, and Accessibility
May 18, 2023**

Executive Summary

The TriMet Board of Directors asked TriMet staff to formalize a fare increase proposal. The first reading of the fare increase proposal will be at the Board's April 26, 2023 meeting, and the Board will vote on the increase at its May 24, 2023 meeting. If approved, this would be TriMet's first fare increase in more than 10 years, and the fare increase would take effect Jan. 1, 2024.

As part of the Title VI Analysis TriMet conducted a public engagement campaign about the fare increase proposal. The engagement campaign ran from Dec. 8, 2022 through Feb. 25, 2023.

Over the course of the outreach and engagement efforts TriMet staff partnered with 66 community based organizations to get the word out about the fare increase proposal and to create spaces to gather feedback. The outreach included in-person, online, and partner led community events.

By working with community TriMet was able to provide outreach across the following languages; Arabic, Burmese, Cambodian, Chinese, Farsi, Filipino, Japanese, Korean, Napoli, Rohingya, Russian, Somali, Spanish, Swahili, Taiwanese, Ukrainian, and Vietnamese. In addition to in-person and online open houses TriMet was able to use a variety of social media and survey tools to gather feedback, including Facebook ads in English and Spanish, LinkedIn, Instagram, Twitter, as well as TriMet & Equity on the Move email newsletters. In total, the events allowed TriMet and partner staff to interact with over 1,550 community members and the surveys gathered almost 5,700 responses.

Staff used the feedback and information gathered from the surveys and open houses, Transit Equity Advisory Committee (TEAC), the Committee on Accessible Transportation (CAT) and TriMet Board Meetings, and TriMet's policy on Fare Changes to help Inform the Title VI Analysis conducted by Espousal Strategies LLC.

The following is a summary of public outreach that took place between early December 2022 and late February 2023. During January and February, this effort was coordinated with outreach activities related to potential bus service changes, which helped engage a wider audience and make the best use of community members' time.

This summary is divided into three sections:

- A. Sharing information about the proposal
- B. Collecting feedback
- C. Feedback summary

A. SHARING INFORMATION ABOUT THE PROPOSAL

TriMet communicated about the proposal and opportunities to comment through a variety of channels.

1. **Digital communications.** These communications invited people to visit trimet.org/fareproposal, take an online survey and attend events.

Date	Communication format	Reach
12/8/22	Email to subscribers	81,677 delivered 18,602 unique opens 1,841 unique clicks
12/8/22	Facebook post	2,026 impressions 518 engagements
12/8/22	Email to subscribers of “News Releases and Agency News”	3,893 delivered 888 unique opens 92 unique clicks
12/8/22	Twitter post (TriMet News)	76 impressions 5 engagements
12/8/22	LinkedIn post	1,055 impressions 5 engagements
12/15/22	Electronic newsletter: TriMet on the Move	2,053 delivered 629 unique opens 101 unique clicks
1/5/23	Electronic newsletter: Equity on the Move	914 delivered 285 unique opens 59 unique clicks
1/5/23	Email to subscribers of “News Releases and Agency News”	3,918 delivered 1,048 unique opens 121 unique clicks
1/5/23	Twitter post	3,110 impressions 160 engagements
1/5/23	Twitter post (TriMet News)	32 impressions 1 engagements
1/9/23	Instagram post	97 shares 5,934 people reached 8,032 impressions
1/10/23	Facebook post	904 impressions 35 engagements

1/10/23	Twitter post	4,007 impressions 96 engagements
1/13/23	Email to media	N/A
1/13/23	Email to subscribers	82,590 delivered 24,822 unique opens 660 unique clicks
1/17/23	Facebook paid ad	45,974 people reached 132,643 impressions 946 link clicks
1/17/23	Facebook paid ad + post (Spanish) by partner Vive NW/TVJam	18,550 people reached 43,219 impressions 417 link clicks
1/17/23	Facebook post	2,018 impressions 99 engagements
1/17/23	Twitter post	1,445 impressions 28 engagements
1/21/23	Posters on board LIFT paratransit vehicles	180 vehicles in service for four weeks
1/23/23	Email to media	N/A
1/23/23	Facebook post	1,138 impressions 90 engagement
1/23/23	Twitter post	1,904 impressions 34 post engagements
1/26/23	Electronic newsletter: TriMet on the Move	1,461 delivered 426 unique opens 72 unique clicks
1/30/23	Email to media	N/A
2/2/23	Electronic newsletter: Equity on the Move	920 delivered 298 unique opens 49 unique clicks
2/16/23	Facebook post (Spanish)	3.6k views 3688 engagements
2/21/23	Email to subscribers	82,585 delivered 15,560 unique opens 2,419 unique clicks
2/24/23	Electronic newsletter: TriMet on the Move	2,107 delivered 646 unique opens 93 unique clicks
2/25/23	Facebook post	969 views 1021 engagements

2. **Attendance at community meetings and events.** Staff shared information and invited people to complete the online survey.

Date	Event	Approx people engaged
1/16/23	MLK Keep Alive the Dream by World Arts Foundation (NE Portland)	1000
1/17/23	Hosford Abernethy Neighborhood Association meeting (SE Portland)	10
1/19/23	SW Corridor Equity Coalition (SWEC) (SW Portland)	10
1/19/23	Eastmoreland Neighborhood Association (SE Portland)	20
2/4/23	Chinese Friendship Association of Portland (CFAP) Lunar New Year Celebration (Downtown Portland)	300
2/8/23	Bridlemile Neighborhood (SW Portland)	10
2/11/23	Lines for Life Healing Summit	200

3. **Meetings with fare assistance partners.** Staff met with community based organizations that help get free and reduced fares to people who need them. These meetings were focused on informing partners about the proposal, encouraging them to help spread the word about opportunities to comment, and ensure they have all the information they need to fully utilize fare assistance programs. Meetings took place between mid-January and mid-February.

<ul style="list-style-type: none"> • African Family Holistic Health Organization (AFHHO) • Americorps • Artist Mentorship Program • Blanchet House of Hospitality • Bybee Lakes Hope Center • CareOregon • Cascadia Health • Centro Cultural • Clackamas County Children’s Commission • Columbia Care • Community Action • Community Services Network • Constructing Hope • C-TEC Youth Services • Division Midway Alliance • Do Good Multnomah • Ecumenical Ministries of Oregon 	<ul style="list-style-type: none"> • Mental Health Association • Metropolitan Family Service • New Avenues for Youth • New Narrative • Northwest Family Services • Northwest Pilot Project • Oregon Food Bank • Oregon Tradeswomen • Our House of Portland, CAP • Our Just Future • Portland Community College • Portland Refugee Support Group • Portland Rescue Mission • Providence Foundations of Oregon • Providence Portland Medical Foundation • Rahab's Sisters • Ride Connection • Rose Community Development
--	--

<ul style="list-style-type: none"> • Family Promise Metro East • Family Skill Builders • First Transit • Gateway Center • Girls Inc. of the Pacific Northwest • Hacienda CDC • Hand Up Project • Harmony Academy • Helping Hands Reentry Outreach Centers • HomePlate Youth Services • Impact NW • Innovative Housing, Inc. • Iron Tribe Network • Lines for Life Healing Summit • Love INC of Tigard, Tualatin & Sherwood • LoveOne 	<ul style="list-style-type: none"> • Rose Haven • Salvation Army Moore Street • Sickle Cell Anemia Foundation or Oregon, Inc. • The Alano Club of Portland • The Community Services Network • The Pathfinder Network • The Rosewood Initiative • The Salvation Army Bridgeway of Hope • Virginia Garcia Memorial Foundation • VOA Oregon • Voz Workers' Rights Education Project • Wisdom of the Elders, Inc. • Youth Progress • Portland Street Medicine • YWCA of Greater Portland
--	---

4. **Contracts with multicultural outreach partners.** TriMet partnered with organizations that serve communities of color, populations with limited English proficiency and people with low incomes. They helped spread the word about the proposal and hosted events where feedback was gathered. Most partners provided incentives for community members' participation.

10 multicultural outreach partners	Shared info	Co-hosted public event	Hosted event
Asian Pacific Islander Community Coalition of Oregon (APICCO)	X		X
Center for Positive Aging	X		X
Centro Cultural	X	X	X
Korean Society of Oregon	X		X
Muslim Educational Trust (MET)	X	X	
Play East	X	X	
Rosewood Initiative	X	X	
Somali American Council of Oregon	X		X
Slavic Community Center of NW	X	X	

Vive NW	X		
---------	---	--	--

B. COLLECTING FEEDBACK

TriMet collected feedback in multiple formats.

1. **Comments to Customer Service.** TriMet’s Customer Service staff receives and routes questions and comments via trimet.org/contact. Seven comments were received.
2. **Testimony to TriMet Board Directors.** The start of every TriMet Board of Directors meeting is reserved for a public forum, during which people may testify directly to the Board for a few minutes each, either online or in person. The Board also receives comments via email at boardtestimony@trimet.org. Over 40 people testified and more than two dozen sent emails.
3. **Discussion at TriMet advisory committees.** The proposal was discussed at the standing meetings of TriMet’s advisory committees, each of which includes one Board member.
 - a. Transit Equity Advisory Committee (TEAC)
 - b. Committee on Accessible Transportation (CAT). This committee also co-hosted an online meeting about the proposal, focused on the seniors and people with disabilities.
4. **Survey.** An online survey was available via trimet.org/fareproposal, from December 8 through February 25. It was available in 10 languages in addition to English:
 - Arabic
 - Chinese
 - Farsi
 - Japanese
 - Korean
 - Russian
 - Spanish
 - Tagalog
 - Ukrainian
 - Vietnamese
5. **Open house events.** TriMet hosted public events where people could talk with staff. Five were co-hosted by multicultural outreach partners.

In-person public events were held in each of the seven Board districts. Food and beverages were provided, and all locations were accessible by transit.

Date & time	Location	Languages + English	Approx participants
1/17/23; 4-6 p.m.	University of Oregon (Downtown Portland)	Spanish	45
1/18/23; 5-7 p.m.	St. Philip Neri (SE Portland)	Spanish	60

1/19/23; 12-4 p.m.	Rosewood Initiative (East Portland)	Spanish, Napali, Rohingya, Burmese	52
1/24/23; 5-7 p.m.	Clackamas Community College (Milwaukie) co-hosted by Slavic Center of NW	Spanish, Russian, Ukrainian	100
1/25/23; 5-7 p.m.	Washington St Conference Center (Hillsboro) Co-hosted by Centro Cultural	Spanish	9
1/26/23; 5-7 p.m.	Fairview City Hall (Fairview/Gresham)AA Co-hosted by Play East	Spanish	60
2/1/23; 5-7 p.m.	Muslim Educational Trust (SW Portland)	Spanish, Arabic, Farsi	40

Online public events were held five times on Zoom, staffed by bilingual English & Spanish speakers. American Sign Language interpretation was also provided.

Date & time	Approx participants
1/18/23; 8-9 a.m.	12
1/21/23; 11:30 a.m. -1:30 p.m.	15
1/28/23; 9-10 a.m.	6
1/28/23; 1:30-3:00 p.m. Co-hosted by Centro Cultural	6
2/4/23; 9-10 a.m.	5

6. **Partner events.** Five multicultural outreach partners hosted events for the communities they serve, where people could engage comfortably in a culturally-appropriate environment with others who speak their preferred language. These events also included food and beverages.

Date & time	Location & Partner	Languages + English	Approx participants
1/21/23; 3-4:30 p.m.	Blue Star Event Center (SW Portland) Hosted by Somali American Council of Oregon (SACOO)	Spanish, Somali, Swahili	60
2/1/23; 12-2 p.m.	Held and at hosted by Korean Society of Oregon (SW Portland)	Spanish, Korean	80
2/2/23; 5:30-7:30 p.m.	Mekong Bistro (NE Portland)	Spanish, Cambodian, Chinese, Filipino,	27

	Hosted by Asian Pacific Islander Community Coalition of Oregon (APICCO)	Japanese, Korean, Taiwanese, Vietnamese	
2/6/23; 12-1:45 p.m.	Held at and hosted by Center for Positive Aging (NE Portland)	Spanish, Mandarin Chinese	22
2/7/2; 10 a.m. – 1 p.m.	Held at and hosted by Centro Cultural (Cornelius)	Spanish	50

C. FEEDBACK SUMMARY

1. Of the seven **comments to Customer Service**, four were against the proposal.
2. All testimony to the **Board of Directors** was against the proposal.
3. Discussion at **TriMet advisory committees** included questions and concerns.
 - a. TEAC expressed concerns about the proposal and continuing questions about TriMet’s revenue structure and the possibility of a fareless system.
 - b. CAT expressed concerns about impacts to people who live with both low incomes and disabilities. Members also noted that the 15-and 30-cent increments make handling coins more challenging.

4. **Survey results.** The survey received more than 5,600 responses.

While a majority were aware of TriMet’s programs for free and reduced fares, a majority also said the proposal would impact them. More than 40% said they would take fewer trips if the fare increase moves forward.

Responses to the survey’s one open-ended question: “Is there anything else you’d like to tell us?” were coded into about two dozen categories, and further summarized into four groups:

- Against the proposal (51%)
- Positive comments (13%)
- Suggestions for other things TriMet should fix (29%)
- A variety of “other” comments (39%)

Note: percents do not add up to 100 because one comment could be coded to multiple topics.

5. **Comments at events.** Attendees were encouraged to complete the survey on paper or on tablets provided by TriMet. Staff also collected comments from conversations and paper comment cards, which were coded with the same methodology as the comments on the survey’s open-ended question.

Of 138 comments:

- 75 were against the proposal
- 13 were positive
- In the group of comments suggesting other things TriMet should fix, 28 mentioned safety and security, and 23 wanted more service, reliability and amenities
- The top “other” comment was needing more information about fare payment options

A copy of the Presentation summarizing the public participation and outreach conducted as part of TriMet’s outreach and engagement efforts has been included for additional context. The Presentation was provided at the March 22, 2023 TriMet Board Meeting.



Proposed Fare Increase:

Outreach Report

Presented by:

Jennifer Koozer

Director of Community Affairs & Engagement

March 22, 2023

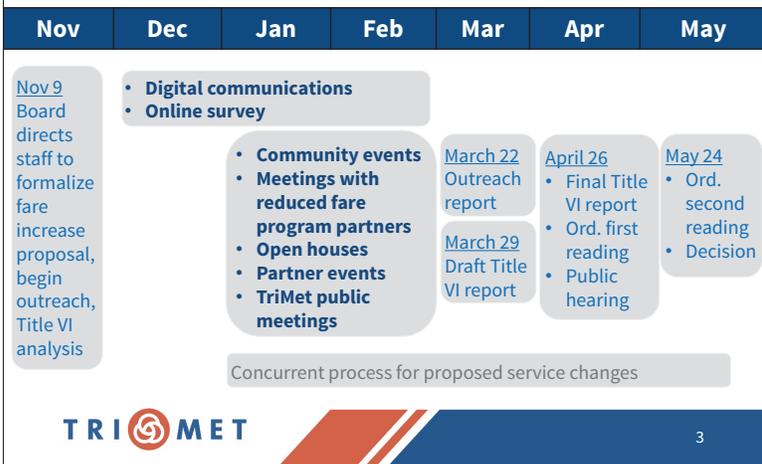


Overview

- Timeline
- Message
- Activities
 - Getting the word out
 - Collecting feedback: events, meetings, survey
- What we heard



Timeline



Message

- Base fare has been the same for a decade; cost of delivering service has risen
- Fare revenue is a key element of TriMet's financial plan
- Reduced fare programs are available for qualifying riders
- Multiple formats for providing input
- Feedback will inform the final proposal and Board decision in May 2023



Fare Increase Proposal

Fare Type	Current Price	Proposed Increase	Proposed Price
Adult 2½ -Hour Ticket	\$2.50	\$0.30	\$2.80
Adult Day Pass	\$5.00	\$0.60	\$5.60
Adult – ride free after spending \$100 in a month with Hop Fastpass™			
Honored Citizen 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Honored Citizen Day Pass	\$2.50	\$0.30	\$2.80
Honored Citizen – ride free after spending \$28 in a month with Hop Fastpass™			
Youth 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Youth Day Pass	\$2.50	\$0.30	\$2.80
Youth – ride free after spending \$28 in a month with Hop Fastpass™			
LIFT single ride	\$2.50	\$0.30	\$2.80

Monthly and annual pass prices remain unchanged



Getting the word out

- TriMet News email ≤ 82,600 delivered (x5)
- TriMet on the Move email ≤ 2,000 delivered (x3)
- Equity on the Move email ≤ 900 delivered (x2)
- Facebook post ≤ 2,000 impressions (x5)
- Facebook paid ad 132, 600 impressions
- Instagram post 8,000 impressions
- Twitter post ≤ 4,000 impressions (x6)
- LinkedIn post 1,000 impressions
- Posters on LIFT vehicles 180 vehicles
- Facebook ad + post In Spanish 43,200 impressions



Getting the word out

Community events

Interactions with 1,550 people

Reduced fare program partners

Meetings with 66 community organizations



Meetings with 66 partners

- African Family Holistic Health Organization (AFHHO)
- Americorps
- Artist Mentorship Program
- Blanchet House of Hospitality
- Bybee Lakes Hope Center
- CareOregon
- Cascadia Health
- Centro Cultural
- Clackamas County Childrens Commission
- Columbia Care
- Community Action
- Community Services Network
- Constructing Hope
- C-TEC Youth Services
- Division MidwayAlliance
- Do Good Multnomah
- Ecumenical Ministries of Oregon
- Family Promise Metro East
- Family SkillBuilders
- First Transit
- Gateway Center
- Girls Inc. of the Pacific Northwest
- Hacienda CDC
- Hand Up Project
- Harmony Academy
- Helping Hands Reentry Outreach Centers
- HomePlate Youth Services
- Impact NW
- Innovative Housing, Inc.
- Iron Tribe Network
- Lines for Life Healing Summit
- Love INC of Tigard, Tualatin & Sherwood
- LoveOne
- Mental Health Association
- Metropolitan Family Service
- New Avenues for Youth
- New Narrative
- Northwest Family Services
- Northwest Pilot Project
- Oregon Food Bank
- Oregon Tradeswomen
- Our House of Portland, CAP
- Our Just Future
- Portland Community College
- Portland Refugee Support Group
- Portland Rescue Mission
- Providence Foundations of Oregon
- Providence Portland Medical Foundation
- Rahab's Sisters
- Ride Connection
- Rose Community Development
- Rose Haven
- Salvation Army Moore Street
- Sickle Cell Anemia Foundation of Oregon, Inc.
- The Alano Club of Portland
- The Community Services Network
- The Pathfinder Network
- The Rosewood Initiative
- The Salvation Army Bridgeway of Hope
- Virginia Garcia Memorial Foundation
- VOA Oregon
- Voz Workers' Rights Education Project
- Wisdom of the Elders, Inc.
- Youth Progress
- Portland Street Medicine
- YWCA of Greater Portland



Getting the word out

<u>10 multicultural outreach partners</u>	<u>Shared info</u>	<u>Co-hosted public event</u>	<u>Hosted event</u>
Asian Pacific Islander Community Coalition of Oregon (APICCO)	X		X
Center for Positive Aging	X		X
Centro Cultural	X	X	X
Korean Society of Oregon	X		X
Muslim Educational Trust (MET)	X	X	
Play East	X	X	
Rosewood Initiative	X	X	
Somali American Council of Oregon	X		X
Slavic Community Center of NW	X	X	
Vive NW	X		



9

Open house events

In person (7)

365 attendees

9 languages + English

Arabic Rohingya

Burmese Russian

Farsi Spanish

Napali Ukrainian

Online (5)

45 attendees

2 languages + English

ASL

Spanish



10

Partner events

In person (5)

240 attendees

10 languages + English

Cambodian Somali

Chinese Spanish

Filipino Swahili

Japanese Taiwanese

Korean Vietnamese



11

TriMet Public Meetings

Transit Equity Advisory Committee (TEAC)

Committee on Accessible Transportation (CAT)

Testimony to Board of Directors



12

What we heard: survey

- 5,688 respondents
- Online in 10 languages + English
 - Arabic Japanese Spanish Vietnamese
 - Chinese Korean Tagalog
 - Farsi Russian Ukrainian
- Questions:
 - Awareness of programs offering reduced or free fares
 - How would the proposed fare increase affect you?
 - Would you take fewer trips due to the fare increase?
 - Comments (open-ended)
 - Ridership and demographic questions

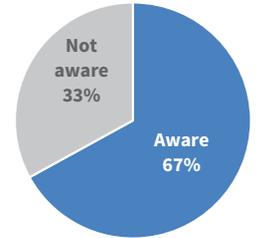
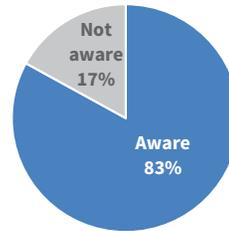


13

Awareness high for programs, especially reduced fare

Reduced fare program for seniors, youth, people with disabilities or low income

Free and low-cost fare programs for nonprofits and CBOs

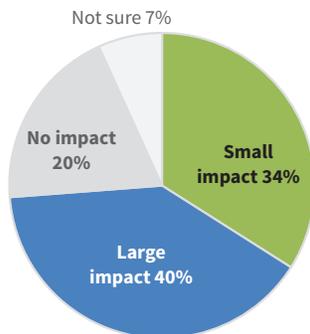


n=5688



14

74% would be affected

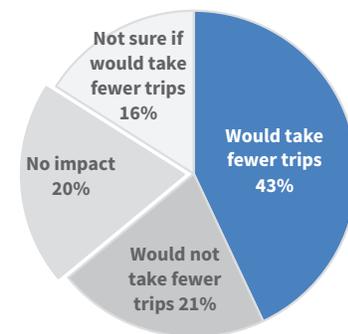


n=5688



15

43% would take fewer trips



n=5688



16

Top comments (open ended)

51% Against fare proposal (net)

- 19% Should be free or reduced
- 16% People with low incomes would be most affected/might not qualify for reduced fares
- 8% I can't afford the increase/inflation

39% Other (net)

- 11% Suggestions for changing fares by user type/how to fund with existing budget
- 11% Tax comment/find other agencies to fund/fares are small part of budget
- 8% Increment difficult for coins/round to even amount

29% Fix these first (net)

- 12% Want more service, reliability, amenities, etc
- 11% Safety/security issues
- 10% Enforce existing fares

13% Positive comments (net)

n=3214



17

Demographics of respondents

RIDERSHIP			FARE TYPE			
Frequent/Regular	Occasional/Infrequent	Non-Rider	Adult	HC	Youth/LIFT	
59%	39%	3%	66%	30%	4%	
COUNTY RESIDENCE				TRANSIT DEPENDENT		
Multi-nomah	Washington	Clackamas	Other	No	Yes	Not sure
70%	21%	8%	2%	55%	43%	1%
DISABILITY			SURVEY LANGUAGE			
No	Yes	Not sure	English		All other	
71%	25%	3%	90%		10%	



18

Demographics of respondents

AGE				GENDER		
Up to 25	25-44	45-54	55+	Female	Male	Non-binary
13%	46%	13%	28%	49%	41%	9%
ETHNICITY		200% FPL				
White only	People of Color	Above	At or below			
71%	29%	63%	37%			



19

What we heard: events

- Attendees were encouraged to complete survey (via tablets or paper)
- Staff also collected comments from conversation and paper comment cards
- Comments from 138 respondents coded with same methodology as survey

Comment Category	Received via		
	Survey	Events	Customer Service
Against fare proposal	1649	75	4
Other	1269	70	3
Fix other things first	927	69	
Positive	413	13	



20

Top comments from events

- 75 Against fare proposal (net)**
 26 I can't afford the increase/inflation
 15 People with low incomes would be most affected/might not qualify for reduced fares
 13 Should be free or reduced
- 70 Other (net)**
 17 Need more information about fare payment options
 13 Interest in increasing transit ridership to address climate change/less cars
 7 Other response
- 69 Fix these first (net)**
 28 Safety/security issues
 23 Want more service, reliability, amenities, etc.
 10 Cleanliness concerns
- 13 Positive comments (net)**

n=138
(650 attendees)



21

Sample comments from events

"Public transit is my only way to get around, I don't drive, I don't have family or friends who drive. If you increase the cost, I still have to get around. I can't just stop going out, even things like grocery shopping, I have to get there on the bus. I will probably buy less groceries but I can't just decide to walk places because I can't walk very far."

"I remember like five years ago, you could buy a card at the Mexican stores but now most of them don't know what I'm talking about. I use cash only now, I see people use their phone and is suppose to be easier but I don't have that knowledge and I don't have a bank account."

"Focus on safety, make the trains and buses safe and then people won't feel like you have a curfew if you are a person of color not been safe to ride when it's dark or past a certain time."

"Like that fare cap is not changing, this is helpful for daily riders."



22

What we heard: TriMet Public meetings

Transit Equity Advisory Committee (TEAC)

- Continued interest in fareless system

Committee on Accessible Transportation (CAT)

- Generally against fare increase

Testimony to Board of Directors

- Against fare increase



23

Next step: Draft Title VI report at March 29 Strategy Session

- Analysis of potential disparate impacts and disproportionate burdens to Title VI populations
- Outreach findings will help inform potential mitigations



24