

BEFORE THE BOARD OF COUNTY COMMISSIONERS
FOR COLUMBIA COUNTY, OREGON

In the Matter of Adopting a Reduction in)
fares between Rainier and Longview/Kelso) RESOLUTION No. 1-2016
(Line 5) and between Columbia City and St)
Helens (Lines 4 and 7))

WHEREAS, the Federal Transit Administration requires that recipients of certain federal funding for transit establish a Fare and Service Change Policy encouraging public participation in any changes made to route, fare, and/or service structures for transit systems; and

WHEREAS, the Columbia County Board of Commissioners adopted Order No. 2-2012 to establish such a policy for its transit department, Columbia County Rider ("CC Rider"); and

WHEREAS, working with the Columbia County Citizen Transportation Advisory Committee ("CCTAC"), CC Rider has identified inequities in its fare structure for service between Rainier, Oregon, and the Longview/Kelso, Washington, urban area, and between Columbia City and St. Helens; and

WHEREAS, as described in the Staff Report attached hereto as Exhibit A and incorporated herein by this reference, the fare CC Rider currently charges for service between the areas cited above is not considered equitable because fares for similar distances between nearby communities are significantly lower than the fares between the communities referenced above; and

WHEREAS, the fare between Rainier and the Longview/Kelso urban area is \$7.00 for a 6 mile trip; and the fare between Columbia City and St Helens is \$5.00, for a 2 mile trip; the fare to travel within and between the cities of St Helens and Scappoose is only \$2.00. This inequity creates a disincentive to use CC Rider to travel between Rainier and the Longview/Kelso urban area and between Columbia City and St Helens; and

WHEREAS, staff from CC Rider evaluated the fare structure of CC Rider and determined that lowering the fare to a level more representative of the miles traveled for the above trip segments would result in more equity in the CC Rider fare structure and could result in increased ridership on the identified segments; and

WHEREAS, the CCTAC considered CC Rider's fare inequities at its October 27, 2015, meeting and voted to recommend a reduction in certain fares to address the inequities to the Board of County Commissioners; and

WHEREAS, staff from CC Rider has alerted the public of the proposed fare reduction through various types of media including postings on the CC Rider web page, the CC Rider Facebook page, a media announcement concerning the public hearing for January 13, 2016, and through notices posted on vehicles and at the St Helens Transit Center; and

WHEREAS, a public hearing to consider the proposed fare reductions was scheduled for January 13, 2016 and notice was provided by a media release to area newspapers and local radio stations; and

WHEREAS, on January 13, 2016, the Board of Commissioners held a public hearing to accept evidence and testimony on the proposed fare reductions. The Board then closed the public hearing, deliberated, and voted to approve the fare reductions.

NOW, THEREFORE, THE BOARD HEREBY RESOLVES, as follows:

1. The above recitals are incorporated herein as findings in support of this Resolution; and
2. As further support for this Resolution, the Board adopts the findings and conclusions in the Staff Report attached hereto as Exhibit A and incorporated herein by this reference; and
3. Staff is authorized to prepare and implement the following changes to its fare structure:
 - a. Line 4 (weekday only) and Line 7 (weekend only) fare reduction between Columbia City and St Helens from \$5.00 general fare to \$2.00 general fare.
 - b. Line 5 fare reduction between Rainier Transit Center and the Longview/Kelso urban area from \$6.00 general fare to \$2.00 general fare.

Dated this 13th day of January, 2016.

BOARD OF COUNTY COMMISSIONERS
FOR COLUMBIA COUNTY, OREGON

By: _____

Anthony Hyde, Chair

By: _____

Henry Heimuller, Commissioner

By: _____

Earl Fisher, Commissioner

Approved as to form

By: _____

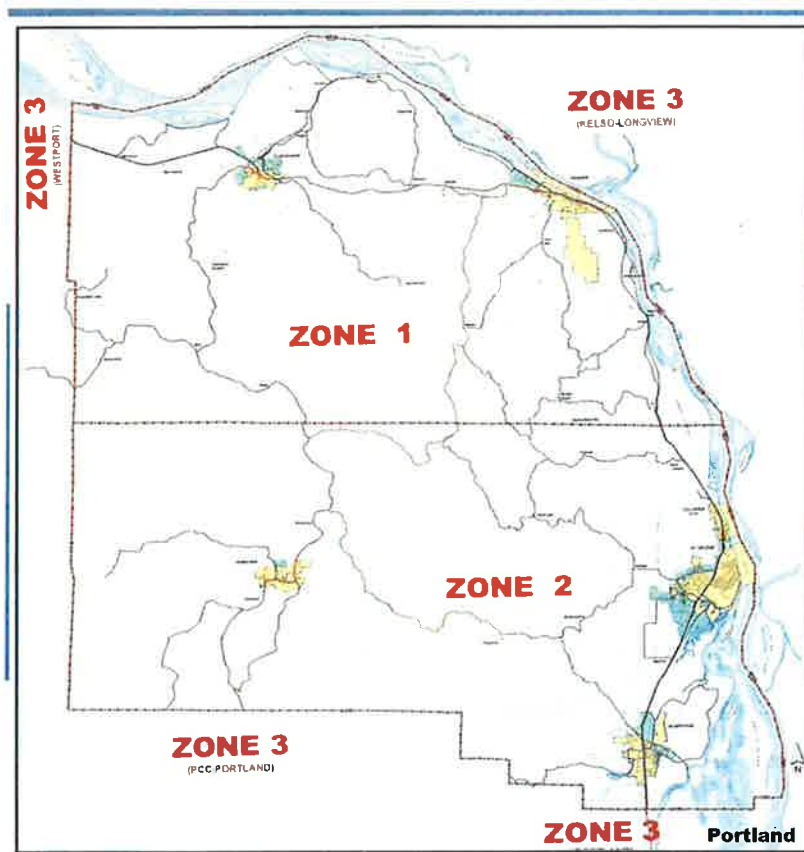
Office of County Counsel

EXHIBIT A

STAFF REPORT: Fare Reduction between Columbia City and St Helens and between Rainier and Longview/Kelso, Washington

In 2011, Columbia County Rider implemented a zonal fare system. This system divided Columbia County into two zones: Zone 1 – covering the North County area from the Clatsop County line and the Columbia River, south to approximately Butterfield Road – in the vicinity of Deer Island; and Zone 2 – covering the South County from approximately Butterfield Road to the Multnomah and Washington County lines. A third Zone - Zone 3, covers all areas served by CC Rider outside of Columbia County, including PCC – Rock Creek Campus and the Willow Creek Transit Center in urban Washington County; Downtown Portland and NW Portland along the Highway 30 Corridor; and the Longview/Kelso urban area, in Washington State. The map below displays the zonal system.

The Zonal Fare structure stipulates that a passenger pays a flat rate of \$5.00 to board a bus and travel within a zone. If the ride crosses a zone boundary, the fare increases by \$1.00. Therefore, a trip from Clatskanie to Rainier is \$5.00. A trip from Clatskanie to Longview/Kelso or to St Helens is \$6.00. A trip from Clatskanie to Portland or Willow Creek Transit Center is \$7.00. To travel from Westport, in Clatsop County to Portland the fare is \$8.00.



In addition to the Zonal Fare system, CC Rider has a special fare for trips between the cities of St Helens and Scappoose. The fare between these two cities is \$2.00.

Because of this special fare, which is only applicable for trips between St Helens and Scappoose, inequities in fare collection result. For example: Columbia City shares a border with St Helens but the fare between the two cities is \$5.00, to travel less than 2 miles ('A' Street stop in Columbia City to the St Helens Transit Center). It is just over

9 miles from the St Helens Transit Center to the Scappoose Park and Ride (NE 1st Street and NE Prairie St), and the trip cost \$2.00.

A similar situation occurs between the cities of Rainier and Longview/Kelso. In this instance a Zone Boundary is crossed resulting in a fare of \$6.00, for a distance of just over 6 miles.

Proposal

CC Rider staff proposes that the Board of County Commissioners pass a fare reduction resolution for fares between Columbia City and St Helens/Scappoose and between Rainier and Longview/Kelso, Washington. This proposal will correct a fare inequity between travel distance and fare charged. This fare reduction will bring the cost of travel between Rainier and Longview/Kelso and between Columbia City and St Helens more in line with the actual distance covered and more equitable with the fares charged between St Helens and Scappoose. The potential outcome of this fare reduction is an increase in ridership.

Current Fare



Proposed Fare



RECOMMENDATION

Staff recommends approval of Resolution No. 1-2016 to implement a reduction of the fares for the aforementioned trip segments, bringing the fares from Rainier to Longview/Kelso and from Columbia City to St Helens into alignment with the distance traveled and more equitable with similar fares for travel in and between St Helens and Scappoose.