

July 17, 1995
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Introduced By: Greg Nickels

Proposed No.: 95 - 513

MOTION NO. **9638**

1
2 A MOTION requesting the Executive to
3 develop a fare reduction demonstration
4 program to increase transit ridership.

5
6 WHEREAS, annual vehicle miles traveled in King County
7 have grown at a faster rate over the last two decades than
8 population or employment, and

9 WHEREAS, King County's freeway and arterial network is
10 experiencing congestion at levels considered unacceptable
11 only a few years ago, and

12 WHEREAS, increased transit ridership is critical to any
13 effort to address traffic congestion in King County, and

14 WHEREAS, per capita ridership on fixed-route transit has
15 declined over the past decade, and

16 WHEREAS, a decreasing portion of all trips in King
17 County are made using public transportation, and

18 WHEREAS, the growth in car ownership and in two-car
19 households means that fewer King County residents are
20 dependent upon public transportation, and

21 WHEREAS, the existing transit system has a significant
22 amount of unused capacity, and

1 WHEREAS, innovative methods, as well as service
 2 improvements, are needed to encourage increased transit
 3 usage.

4 NOW, THEREFORE, BE IT MOVED by the Council of King
 5 County:

6 The executive is requested to submit for council review
 7 a program to test the potential for increasing transit
 8 ridership by reducing weekend transit fares to twenty-five
 9 cents. Such a demonstration program should be of limited
 10 duration, beginning at the next feasible service change, and
 11 include the following elements:

- 12 A. an estimate of increased ridership;
 13 B. an assessment of the implications, if any, of a
 14 reduced fare program upon service and vehicle availability;
 15 C. an estimate of revenue impact and implementation
 16 costs;
 17 D. a promotional strategy, and
 18 E. a follow-up evaluation.

19
 20 PASSED by a vote of 9 to 3 this 7th day of
 21 August, 1995.

22 KING COUNTY COUNCIL
 23 KING COUNTY, WASHINGTON

24 Kent Pullen
 25 Chair

26 ATTEST:

27 Gerald A. Peterson
 28 Clerk of the Council

29 Attachments:

30