

June 24, 1996
I/Trans 96/wkndfare

Introduced By: Greg Nickels

Proposed No.: 96-444

ORDINANCE NO. **12355**

AN ORDINANCE relating to public transit fares and superseding for a limited time the weekend fares established in Ordinance 12084, Section 2, and declaring an emergency.

BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

SECTION 1. Notwithstanding the provisions of Ordinance 12084, Section 2, and subject to the terms of this ordinance, a Weekend Cash Fare of twenty-five cents (\$0.25) and a Weekend All-Day Pass Fare of fifty cents (\$0.50) are hereby established. The Weekend Cash Fare and Weekend All-Day Pass Fare (together, the "Weekend Fares") each shall be effective only on Saturdays, Sundays and those holidays when the transit division operates on a Sunday schedule, from July 4, 1996 through September 2, 1996 (the "Demonstration Period").

SECTION 2. If reauthorized by council motion by no later than October 28, 1996, the Weekend Fares shall also be effective on Saturdays, Sundays and those holidays when the transit division operates on a Sunday schedule, from November 28, 1996 through December 31, 1996.

SECTION 3. The Weekend Fares shall be applicable to regularly scheduled public transportation service on bus and transit van routes, and demand-responsive service on transit vans and paratransit vans. The Weekend Fares are expressly not applicable to other services which, by way of example and not limitation, include customized bus service, the waterfront streetcar, limited service to special or seasonal activities or events, and service requiring an inter-

1 jurisdictional fare. Where transfers are currently accepted
2 without an additional payment on these services, they will
3 continue to be so accepted during the Demonstration Period

4 SECTION 4. No later than October 14, 1996, the director
5 shall submit to the council a report on the ridership,
6 revenue and other relevant data from the Demonstration
7 Period.

8 SECTION 5. The executive is requested to develop and
9 recommend a comprehensive program of transit marketing
10 strategies and alternatives for inclusion in the department
11 of transportation's 1997 executive-proposed budget. Such
12 strategies and alternatives should be targeted at groups with
13 a high potential for increased ridership and should include:
14 fare incentives for areas receiving new service through
15 implementation of the Six-Year Plan; fare incentives for new
16 or relocated King County residents; fare incentives in
17 partnership with retail districts, shopping centers or other
18 regional attractions; and fare incentives to increase youth
19 ridership during the summer.

20 SECTION 6. The county council finds as a fact and
21 declares that an emergency exists and that this ordinance is
22 necessary for the immediate preservation of public peace,

1 health or safety or for the support of county government and
2 its existing public institutions.

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4 INTRODUCED AND READ for the first time this 20th day of
5 May, 1996

6 PASSED by a vote of 11 to 2 this 24th day of
7 June, 1996.

8 KING COUNTY COUNCIL
9 KING COUNTY, WASHINGTON

10 *Jane Hogue*
11 Chair

12 ATTEST:

13 *Gerald A. Peterson*
14 Clerk of the Council

15 APPROVED this 3rd day of July, 1996.

16 *Ray Locke*
17 King County Executive

18 Attachments: None