

Outreach approach

- Level of engagement: Consult
- Focus on riders and vulnerable populations
- Key message points
 - Base fare has been the same for a decade, despite the rising cost of delivering service
 - Fare revenue is necessary to provide the service our region relies on
 - Reduced fare programs are available for qualifying riders
 - Feedback from this outreach effort will inform the final proposal and Board decision

Proposal based on + \$0.30

Fare Type	Now	Increase	Proposed
Adult 2½ -Hour Ticket	\$2.50	\$0.30	\$2.80
Adult Day Pass	\$5.00	\$0.60	\$5.60
Honored Citizen 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Honored Citizen Day Pass	\$2.50	\$0.30	\$2.80
Youth 2½ -Hour Ticket	\$1.25	\$0.15	\$1.40
Youth Day Pass	\$2.50	\$0.30	\$2.80
LIFT single ride	\$2.50	\$0.30	\$2.80

No change to monthly or annual pass

Outreach timeline

Dec

Jan

Feb

Mar

Apr

May

Online comments

Multilingual

Open houses

- **In-person:** one per Board district; multilingual
- **Online:** English; Spanish

Discussion groups

- LEP riders
- Reduced fare partners

March 24:
Outreach and Title VI report to Board

April 26:
Ordinance first reading; public hearing

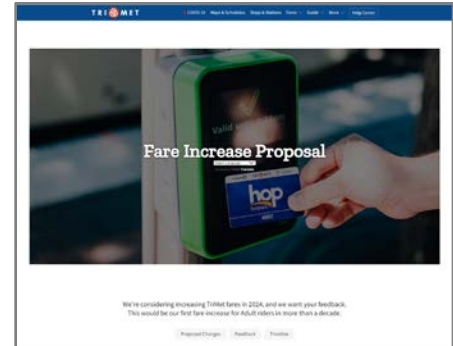
May 24:
Ordinance second reading; decision

Communications channels

- **TriMet on the Move**
- **Equity on the Move**
- **Newsfeeds**
- **Social media, boosted with ads**
- **Print ads (Pamplin; neighborhood newsletters)**
- **Multicultural outreach partners' channels**
- **Stakeholder and partner emails**
- **Transportation fairs (employer programs)**

Online comments

- trimet.org/fareproposal
- Launched December 8
- Closes February 25
- Languages online
 - English
 - Spanish
 - Vietnamese
 - Chinese
 - Russian
 - Korean
 - Arabic
 - Ukrainian
 - Tagalog
 - Japanese
 - Farsi
- Languages through multicultural outreach partners
 - Khmer
 - Somali



In-person events*

- One per Board district
- Multicultural outreach partners
 - Co-host; recruit participants; provide incentives
 - Provide interpretation
 - Brief/small group presentations
- Talk with staff; leave comments



* Includes forum to discuss proposed service changes

In-person events*

Date	Time	Location	Address	Dist	Languages + English
Jan 17	4–6 p.m.	University of Oregon	70 NW Couch St., Portland	2	Spanish
Jan 18	5–7 p.m.	St. Philip Neri	2408 SE 16th Ave., Portland	4	Vietnamese +
Jan 19	12–4 p.m.	Rosewood Initiative	4127 SE Stark St., Portland	5	Multiple
Jan 24	5–7 p.m.	Clackamas Community College - Harmony	7738 SE Harmony Rd., Milwaukie	7	Russian, Ukrainian
Jan 25	5–7 p.m.	Washington St Conference Center	102 SW Washington St., Hillsboro	1	Spanish
Jan 26	5–7 p.m.	Fairview City Hall	1300 NE Village St., Fairview	6	Spanish
Feb 1	5–7 p.m.	Muslim Educational Trust	10330 SW Scholls Fy Rd., Tigard	3	Arabic, Farsi

* Includes forum to discuss proposed service changes

Online events*

Info & listening sessions (5)

- One English
- One Spanish
- Three bilingual English/Spanish
- Other language interpretation available by request
- Brief presentation; Q&A; leave comments

* Includes forum to discuss proposed service changes

Discussion groups

Multicultural outreach partners convene LEP communities*

- Host; recruit participants; provide incentives
- Facilitate in language of specific community

TriMet convenes reduced fare program partners



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