

TriMet Honored Citizen Fare

Outreach for Proposed Increase



Overview

It is TriMet's intention of informing people who use the Honored Citizen Fare in our district about the proposed fare increase and solicit feedback through personal meetings, email and direct mail, advertisements, listening sessions, and going into the community to meet with Honored Citizens.

Initial Outreach

- Bob Nelson and Bernie Bottomly have met with CAT and Elders in Action.
- The Diversity and Transit Equity Department has informed participants in the Transit Access Program of the proposed increase and have held an informational sessions with organizational representatives to discuss possible mitigation alternatives.

Targeted Outreach to seniors and people with disabilities

- Email sent to about 600 individuals, nonprofit leaders, social service organizations, public agencies and others serving seniors and people with disabilities
- A brochure is being mailed to 12,300 Honored Citizen card holders informing them of the proposed fare increase and avenues to provide feedback. It should people's mailbox starting March 12 or so.
 - The brochure essential information is translated into the other five major languages in our district.
- A website has also been created to provide information regarding the fare increase and ways to provide feedback.
- Phone calls to key contacts and setting up listening sessions at senior centers and community based organizations.

Listening Sessions

TriMet will host five listening sessions around the tri-county region to inform and get feedback on the proposed fare increase.

- 1. Thursday, March 26: 2–3 p.m.**
East County Health Center, 600 NE 8th St., Gresham, OR 97030
- 2. Tuesday, March 31: 2–3 p.m.**
Elsie Stuhr Center, 5550 SW Hall Blvd., Beaverton, OR 97005
- 3. Tuesday, March 31: 6–7:30 p.m.**
Centro Cultural of Washington County, 1110 N Adair, Cornelius, OR 97113
- 4. Monday, April 6: 3–4 p.m.**
Pioneer Center, 615 5th St., Oregon City, OR 97045
- 5. Wednesday, April 8: 1:30–2:30 p.m.**
Urban League, 5325 NE MLK Blvd., Portland, OR 97227

Hosted Presentations

In addition to TriMet hosted presentations, individual organizations will also host TriMet to speak to their organizations and members regarding the proposed fare increase and take feedback. Some have already been scheduled. Others, we are working to set up a date and time.

- **Friday March 20: 1-2 p.m.**
Forest Grove Senior Center, 2037 Douglas St, Forest Grove, OR 97116
- **Monday, March 23: 11:30 a.m.-1 p.m.**
Hillsboro Senior Center, 750 SE 8th Avenue, Hillsboro, OR 97123
- **Tuesday, March 24: 11a.m.-1 p.m.**
Meals on Wheels, Human Solutions Rockwood Bldng, 124 NE 181st Ave
- **Friday, April 3: 11 a.m.-1 p.m**
Meals on Wheels Hillsboro, 541 SE Baseline, Hillsboro, OR 97124
- El Programa Hispano in Gresham
- Asian Health & Service Center
- Immigrant Refugee Community Organization (IRCO)
- Friendly House
- Home Forward
- Hollywood Senior Center
- Native American Rehabilitation Association
- Native American Youth and Elder Council at NAYA

Advertisements

Ads will be placed in a number of local papers to inform about the proposed fare increase and tell people how they can submit their comments.

PUBLICATION	DUE DATE	INSERTION DATE	AD SIZE
Star News		First week of April	
Gresham Outlook	March 17	March 20	5.075 x 5
El Hispanic News	(online ad)		Text only
Portland Tribune	March 26	April 2	5.075 x 5
Asian Reporter			4.99 x 4
Chinese Times		First week of April	
Portland Observer		First week of April	
The Skanner		First week of April	
Beaverton Times	March 19	March 26	5.075 x 5
Oregon City News	March 26	April 1	5.075 x 5
Clackamas Review	March 26	April 1	5.075 x 5
Tigard Times	March 19	March 26	5.075 x 5
Street Roots	TBD		
Hillsboro Tribune	March 19	March 27	5.075 x 5

Feedback: There are many ways riders can submit feedback.

- Participating in the listening sessions or board hearing
- Email: comments@trimet.org
- Phone: 503-238-RIDE (7433)
- TTY: 7-1-1
- Mail: TriMet HC Fare Increase, 1800 SW First Ave, Suite 300, Portland, OR 97201