



King County

Metro Ticket Incentive Program

What is the Metro Ticket Incentive Program?

The incentive program is intended to reach beyond the bus riders who already account for 108 million annual trips on Metro. Each King County resident renewing their car registration would be able to obtain vouchers for eight free rides on Metro. Past experience with other incentive programs has shown that people who try riding Metro are more inclined to ride the bus again.

How will the incentive program work?

Motorists renewing their annual registration will receive a request form from Metro when they receive their new license tabs. To receive eight free-ride tickets, each car owner must fill out the form, which will also offer the option of donating the value of the tickets to a fund for distribution of bus tickets to support low-income residents who depend on transit to access services in their communities. The bus tickets will apply only to regular Metro Transit bus service and will not be transferable to other transit modes. The tickets will be good for at least 60 days. Each home address can receive 8 tickets during a 12-month period.

What are the benefits of donating your free ride tickets?

Metro and human service agencies know how important the bus is to people who do not own cars, yet need to get to shelters, job interviews or medical appointments. Donating bus tickets is an innovative way to support the nearly 150 social service agencies in King County that purchase deeply discounted tickets from Metro and distribute them to clients in need, especially with the proposed phasing out of the Ride Free Area in 2012.

How much will the incentive program cost?

Metro estimates the incentive program will provide between \$700,000 and \$2.5 million in trips each year, many of which would not have been taken without the incentive, and which will ultimately result in increased ridership over the long term.