

# *Establishing Fares for Tacoma Link*

*June 3, 2021*



# *Why we are here*

- To provide an overview of Tacoma Link fare implementation process and timeline
- To review and request your feedback on proposed Tacoma Link fare options to take forward for public comment

# *Purpose Today*

- Review background of Tacoma Link fares
- Outline schedule
- Review fare options
- Ridership, revenue and farebox recovery estimates

# Background

**Resolution 99-2** – established free fares on Tacoma Link

**Resolution 2013-24** – established \$1 Adult fare in 2014, \$1.50 Adult fare in 2016

**Motion 2014-36** – authorized agreement with Downtown Tacoma Partnership to compensate ST for fare-free service

## **Resolution 2016-10**

- Maintained \$1 Adult fare
- Authorized new agreement with Downtown Tacoma Partnership to continue fare free service until expansion opens
- **Directs staff to propose new Tacoma Link fares to the Board prior to the opening of Hilltop expansion service.**

# *Process Timeline*

- Spring/Summer 2021 – stakeholder outreach
- June/July 2021 – public comment period
- September/October 2021 – develop fare proposal
- November 2021 – ST Board decision on fare rates
- **May 2022 - Hilltop Extension Scheduled Opening – fares go into effect**

# Proposed Tacoma Link Fare Options

**Option 1:** \$2.00 adult fare, the same as Pierce Transit

**Option 2:** \$2.25 adult fare, the same as Link light rail base fare

- Both options include ORCA LIFT fare of \$1.50

	Option 1	Option 2	Link	PT
Adult	<b>\$2.00</b>	<b>\$2.25</b>	\$2.25 (base)	\$2.00
ORCA LIFT	\$1.50	\$1.50	\$1.50	NA
Youth	<b>\$1.00</b>	\$1.50	\$1.50	\$1.00
Sr & Disabled	\$1.00	\$1.00	\$1.00	\$1.00

Option 2 has reduced fares (LIFT, Youth, Sr/Disabled) aligned with the other ST modes

Option 1 Youth fare is aligned with Pierce Transit

# Ridership, Revenue & Farebox Recovery

**Farebox recovery projections range from 10% - 11%**  
**Revenue projections range from \$1.7 - \$1.9 million annually**

Options for Adult Fare	Annual Ridership projection (2023)	Annual Revenue projection (2023)	Net Fare Revenue (2023)	Farebox Recovery (2023)
<b>\$2.00</b> (Option 1) (same as PT fare)	1.27 to 1.32 million	\$1.70 - \$1.76 million	\$1.21 - \$1.27 million	10%
<b>\$2.25</b> (Option 2) (same as Link base fare)	1.21 to 1.26 million	\$1.87 - \$1.94 million	\$1.38 - \$1.45 million	11%

# Option 1: \$2.00 – Align with Pierce Transit

## Pros

- Fares same as PT
- Provides ORCA LIFT fare for low-income

## Cons

- Does not align with Link Adult base fare
- Youth fare does not align with other ST service
- May set expectation that future fare changes would be tied to PT. PT fares have not changed since Nov. 2010.

	Option 1	PT
Adult	\$2.00	\$2.00
ORCA LIFT	\$1.50	NA
Youth	\$1.00	\$1.00
Sr & Disabled	\$1.00	\$1.00



# Option 2: \$2.25 – Align Adult Fare with Link Base Fare

## Pros

- Same price as Adult Link base fare (and Seattle Streetcar)
- Does not set expectation that Tacoma Link fares tied to PT fares
- Reduced fares same as other ST service and provides ORCA LIFT fare

## Cons

- Fare increase for Adult riders and Youth riders transferring from PT

	Option 2	Link
Adult	\$2.25	\$2.25 (base)
ORCA LIFT	\$1.50	\$1.50
Youth	\$1.50	\$1.50
Sr & Disabled	\$1.00	\$1.00

*Thank you.*



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