

2013 Tacoma Link Fare Proposal

Summary of public involvement

Through September 24, 2013

Background:

In 1999, the Sound Transit Board designated Tacoma Link service as fare-free based on an analysis which concluded that fare collection costs would exceed the revenues to be gained from charging fares. Under Board policy (Resolution 99-2), this was an allowable exemption from Sound Transit's general policy of requiring fares to cover a portion of operating expenses.

In June 2013, the Sound Transit Board was presented with an updated preliminary analysis indicating that charging a base adult fare from \$1.00 to \$2.00 on Tacoma Link would generate sufficient revenue to cover the costs of fare collection plus provide additional funds to help offset the overall costs of Tacoma Link operations.

As part of the policy development and the Board deliberative process, an extensive public involvement program was initiated.

Summary of public input:

Written comments received as of September 20, 2013 include 128 responses to an online survey-based feedback form, 54 paper comment forms received at public presentations and events, and eight comments sent via e-mail or social media.

Verbal comments received for the public record as of September 20, 2013 include one phone call and nine speakers at the public hearing.

Of the total 200 formal comments submitted, 12.5% (25 responses) expressed support for charging fares on Tacoma Link as proposed, 87% (174 responses) expressed opposition to the proposal and one respondent provided unrelated comments.

All public feedback received is detailed in attachments to this summary. Attachment A is a copy of all emails received; attachment B is a copy of all handwritten forms and surveys completed by respondents; Attachment C reports the online survey results; and Attachment D is the transcript of the public hearing.

Public involvement process:

Stakeholder Outreach: Contacted stakeholders include:

- Central Neighborhood Council
- City of Tacoma (incl. Council briefings 7/23 & 7/30; study session: September 17th)
- Cross-District Association
- Dome District Business District
- Downtown Merchants Group
- Downtown Tacoma CTR

- Downtown on the Go
- Economic Development Board of Tacoma-Pierce County
- Fair Housing Association
- Greater Tacoma Convention and Visitor Bureau
- Hillside Development Council
- Hilltop Business District
- New Tacoma Neighborhood Council
- Pierce County Human Service Coalition
- Pierce Transit
- South End Neighborhood Council
- Stadium Business District
- Tacoma Community Council
- Tacoma Convention Center
- Tacoma Dome
- Tacoma-Pierce County Chamber
- Tacoma Public Schools
- Tacoma Social Service agencies
- UW-Tacoma

Title VI Stakeholder outreach

Advocacy groups that serve Title VI-protected populations, plus those with limited English proficiency were identified and provided information by email and/or US Mail, with invitations to request additional information and/or staff presentations. Organizations include:

1. Associated Ministries,
2. Catholic Community Service,
3. Tacoma Association of Individuals with Disabilities,
4. Black Collective,
5. Tacoma Community House,
6. South Sound Hispanic Chamber,
7. Tacoma Rescue Mission,
8. Tacoma Slavic Christian Association,
9. Tacoma Urban League,
10. Metropolitan Development Council,
11. Korean Women's Association,
12. Asian Pacific Cultural Center,
13. Cross Cultural Collaborative,
14. Native Quest,
15. Centro Latino,
16. MoLE,
17. Tacoma Goodwill,
18. SeaMar,
19. Oasis,
20. Rainbow Center,
21. REACH Center,
22. Pierce County Alliance,
23. Tahoma Indian Center,

24. Childcare Aware,
25. United Way,
26. Washington Women’s Employment Education

General Public Outreach

Date	Activity	Notes
8/8	Tacoma Broadway Farmers Market	T-Link 10 th celebration, partnership with Pierce Transit, Downtown on the Go
8/22	Anniversary of T-Link 10 th – Farmers Market and station area teams	T-Link 10 th celebration, partnership with Pierce Transit, Downtown on the Go
9/1	Rider alert to email subscription lists	Early September—provided information on fare proposal, open house and public hearing
9/1	Rider alerts posted on vehicles and Tacoma Link stations and select PT stations	Early September—provided information on fare proposal, open house and public hearing
9/10, 11, 14	“Ride the rails” and transit center outreach	9/10 morning, 9/11, midday, 9/14 (weekend) Approximately 300 contacts, provided information on fare proposal, open house and public hearing
9/19	Public Hearing & Open House	Tacoma City Hall, Pantages Theater

Media/Advertising/online:

- Fare proposal information available online starting 8/8
- News:
 - Tacoma News Tribune:
 - 8/12 – Editorial
 - 9/12 – article
 - 9/19 – Column and article
 - 9/2 - KING TV
 - 9/19 - KOMO and KIRO TVs
 - Business Examiner: 8/13
 - Exit 133 – 9/12
 - Tacoma Tomorrow – 9/20
- Advertising:
 - Daily Journal of Commerce
 - Tacoma News Tribune
 - Tacoma Weekly
 - Korea Daily
 - El Siete Dias
 - NW Vietnamese Weekly
 - The Ranger
 - Northwest Military
 - Weekly Volcano
 - Exit 133