

Establishing Fares for Tacoma Link

July 15, 2021



Why we are here

- Review background of Tacoma Link fares
- Outline schedule
- Review fare options
- Ridership, revenue and farebox recovery estimates
- To request your feedback on proposed Tacoma Link fare options

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	\$2.00	\$2.25	\$2.25 (base)	\$2.00
ORCA LIFT	\$1.50	\$1.50	\$1.50	NA
Youth	\$1.00	\$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)
\$2.00 (Option1) (same as PT fare)	1.27 to 1.32 million	\$1.70 - \$1.76 million	\$1.21 - \$1.27 million	10%
\$2.25 (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.



 [soundtransit.org](https://www.soundtransit.org)

