



2017 ORCA Summer Youth Pilot Program

 **SOUNDTRANSIT**

Issue and Objectives of Pilot Program

Issue: During the school year, many students have ORCA cards issued for free by schools, but those cards expire when the school year ends.

Objectives of ORCA Summer Youth Pilot Program:

- Increase summer ORCA youth ridership and ongoing ORCA use
- Gather data to help determine future youth fares

ORCA Summer Youth Pilot Program

- Youth (ages 6-18) who pay with ORCA cards have a reduced fare from June 17 through September 4.
- Coordinated with KCM
- Pilot Program within ST Board adopted Fare Policy to provide a discounted fare for promotions/marketing.
- Sound Transit estimated fare revenue reduction ~ \$50,000

Comparison of Sound Transit Youth Fares

Regular Youth Fares

- Range of \$1.50 to \$4.25 depending on service/distance
- Youth fare is the same if paid with cash or ORCA

Pilot ORCA Summer Youth Fare

- \$1.00 for all ST services, any distance
- If paying with ORCA, the youth fare is reduced.

Adult fares are \$2.25 to \$5.75 depending on service and distance traveled.

Comparing Transit Youth Fares

Sound Transit	King County Metro	Community Transit	Pierce Transit
\$1.50 on Link and ST Express 1-county trips	\$1.50 regular youth fare	\$1.50 for local CT service	\$1.00 youth fare
\$2.75 on ST Express 2-county trips	\$0.50 ORCA summer youth fare	\$3 for Commuter-South/Everett service	Summer youth pass offered for \$36 from June 1 through August 31
\$2.50-\$4.25 on Sounder depending on distance		\$4 for Commuter – North/East service	
\$1.00 ORCA summer youth fare on all services; \$36 monthly pass		No lower summer ORCA youth fare	

Current Status

- To date, KCM distributed 5,000 ORCA cards and City of Seattle distributed 1,200 ORCA cards;
- Results from the Pilot Program available in the Fall
- Data gathered from the pilot program will be used to develop a holistic approach to pricing and youth ORCA card distribution

The image features a dark grey horizontal banner across the center. On the left side of the banner is the Sound Transit logo, which consists of a white stylized 'S' and 'T' symbol. To the right of the logo, the words 'SOUNDTRANSIT' are written in a bold, white, sans-serif font. Below 'SOUNDTRANSIT', the slogan 'RIDE THE WAVE' is written in a smaller, white, sans-serif font. The background of the entire image is a close-up of a transit vehicle with a white upper section and a blue lower section, separated by a wavy teal and blue graphic. The vehicle has several dark windows and some small white signs.

SOUNDTRANSIT
RIDE THE WAVE