

A low-angle shot of a white and blue Sound Transit train. The train features a large teal graphic of a mountain range on its side. The windows are dark, reflecting the sky. The train is positioned under a glass and steel structure, likely a station platform.

2017 ST ORCA Summer Youth Promotion

11/2/2017

 **SOUNDTRANSIT**

Objectives: ORCA Summer Youth Promotion

- To increase summer ORCA youth ridership
- To encourage young people to ride public transportation this summer and see how easy it is to get around on the region's interconnected network of trains and buses using ORCA
- To gather data to help determine future youth fares

Details: ORCA Summer Youth Promotion

- Sound Transit and King County Metro offered reduced fares from June 17th to September 4th
- Reduced fare was only available to youth who used an ORCA Youth card to pay their fare; e-purse value or monthly pass loaded on card
- Sound Transit offered a \$1 fare on all modes when using an ORCA Youth card for fare payment; non-promotion prices are between \$1.50 and \$4.25 for youths riding ST trains and buses
- All youth between the ages of 6-18 were eligible
- City of Seattle Youth Program was running concurrently

Comparing Transit Youth Fares by Agency

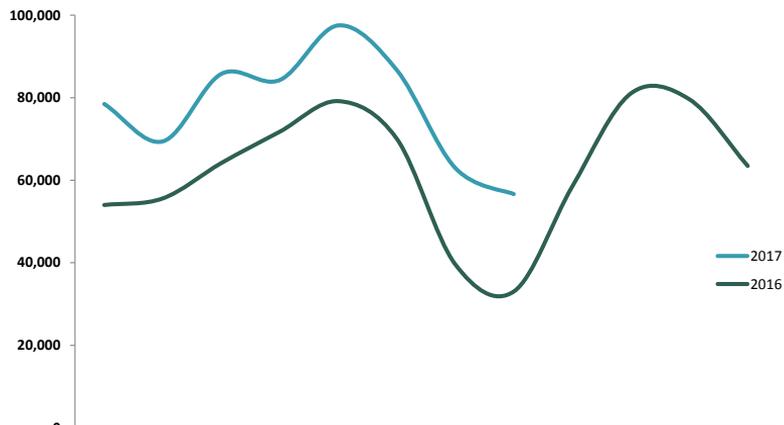
Sound Transit	King County Metro	Community Transit	Pierce Transit	Everett Transit	Kitsap Transit
\$1.50 on Link and ST Express 1-county trips	\$1.50 regular youth fare	\$1.50 for local CT service	\$1.00 youth fare	\$0.75 for local ET service	\$1.00 youth fare
\$2.75 on ST Express 2-county trips		\$3 for Commuter-South/Everett service		\$1.50 for commuter ET service	
\$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	\$0.50 ORCA summer youth fare	No lower summer ORCA youth fare	Summer youth pass offered for \$36 from June 1 through August 31	No lower summer ORCA youth fare	No lower summer ORCA youth fare

ORCA Youth Boardings +53% YoY for Promotion Period

Components contributing to 2017 growth include:

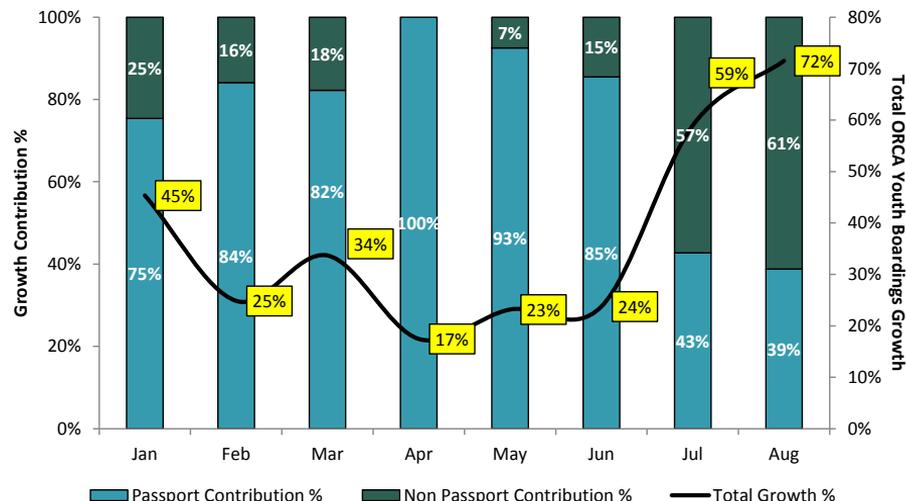
- Fare Reduction (Promotion)
- City of Seattle Youth Program (Passport)
- ORCA Card distribution (Promotion)
- System maturity (ULink familiarity)

Total Sound Transit ORCA Youth Boardings



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	78,483	69,417	85,773	84,285	97,525	86,721	62,977	56,646				
2016	53,999	55,600	64,165	71,759	79,174	70,068	39,622	33,028	58,477	81,019	79,635	63,472
Growth	45%	25%	34%	17%	23%	24%	59%	72%				

Growth Distribution Between Passport & Non Passport



Promotion Contributed to YoY ST ORCA Youth (Non Passport) Ridership Growth of 37% during Promotion Period; YTD Growth prior to Promotion was 10%

ORCA YOUTH BOARDINGS

(Non Passport)

June 17th - September 4th

	2017	2016	Growth	Promo Fare	Regular Fare
Sound Transit	114,581	83,659	37%	\$ 1.00	\$2.75-\$1.50 ST Express; Link \$1.50
King County Metro	381,283	287,114	33%	\$ 0.50	\$1.50
Pierce Transit	45,201	45,081	0%		\$1.00
Community Transit	22,190	23,186	-4%		\$4.00-\$1.50
Everett Transit	3,759	4,034	-7%		\$1.50-\$0.75
Kitsap Transit	7,100	6,812	4%		\$1.00
WSF	6,951	6,698	4%		
Total	581,065	456,584	27%		

YTD Growth
Prior to Promotion = 10%

- Agencies not participating in the ORCA Summer Youth Promotion realized flat to slightly reduced boardings YoY
- ST boardings increased by 31,000 over the previous year

ST ORCA Youth Boardings By Mode - Promotion

ST ORCA YOUTH BOARDINGS BY MODE

(Non Passport)

June 17th - September 4th

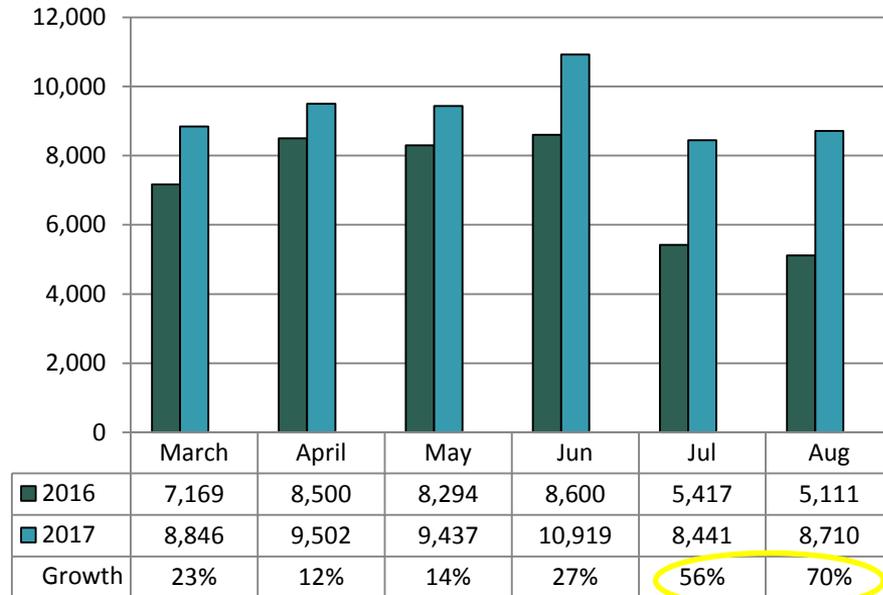
	2017	2016	Growth
ST Express	39,210	30,644	28%
Sounder	3,878	2,467	57%
Link	71,493	50,548	41%
Total	114,581	83,659	37%

Share

ST Express	34%	37%
Sounder	3%	3%
Link	62%	60%
	100%	100%

ORCA Summer Youth Promotion increased Sound Transit ORCA youth card adoption

ST Youth ORCA Card Use
(Count of unique ORCA Cards used in month)



■ 2016 ■ 2017

ST ORCA Youth Promotion Program Cost: \$-37.5K in Fare Revenue

Fare Revenue

	Program Cost Estimate	Actual Program Cost
ST Express	\$ (22,000.00)	\$ (19,000.00)
Souder	\$ (5,000.00)	\$ (6,500.00)
Link	\$ (22,000.00)	\$ (12,000.00)
Total	\$ (49,000.00)	\$ (37,500.00)

Actual Program Cost = 2017 Boardings @ 2016 Average Fare per Boarding rate by mode

Upcoming Program: Regional ORCA Youth TDM Program

- Funded by WSDOT Transit Coordination
- Partnership with Sound Transit, King County Metro, Pierce Transit, Community Transit, Everett Transit and City of Seattle
- Distribution of 22,390 ORCA Cards pre-loaded with \$10 to High School students across the region who do not have ORCA cards
- Project includes outreach and mobility education for youth and parents

Upcoming Program: 2018 Summer ORCA Youth Pass

Pilot Program for Highline and Lake Washington School Districts

- High School students in the districts who receive free or reduced lunch are eligible for the program – students must fill out an application to participate
- Students will receive a free ORCA card loaded with Passport – allowing unlimited travel during the summer
- Funded through a grant allocated in the state budget

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