

A low-angle shot of a white and blue Sound Transit train. The train features a large graphic of a mountain range in shades of blue and teal. The windows are dark, reflecting the sky. The train is moving along a track, with a glass and steel structure visible on the left.

# 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 17<sup>th</sup> to September 4<sup>th</sup>
- 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

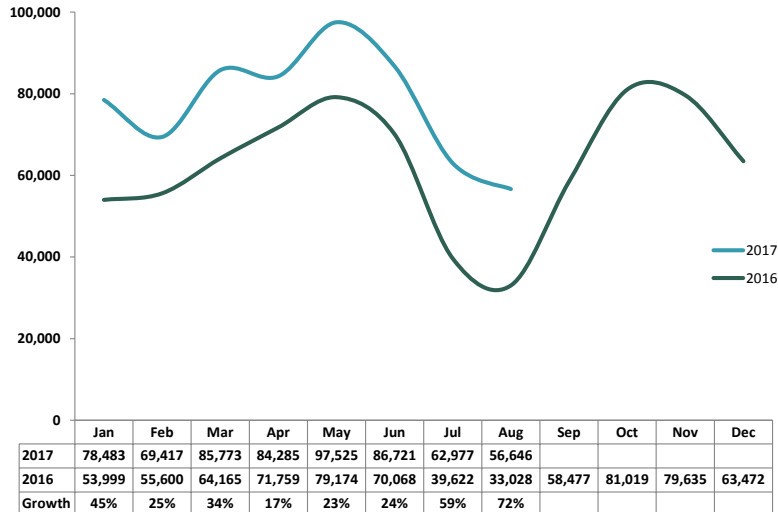
Sound Transit	King County Metro	Community Transit	Pierce Transit	Everett Transit	Kitsap Transit
\$1.50 on Link and ST Express 1-county trips  \$2.75 on ST Express 2-county trips  \$2.50-\$4.25 on Sounder depending on distance  <b>\$1.00 ORCA summer youth fare on all services; \$36 monthly pass</b>	\$1.50 regular youth fare         <b>\$0.50 ORCA summer youth fare</b>	\$1.50 for local CT service  \$3 for Commuter-South/Everett service  \$4 for Commuter –North/East service  <b>No lower summer ORCA youth fare</b>	\$1.00 youth fare       <b>Summer youth pass offered for \$36 from June 1 through August 31</b>	\$0.75 for local ET service  \$1.50 for commuter ET service     <b>No lower summer ORCA youth fare</b>	\$1.00 youth fare       <b>No lower summer ORCA youth fare</b>

# ORCA Youth Boardings +53% YoY for Promotion Period

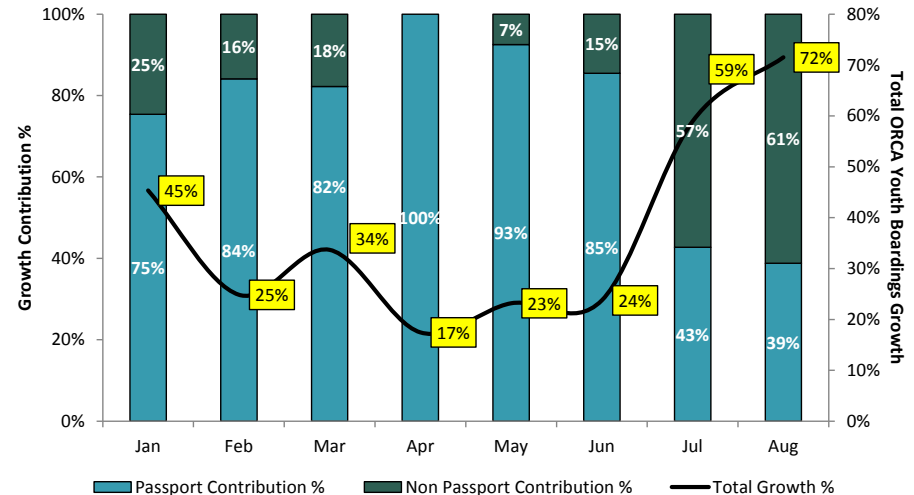
Components contributing to 2017 growth include:

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

Total Sound Transit ORCA Youth Boardings



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%		
<b>Total</b>	<b>581,065</b>	<b>456,584</b>	<b>27%</b>		

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*

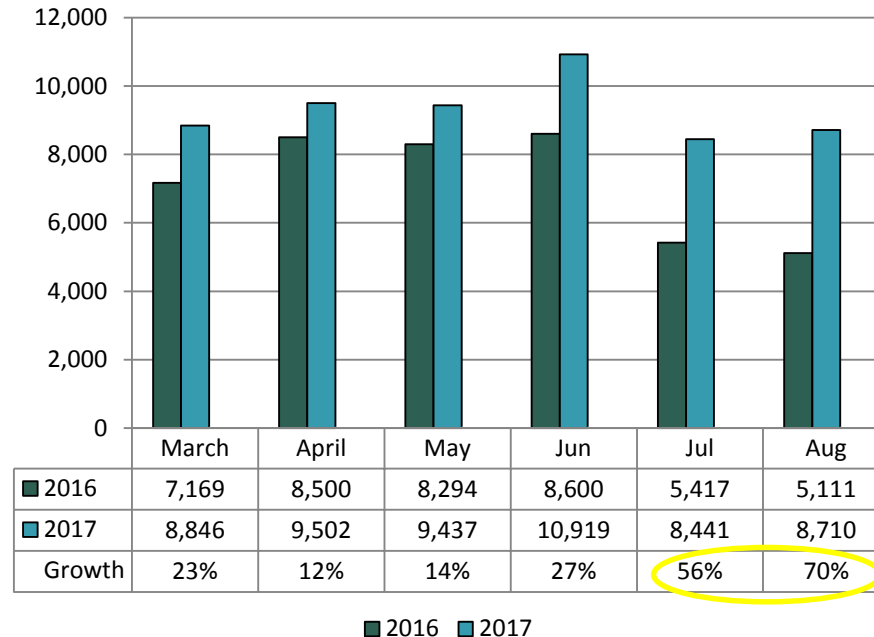
	2017	2016	Growth
ST Express	39,210	30,644	28%
Souder	3,878	2,467	57%
Link	71,493	50,548	41%
<b>Total</b>	<b>114,581</b>	<b>83,659</b>	<b>37%</b>

### *Share*

ST Express	34%	37%
Souder	3%	3%
Link	62%	60%
	<b>100%</b>	<b>100%</b>

# ORCA Summer Youth Promotion increased Sound Transit ORCA youth card adoption

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



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

## Fare Revenue

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

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

