

Tacoma Link Fares

Rider Experience and Operations Committee

10/19/22



Why we are here

Recommendation of Tacoma Link Fares

- Background
- Schedule
- Fare options
- Public outreach/feedback
- Revenue
- Recommendation
- Mitigation

Background

Resolution No. R2016-10

“a new action will be proposed to the Board prior to opening of Tacoma Link Expansion service to establish fare levels”

Schedule

- June 2021: Public Outreach/Feedback
- September 2021: Development of ST Staff Fare Recommendation
- October 2022: Board Briefing and Decision
- Hilltop extension opening: Implementation

Fare Options

- **Adult \$2.00** Align with current Pierce Transit Bus Fare
- **Adult \$2.25** Align with Link 1 Line Base Fare
 - **Note: Link Youth and ORCA LIFT Fares reflect changes effective 9/1/2022**

	Align with PT	Align with Link 1 Line
Adult	\$2.00	\$2.25
ORCA LIFT	\$1.00	\$1.00
Youth	\$0.00	\$0.00
Sr & Disabled	\$1.00	\$1.00

Public Outreach

- **Public Notification – information on options and how to provide feedback/input**
 - Sound Transit web pages
 - On-board and station signage
 - Paid advertising in local and community media
 - Social media
 - Press releases and earned media
 - Email and text updates to alert list subscribers
 - Live briefings offered and multilingual fact sheets in 4 languages distributed to community stakeholders and regional partners

Survey Results

\$2.00 Align with current Pierce Transit Bus Fare
\$2.25 Align Adult Fare with Link 1 Line Base Fare

Preferences for Fare Options

- Respondents indicated a preference for the \$2.00 option that aligns with the current Pierce Transit fare on all four measures used in the survey.
 - A higher percentage of respondents found \$2.00 option to be "Easy to Understand"
 - Respondents were twice as likely to find \$2.00 option to be "Equitable for Riders"
 - A higher percentage of respondents found \$2.00 option to be "Affordable for Me"
 - Respondents were more than twice as likely to "Like" \$2.00 option

Revenue

Estimated Revenue from \$2.25 option is \$110K more than \$2.00 option in 2025

Adult Fare	Estimated Annual Revenue (2025)*
\$2.00 (same as current PT fare)	\$1.27 million
\$2.25 (same as Link 1 Line base fare)	\$1.38 million

* Revenue reflects recent fare changes for \$0 Youth fare and \$1 ORCA LIFT fare

Recommendation

Establish Tacoma Link Fare to be \$2 (Adult)

- This fare level allows riders with ORCA cards to make seamless Tacoma Link & Pierce Transit transfers
- Public feedback supports this option

Mitigation Plan

- Provide passengers with ORCA cards to make seamless T-Link/Pierce Transit transfers and encourage ORCA adoption – ORCA cards may be provided through Sound Transit Ambassadors, Street Team Events, CBO's and potential direct mailing of ORCA cards to project area households
- Work with community-based organizations, Community Health Care of Pierce County and DSHS to enroll low-income passengers in the ORCA LIFT program and provide riders with ORCA LIFT cards
- Close coordination with Pierce Transit on implementation of fare

Thank you.



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