



2015 Fare Revenue Report

Key Performance Metrics

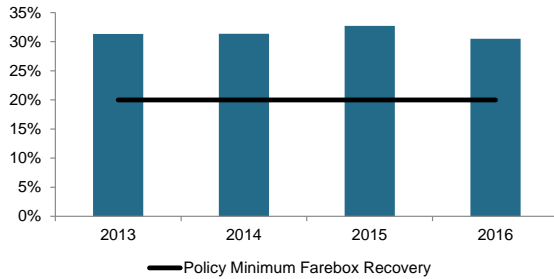
 **SOUNDTRANSIT**

Presentation - Outline

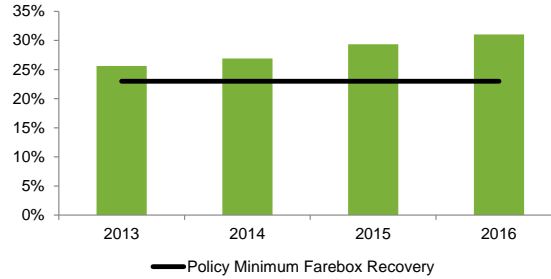
- Farebox Recovery
- 2015 Fare Revenue
- 2015 Boardings
- Average Fare Per Boarding & Drivers
- View of AFB Post ULink Launch
- Questions

Farebox Recovery

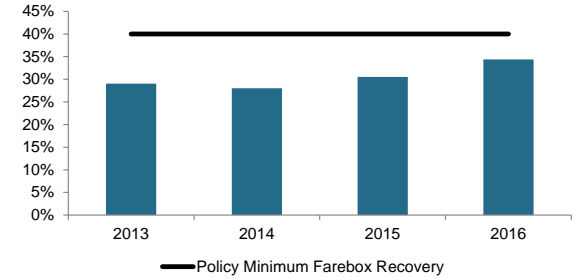
ST Express Farebox Recovery



Souder Farebox Recovery

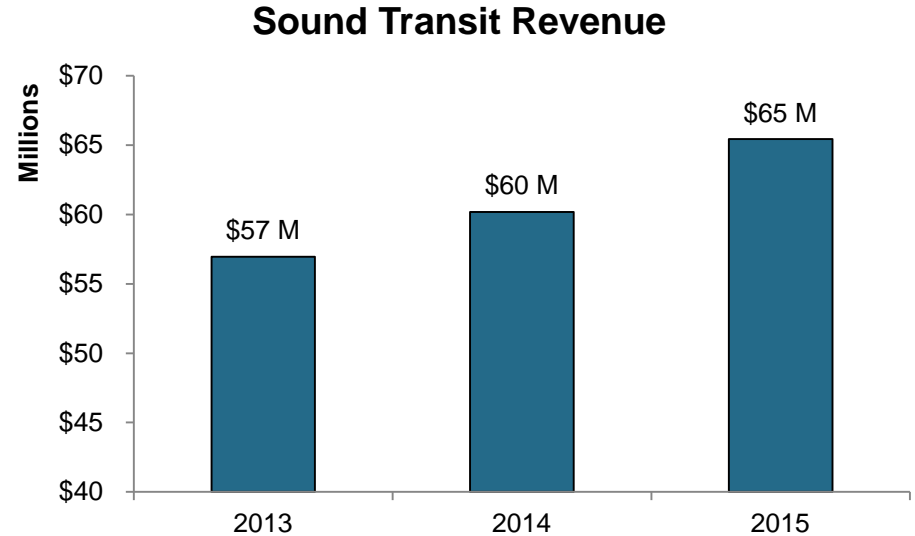


Link Farebox Recovery



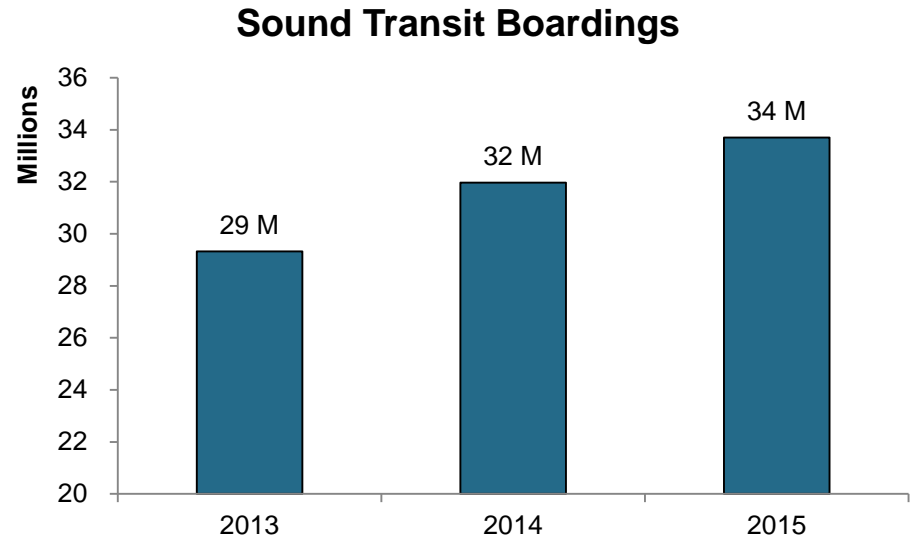
Fare Revenue

- 2015 Fare Revenue \$65M, up \$5.2M (+8.7%) from 2014
- 2015 Revenue Drivers:
 - Increased Ridership
 - Fare Changes



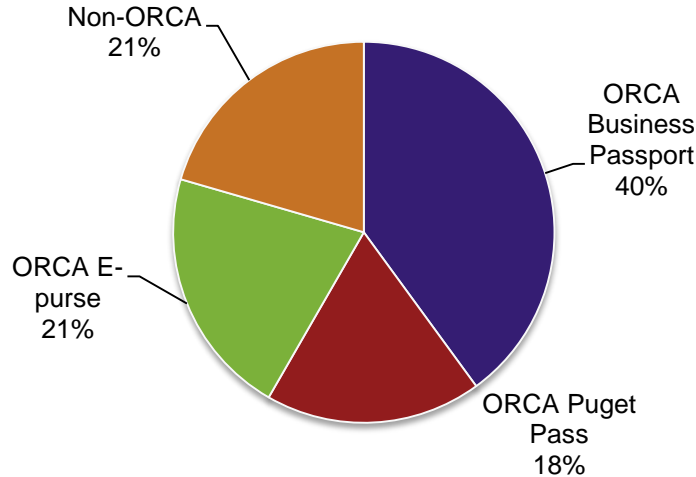
Boardings

- 2015 Boardings 34M, up 1.7M (+5.4%) from 2014
- 2015 Boardings:
 - ST Express +3.4% YoY (+642K)
 - Sounder +14.6% YoY (+490K)
 - Link +5.4% YoY (+592K)

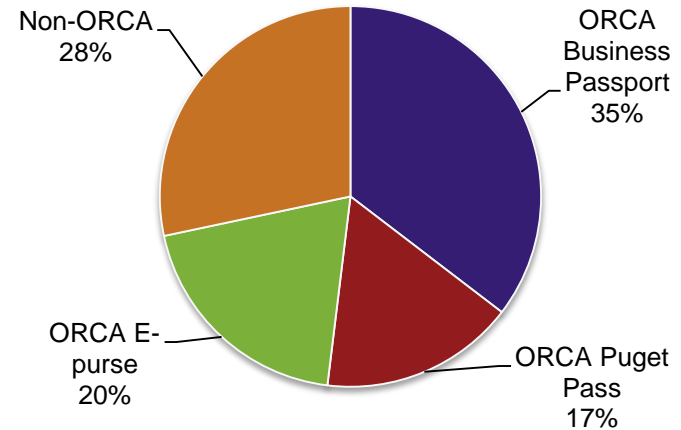


Revenue & Boardings by Payment Type

Revenue by Payment Type 2015

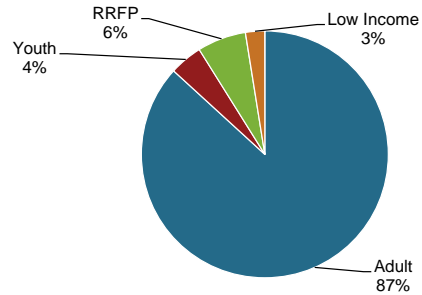


Boardings by Payment Type 2015

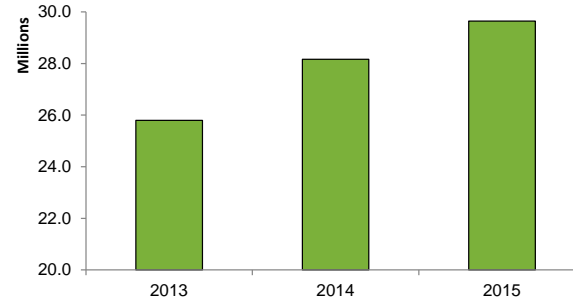


Boardings by Passenger Type

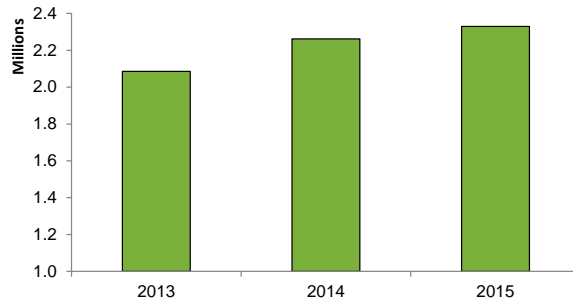
2016 Boardings Mix by Passenger Type



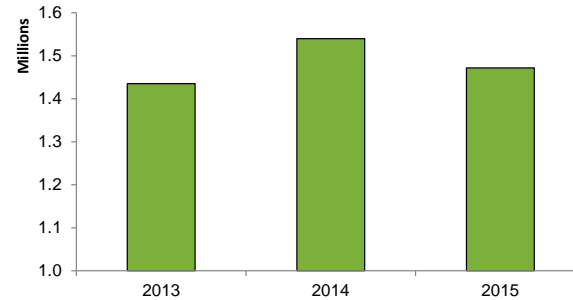
Adult - Boardings



RRFP - Boardings

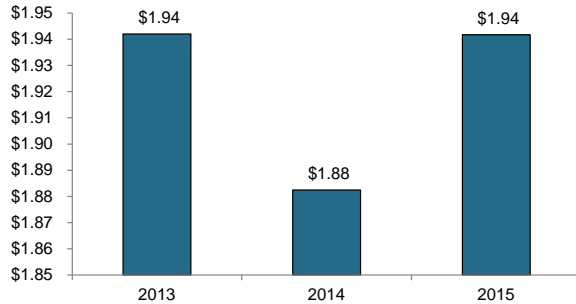


Youth - Boardings

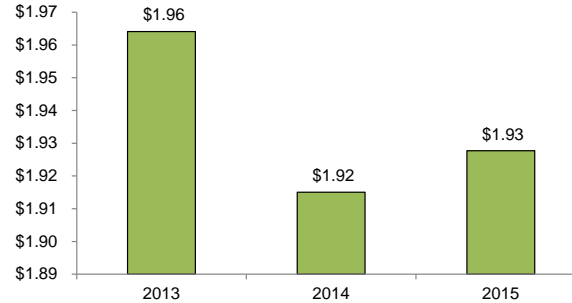


Average Fare Per Boarding

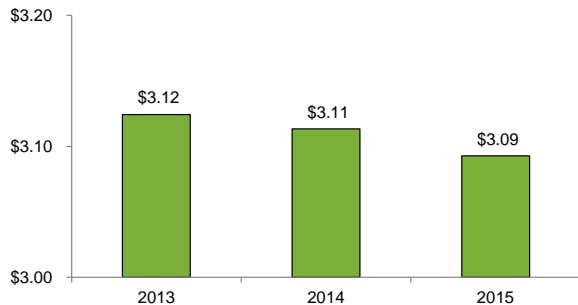
Total AFB



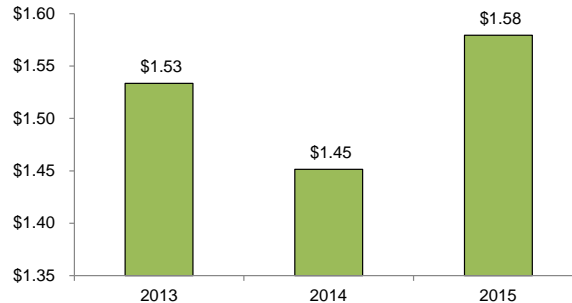
ST Express AFB



Souder AFB



Link AFB

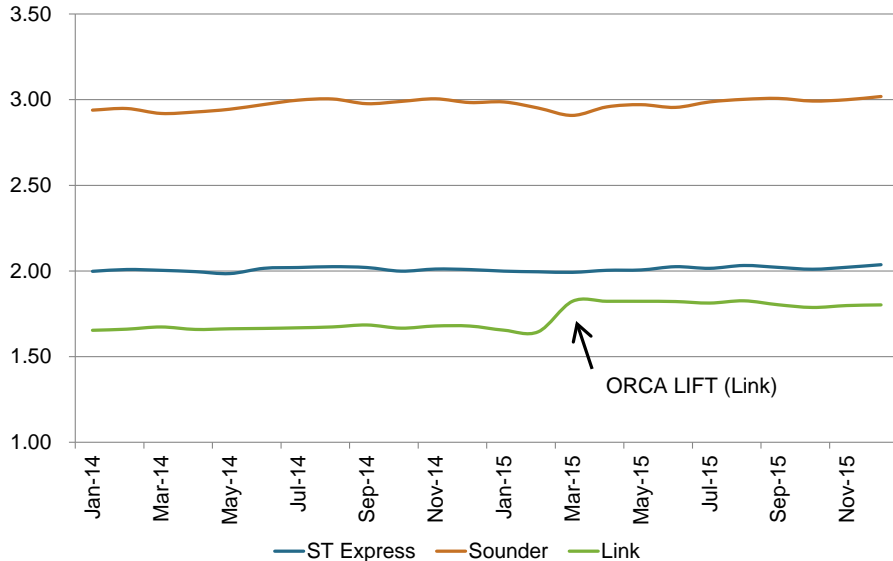


Drivers

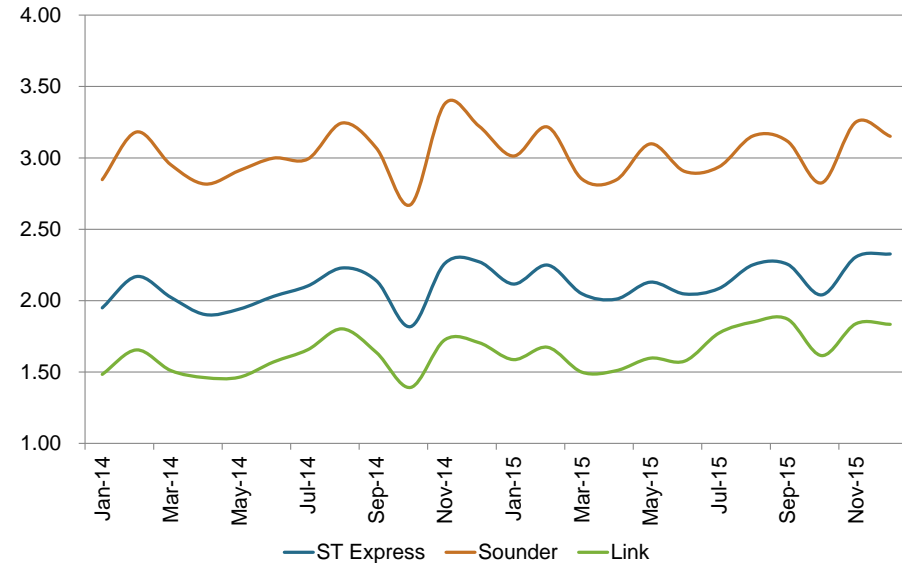
- Payment Type
- Transfers
- Fare Changes

Average Fare Per Boarding: Payment Type

ORCA Purse AFB by Mode

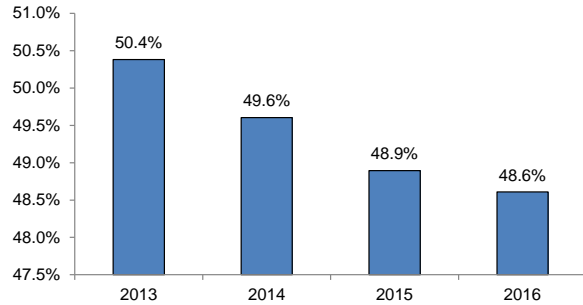


ORCA Passport AFB by Mode

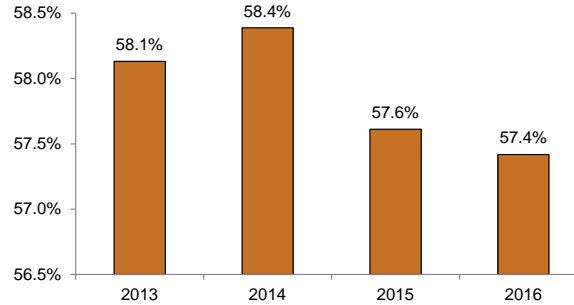


Average Fare Per Boarding: Transfers

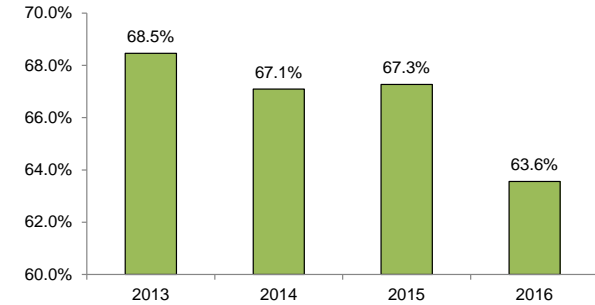
ORCA Transfer % ST Express



ORCA Transfer % Sounder



ORCA Transfer % Link



Average Fare Per Boarding: Fare Changes

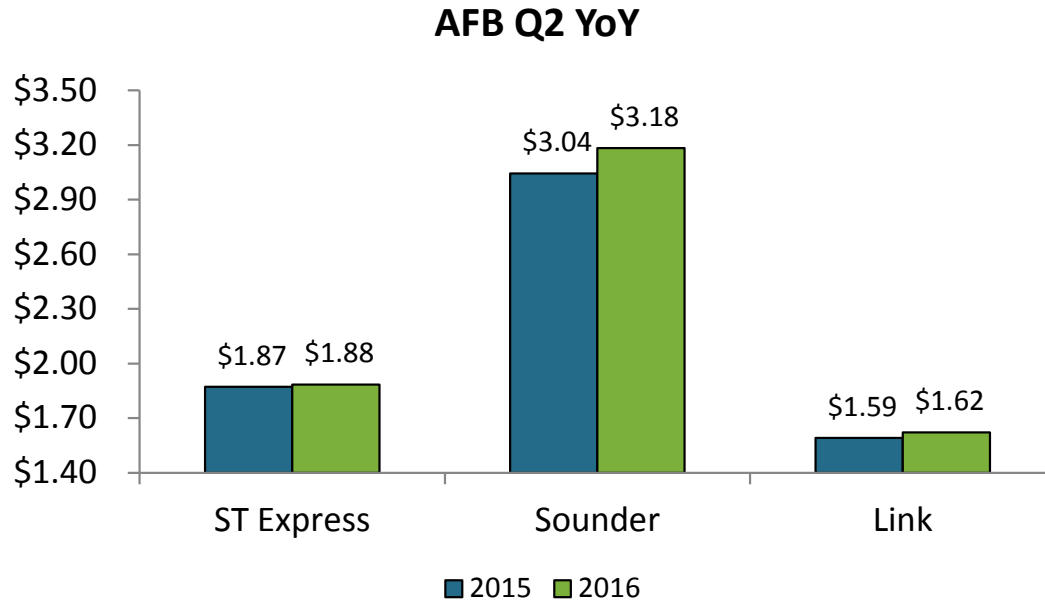


Special Rates of Fare

- The table below describes the types of discounted/free fares offered and the value of the total discount in 2015 compared with 2014

Type of Fare	Value of Discount	
	2015	2014
Free Ride Zone - Tacoma	\$ 657,073	\$ 655,312
Peace Officers	174,523	155,359
Transit Promotional and Marketing Campaigns	72,535	106,341
Educational Outreach and Transit Training	68,150	41,499
Customer Relations and Complaint Resolution	48,101	42,178
Transit Demonstrations and Tours	566	281
Amtrak RailPlus Program	3,720	3,098
Human Services	19,000	14,985
Paratransit	6,722	6,337
Public emergencies and natural disasters	28,722	36,412
Totals	\$ 1,079,112	\$ 1,061,802

2016 AFB: Post ULink Launch



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 stylized white 'S' and 'T' inside a square. 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