



**PIERCE COUNTY WATERBORNE TRANSPORTATION STUDY
ADVISORY GROUP MEETING: JULY 1, 2015**

SHORT-TERM IMPLEMENTATION PRIORITIES

Please rank the following short-term recommendations in each category by priority.

Service (Priority Rating 1 through 3, with 1 = highest, 3 = lowest)

Priority Rating	Overall Ranking	Recommendation	Cost Estimate
<input type="checkbox"/>	<input type="checkbox"/>	Add one early morning weekday run, Monday-Friday	\$175,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Add one evening run Monday-Wednesday	\$100,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Add a new afternoon weekday triangle run to improve frequency to Ketron (at least one day per week)	\$2,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Add two-boat service in July and August, Fridays & Sundays, 12-8pm	\$75,000/year

Fares (Priority Rating 1 through 3, with 1 = highest, 3 = lowest)

Priority Rating	Overall Ranking	Recommendation	Cost/Revenue Estimate
<input type="checkbox"/>	<input type="checkbox"/>	Gradually increase vehicle-passenger fare ratio to 4.0:1	Neutral
<input type="checkbox"/>	<input type="checkbox"/>	Develop a fuel surcharge policy	Neutral
<input type="checkbox"/>	<input type="checkbox"/>	Add a small car fare category	- \$10,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Standardize oversize fares on a linear per foot basis	+ \$13,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Increase summer surcharge on vehicles from 25% to 30%	+ \$20,000/year
<input type="checkbox"/>	<input type="checkbox"/>	Change youth fare to 50% of full passenger fare (from 64%)	- \$16,000/year
<input type="checkbox"/>	<input type="checkbox"/>	When feasible, shift to an account-based frequency discount program, where discounts grow with frequency	TBD
<input type="checkbox"/>	<input type="checkbox"/>	Introduce a monthly passenger pass	TBD