

2024

All Modes Performance & Ridership Report



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CONTENTS

EXECUTIVE SUMMARY	3
LOCAL BUS SYSTEM PERFORMANCE OVERVIEW	4
Local Bus Service Metrics & 2024 Results	4
Annual Ridership Trends	6
Systemwide Ridership by Year	6
Monthly Ridership by Year	7
Route-Specific Performance	8
Top Performing Routes	8
Key Service Enhancements	9
UPDATED SERVICE STANDARDS & ROUTE CLASSIFICATIONS	9
New Route Classifications and Methodology	10
Productivity Measures by Route Classification	10
2024 Route Productivity Results with New Benchmarks	11
CUSTOMER COMMENTS & ACTIONS TAKEN	12
PASSENGER FACILITIES PERFORMANCE	14
Transit Center Utilization	14
Bus Stop Utilization	15
Passenger Amenity Improvements	16
Bus Stop Improvements	16
Accessibility Enhancements	16
LOCAL BUS FINANCIAL PERFORMANCE	16
Fare Revenue Trends	16
FUTURE SERVICE PLANNING	19
Bus System Recovery Plan	19
Destination 2045 Long-Range Plan	19
APPENDICES	20
Detailed Route by Route Performance	20
Historical Ridership Comparison	21
RIDESHARE PERFORMANCE OVERVIEW	22
Ridership	22
Financial Performance and Strategic Investment	24
Environmental and Modern Commuting Benefits	25
Customer Comments and Actions Taken	26
SPECIALIZED TRANSPORTATION PERFORMANCE OVERVIEW	27
ADA Eligibility	27
ADA Assessments	28
Travel Training	29
Accessibility Projects	29
SHUTTLE PERFORMANCE OVERVIEW	30
Reliability	31
RUNNER PERFORMANCE OVERVIEW	33
Wait Times	33
Available Seats	33
Operating Costs	34
Customer Satisfaction	34

EXECUTIVE SUMMARY

In 2024, Pierce Transit continued its trajectory of local bus system recovery and strategic reinvestment, building on progress from prior years. Total local bus boardings reached 6,769,493, reflecting an 11% increase from 2023 and signaling sustained ridership recovery across the system. Key service metrics also improved, with system productivity rising to 1.499 passengers per revenue mile and 15.12 passengers per service hour.

Major milestones this year included the launch of the Stream Community Line on Pacific Avenue/SR-7 and a series of targeted service enhancements aligned with the Board-adopted Bus System Recovery Plan. Phases 1 and 2 of the plan were largely implemented by the end of 2024, delivering increased frequency on high-ridership routes, retiring underperforming services, and expanding Pierce Transit Runner to fill coverage gaps.

Ridership gains were also bolstered by the continued success of the Youth Ride Free program, which saw boardings by youth 18 and younger grow by 25% over the prior year, reaching more than 1 million annual boardings. This increase reflects improved transit access for youth and was made possible through funding from Washington's Climate Commitment Act (CCA) and the Move Ahead Washington transportation investment package.

In 2025, Pierce Transit will adopt new local bus classifications for the first time in over two decades. These updated classifications are informed by regional land use density and will guide future planning, service standards, and productivity evaluations.

While 2024 marked substantial operational gains, ongoing staffing and budget limitations continued to constrain further expansion. On-time performance reached 83.6%, just below the agency's 85% target, and customer satisfaction results were mixed, particularly regarding bus frequency and travel time. Despite these challenges, the agency made tangible progress on key capital projects, including shelter replacements, bus stop amenity upgrades, and accessibility initiatives like the Commerce Street Station Braille Sign pilot project.

Looking ahead, Pierce Transit remains committed to implementing its Destination 2045 Long-Range Plan, advancing high-frequency transit corridors, zero-emission fleet goals, and system-wide service improvements. With a clear vision and community-informed direction, Pierce Transit continues to adapt and evolve to meet the region's mobility needs.

LOCAL BUS SYSTEM PERFORMANCE OVERVIEW

The overall performance of fixed-route service involves multiple factors. These include total ridership, route and trip productivity, operating cost, customer experience and satisfaction, service reliability, and the alignment of system amenities with established standards.

Local Bus Service Metrics & 2024 Results

Ridership

Ridership is calculated using automatic passenger counters (APCs) onboard buses which measure the number of boardings at each stop. These calculations are then rolled up to demonstrate overall boardings for a route, particular trip, or bus stop. Boardings are regularly monitored to gauge growth across routes and areas. 2024 Local Bus boardings are shown below.

Total Boardings	% Change From Prior Year
6,769,493	+11%

Productivity

Pierce Transit measures fixed-route productivity using passengers per revenue mile and passengers per service hour. These metrics assess route ridership efficiency:

- Passengers per revenue mile reflects route utilization during revenue service, excluding deadhead miles.
- Passengers per service hour measures ridership while in service, including deadheads and layovers.

A route with high passengers per mile but low passengers per hour may indicate scheduling or routing inefficiencies. The 2024 average for these key metrics is shown below.

For trip-level productivity, the following metrics are used:

- Passengers per drive mile
- Passengers per drive hour

Drive hours and miles are custom metrics used exclusively for trip-level analysis in the Local Bus Performance Report. They capture only the time and distance directly associated with operating a single trip, excluding layover and recovery periods, and are not appropriate for systemwide performance evaluation. In contrast, service hours and revenue miles are used for systemwide performance and broader reporting contexts, as they encompass additional aspects of service delivery such as layover, recovery, and time in revenue service.

2024 Average Passengers Per Revenue Mile	2024 Average Passengers Per Service Hour
1.499	15.12

Cost

Monitoring costs per Local Bus passenger boarding allows Pierce Transit administrators to see how cost-effective Local Bus service year-over-year is, as well as in comparison to other services offered by the agency. Reviewing the net cost per Local Bus passenger boarding shows the cost per passenger, minus any farebox revenue collected. A comparison of 2023 and 2024 costs are shown below.

2023 Cost Per Local Bus Passenger	2024 Cost Per Local Bus Passenger	2023 Net Cost Per Local Bus Passenger	2024 Net Cost Per Local Bus Passenger
\$12.51	\$13.39	\$11.80	\$12.70

Customer Satisfaction

Fixed-route customer satisfaction is measured through ongoing feedback received from customers and a biennial customer survey. Customer feedback is logged, addressed, and used to inform service decisions. The survey assesses passenger satisfaction with bus frequency, on-time performance, travel time, and transfer wait times. While the survey includes non-riders, fixed-route analysis focuses on feedback from current passengers.

The elements of the survey that are regularly monitored in terms of Local Bus customer satisfaction are listed below along with 2024 results:

Question	2024 Total Satisfied	2024 Total Dissatisfied	2022 Total Satisfied
Passenger Satisfaction with Frequency of Bus Service	32%	45%	34%
Passenger Satisfaction with On-Time Performance of Bus Service	52%	22%	52%
Passenger Satisfaction with The Amount of Time It Takes to Get Places	39%	33%	48%
Passenger Satisfaction with Transfer Wait Time	28%	37%	33%

2024 Customer Feedback Received & Response Metrics

86 Comments Regarding Routes	31 Comments Regarding Bus Stops	2.6 Average Days to Respond	6.7 Average Days to Complete
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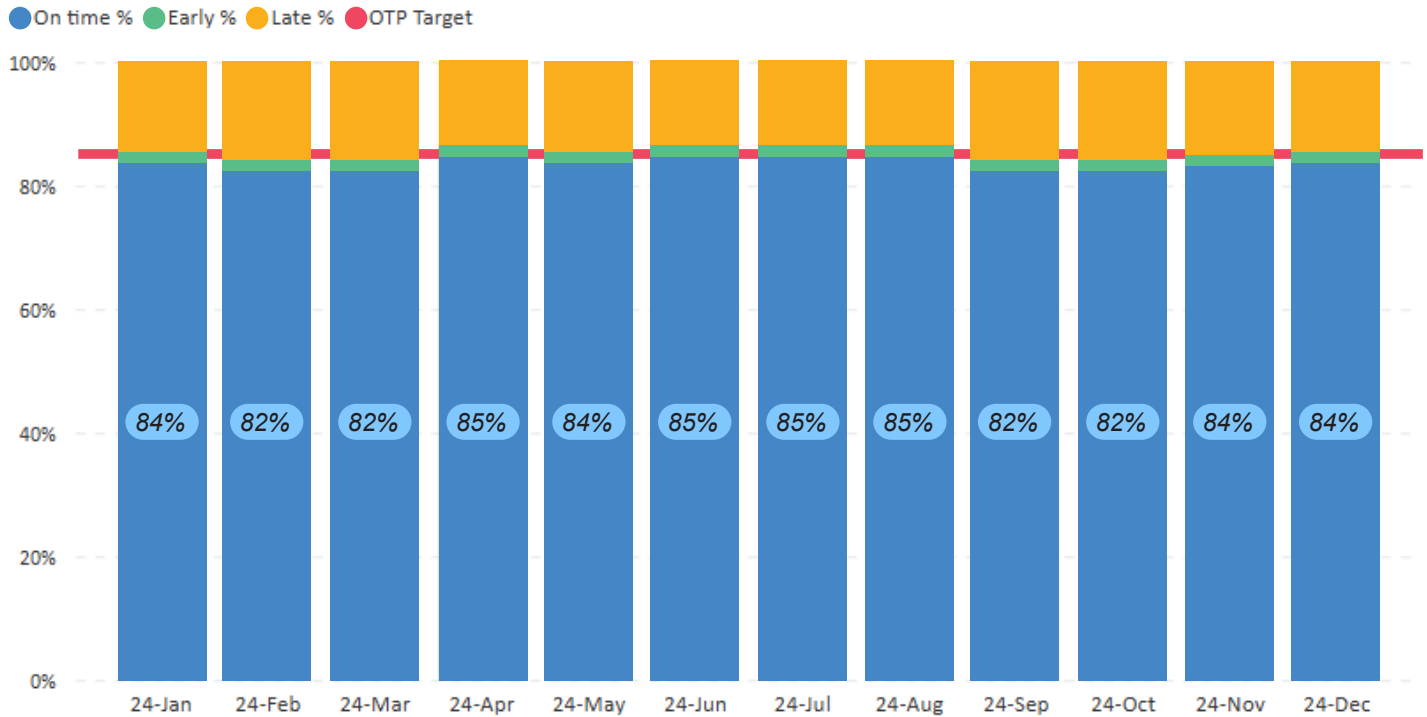
Actions taken to address customer comments are detailed under the Customer Comments & Actions Taken section below.

Reliability

Fixed-route reliability at Pierce Transit is measured by on-time performance, which tracks bus arrivals at designated timepoints using onboard technology. A bus is considered "on time" if it arrives up to one minute early or within five minutes late.

On Time Performance Target	2024 Overall On Time Performance Average
85%	83.6%

Official Monthly On-Time Performance (OTP)



Bus Stop Amenities

Bus stop amenities include shelters, benches, and trash cans. Standards for these amenities are set forth in the agency’s Bus Stop Manual. To ensure that the agency’s limited resources are used to benefit the greatest number of passengers, ridership thresholds exist for the placement of shelters and trash cans. The percentage of amenities in compliance with those ridership thresholds at bus stops is monitored using average weekday boardings over the past three full years. Pierce Transit has a goal of 90% compliance with standards.

2024 Shelter Compliance Percentage	2024 Trash Can Compliance Percentage	Goal
59%	68%	90%

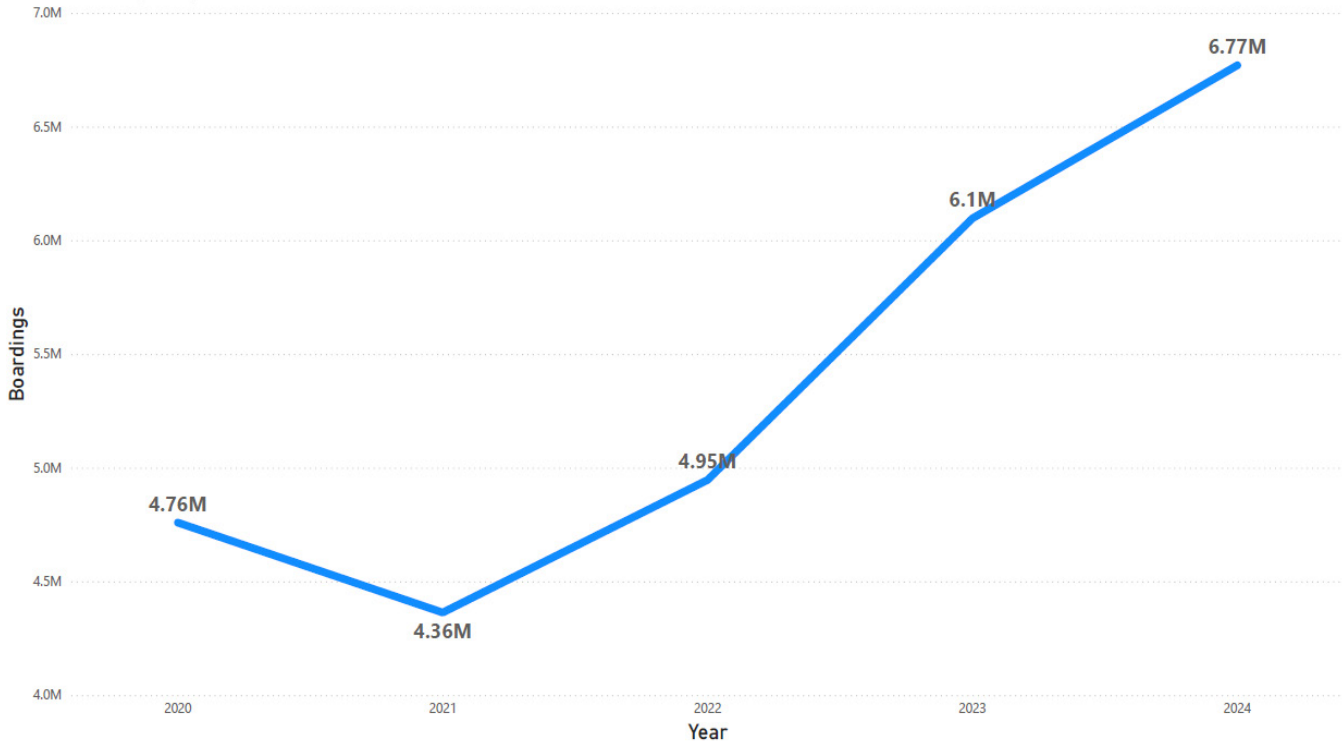
2024 Bench Compliance Percentage	Goal
50%	100%

Annual Ridership Trends

Systemwide Ridership by Year

Following the COVID-19 Pandemic in 2020, Pierce Transit saw a substantial dip in ridership (56.8% decrease in Local Bus boardings from 2019 to 2020). Over the past 5 years, Pierce Transit has steadily improved Local Bus boardings year over year, returning to 80.81% of the Local Bus boardings in 2024 compared to 2019. Overall, 2024 saw Pierce Transit provide 6,769,493 passenger boardings, the highest since 2019.

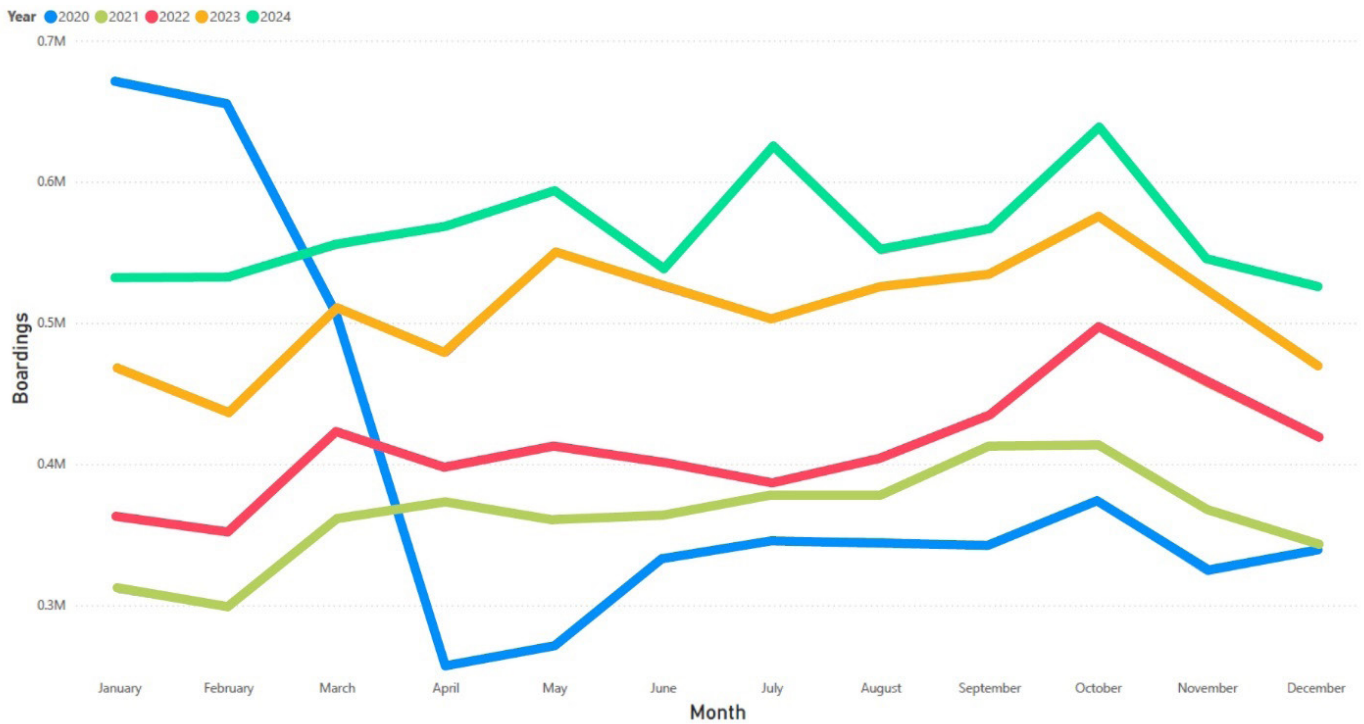
Ridership by Year (in Millions)



Monthly Ridership by Year

Pierce Transit has experienced relatively consistent seasonal patterns in ridership over the past several years, typically seeing an uptick during the warmer months. As shown in the graph below, Local Bus boardings dropped sharply following the onset of the COVID-19 pandemic but have steadily increased since then. Notably, every month has shown year-over-year growth in boardings since April 2020.

Monthly Pierce Transit Boardings by Year

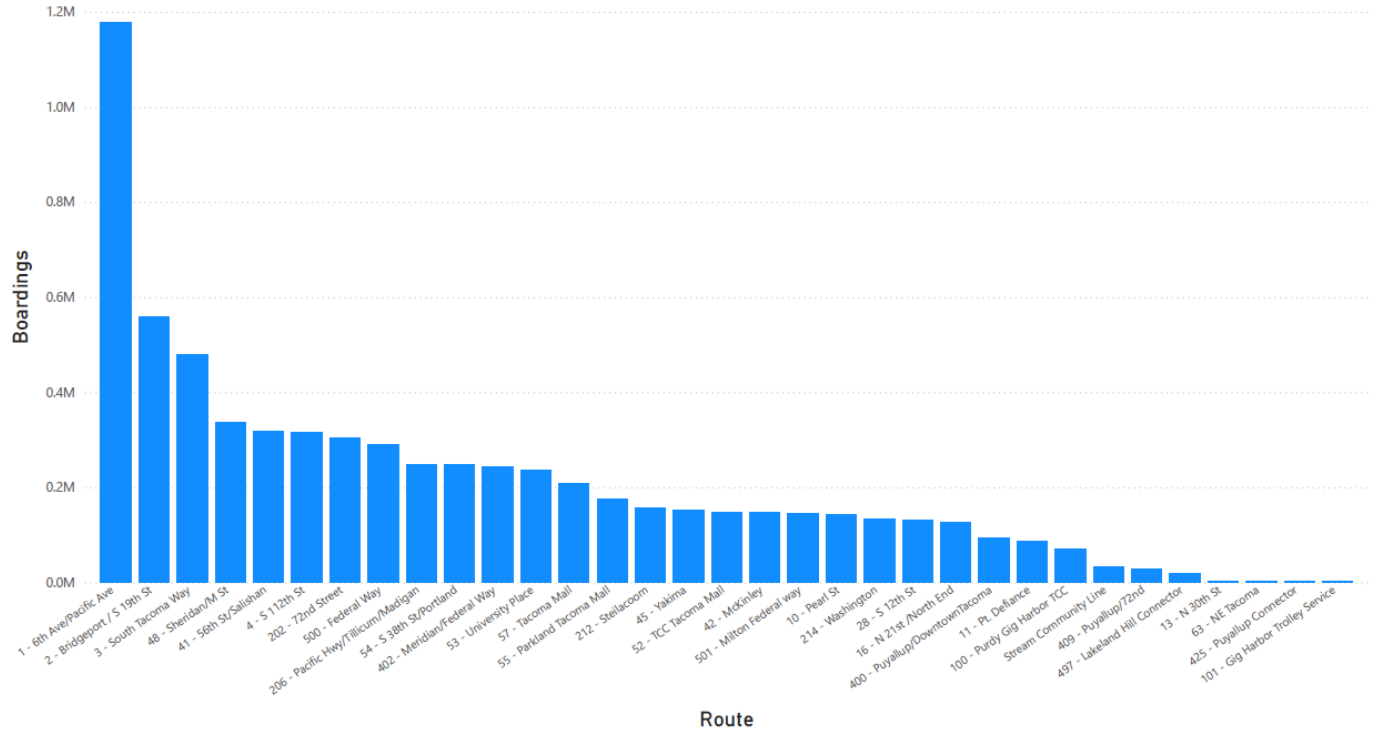


Route-Specific Performance

Top Performing Routes

The graph below displays total boardings for each route in 2024. Route 1 served the highest number of riders by a substantial margin, 110% more than the next highest, Route 2. Note that Routes 13, 63, and 425 were retired after March 2024, so their boarding totals reflect only part of the year. Additionally, Route 101 was a seasonal service that operated from June 30 to August 25, 2024.

Boardings by Route

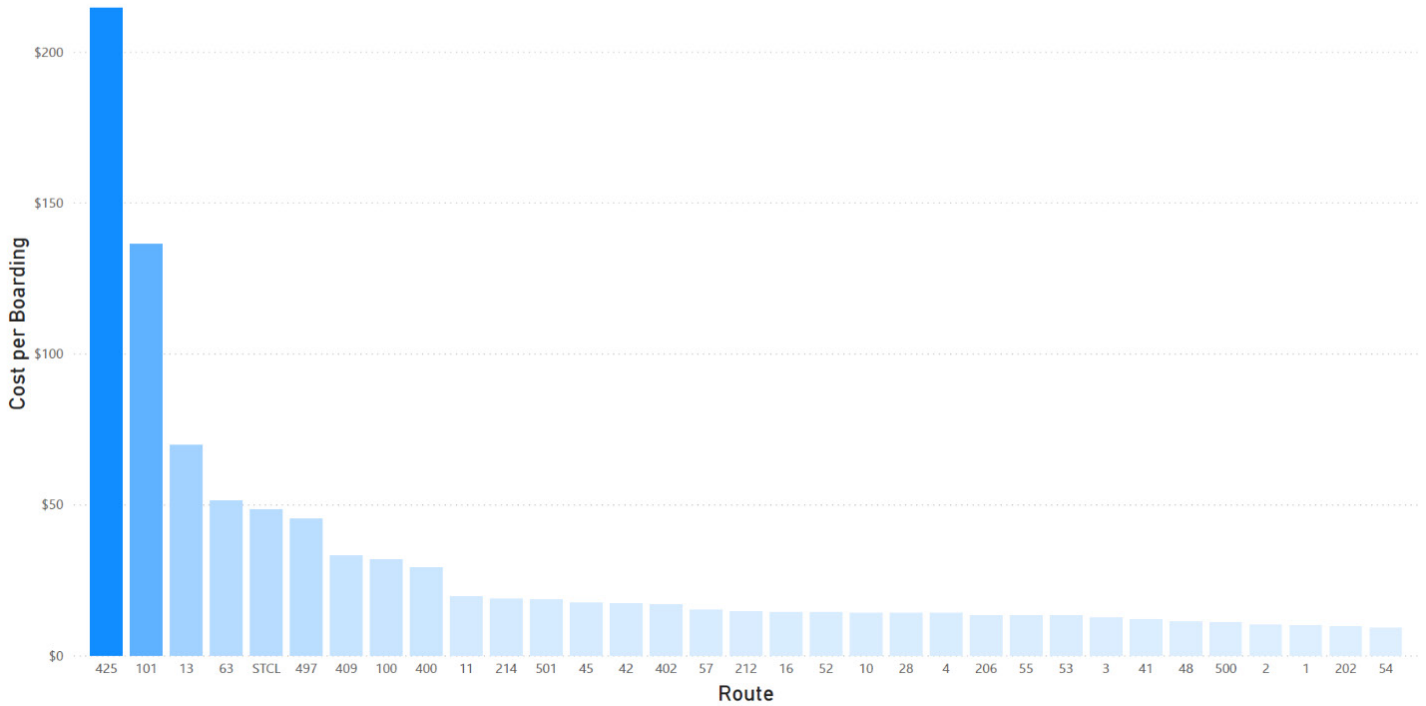


Cost per Boarding

Cost per Boarding is calculated using a uniform cost per service hour across all routes. This approach assumes that deadhead, layover, recovery, and revenue hours incur similar costs regardless of the route. As a result, routes with higher boardings per service hour tend to have lower costs per boarding, and vice versa. Among the routes with the highest costs per boarding were Routes 13, 63, and 425, all of which have since been discontinued. Route 101, a seasonal trolley, also fell into this category. In contrast, top-performing routes in this metric included Routes 54, 202, 1, and 2. The system-wide average Cost per Boarding is approximately \$13.39, while some of the least efficient routes exceeded \$50 per boarding.

Cost per Boarding by Route

Sum of Cost per Boarding \$9.18 \$214.40



Key Service Enhancements

March 2024

In December 2023, Pierce Transit’s Board of Commissioners adopted a Bus Service Recovery Plan to strategically recover service across the system as staffing becomes available. The first phase of the plan was implemented with the March 2024 service change with the launch of the Stream Community Line enhanced bus service on SR-7/Pacific Avenue. Due to low performance, Routes 425, 63, 13, and a portion of Route 409 were retired, and Pierce Transit Runner, the agency’s on-demand transit service, was expanded to provide service to affected riders.

September 2024

As part of the September 2024 service change, 22 trips were added to Route 3 in alignment with phase two of the Bus Service Recovery Plan, increasing weekday frequency to every 15 minutes for most of the schedule. In response to customer feedback, Routes 11, 16, and 202 received timetable adjustments to better align with school bell schedules, and two additional trips were added to Route 100 to better accommodate commuters. Most routes experienced minor timetable adjustments to improve on-time performance. Noting ongoing concerns about transit center connections, particularly at Tacoma Community College, Pierce Transit analyzed connections and adjusted Routes 2 and 3 to improve transfers.

UPDATED SERVICE STANDARDS & ROUTE CLASSIFICATIONS

In 2025, Pierce Transit will adopt new route classifications, outlined in Appendix A of the Destination 2045 Long-Range Plan. In addition to route classifications, the appendix also details density and street considerations for transit, maximum passenger loads by vehicle type, recommended transit supportive improvements, route design, passenger facilities, and how service changes are developed.

New Route Classifications and Methodology

Route classifications are based on a density analysis. For each route, the number of jobs, students, and residents within a quarter-mile buffer was calculated using data from the 2020 Census and data.wa.gov. The total area of the buffer, in square miles, was also determined. Route density was then calculated by dividing the number of activity units (jobs, residents, and students) by the total buffer area, resulting in activity units per square mile. Routes were compared both to each other and to the overall PTBA to establish appropriate density thresholds for each classification. The previous classifications, unchanged for over 20 years, no longer reflected the region’s current density.

The following table outlines the new classifications, density thresholds, corresponding service targets, and bus stop spacing. While full alignment with these targets is currently constrained by available resources, they will serve as a guiding framework for future service adjustments.

Frequency Targets				
Route Type	Density Served (Residential, Jobs, and Students)	Peak/Midday	Evening/Weekend	Bus Stop Spacing
Stream (HCT)	<8,000 per square mile	10-20 minutes	15-30 minutes	½ mile
Core	<8,000 per square mile	15-30 minutes	30-60 minutes	1/8 to ¼ mile
Urban	6,000 per square mile – 8,000 per square mile	30-60 minutes	30-60 minutes	1/8 to ¼ mile
Connector	>6,000 per square mile	30-60 minutes	60 minutes	1/8 to ¼ mile
Express	Variable	Variable	Variable	Variable

Route classifications play a key role in service planning and productivity evaluations. As mentioned above, the targets associated with each classification provide a framework for distributing service hours across the system. Additionally, routes are grouped by classification for productivity analysis. This approach ensures that routes operating in similar environments—such as Connector routes in less dense areas—are evaluated separately from those in higher-density areas, like Core routes, leading to more accurate comparisons.

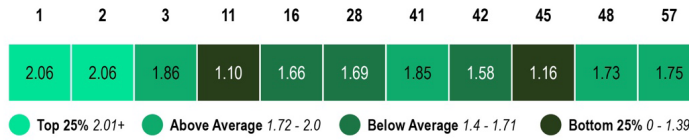
Productivity Measures by Route Classification

Using data from the prior year, Pierce Transit establishes new productivity benchmarks for routes each year, categorized by classification. Routes are ranked into four performance tiers — “Bottom 25%,” “Below Average,” “Above Average,” and “Top 25%” — based on yearly averages for passengers per revenue mile and service hour. This benchmarking approach represents a shift from the prior method, which relied on largely static benchmarks that had remained mostly unchanged since 2003.

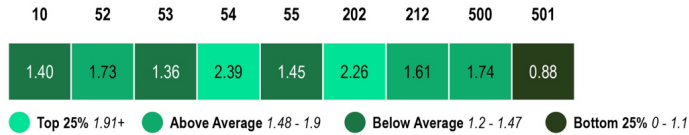
2024 Route Productivity Results with New Benchmarks

Passengers Per Revenue Mile

Core Routes



Urban Routes

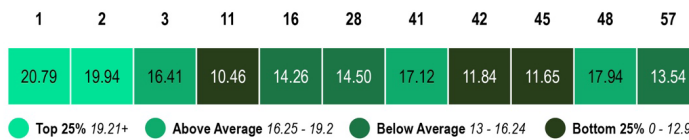


Connector Routes

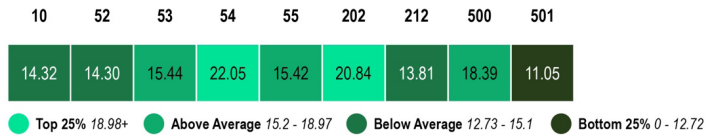


Passengers Per Service Hour

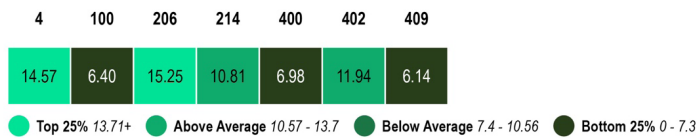
Core Routes



Urban Routes



Connector Routes



Productivity Benchmarks Percentage Change (2022 to 2023)

Boarding per Revenue Mile

	Bottom 25%	% Change	Below Average	% Change	Above Average	% Change	Top 25%	% Change
Core	0 - 1.39	32%	1.4 - 1.71	32%	1.72 - 2.0	37%	2.01+	31%
Urban	0 - 1.1	32%	1.2 - 1.47	32%	1.48 - 1.90	29%	1.91+	27%
Connector	0 - 0.54	20%	0.55 - 0.85	20%	0.86 - 1.16	41%	1.17+	38%

Boarding per Service Hour

	Bottom 25%	% Change	Below Average	% Change	Above Average	% Change	Top 25%	% Change
Core	0 - 12.9	30%	13 - 16.24	30%	16.25 - 19.2	38%	19.21+	31%
Urban	0 - 12.72	39%	12.73 - 15.1	39%	15.2 - 18.97	33%	18.98+	32%
Connector	0 - 7.3	21%	7.4 - 10.56	21%	10.57 - 13.7	36%	13.71+	36%

CUSTOMER COMMENTS & ACTIONS TAKEN

In 2024, Pierce Transit received 117 customer comments regarding fixed-route service, including 86 related to routes and schedules and 31 concerning bus stops. Below are the top five routes with the most customer feedback, along with a summary of the concerns raised and the actions taken in response.

Route	Comment Count	Synopsis	Actions Taken
11	15	Comments primarily address the March 2024 service change and school schedules, highlighting requests for earlier weekday and late weekend trips, increased frequency, adjustments for SAMI/Mason Middle School, and better T-Line alignment.	Trips added to support SAMI schedule. Exploring staggering 11 & 16 schedules to provide improved frequency to North Tacoma.
1	8	Requests for better alignment with Hunt Middle School schedule, frequency, connection to TDS, and more time to connect to other routes at TCC and bus stops.	Added mid-day 15-minute frequency to address overcrowding and improve connection opportunities with other routes.
497	8	Relate primarily to the March 2024 service change and alignment with Sounder Schedule.	Reverted to pre-March 2024 schedule to improve alignment with Sounder schedule.
402	6	Requests to deviate route to Walker High School & extend the span of service.	Span to be extended in accordance with System Recovery Plan. Proposed route deviation flagged for future consideration and ridership monitoring.
100	6	Requests for more frequency & better connections between other routes and the 100 at TCC.	Added a morning and evening trip to support commuters. Investigating common connections between Route 100 and other routes at TCC for potential adjustments.

Of the remaining comments received pertaining to routes and schedules, common themes included:

- Connection times at transit centers (8 comments),
- New routes, both in and out of the service area (14 comments),
- Requests for increased span and frequency (8 comments),
- And reinstatement of routes retired in March of 2024 or earlier (4 comments).

With limited resources, the Bus System Recovery Plan remains key in allocating service and is regularly communicated to customers requesting new or expanded services. Customers were also invited to participate in the creation of the agency's new Long-Range Plan, Destination 2045, and help guide the allocation of new services should funding become available.

Bus Stop Comments

Below is an overview of the 31 comments received related to bus stops in 2024.

Comment Type	Number of Comments	
Stop Add	10	7 requests for shelters at bus stops. 7 complaints regarding public safety issues at bus stops asking to remove an amenity or the stop. 4 general safety complaints about where the stop is located.
Stop Improvement	11	
Stop Move	2	
Stop Remove	4	
Stop/Shelter/Sign Location	4	

Requests for new stops, amenities, and public safety concerns were key themes. New stop requests are assessed based on spacing guidelines for each route classification (typically 1/8 to 1/2 mile apart). Likewise, amenities are installed according to ridership thresholds outlined in the agency’s Bus Stop Manual (8+ weekday boardings for a shelter, 5+ for a trash can). Safety concerns regarding stop placement are reviewed in coordination with the agency’s Safety Team.

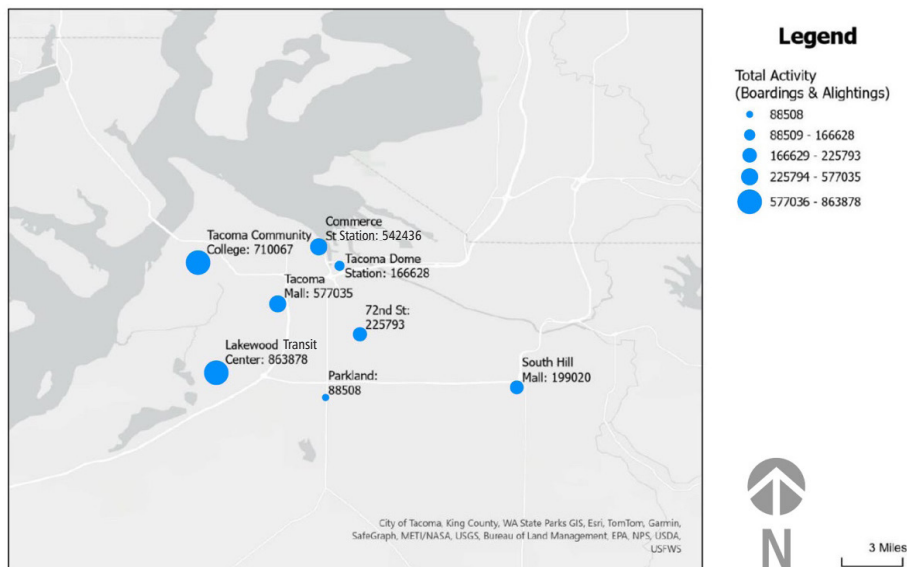
Pierce Transit recently improved its process for addressing public safety concerns at stops. This includes emphasis patrols, historical reviews, safety evaluations, and, when necessary, the temporary removal of amenities contributing to safety issues. In 2024, four shelters were removed based on a recommendation from the Public Safety Chief and are now being relocated to qualifying stops. Next year, the Service Planning Team will assess conditions at the affected stops and reinstall shelters if improvements are observed.

PASSENGER FACILITIES PERFORMANCE

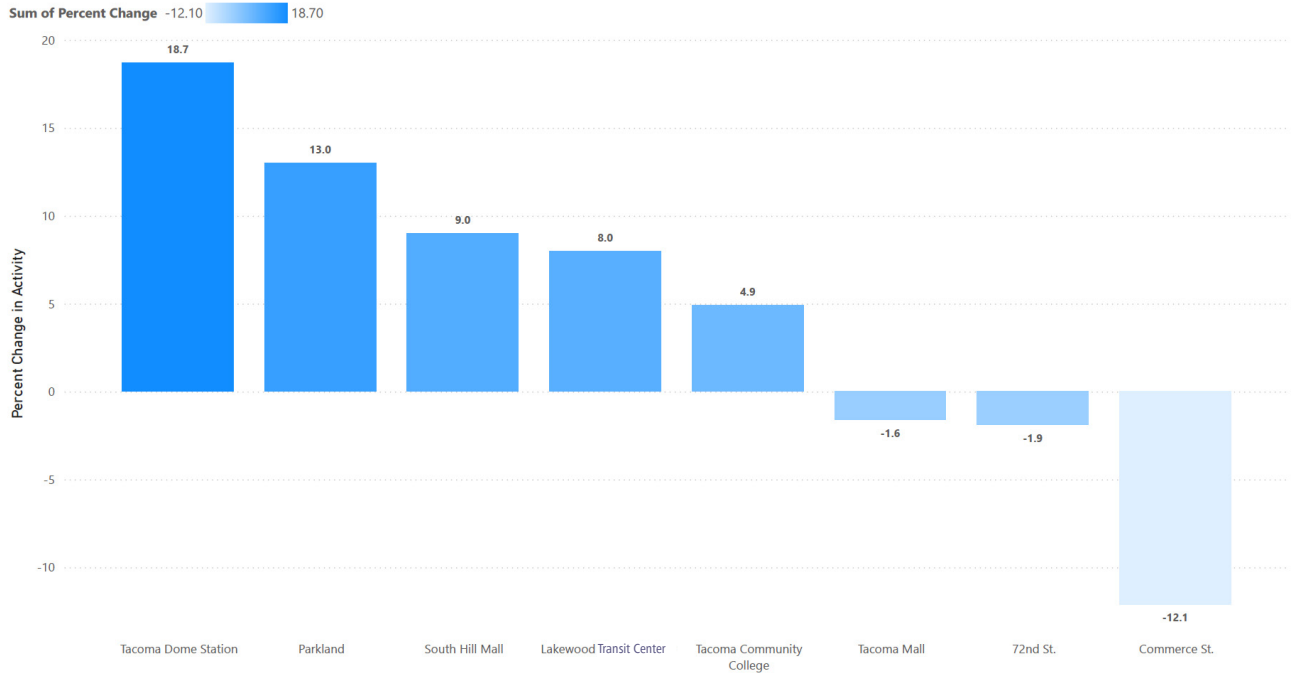
Transit Center Utilization

As of 2024, Pierce Transit operates eight active transit centers, all of which are shown below. The most heavily utilized, based on total unadjusted activity, is Lakewood Transit Center. This high usage can be attributed to several factors: many trips entering and leaving the center, relatively high population and job density in the surrounding area, the presence of multiple Sound Transit Express routes, and the absence of other major transit centers nearby.

2024 Total Unadjusted Activity by Transit Center



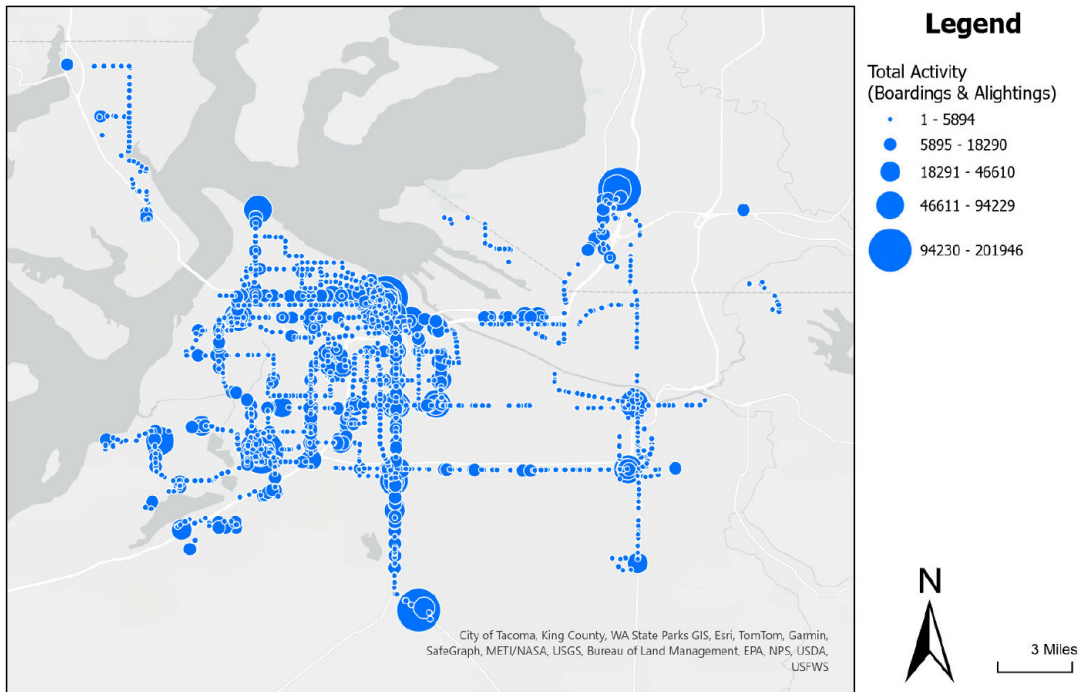
Percent Change in Activity From 2023 to 2024



Bus Stop Utilization

As shown below, several geographic areas had stops with high total unadjusted activity, many of which are located near or within transit centers. Stops situated at the beginning or end of routes also tended to experience elevated activity. The downtown Tacoma area had the largest concentration of high-activity stops, but significant activity was also observed in Fife, Lakewood, Federal Way, Spanaway, and Parkland.

2024 Total Unadjusted Activity by Bus Stop



PASSENGER AMENITY IMPROVEMENTS

Bus Stop Improvements

Amenity Balancing Project

Pierce Transit's [Amenity Balancing Project](#), developed in 2024 and launching in 2025, will relocate bus stop amenities to better match current ridership patterns. This multi-year effort will prioritize high-use stops, moving shelters to those with at least eight weekday boardings and trash cans to those with five or more. Shelter moves are dependent on funding. The goal is to improve comfort and accessibility by using resources where they're needed most.

Key benefits include:

- Shelter coverage for 600,000+ additional boardings, including 2,000 wheelchair boardings
- More shelters at schools and underserved areas
- Improved accessibility at upgraded stops

Shelter Replacement Project

Pierce Transit's Board of Commissioners approved a project to replace all bus shelters in the service area with a new black design featuring smaller, more durable, and cost-effective glass panels resistant to vandalism. Where possible, solar lighting has been added for improved safety and comfort. These upgrades enhance maintenance efficiency, customer experience, and overall bus stop appearance. So far, 93 of Pierce Transit's shelters have been or are in the process of being replaced. \$3.5M in federal grants will support ongoing replacements, including the replacement of special shelter types in business districts, for a consistent and clean system-wide look. Accessibility upgrades will also be implemented at various bus stops where needed, pending funding.

Bench At Every Stop

Pierce Transit is working toward a goal of providing a bench at every bus stop to improve comfort and accessibility for riders. Whether a bench can be installed depends on several factors, such as funding for a concrete pad, available space, and local jurisdiction requirements. In 2024, 48 new benches were added across the system. Of those, 12 were installed as part of external right-of-way (ROW) projects, while the rest were made possible through permits allowing bench placement on wider sidewalks.

Accessibility Enhancements

Braille Signage Pilot

In 2024, Pierce Transit launched an accessible bus stop pilot project, installing tactile raised lettering and braille bus stop signs along Commerce Street. The goal is to make it easier for all riders to navigate and use the system. With the pilot signs now in place, the agency is gathering feedback, adjusting as needed, and exploring funding opportunities to expand the program.

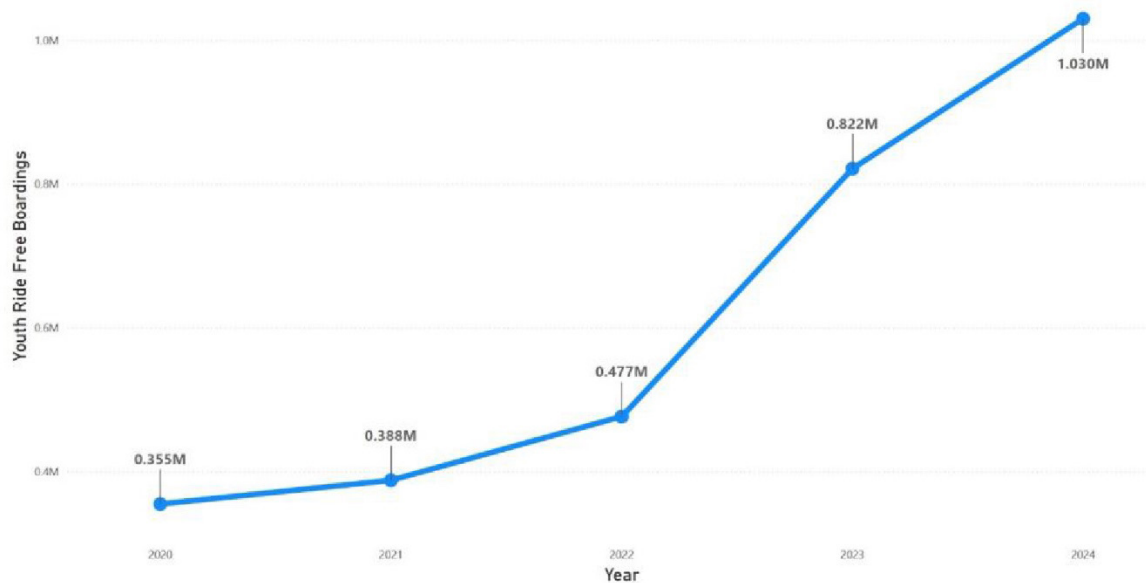
LOCAL BUS FINANCIAL PERFORMANCE

Fare Revenue Trends

2024 Local Bus Summary

Pierce Transit's Local Bus passenger fare revenue has remained relatively stable over the past five years, with moderate fluctuations and early signs of post-pandemic recovery. Fare revenues are primarily generated through Day Passes, Farebox Cash Sales, Monthly Passes, ORCA E-Purse transactions, ORCA Business and Institutional Pass Programs, and Youth Passes. The implementation of the Zero Youth Fare policy in September 2022 significantly increased youth ridership while reducing fare contributions from that demographic. In 2024, the average fare per local bus boarding decreased slightly to \$0.69, down from \$0.70 in 2023, reflecting the growing share of boardings from fare-free or discounted programs.

Youth Ride Free Boardings by Year (in Millions)



Youth Fare Free Boardings

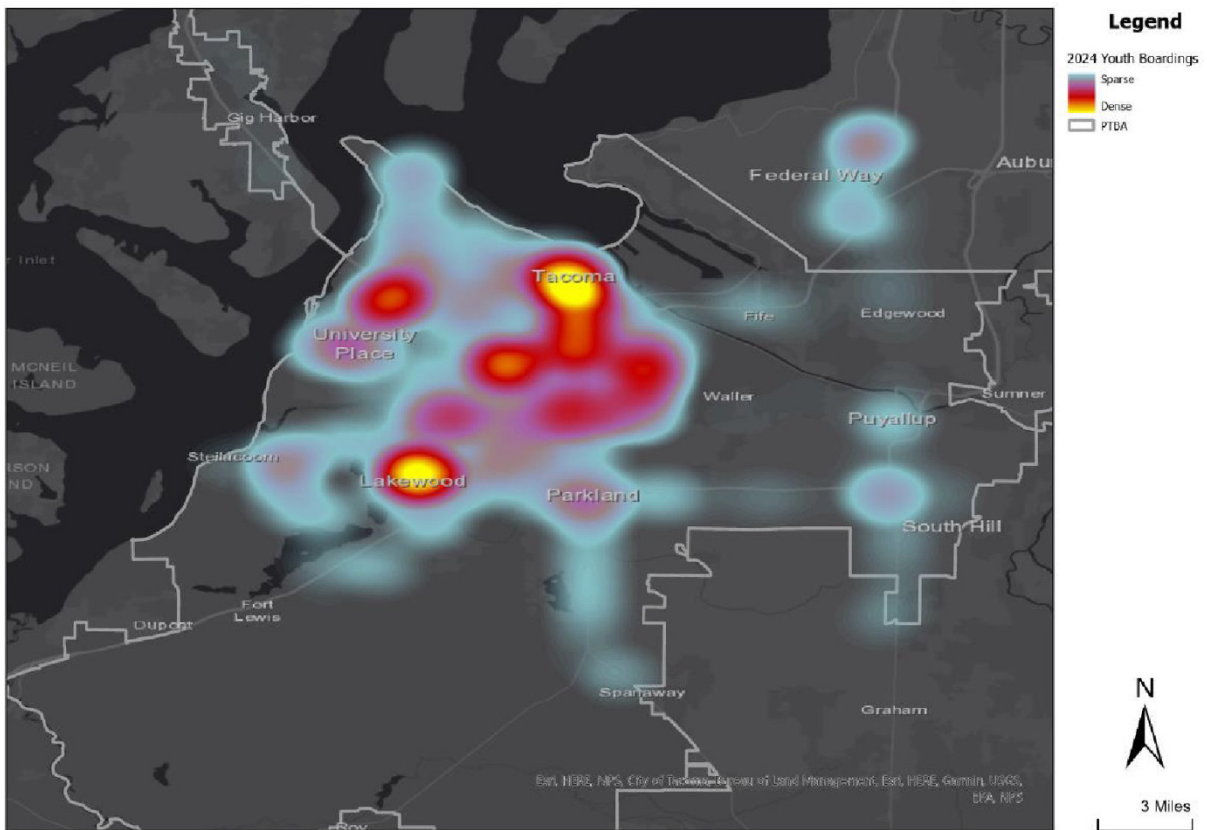
Youth boardings continued to rise significantly in 2024 as a result of the Zero Youth Fare policy implemented in September 2022. Total boardings by youth 18 and younger reached 1.03 million in 2024, up from 822,000 in 2023 representing a 25% year-over-year increase. Since 2020, Youth Ride Free boardings have nearly tripled, reflecting a growing reliance on transit by younger riders and increased awareness of fare-free eligibility.

This increase in youth ridership has contributed positively to overall system utilization and access, especially in areas surrounding key transit hubs such as Commerce Street Station in Downtown Tacoma, Tacoma Community College, Tacoma Mall Transit Center, and Lakewood Transit Center, which consistently ranked among the top youth boarding locations in both 2023 and 2024.

While youth boardings do not contribute to fare revenue due to their fare-free status, their rapid growth has influenced the overall average fare per boarding and is one factor in the decrease from \$0.70 in 2023 to \$0.69 in 2024. These shifts reinforce the need to monitor changes in ridership demographics as part of long-term financial planning and fare policy evaluation.

Pierce Transit's participation in the Youth Ride Free program is made possible through funding from Washington's Climate Commitment Act (CCA) and the Move Ahead Washington transportation investment package. These funding sources are critical in supporting fare-free access for youth while enabling the agency to maintain service levels and continue expanding mobility options across the region.

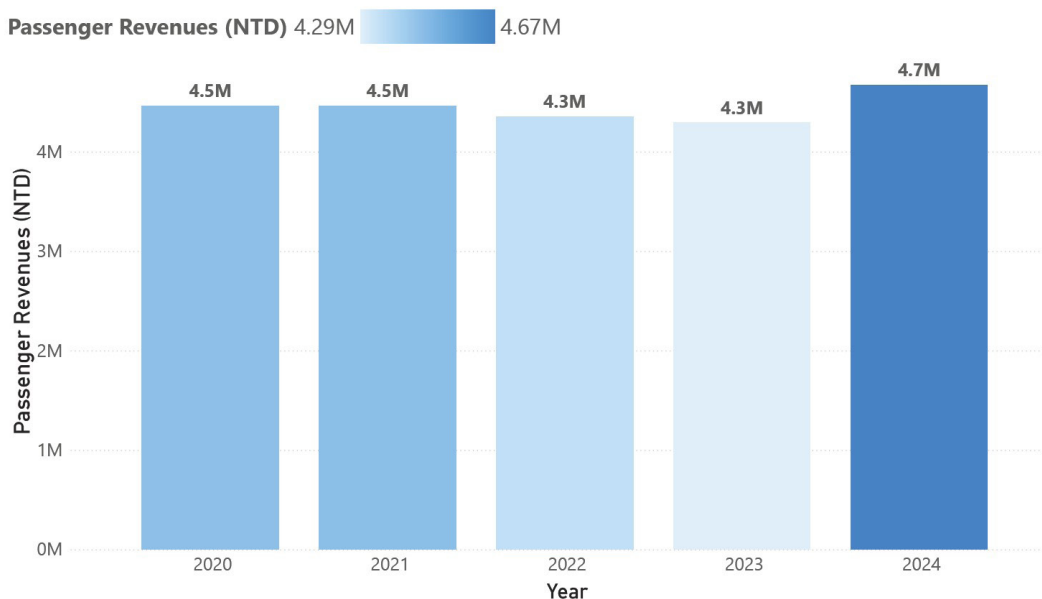
2024 Youth Ride Free Boarding Locations



2020–2024 Overall Local Bus Comparison

From 2020 to 2024, Local Bus fare revenue remained relatively stable, averaging just over \$4 million annually. Despite the onset of COVID-19 in 2020, fare revenue held at \$4.4 million and remained steady in 2021. Slight decreases followed in 2022 and 2023, with revenues of \$4.3 million each year. In 2024, fare revenue rose to \$4.7 million, a 8.8% increase over 2023, reflecting ongoing ridership recovery and incremental growth. Looking ahead, 2025 revenue is projected to increase another 6% to approximately \$4.9 million, driven by restored service hours, improved customer experience initiatives, and continued growth in pass and fare media transactions.

Local Bus Revenue by Year



FUTURE SERVICE PLANNING

Bus System Recovery Plan

Pierce Transit's Bus System Recovery Plan, adopted in late 2023 to restore service following pandemic-era reductions, outlines a phased strategy to increase frequency, extend service spans, and reinstate trips on high-ridership routes. As of early 2025, the agency has completed Phase 1 and is nearing completion of Phase 2. Key milestones include the launch of the Stream Community Line and Gig Harbor Runner, the discontinuation of underperforming routes, and significant progress toward 15-minute weekday service on Routes 1 and 3. Route 3 is currently 84% complete for its targeted weekday frequency, while Route 1 has reached 87%, despite not being part of the formal recovery phases. Progress beyond these early phases has stalled due to ongoing budget and staffing constraints. Without sufficient operating resources, additional service enhancements identified in Phases 3 through 6 of the plan, including expanded evening service, more frequent weekend routes, and higher frequencies on Route 2, are pending.

To fully implement the System Recovery Plan, Pierce Transit would require approximately 83,000 additional service hours, a nearly 18% increase over current Local Bus service levels. Future progress is contingent on resolving staffing shortfalls and securing sustainable funding.

Destination 2045 Long-Range Plan

Pierce Transit's Destination 2045 Long-Range Plan outlines a 20+ year roadmap for how transit services will evolve to meet the changing needs of the South Puget Sound region. Grounded in community input and regional planning priorities, the plan focuses on expanding transit options, enhancing speed and reliability, and preparing for future challenges such as regional growth.

Key strategies in Destination 2045 include the development of a high-frequency transit network, increased span and frequency on key routes, and the transition to a zero-emissions bus fleet. The plan emphasizes aligning service with anticipated population and employment growth, especially in areas with high transit propensity.

As a guiding document, Destination 2045 establishes a long-term vision that informs Pierce Transit's annual planning and budgeting processes, while ensuring the agency remains resilient, sustainable, and responsive to the needs of current and future riders.

APPENDICES

Detailed Route by Route Performance

Route	Classification	Service Hours	Trips	Cost per Boarding	Boardings	Boardings per Revenue Mile	Boardings per Service Hour	Estimated Operating Cost*
1	Core	56,600.21	30,759	\$9.74	1,176,812.86	2.06	20.79	\$11,457,013.73
2	Core	28,041.41	22,939	\$10.15	559,112.25	2.06	19.94	\$5,676,143.07
3	Core	29,223.90	23,089	\$12.33	479,596.91	1.86	16.41	\$5,915,501.22
4	Connector	21,599.73	18,739	\$13.89	314,722.89	1.24	14.57	\$4,372,218.23
10	Urban	9,956.76	17,387	\$14.14	142,579.91	1.40	14.32	\$2,015,448.35
11	Core	8,372.93	10,082	\$19.36	87,564.60	1.10	10.46	\$1,694,848.04
13	Retired	550.39	511	\$69.57	1,601.33	0.56	2.91	\$111,409.85
16	Core	8,887.47	10,807	\$14.19	126,754.54	1.66	14.26	\$1,799,001.14
28	Core	9,030.69	16,023	\$13.96	130,940.66	1.69	14.50	\$1,827,991.49
41	Core	18,586.37	17,750	\$11.82	318,283.28	1.85	17.12	\$3,762,252.08
42	Core	12,444.95	17,010	\$17.09	147,374.37	1.58	11.84	\$2,519,107.36
45	Core	13,017.63	16,285	\$17.38	151,623.23	1.16	11.65	\$2,635,028.87
48	Core	18,758.11	18,068	\$11.29	336,435.08	1.73	17.94	\$3,797,017.12
52	Urban	10,352.38	17,867	\$14.15	148,066.42	1.73	14.30	\$2,095,528.45
53	Urban	15,354.50	17,055	\$13.11	237,040.46	1.36	15.44	\$3,108,057.18
54	Urban	11,190.16	17,352	\$9.18	246,701.09	2.39	22.05	\$2,265,111.95
55	Urban	11,401.55	17,941	\$13.13	175,828.61	1.45	15.42	\$2,307,902.05
57	Core	15,381.25	16,708	\$14.95	208,254.64	1.75	13.54	\$3,113,471.85
63	Retired	294.40	256	\$51.15	1,165.00	0.41	3.96	\$59,592.44
100	Connector	10,957.13	9,303	\$31.63	70,130.58	0.41	6.40	\$2,217,941.41
101	Seasonal	119.70	234	\$136.12	178.00	0.12	1.49	\$24,229.67
202	Urban	14,634.11	19,719	\$9.71	304,916.05	2.26	20.84	\$2,962,237.45
206	Connector	16,283.50	20,547	\$13.27	248,342.16	1.21	15.25	\$3,296,105.26
212	Urban	11,414.26	17,522	\$14.66	157,655.51	1.61	13.82	\$2,310,474.43
214	Connector	12,391.56	17,491	\$18.73	133,947.20	0.86	10.81	\$2,508,299.85
400	Connector	13,283.70	12,122	\$29.00	92,728.18	0.61	6.98	\$2,688,885.91
402	Connector	20,307.26	10,370	\$16.96	242,403.63	1.25	11.94	\$4,110,594.65
409	Connector	4,664.37	8,760	\$32.99	28,619.67	0.52	6.14	\$944,162.59
425	Retired	982.94	897	\$214.40	928.00	0.14	0.94	\$198,967.71
497	Express	4,261.60	4,551	\$45.13	19,115.31	0.80	4.49	\$862,633.04
500	Urban	15,728.02	13,548	\$11.01	289,219.38	1.74	18.39	\$3,183,664.91
501	Urban	13,025.76	10,535	\$18.32	143,935.20	0.88	11.05	\$2,636,674.52
STCL	High Capacity	8,032.88	6,518	\$48.38	33,609.14	0.37	4.18	\$1,626,015.70

*Note that the Estimated Operating Cost assumes average operating costs, which does not necessarily reflect the actual costs to operate the route.

Historical Ridership Comparison

Route	2021 Boardings	2022 Boardings	2023 Boardings	2024 Boardings
1	817,500.27	824,624.80	989,533.31	1,176,812.86
2	397,286.08	425,312.20	502,923.89	559,112.25
3	285,429.60	325,332.11	391,655.09	479,596.91
4	182,848.92	227,056.43	274,627.51	314,722.89
10	89,226.97	108,037.35	125,914.58	142,579.91
11	72,872.22	79,515.70	97,222.11	87,564.60
13	6,864.32	9,463.08	8,392.01	1,601.33
16	104,515.93	107,222.77	137,702.13	126,754.54
28	78,411.76	108,930.43	134,026.69	130,940.66
41	185,066.33	234,666.15	302,600.71	318,283.28
42	85,322.98	106,856.25	137,424.05	147,374.37
45	84,933.11	117,200.11	134,060.06	151,623.23
48	186,916.31	232,319.53	303,003.97	336,435.08
52	100,294.10	122,126.90	142,556.74	148,066.42
53	120,652.11	142,265.02	208,116.85	237,040.46
54	143,421.23	177,751.67	229,989.74	246,701.09
55	110,859.82	126,157.95	151,588.22	175,828.61
57	154,170.62	182,265.77	232,682.87	208,254.64
63	2,199.00	2,013.00	2,690.21	1,165.00
100	49,726.58	63,260.81	68,270.26	70,130.58
101	7,630.00		409.26	178.00
202	157,686.61	206,617.07	264,327.46	304,916.05
206	152,541.66	184,768.28	234,712.86	248,342.16
212	77,610.95	102,854.37	144,176.71	157,655.51
214	74,095.83	89,748.07	127,070.93	133,947.20
400	62,941.99	78,854.39	83,096.41	92,728.18
402	140,420.48	163,083.38	200,813.28	242,403.63
409	18,810.67	21,466.31	25,719.00	28,619.67
425	3,605.00	2,245.00	4,320.67	928.00
497	16,730.30	19,745.66	21,895.85	19,115.31
500	280,816.98	244,835.76	279,869.84	289,219.38
501	86,768.44	106,054.03	126,950.40	143,935.20
STCL				33,609.14

RIDESHARE PERFORMANCE OVERVIEW

Pierce Transit's Rideshare program (formerly known as vanpool) is the twelfth largest in the nation and the third largest in Washington State. We are proud to have the highest boardings per vehicle in the state, reflecting both the efficiency and popularity of the service. The program currently supports over 222 active Rideshare groups, serves more than 1,000 participants across eight Western Washington counties, and partners with 122 worksites throughout the region to provide sustainable commuting options.

Among our business partners are several of the region's largest employers, who operate a significant share of active Rideshare groups:

Top Participating Employers

- Boeing – 69 groups
- Puget Sound Naval Shipyard – 22 groups
- Transportation Security Administration (TSA) – 21 groups
- Joint Base Lewis-McChord (JBLM) – 19 groups

In addition to this broad reach, the program is built on long-term commitment: over thirty Rideshare groups have been operating continuously for more than 20 years, highlighting the program's stability, reliability, and value to the communities it serves.

Program performance is evaluated using multiple indicators, including passenger boardings, cost efficiency, environmental and congestion benefits, support for modern commuting, grant investments, and customer feedback. Together, these measures provide a comprehensive view of Rideshare's effectiveness, helping Pierce Transit track progress, identify opportunities for improvement, and demonstrate the program's value to participants, employers, and the broader community.

RIDERSHIP

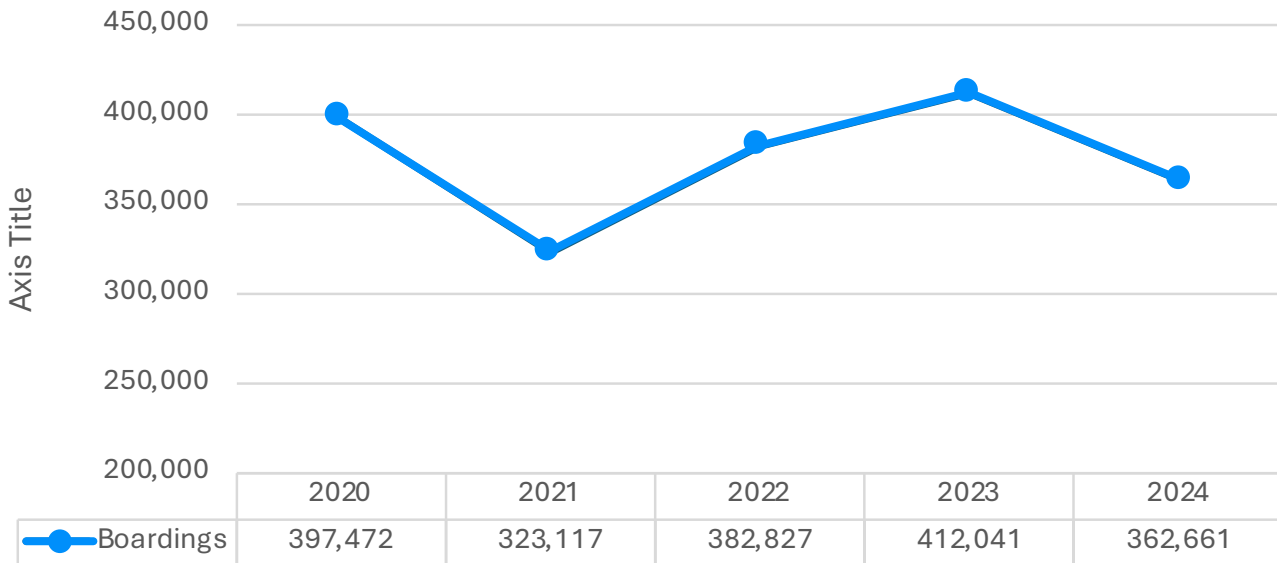
2024 Rideshare Ridership

In 2024, Pierce Transit Rideshare provided 362,661 boardings, an 11.98% decrease from 2023. The Boeing strike from September to November likely contributed to this decline, as Boeing represents 39% of Rideshare groups. Ridership is calculated using monthly ridership and mileage reports submitted by approved bookkeepers for each group, who track both inbound and outbound trips.

Rideshare Ridership by Year

Rideshare boardings dropped sharply following the onset of the COVID-19 pandemic but have steadily increased since. For context, boardings declined 46% from 2019 to 2020. Rideshare sold more than 100 of our vehicles during COVID-19 reducing our fleet.

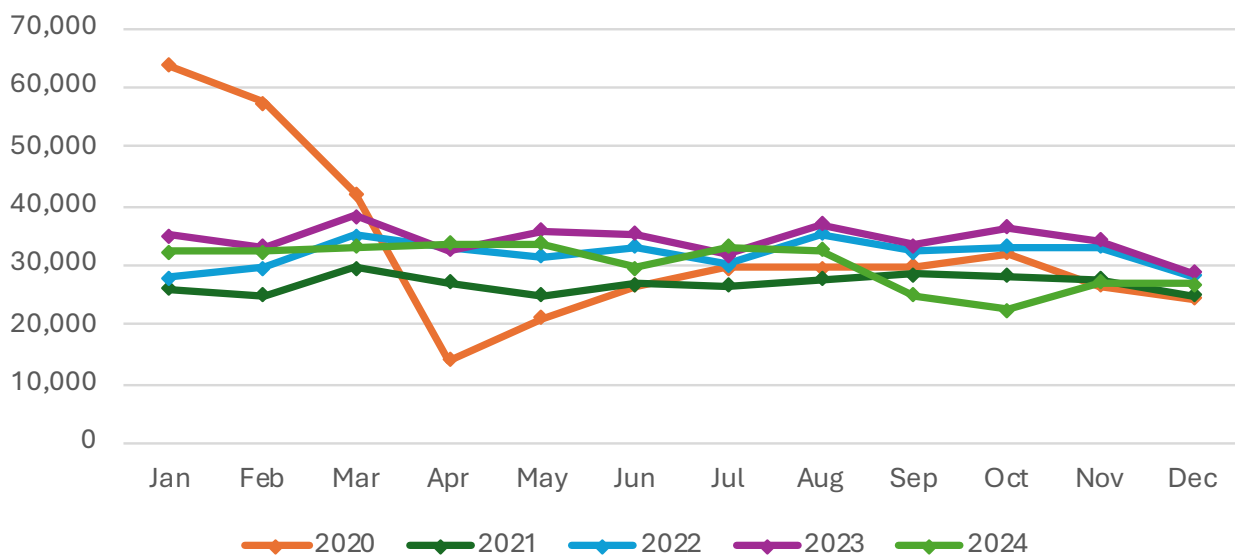
Annual Rideshare Boardings by Year



Monthly Ridership by Year

The monthly graph highlights recurring seasonal patterns. Boardings typically dip in December due to plant shut-downs at Boeing, Kenworth, and the Puget Sound Naval Shipyard. In 2024, September–November also saw lower ridership because of the Boeing strike.

Monthly Rideshare Boardings by Year



FINANCIAL PERFORMANCE AND STRATEGIC INVESTMENTS

Operating Cost

Monitoring costs per Rideshare passenger boarding allows Pierce Transit administrators to evaluate the cost-effectiveness of the service year-over-year, as well as in comparison to other agency services. Reviewing the net cost per passenger, which subtracts passenger fare recovery revenue from total costs, provides additional insight into operational efficiency. A comparison of 2023 and 2024 costs is shown below:

Year	Cost Per Rideshare Passenger	Net Cost Per Rideshare Passenger
2023	\$10.98	\$7.10
2024	\$13.34	\$9.10

Fare Revenue Trends

Rideshare passenger fare revenue has remained relatively stable over the past five years, averaging just over \$1.5 million annually, with moderate fluctuations and early signs of post-pandemic recovery. In 2022, the fare model was simplified from over 400 options to just six, improving ease of use for riders, reducing administrative complexity, and making fare information more transparent for new participants. Revenue is generated through both monthly and daily fares, and Free Youth Fares are also provided. The slight decrease in 2024 was likely influenced by the Boeing strike from September to November.

Year	Revenue
2020	\$1,750,544
2021	\$1,321,152
2022	\$1,535,720
2023	\$1,599,237
2024	\$1,534,391

Daily Round-Trip Fares:

- <50 miles: \$100/month
- 51–75 miles: \$125/month
- 76–100 miles: \$150/month
- 101–125 miles: \$175/month
- 126–150 miles: \$200/month
- 151+ miles: \$225/month

Daily One-Way Fares:

- <100 miles: \$7.50
- 100+ miles: \$10

Investing Through Grants

To support the ongoing success and modernization of the Rideshare program, Pierce Transit has strategically leveraged grant funding. In 2025, the agency was awarded a WSDOT Public Transit Rideshare Grant to fund initiatives through the 2025-2027 biennium. This includes \$37,500 for outreach and new rider incentives, as well as \$839,584 to replace 18 aging rideshare vehicles. These investments help maintain a modern, safe, and sustainable fleet while enhancing program value, reducing congestion, and supporting flexible commuting options for participants.

ENVIRONMENTAL & MODERN COMMUTING BENEFITS

Pierce Transit Rideshare provides significant environmental and congestion relief benefits to Pierce County and the broader region. Based on 2024 ridership levels, the program helped reduce thousands of single-occupancy vehicle trips each week. This translates into millions of vehicle miles traveled (VMT) avoided annually, easing roadway congestion, reducing demand for commuter parking, and lowering greenhouse gas emissions.

Estimated Benefits of 2024 Rideshare Service:

- Reduction of just over 11 million vehicle miles annually compared to if the same trips were made by single-occupancy vehicles.
- Avoidance of roughly 4,500 metric tons of carbon dioxide (CO₂) emissions.
- Support for regional climate goals, air quality improvement, and reduced traffic congestion.

Adapting to Modern Commuting Needs

Pierce Transit is modernizing its fleet and leveraging technology to align with sustainability goals and changing commuter preferences:

Fleet Options:

- Traditional: 7-passenger vans, 12-passenger vans, 15-passenger vans
- New Additions: Tesla Model Ys (electric vehicles), Chevy Traverses (mid-size SUVs), Ford Explorers (spacious and versatile)

Note: The introduction of electric vehicles (Tesla Model Ys) in the fleet is expected to further reduce CO₂ emissions for trips previously made by gasoline-powered vans, amplifying the program's environmental benefits.

Technology & Tools for Flexibility:

Pierce Transit has partnered with RidePro (Trapeze) and adopted digital tools to enhance the rider experience and streamline operations:

- Improved Invoicing & AutoPay: Ensures timely fare payments with minimal staff follow-up.
- Daily Rider Reservation: Supports part-time commuting and helps fill empty seats.
- RidePro Mobile App: Provides easy trip management and access for riders.

These enhancements demonstrate Pierce Transit's commitment to providing flexible, comfortable, and environmentally responsible transportation options. By combining an updated fleet with modern technology, the Rideshare program continues to meet the evolving needs of commuters while advancing regional sustainability and operational efficiency.

CUSTOMER COMMENTS & ACTIONS TAKEN

In 2024, Pierce Transit Rideshare received 58 customer comments regarding the operation of rideshare vehicles by volunteer drivers. All comments are followed up within 48 hours, and appropriate actions are taken to address concerns.

Comment Type	Number of Comments
Aggressive/Erratic Driving	20
Careless Driving	16
Cell Phone Use	1
Fares	1
Merging/Lane Change	1
Not Following Rules/Procedures/Policy	2
Other	4
Safety Concern – Other	2
Speed	8
Traffic Laws Disobeyed	2
Unsafe Following Distance	1
Grand Total	58

SPECIALIZED TRANSPORTATION PERFORMANCE OVERVIEW

The ADA eligibility process remained robust and efficient, with 99% of ADA applications processed within 21 days, and 2,777 new certifications issued. Travel Training (TT) continued to expand, with 69 unduplicated riders trained, including an increase in group sessions for seniors and individuals with disabilities.

Within the team, we also completed key accessibility initiatives, including launching the accessible bus stop signage project, a new operating system for Operations, and Eligibility and revamping the ADA SHUTTLE application.

Pierce Transit's Specialized Transportation programs provide mobility options for individuals with disabilities and seniors who are unable to use fixed-route bus service. Services include:

- SHUTTLE ADA Paratransit
- ADA Paratransit Eligibility Certification and Appeals
- Travel Training

These programs are federally mandated under the ADA and supported through FTA Section 5310, local funds, and state grants.

ADA Eligibility

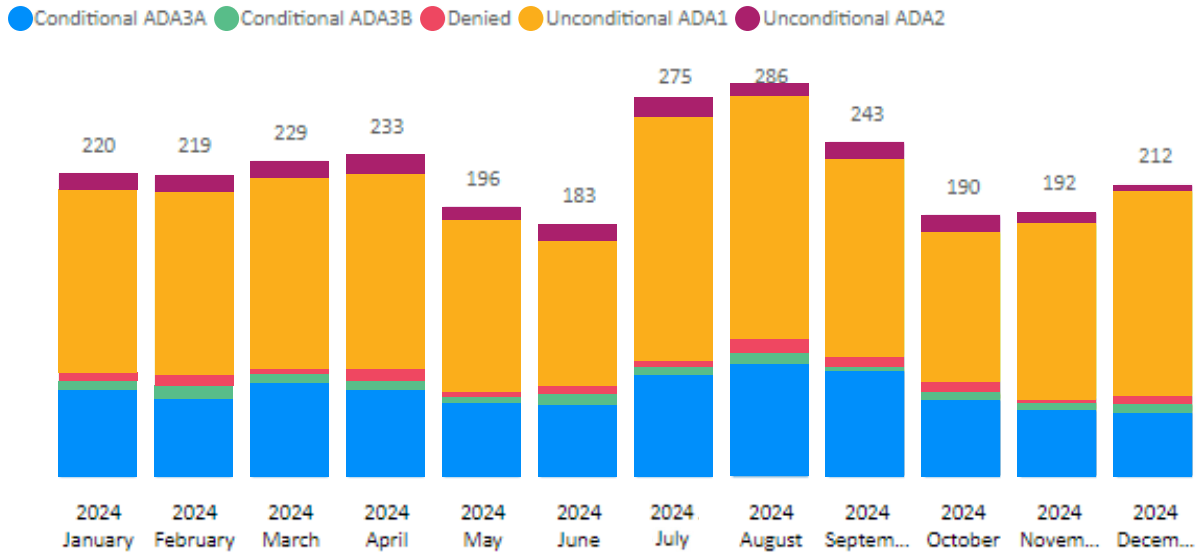
ADA Eligibility determines who qualifies for SHUTTLE under federal regulations. Eligibility is based on functional limitations that prevent the use of fixed-route service. ADA Eligibility staff consists of 1 ADA Eligibility Assistant Manager, 2 ADA Analysts, and 1 ADA Eligibility Assistant.

Throughout the year, Pierce Transit's ADA Eligibility staff actively partnered with community organizations that serve seniors and individuals with disabilities to increase awareness of accessible transportation options. These outreach efforts included sharing information about Pierce Transit services, accessibility features, and the benefits of using public transit, as well as educating individuals about the paratransit eligibility process.

In addition to direct outreach, ADA Eligibility staff participated in more than 134 workgroup meetings with partnering agencies across Pierce County. These meetings provided valuable opportunities to strengthen partnerships, share updates on Pierce Transit services, and ensure community stakeholders are well-informed about the ADA eligibility process and how to support their clients in accessing transit services.

Metrics	Outcome
ADA Determinations	2,777
Denials	86
ADA Appeals	10
ADA Applications Received Not Processed	320
% of determinations made within 21 days	99%
Non-ADA Applications (Skilled Nursing Facility)	3,896

SHUTTLE ADA Eligibility Decisions



Improvements:

- Introduced online ADA and non-ADA application
- Revised ADA SHUTTLE application
- Launched new ADA Eligibility operating system
- Expanded eligibility outreach tools, brochures and PowerPoint/presentation
- Participated in over 130 workgroup meetings, outreach and education presentations

ADA Assessments

In 2024, Pierce Transit continued its commitment to ensuring equitable access to transportation by conducting comprehensive ADA eligibility assessments for individuals applying for SHUTTLE paratransit services. A total of 528 in-person assessments were scheduled during the year, with 124 instances of no-shows, representing a no-show rate of approximately 24%.

Pierce Transit utilizes five assessment types to evaluate an applicant’s ability to safely and independently use the fixed route system. These assessments are designed to simulate real-life transit conditions and are an essential component in determining ADA paratransit eligibility.

2024 Assessments Scheduled	Outcome
Physical/Functional/Cognitive	247
Cognitive – Mini Mental Status Exam	50
Power Mobility Device (PMD) Assessment	93
Functional Assessment of Cognitive Transit Skills (FACTS)	63
Community Assessment of Travel Skills (CATS)	75
Total Assessments for 2024:	528
Total Assessment No-Shows for 2024:	124

Travel Training

The Travel Training program helps seniors and individuals with disabilities learn to independently use Pierce Transit’s fixed-route bus system. Training is offered one-on-one or in groups and includes route planning, boarding, fare payment, safety skills, and more.

Pierce Transit’s Travel Training program continues to play a critical role in promoting independence and mobility for seniors and individuals with disabilities by offering personalized, hands-on education on how to effectively use fixed-route transit services. In 2024, the agency significantly updated the Travel Training brochure to better align with the program’s mission and to communicate the services available more clearly.

The revised brochure features dedicated panels that reinforce the message: “Transit is for everyone.” This messaging is designed to challenge misconceptions about public transportation use and encourage broader community participation. The brochure now includes detailed descriptions of the program’s four core components:

- Individual Travel Training
- Group Travel Training
- Group Orientation and Education Outreach
- Power Mobility Device Assessment and Training

These enhancements support the agency’s ongoing efforts to raise awareness, expand outreach, and ensure that all community members feel confident and welcome using Pierce Transit’s services.

In addition to improving rider confidence and mobility, the Travel Training program provides a measurable financial benefit. Riders who successfully transition from using SHUTTLE (paratransit) services to full or partial use of the fixed-route system contribute to significant cost savings. In 2024:

- Average cost per SHUTTLE (paratransit) boarding: \$63.93
- Average cost per fixed-route boarding: \$13.39
- Cost difference per trip: \$50.54

These savings highlight the value of continued investment in travel training initiatives, both for enhancing rider independence and for supporting the agency’s long-term financial sustainability.

2024 Statistics

Metrics	Outcome
One-on-One Individual Trainings	239
Group Training	7
Presentations	67

Key Outcomes:

- Launched new Travel Training operating system
- Revised Travel Training Brochure
- Program included outreach to rural areas and transition-age students ages 18-21

Accessibility Projects

In Fall 2024, Pierce Transit launched a pilot program introducing accessible bus stop signage at Commerce Street Station in downtown Tacoma. These signs feature Braille and raised lettering, enabling blind, low vision, and

Deafblind riders to navigate the system more independently. Pierce Transit is currently the only local agency in the region to implement this type of signage at fixed-route bus stops.

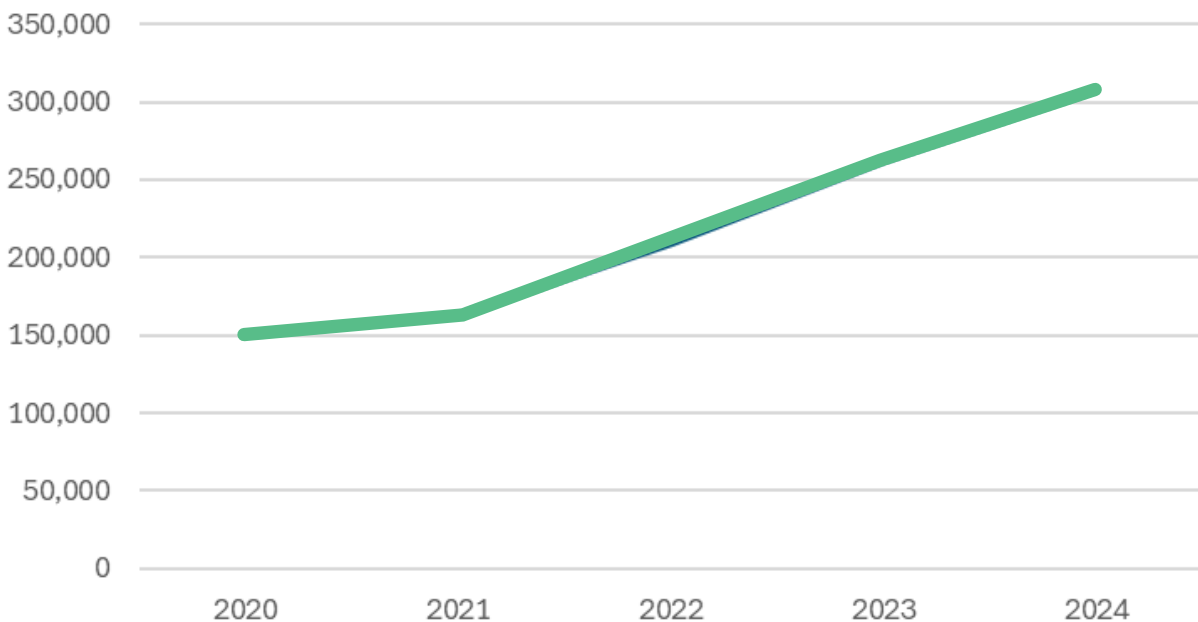
Seven accessible signs were installed as part of the pilot, serving multiple routes within the station. A workgroup of subject matter experts (SMEs), including accessibility advocates, orientation and mobility specialists, and community partners, provided valuable input on the signage design and broader accessibility needs. Their feedback helped guide improvements in wayfinding, highlighted the importance of regional consistency in signage standards, and underscored the need for Operator training on how to assist Blind and Deafblind riders.

Feedback is being collected through rider surveys, social media outreach, and engagement with disability advocacy organizations. Early responses indicate the signage is enhancing rider confidence and independence. The pilot will continue to be evaluated through late 2025, with a focus on usability, accessibility impact, and potential for systemwide expansion.

To support future phases of the project, the agency will also research grant opportunities aimed at improving accessibility and equity in public transportation. This initiative aligns with Pierce Transit's strategic goals to enhance the customer experience, promote independence, and ensure a more inclusive transit system for all.

SHUTTLE PERFORMANCE OVERVIEW

Ridership has continued to grow steadily over the past five years at a rate of 106%.



Between 2023 and 2024 alone trips increased by 45,410 reaching 308,021.

2024 Total Boardings	% Change from Prior Year
308,021	+17%

Trip productivity level in 2024

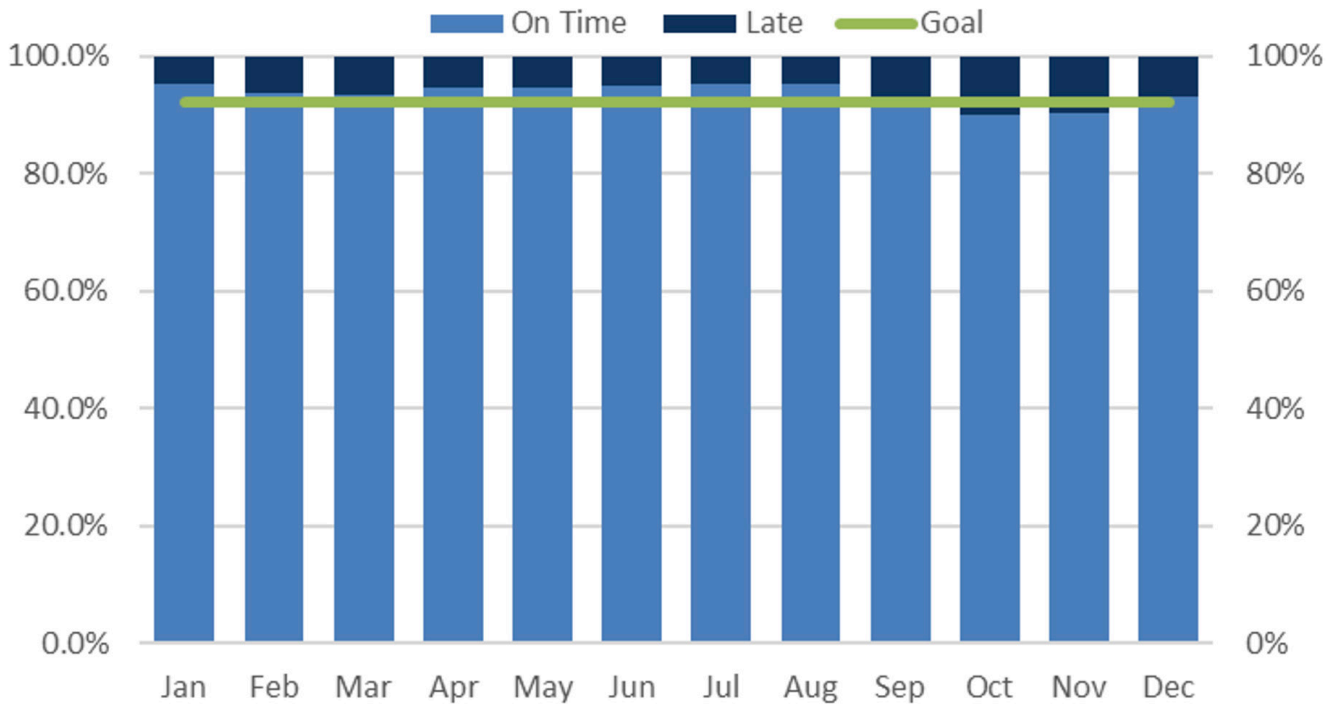
2024 Average Passengers Per Revenue Mile	2024 Average Passengers Per Service Hour
0.14	1.59

2024 Cost Per Passenger Boarding	% Change From Prior Year
\$63.93	-2.35%

Reliability

SHUTTLE reliability is measured by on time performance, Shuttles arrive within a 30 minute window beginning at the pick-up time communicated to the caller at the time of reservation. A Shuttle is considered on time if it arrives within this window, or by the arrival time requested by the caller. On time performance took a substantial dip during the first few months of the new software implementation in Specialized Transportation.

2024 Monthly On Time Performance



Reliability continues in customer service as it applies to queue wait times for the Specialized Transportation call center. The goal is a 30 seconds or less wait time, 95% or all calls answered in 3 minutes or less, 99% of all calls answered in 5 minutes or less and a 5% abandoned rate.

2024 Call Center Metrics

GOALS		<0:00:30	5%	95%	99%
Month	Calls Received	Queue Wait Time	Calls Abandoned	Calls ≤3 min	Calls ≤5 min
Jan	18,746	2.00	13.3%	78.5%	86.7%
Feb	18,753	1.23	8.1%	85.8%	92.8%
Mar	19,001	1.39	9.7%	84.3%	92.0%
Apr	18,058	1.37	10.0%	83.6%	91.9%
May	18,586	1.47	10.4%	82.6%	91.8%
Jun	16,740	0.90	5.9%	90.0%	95.6%
Jul	18,405	0.98	7.5%	88.6%	94.7%
Aug	18,301	0.85	6.0%	91.3%	96.1%
Sep	18,932	0.87	6.5%	90.0%	96.0%
Oct	22,114	1.67	11.0%	89.0%	93.0%
Nov	18,769	2.64	12.0%	76.0%	84.0%
Dec	16,859	0.95	4.6%	91.0%	96.0%

RUNNER PERFORMANCE OVERVIEW

JBLM not included

The performance of Pierce Transit’s microtransit service, Runner, is evaluated using metrics focused on gauging customer experience, efficiency, and overall cost.

Wait Times

Average passenger wait times are a key performance metric used to evaluate how the Runner program compares to both:

- Other services operated by Pierce Transit
- Performance across different Runner zones

The agency has established a goal of maintaining average wait times at 25 minutes or less. This target is consistent with industry standards and aligns with wait times experienced on most fixed-route bus services.

Tracking wait times helps identify operational strengths and areas needing improvement, ensuring the program continues to provide a reliable and responsive service experience for passengers.

2024 Average Wait Times

Gig Harbor	10 Minutes
Puyallup	23 Minutes
Ruston	20 Minutes
Spanaway	27 Minutes
Tideflats	22 Minutes

Available Seats

To assess how effectively the Runner service is meeting demand, we monitor the percentage of available and unavailable seats per day. Seat availability is calculated using the following formula:

$$\text{Seat Availability (\%)} = (\text{Number of ride requests met with a ride proposal}) / (\text{Total ride requests})$$

The Runner program has a target of 95% seat availability, which aligns with standard benchmarks in the microtransit industry. Achieving this level indicates that the service is operating both effectively and efficiently, ensuring most passengers are matched with a ride.

However, due to current budget constraints, we have been unable to meet the 95% goal. These limitations have affected our ability to fully align service capacity with passenger demand, and seat availability is below the desired threshold.

2024 Average Seat Availability

Gig Harbor	87%
Puyallup	85%
Ruston	81%
Spanaway	81%
Tideflats	85%

Operating Costs

The overall operating cost of the Runner service is closely monitored to ensure the long-term viability of this microtransit operation. Since the service is contracted, there are no capital costs associated with vehicle ownership or infrastructure, allowing the agency to focus solely on operating expenses.

Understanding and controlling these costs is essential, as they directly influence the number of vehicles the agency can afford to deploy — both currently and in future service expansions. Cost-efficiency is a key factor in determining how sustainably the service can continue to meet rider demand while staying within budget constraints.

Direct Costs Paid to Via

Gig Harbor	\$278,005
Puyallup	\$444,887
Ruston	\$64,909
Spanaway	\$745,352
Tideflats	\$763,987

In 2024, the Runner service provided transportation to 50,482 passengers. Based on total operating expenses, this equated to an average cost of \$45 per trip. This figure helps the agency evaluate the cost-effectiveness of the service and guides decisions related to funding, resource allocation, and future service planning.

Customer Satisfaction

Customer comments related to the Runner service are regularly tracked and analyzed to help assess the overall stability and performance of the program. These insights play a critical role in identifying where Pierce Transit should focus its time, resources, and operational improvements.

By monitoring customer feedback, staff can respond more effectively to rider concerns, shifting resources to address the most pressing issues and enhancing service quality in areas that matter most to passengers.

Since 2024 marked the first year of Via operating the Runner service, key performance indicators (KPIs) were not initially included in the contract. Customer feedback has been received both directly by Via and by Pierce Transit; however, there is currently no system in place to consolidate this information. We are actively exploring ways to streamline and integrate feedback moving forward.

In general, riders consistently rate their Runner rides highly, with the post-ride survey in the Via app averaging 5 out of 5 stars. Most of the complaints we received in 2024 were related to limited seat availability. Ridership grew significantly—from approximately 13,000 rides in 2023 to over 50,000 in 2024—outpacing the capacity supported by our dedicated Runner budget.

We are currently developing options for riders to provide direct feedback to Pierce Transit while using the Runner service. This feedback will include ratings specifically related to safety and the level of customer service provided by their driver.