2025

All Modes Performance & Ridership Report

PierceTransit

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EXECUTIVE SUMMARY

In 2025, Pierce Transit continued to build on its post-pandemic recovery, with local bus ridership reaching 7,039,888 total boardings, a 3.99% increase over 2024. This marks the highest ridership since 2019 and reflects steady progress toward restoring transit use across the system. While growth has moderated compared to prior years, ridership reached 84% of 2019 levels, indicating continued recovery.

System performance remained stable throughout the year. Productivity averaged 1.5 passengers per revenue mile and 14.89 passengers per service hour, reflecting consistent utilization. On-time performance reached 84%, just below the 85% target and a 4% overall increase since 2023. Cost efficiency also improved slightly, with cost per boarding decreasing to $13.26 and net cost per boarding to $12.59.

Key service enhancements in 2025 advanced the Bus System Recovery Plan, including expanded 15-minute service on Routes 1 and 3, schedule adjustments to improve reliability, and the opening of the Spanaway Transit Center. Additional refinements, such as staggered scheduling between Routes 11 and 16 and targeted routing adjustments, improved service consistency and efficiency.

Ridership gains were supported by the continued success of the Youth Ride Free program, with youth boardings exceeding 1.05 million, the highest ever, and a 2.1% increase over 2024. While this increased system utilization and access, it also contributed to a slight decline in average fare per boarding to $0.67.

In 2025, Pierce Transit adopted new route classifications as part of the Destination 2045 Long-Range Plan, marking the first major update in over two decades. Based on land use density and activity levels, these classifications provide a more modern, data-driven framework for evaluating performance and guiding future investments.

Pierce Transit also made progress on capital and customer experience initiatives, including advancing the Better Stops Initiative, replacing 53 bus shelters, and continuing progress toward the goal of providing a bench at every stop.

Looking ahead, Pierce Transit remains focused on implementing the remaining phases of the Bus System Recovery Plan and advancing the vision outlined in the Destination 2045 Long-Range Plan. While future expansion depends on funding and staffing, the agency is well-positioned to improve reliability, expand high-frequency corridors, and deliver a more connected and accessible transit system in the years ahead.

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 & 2025 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 service areas. 2025 local bus boardings are shown below.

Total Boardings	% Change From Prior Year
7,039,888	+3.99%

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.

2025 Average Passengers Per Revenue Mile	2025 Average Passengers Per Service Hour
1.5	14.89

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 2024 and 2025 costs are shown below.

2024 Cost Per Local Bus Passenger	2025 Cost Per Local Bus Passenger	2024 Net Cost Per Local Bus Passenger	2025 Net Cost Per Local Bus Passenger
$13.39	$13.26	$12.70	$12.59

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. The next survey will be conducted in 2026.

Question	2024 Total Satisfied	2024 Total Dissatisfied	2022 Total Satisfied	2022 Total Dissatisfied
Passenger Satisfaction with Frequency of Bus Service	32%	45%	34%	47%
Passenger Satisfaction with On-Time Performance of Bus Service	52%	22%	52%	26%
Passenger Satisfaction with The Amount of Time It Takes to Get Places	39%	33%	48%	24%
Passenger Satisfaction with Transfer Wait Time	28%	37%	33%	31%

2025 Customer Feedback Received & Response Metrics

71 Comments Regarding Routes	52 Comments Regarding Bus Stops	1.3 Average Days to Respond	3.5 Average Days to Complete

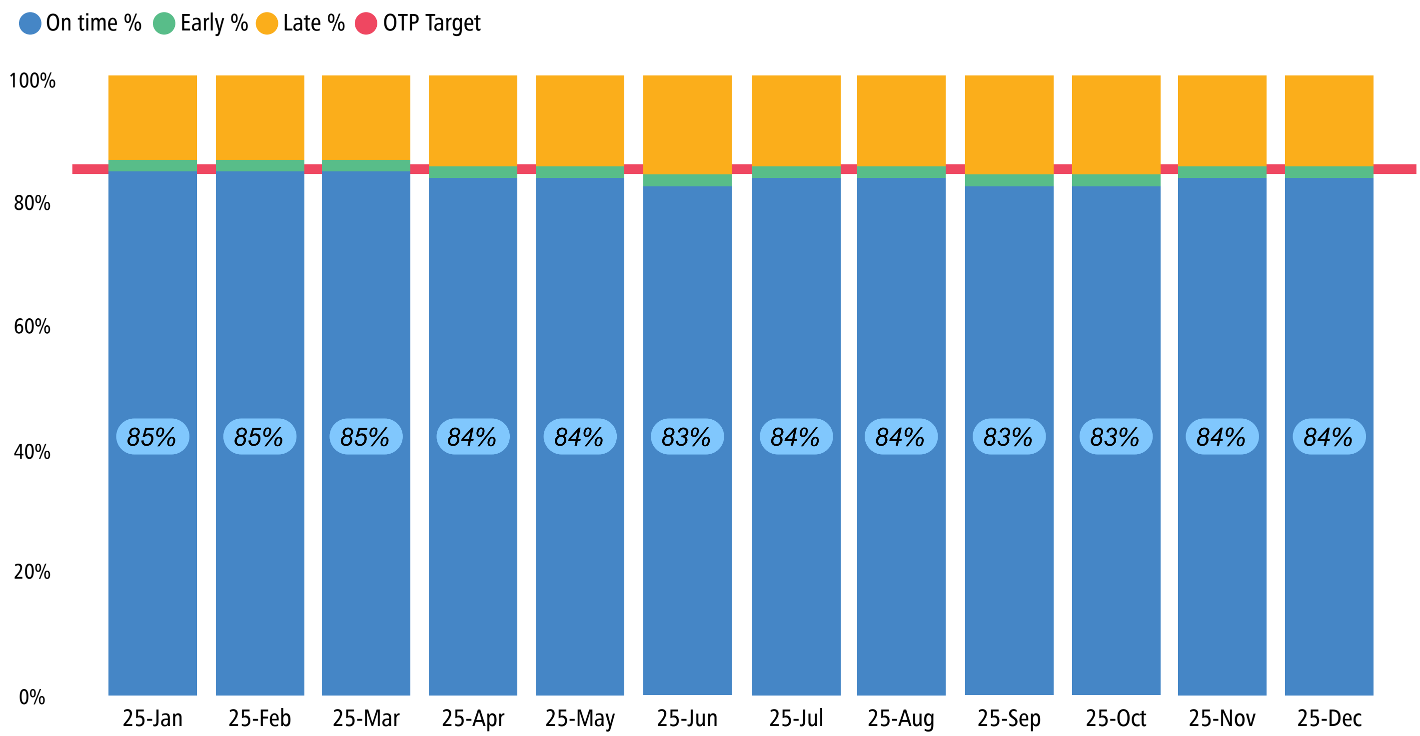
Actions taken to address customer comments are detailed under the Customer Comments & Actions Taken section below.

Reliability

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

On Time Performance Target	2025 Overall On Time Performance Average
85%	84%

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 shelter and trash can standards, and to have a bench at every stop.

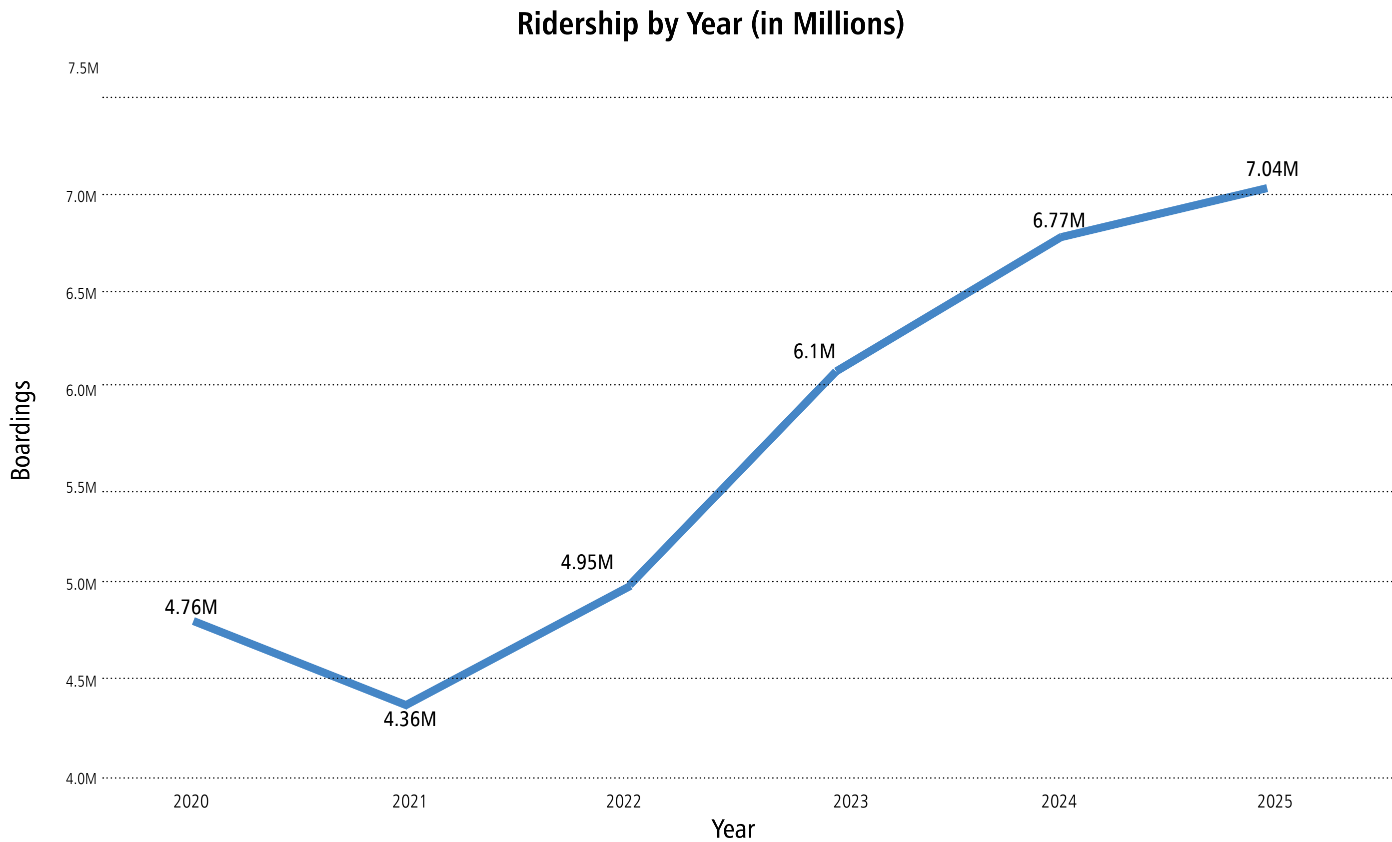
2025 Shelter Compliance Percentage	2025 Trash Can Compliance Percentage	Goal
63%	98%	90%

Bus Stops	Stops with Benches	Percentage with Benches	Goal
1870	949	51%	100%

Annual Ridership Trends

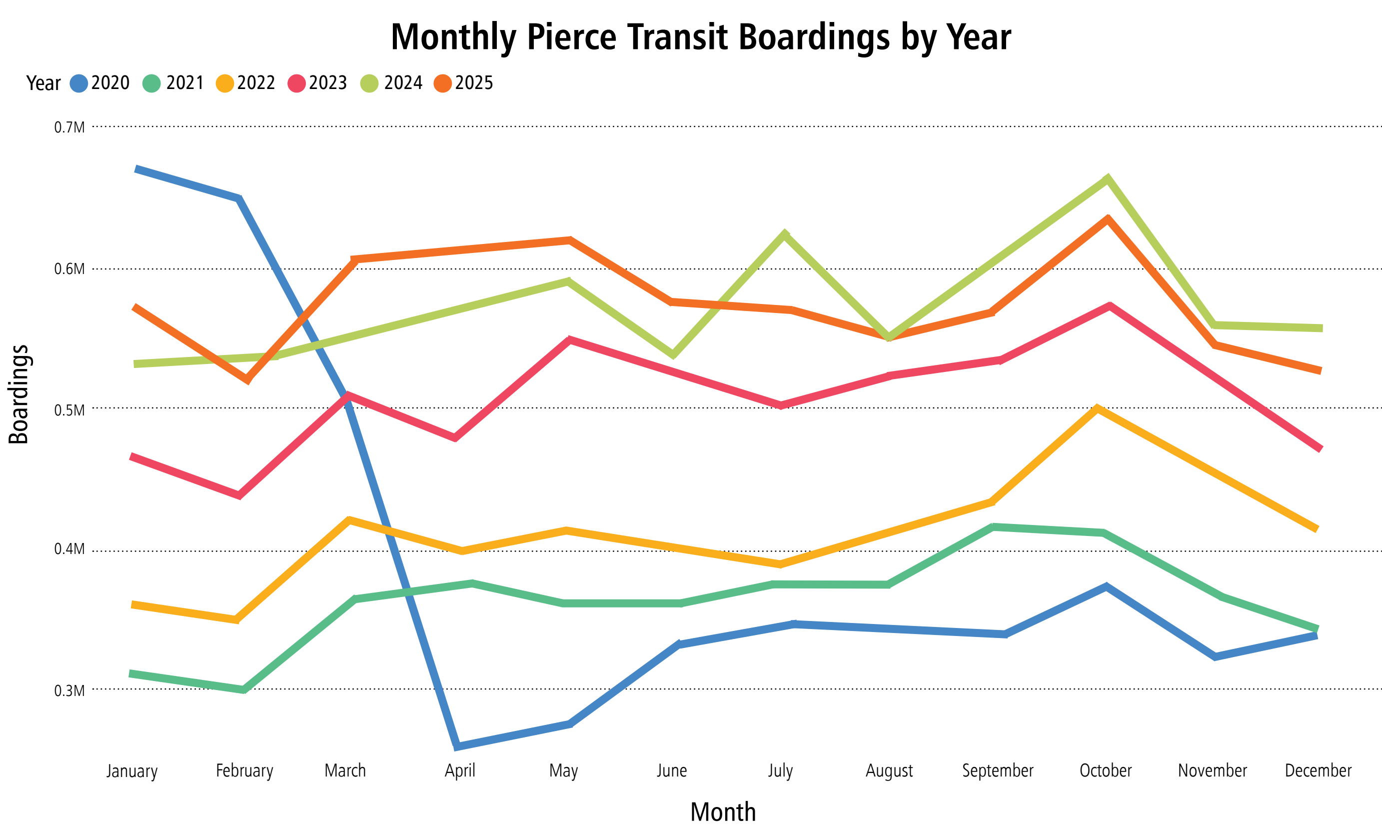
Systemwide Ridership by Year

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 6 years, Pierce Transit has steadily improved local bus boardings year over year, returning to 84.04% of the local bus boardings in 2025 compared to 2019. Overall, 2025 saw Pierce Transit provide 7,039,888 passenger boardings, the highest since 2019.



Monthly Ridership by Year

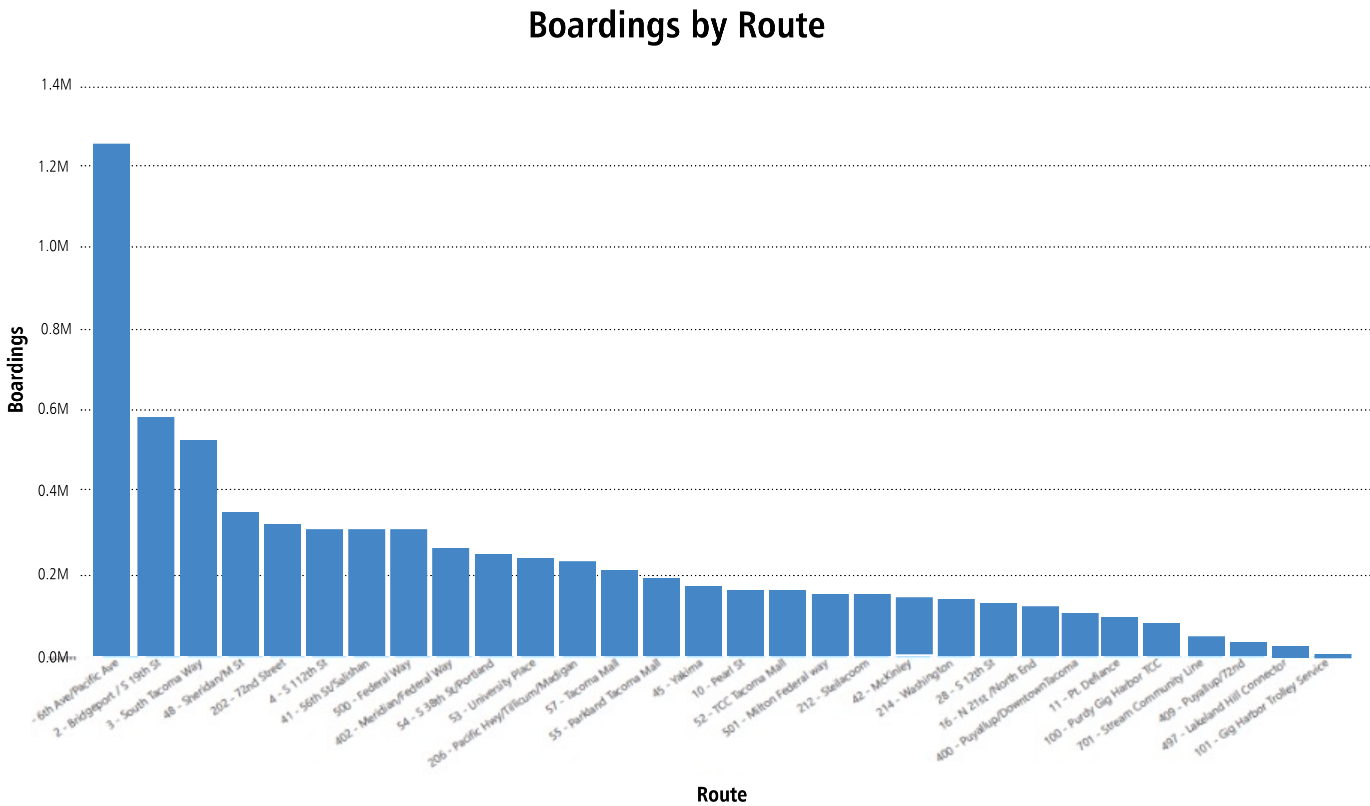
Pierce Transit has experienced relatively consistent seasonal patterns in ridership over the past several years, typically seeing an uptick in ridership in warmer months. As shown in the graph below, local bus boardings dropped sharply following the onset of the COVID-19 pandemic but have steadily increased since then. October of 2025 was the highest ridership month that Pierce Transit has experienced since January of 2019, suggesting that ridership is beginning to recover to near Pre-COVID-19 levels.



Route-Specific Performance

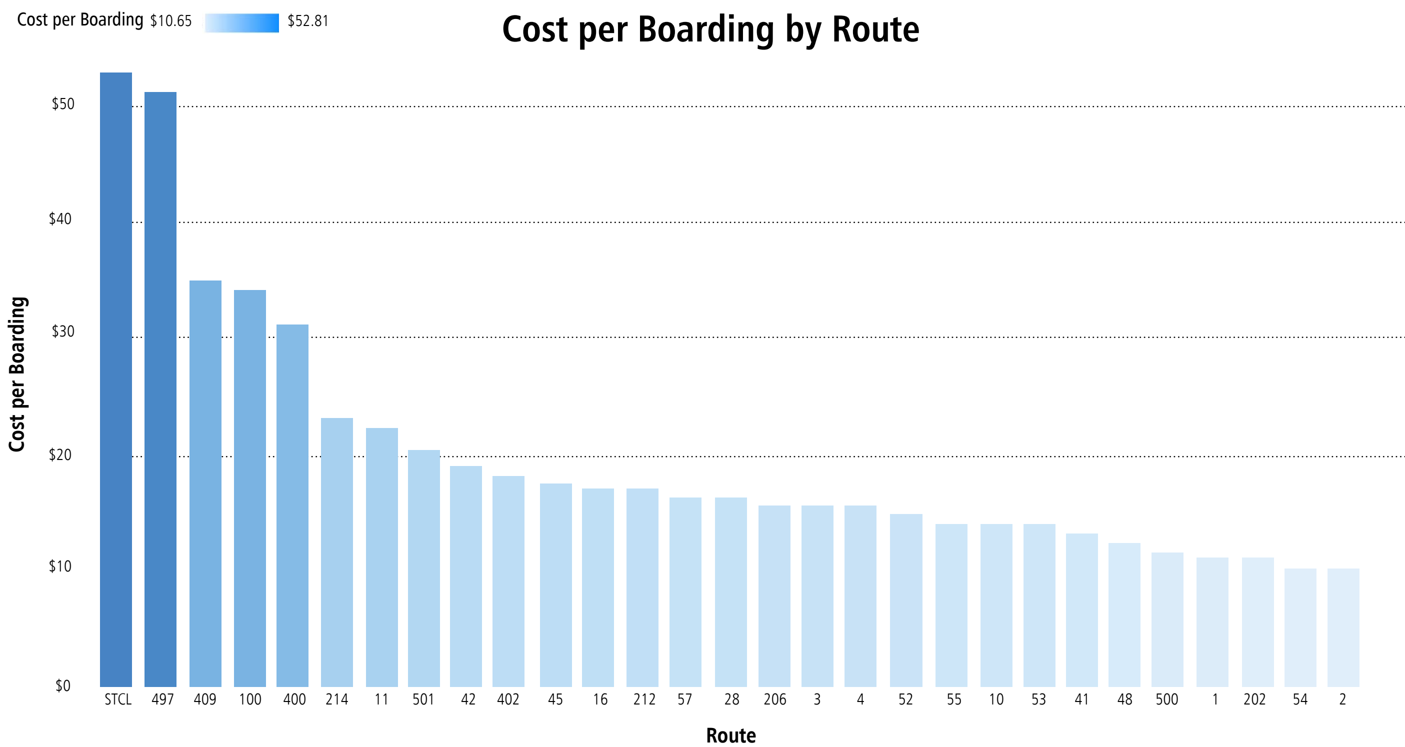
Top Performing Routes

The graph below displays total boardings for each route in 2025. Route 1 served the highest number of riders by a substantial margin—115% more than the next highest, Route 2. The 1,249,811 Boardings on the Route 1 in 2025 marked the highest ridership on a route since 2019. Additionally, the Stream Community Line along with Routes 409 and 497 only operate during weekdays, bringing their yearly totals down. Similarly, the Route 101 Gig Harbor Trolley Service is a seasonally operated route, thus the totals reflect only the ridership during the months this route operated.



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. Top-performing routes in this metric included Routes 2, 54, 202, 1, and 500. The system-wide average cost per boarding is approximately $15.09, while some of the least efficient routes exceeded $50 per boarding.



Key Service Enhancements

March 2025

As part of the March 2025 service change, Pierce Transit began making progress on Phase 2 of the Bus System Recovery Plan by adding more midday trips on Route 3. This improvement increased 15-minute service on the route, giving riders more frequent and convenient travel options. Additional trips were also added to Route 1, increasing midday service to every 15 minutes and improving overall convenience for riders. Additional schedule adjustments to Route 57 and Route 214 were made to improve on-time performance and provide more reliable service.

September 2025

To improve service in areas served by both Routes 11 and 16, Pierce Transit adjusted the schedules so buses now arrive in a staggered pattern. This means riders can expect a Route 11 or Route 16 bus approximately every 30 minutes, providing more consistent and convenient service than before. Routing adjustments were made to Route 206 to improve efficiency and better serve the Amazon warehouse area. In addition, the new Spanaway Transit Center opened and began being served by Route 1 and the Stream Community Line. Schedule adjustments were implemented on Routes 4, 41, 48, 100, 206, and 400 to increase on-time performance.

UPDATED SERVICE STANDARDS & ROUTE CLASSIFICATIONS

In 2025, Pierce Transit adopted 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 table below 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.

2025 Route Productivity Results with New Benchmarks

Passengers Per Revenue Mile

Core Routes

1	2	3	11	16	28	41	42	45	48	57
1.52	2.14	1.63	1.17	1.61	1.65	1.83	1.57	1.27	1.78	1.75

Top 25% *1.88+* **Above Average** *1.66 - 1.87* **Below Average** *1.43 - 1.65* **Bottom 25%** *0 - 1.42*

Urban Routes

10	52	53	54	55	202	212	500	501
1.52	1.80	1.37	2.34	1.53	2.29	1.53	1.85	0.91

Top 25% *1.9+* **Above Average** *1.59 - 1.89* **Below Average** *1.3 - 1.58* **Bottom 25%** *0 - 1.29*

Connector Routes

4	100	206	214	400	402	409
1.25	0.41	1.15	0.87	0.63	1.34	0.56

Top 25% *1.2+* **Above Average** *0.86 - 1.19* **Below Average** *0.54 - 0.85* **Bottom 25%** *0 - 0.53*

Passengers Per Service Hour

Core Routes

1	2	3	11	16	28	41	42	45	48	57
19.88	21.25	14.37	10.01	13.02	13.87	16.71	12.04	12.64	18.00	13.75

Top 25% *17.61+* **Above Average** *14.75 - 17.6* **Below Average** *12.33 - 14.74* **Bottom 25%** *0 - 12.32*

Urban Routes

10	52	53	54	55	202	212	500	501
16.04	14.87	16.11	21.25	15.87	20.95	13.17	19.03	11.07

Top 25% *18.97+* **Above Average** *16.21 - 18.96* **Below Average** *13.58 - 16.2* **Bottom 25%** *0 - 13.57*

Connector Routes

4	100	206	214	400	402	409
14.51	6.58	14.10	9.79	7.21	12.47	6.49

Top 25% *13.56+* **Above Average** *10.08 - 13.55* **Below Average** *6.82 - 10.07* **Bottom 25%** *0 - 6.81*

Productivity Benchmarks Percentage Change (2024 to 2025)

Boarding per Revenue Mile

	Bottom 25%	% Change	Below Average	% Change	Above Average	% Change	Top 25%	% Change
Core	*0 - 1.42*	*4%*	*1.43 - 1.65*	*4%*	*1.66 - 1.87*	*-1%*	*1.88+*	*-2%*
Urban	*0 - 1.29*	*4%*	*1.3 - 1.58*	*4%*	*1.59 - 1.89*	*3%*	*1.9+*	*2%*
Connector	*0 - 0.53*	*4%*	*0.54 - 0.85*	*4%*	*0.86 - 1.19*	*1%*	*1.2+*	*2%*

Boarding per Service Hour

	Bottom 25%	% Change	Below Average	% Change	Above Average	% Change	Top 25%	% Change
Core	*0 - 12.32*	*-1%*	*12.33 - 14.74*	*-1%*	*14.75 - 17.6*	*-2%*	*17.61+*	*-2%*
Urban	*0 - 13.57*	*4%*	*13.58 - 16.2*	*4%*	*16.21 - 18.96*	*3%*	*18.97+*	*3%*
Connector	*0 - 6.81*	*1%*	*6.82 - 10.07*	*1%*	*10.08 - 13.55*	*-1%*	*13.56+*	*-1%*

CUSTOMER COMMENTS & ACTIONS TAKEN

In 2025, Pierce Transit received 123 customer comments regarding fixed-route service, including 71 related to routes and schedules and 52 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	8	Half of the comments focus on improving connections with school schedules across multiple schools, while the remaining comments relate to connections with the Vashon Ferry. One comment also suggests deviating the route to serve 6th Avenue.	Pierce Transit continues to monitor school bell times and adjust schedules accordingly, while also exploring better alignment with the WSDOT Vashon Ferry Schedule. With 60-minute service frequency, balancing all community needs remains challenging.
402	5	The comments primarily focus on requests for increased service and improved connections with other routes. One suggestion also proposes building a new transit center to better serve the route and the Puyallup area.	Increasing service and capital investments are dependent on additional resources.
400	4	Half of the comments focus on improving connections with Sound Transit routes. The remaining comments include one request for weekend service and one suggestion to adjust the pick-up zone at Puyallup Station.	The pick-up zone at Puyallup Station has been adjusted, and comments regarding connections with Sound Transit have been documented for potential future action. Weekend service will depend on the availability of additional resources.
100	4	Half of the comments are for increased frequency. Also included are one general inquiry and one complaint regarding the route schedule following a service change.	Increasing frequency will depend on the availability of additional resources. Feedback on the service change to determine whether additional concerns emerge is also being tracked.
4	3	Included are two requests for better connections, and one request for increased span.	Conducted an analysis of decreasing wait times at high transfer points to improve connections across the system. Increasing span is dependent on additional resources.

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

- Requests for new routes, both in and out of the service area (13 comments),
- Connections between routes (7 comments),
- And requests for increased span (5 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. The Destination 2045 Long Range Plan, adopted in August 2025, has also become a valuable communication tool in explaining planned service allocations and funding constraints.

Bus Stop Comments

Below is an overview of the 52 comments received related to bus stops in 2025.

Comment Type	Number of Comments	Additional Information
Stop Improvement	40	Includes twenty requests for benches, shelters, and/or trash cans. Six inquiries were received regarding amenity balancing trash can relocations. The remaining comments include complaints about obstructions in the bus zone and general inquiries.
Stop Add	5	
Stop/Shelter/Sign Location	4	Includes inquiries about missing bus stop signs, request to remove shelter, and a general shelter inquiry.
Stop Remove	3	3 complaints about public safety issues at bus stops requesting that they be removed.

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 ½ 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). Although the agency has a goal to place a bench at every stop, the ability to do is dependent on jurisdiction standards, available right of way, and sidewalk widths. Safety concerns regarding stop placement are reviewed in coordination with the agency's Public Safety Team.

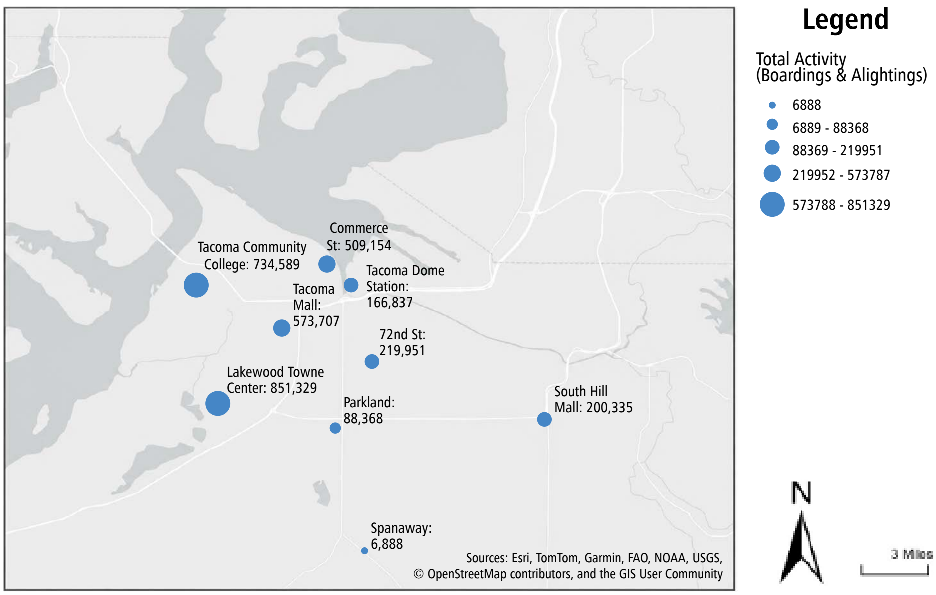
Pierce Transit's process for addressing public safety concerns at stops includes emphasis patrols, historical reviews, safety evaluations, and, when necessary, the temporary removal of amenities contributing to safety issues.

PASSENGER FACILITIES PERFORMANCE

Transit Center Utilization

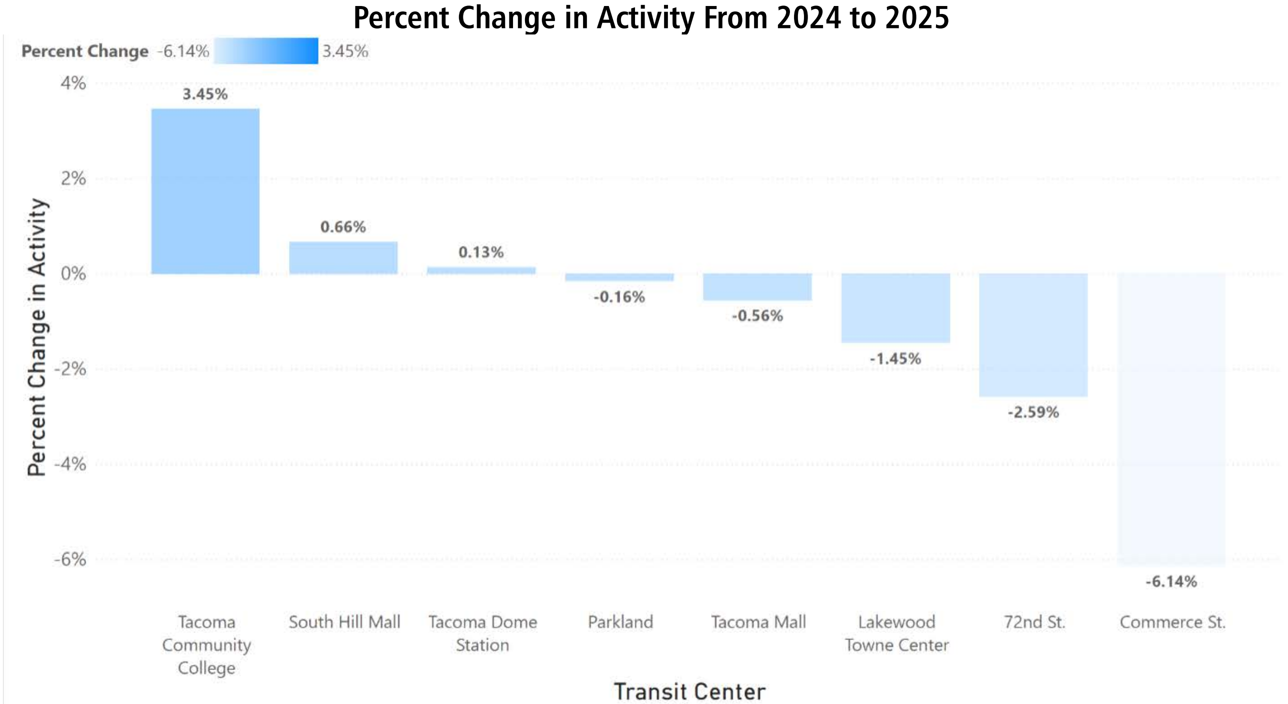
As of 2025, Pierce Transit operates nine active transit centers, including the newly opened Spanaway Transit Center, all of which are shown below. The most heavily utilized, based on total ridership, is Lakewood Transit Center, followed closely by Tacoma Community College. The high usage of these Transit Centers can be attributed to several factors: many trips entering and leaving the center, relatively high population and job density in the surrounding area, and the absence of other major transit centers nearby. It is worth noting that the Spanaway Transit Center was opened in September of 2025, causing the overall ridership numbers to be lower at this location.

2025 Ridership by Transit Center



*Ridership at these locations is based on data coming directly from automatic person counter (APC) devices and may not reflect final NTD totals.

Percent Change in Activity From 2024 to 2025



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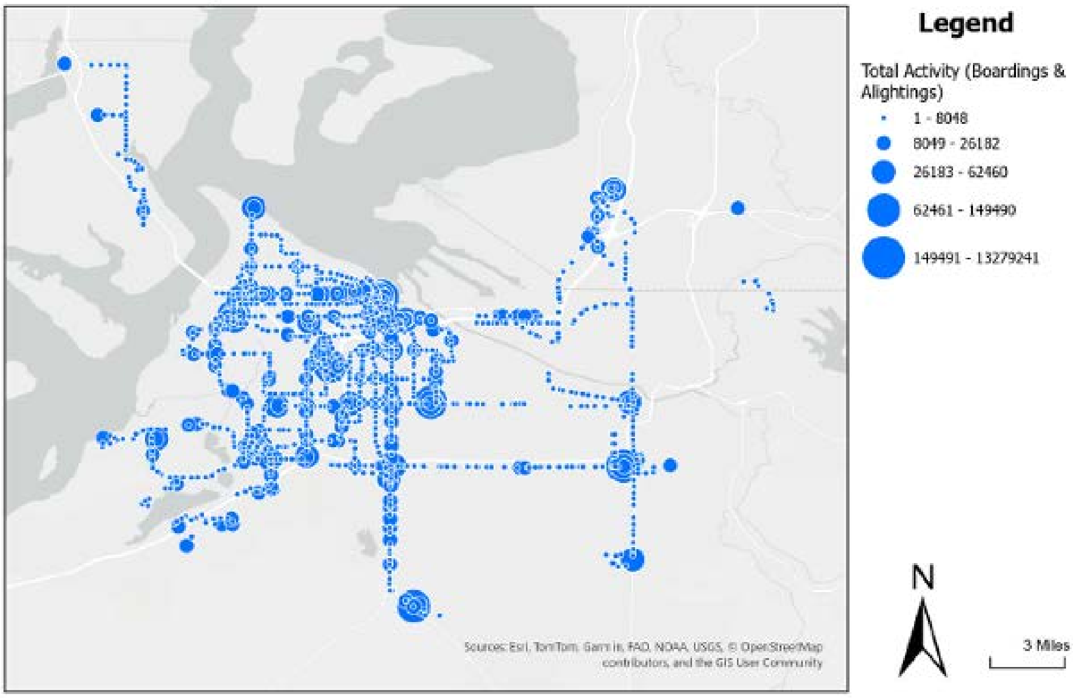
Bus Stop Utilization

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

2025 Ridership by Bus Stop



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PASSENGER AMENITY IMPROVEMENTS

Bus Stop Improvements

Amenity Balancing Project

Pierce Transit's Amenity Balancing Project allocates 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. 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

In 2025, the first step was adjusting where trash cans are placed so they're available at qualifying bus stops. Thanks to Pierce Transit's Service Planning and Facilities teams, that work is now complete, resulting in tens of thousands more boardings each year at stops with trash cans than before.

Shelter Replacement Project

Pierce Transit's Board of Commissioners approved a project to replace bus shelters across the service area with a new design. The updated shelters feature smaller, more durable glass panels that are more resistant to vandalism. Where possible, solar lighting is also being added to improve safety and comfort for riders. These upgrades make shelters easier to maintain, improve the customer experience, and create a cleaner, more consistent look at bus stops. $3.5 million in federal grant funding is supporting continued shelter replacements. In 2025, 53 shelters were replaced.

An important part of this project is making sure bus stops meet ADA (Americans with Disabilities Act) and PROWAG

(Public Right of Way Accessibility) requirements before new shelters are installed. This includes features like proper concrete slopes and a 5-foot by 8-foot boarding area. ADA assessments began in early 2025 and are ongoing.

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 2025, 25 new benches were added across the system. Of those, 12 were installed as part of internal and external right-of-way (ROW) projects, while the rest were made possible through permits allowing bench placement on wider sidewalks.

Better Stops Initiative
With the adoption of the 2026 budget in November 2025, funding was secured to begin designing infrastructure upgrades, including new shelter pads at high-ridership stops, replacement of non-ADA-compliant shelter pads to support installation of new shelters, new boarding pads at locations that currently lack them, and bench pads across the system.

These improvements, collectively titled the "Better Stops Initiative," will enhance accessibility and rider comfort while also advancing the Amenity Balancing, Bench at Every Stop, and Shelter Replacement projects.

Accessibility Enhancements

Accessible Signage Project
The project secured sufficient funding in 2025, through grants and local dollars, to install Braille signage at all viable Pierce Transit bus stops. The ability to install Braille signs at each location will depend on the stop layout and existing infrastructure. Stops that are not currently suitable for installation will be tracked for a future project to address the necessary layout or infrastructure improvements.

This effort builds on the Commerce Street Pilot and will incorporate stakeholder feedback to improve tactile readability, including refinements to lettering style and spacing. Vendor samples will be tested prior to final selection to ensure the signage meets readability and usability standards.

The first phase of the project, scheduled for completion by the end of 2026, will install Braille signage at high-priority stops, including transit centers and locations near healthcare facilities.

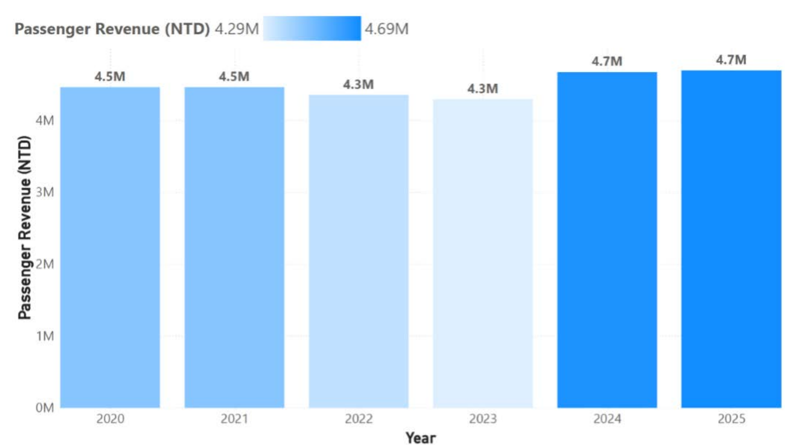
LOCAL BUS FINANCIAL PERFORMANCE

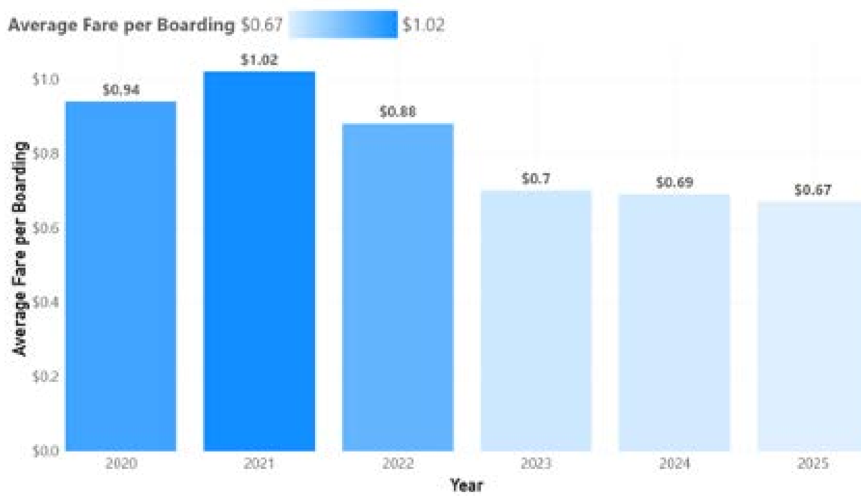
Fare Revenue Trends

2025 Local Bus Summary
Pierce Transit's Local Bus Passenger fare revenue has stabilized over the past five years following the significant impacts of the COVID-19 pandemic, with modest signs of recovery since 2023. Fare revenues are generated through a mix of Day Passes, Farebox Payments, Monthly Passes, ORCA E-Purse transactions, ORCA Business and Institutional Pass Programs, and Youth Passes. After declining to approximately $4.3M in 2022-2023, fare revenue increased to $4.6M in 2024 and remained relatively flat at $4.7M in 2025.

The implementation of the Zero Youth Fare policy in September 2022 contributed to increased youth ridership while reducing average fare contributions per boarding. Consistent with this shift, the average fare per boarding (FPB) has declined in recent years, decreasing from $0.70 in 2023 to $0.69 in 2024 and $0.67 in 2025. This trend reflects changes in ridership composition and broader factors influencing average fare yield.

Local Bus Revenue by Year





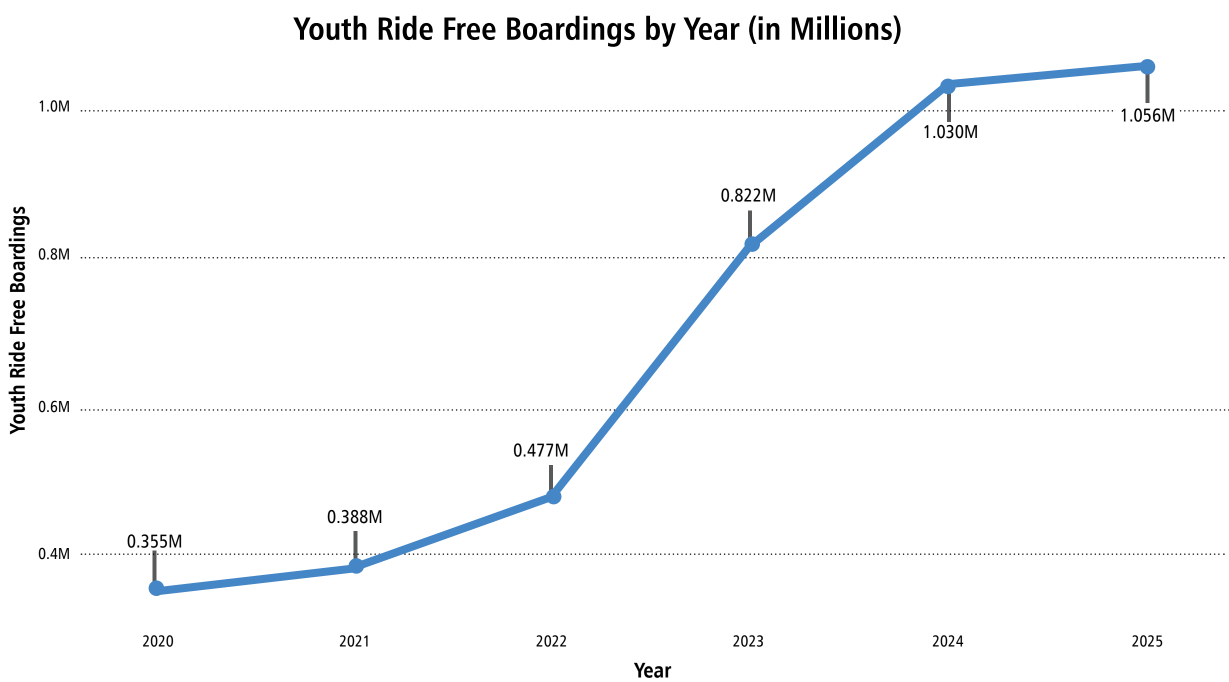
Youth Fare Free Boardings

Youth boardings continued to rise in 2025 as a result of the Zero Youth Fare policy implemented in September 2022. Total boardings by youth under age 19 reached 1.056 million in 2025, up from 1.03 million in 2024 representing a 2.1% 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 2024 and 2025.

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 $0.69 in 2024 to $0.67 in 2025. 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 young people while enabling the agency to maintain service levels and continue expanding mobility options across the region.



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. Implementation of the plan began in 2024, with a focus on aligning service levels with evolving travel patterns and community needs identified through a robust public engagement process.

To advance these improvements within finite resources, Pierce Transit evaluated lower-ridership routes and identified opportunities to serve riders more efficiently, including expanded use of the on-demand Runner service where fixed route service is less productive. These changes allow the agency to reallocate service hours toward higher-ridership corridors to improve frequency and expand hours of operation.

Phase 1 was implemented in March 2024 and included the launch of the Stream Community Line, introduction of Gig Harbor Runner service, and the discontinuation of three low-performing routes. In 2025, portions of Phase 2 were implemented through the spring and fall service changes, including additional trips on Route 3 and Route 1. While Route 1 was not originally identified as part of Phase 2, additional trips were included during this phase due to its importance as a core route.

Phase 2 was fully implemented with the March 2026 service change, bringing increased frequency on Routes 1 and 2, including 15-minute weekday service from 6:00 a.m. to 7:00 p.m. Progress on subsequent phases (Phases 3 through 6), which include further frequency improvements and expanded service spans, will continue as funding and staffing resources allow.

Destination 2045 Long-Range Plan

Pierce Transit's Destination 2045 Long-Range Plan outlines a 20-year vision for how transit services will evolve to meet the changing needs of the South Puget Sound region. Developed through a comprehensive planning process and informed by community engagement, the plan establishes a framework for adapting to projected population and employment growth, evolving travel patterns, and a changing transportation landscape.

Key strategies in the plan focus on improving the reliability and speed of existing services, expanding high-frequency transit corridors, introducing additional high-capacity Stream lines, and implementing new routes. The plan emphasizes aligning service investments with areas of highest transit demand and propensity, strengthening connections to regional transit systems, and advancing sustainability and system reliability.

As a guiding document, the Destination 2045 Long-Range Plan establishes long-term priorities for both service and capital investments, providing a foundation for near-term planning efforts such as the Transit Development Plan and annual budget process. The plan positions Pierce Transit to deliver a more frequent, reliable, and connected transit system while remaining responsive to community needs and future growth.

APPENDICES

Detailed Route by Route Performance

Route	Classification	Service Hours	Trips	Estimated Cost per Boarding	Boardings	Boardings per Revenue Mile	Boardings per Service Hour	Estimated Operating Cost
1	Core	62,867.39	33,810	$11.39	1,249,810.99	1.94	19.88	$14,230,662.01
2	Core	27,384.80	22,881	$10.65	581,991.37	2.14	21.25	$6,198,824.04
3	Core	36,885.29	29,093	$15.76	529,916.17	1.63	14.37	$8,349,354.67
4	Connector	21,852.01	18,749	$15.60	317,014.07	1.25	14.51	$4,946,420.43
10	Urban	9,704.35	17,456	$14.11	155,627.92	1.52	16.04	$2,196,677.27
11	Core	9,183.72	9,955	$22.60	91,963.95	1.17	10.01	$2,078,827.06
16	Core	9,359.92	10,727	$17.38	121,881.62	1.61	13.02	$2,118,710.91
28	Core	9,214.95	15,982	$16.32	127,820.49	1.65	13.87	$2,085,895.87
41	Core	18,882.14	17,810	$13.55	315,537.29	1.83	16.71	$4,274,162.27
42	Core	12,199.47	17,031	$18.79	146,941.75	1.57	12.04	$2,761,472.51
45	Core	13,080.82	16,243	$17.90	165,405.73	1.27	12.64	$2,960,974.82
48	Core	19,236.57	18,071	$12.57	346,295.80	1.78	18.00	$4,354,389.60
52	Urban	10,319.39	17,751	$15.22	153,460.28	1.80	14.87	$2,335,898.04
53	Urban	14,981.09	17,219	$14.05	241,299.47	1.37	16.11	$3,391,118.93
54	Urban	11,749.28	17,874	$10.65	249,646.37	2.34	21.25	$2,659,567.53
55	Urban	11,658.92	17,833	$14.26	185,061.13	1.53	15.87	$2,639,112.70
57	Core	15,049.52	16,660	$16.46	206,982.62	1.75	13.75	$3,406,609.33
100	Connector	11,525.38	9,618	$34.42	75,789.24	0.41	6.58	$2,608,883.97
101	Seasonal	799.05	1,484	$682.54	265.00	0.04	0.33	$180,872.10
202	Urban	15,213.62	20,296	$10.81	318,666.26	2.29	20.95	$3,443,755.45
206	Connector	16,484.47	20,679	$16.06	232,386.16	1.15	14.10	$3,731,424.39
212	Urban	11,430.14	17,506	$17.19	150,512.54	1.53	13.17	$2,587,326.05
214	Connector	14,247.21	17,621	$23.12	139,493.13	0.87	9.79	$3,224,999.36
400	Connector	13,563.40	12,205	$31.38	97,849.73	0.63	7.21	$3,070,210.22
402	Connector	21,115.80	10,542	$18.15	263,281.64	1.34	12.47	$4,779,772.82
409	Connector	4,877.74	9,277	$34.89	31,642.71	0.56	6.49	$1,104,125.45
497	Express	4,576.29	4,585	$51.15	20,253.16	0.84	4.43	$1,035,888.66
500	Urban	16,079.13	13,511	$11.89	306,006.11	1.85	19.03	$3,639,671.64
501	Urban	13,672.34	10,695	$20.45	151,340.51	0.91	11.07	$3,094,871.05
STCL	High Capacity	10,820.05	8,656	$52.81	46,374.14	0.39	4.29	$2,449,227.65
Total		**468,014.26**	**471,820**	**$1,262.14**	**7,020,517.37**	**40.99**	**394.10**	**$105,939,706.79**

*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	2025 Boardings
1	817,500.27	824,624.80	989,533.31	1,176,812.86	1,249,810.99
2	397,286.08	425,312.20	502,923.89	559,112.25	581,991.37
3	285,429.60	325,332.11	391,655.09	479,596.91	529,916.17
4	182,848.92	227,056.43	274,627.51	314,722.89	317,014.07
10	89,226.97	108,037.35	125,914.58	142,579.91	155,627.92
11	72,872.22	79,515.70	97,222.11	87,564.60	91,963.95
16	104,515.93	107,222.77	137,702.13	126,754.54	121,881.62
28	78,411.76	108,930.43	134,026.69	130,940.66	127,820.49
41	185,066.33	234,666.15	302,600.71	318,283.28	315,537.29
42	85,322.98	106,856.25	137,424.05	147,374.37	146,941.75
45	84,933.11	117,200.11	134,060.06	151,623.23	165,405.73
48	186,916.31	232,319.53	303,003.97	336,435.08	346,295.80
52	100,294.10	122,126.90	142,556.74	148,066.42	153,460.28
53	120,652.11	142,265.02	208,116.85	237,040.46	241,299.47
54	143,421.23	177,751.67	229,989.74	246,701.09	249,646.37
55	110,859.82	126,157.95	151,588.22	175,828.61	185,061.13
57	154,170.62	182,265.77	232,682.87	208,254.64	206,982.62
100	49,726.58	63,260.81	68,270.26	70,130.58	75,789.24
101	7,630.00		409.26	178.00	265.00
202	157,686.61	206,617.07	264,327.46	304,916.05	318,666.26
206	152,541.66	184,768.28	234,712.86	248,342.16	232,386.16
212	77,610.95	102,854.37	144,176.71	157,655.51	150,512.54
214	74,095.83	89,748.07	127,070.93	133,947.20	139,493.13
400	62,941.99	78,854.39	83,096.41	92,728.18	97,849.73
402	140,420.48	163,083.38	200,813.28	242,403.63	263,281.64
409	18,810.67	21,466.31	25,719.00	28,619.67	31,642.71
497	16,730.30	19,745.66	21,895.85	19,115.31	20,253.16
500	280,816.98	244,835.76	279,869.84	289,219.38	306,006.11
501	86,768.44	106,054.03	126,950.40	143,935.20	151,340.51
STCL				33,609.14	46,374.14

RIDESHARE PERFORMANCE OVERVIEW

Pierce Transit's Rideshare program (formerly known as Vanpool) is 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 224 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 – 71 groups
- Puget Sound Naval Shipyard – 23 groups
- Transportation Security Administration (TSA) – 21 groups
- Joint Base Lewis-McChord (JBLM) – 13 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.

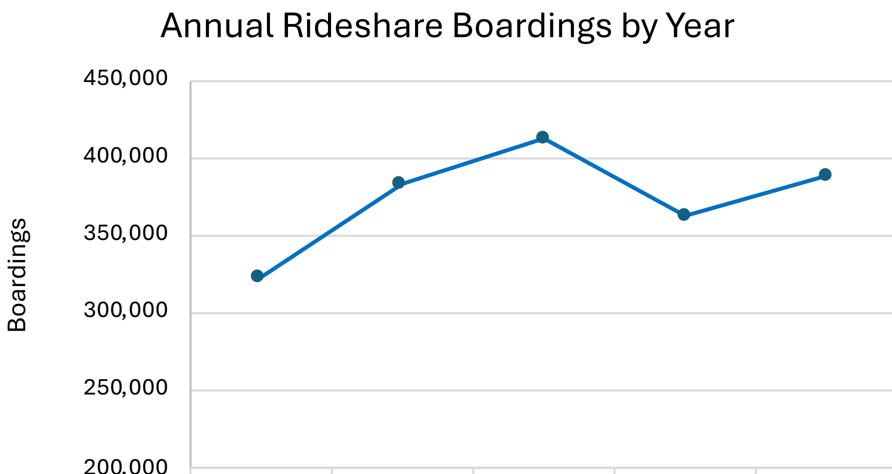
RIDERSHIP

2025 Rideshare Ridership

In 2025, Pierce Transit Rideshare provided 388,511 boardings, a 7% increase from 2024. 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

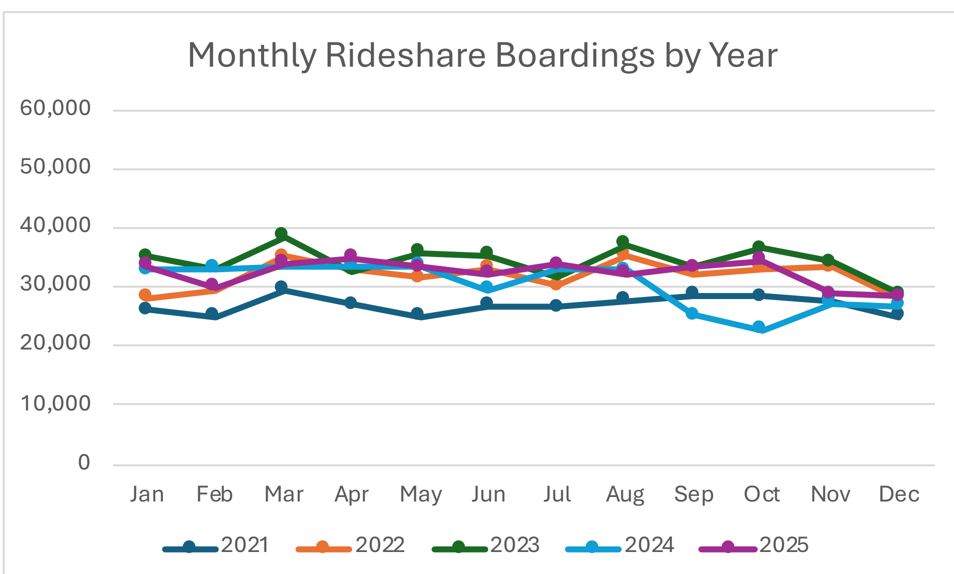
Rideshare boardings dropped sharply following the onset of the COVID-19 pandemic but have steadily increased since. For context, boardings declined 46% from 2019 to 2020. Rideshare sold more than 100 of our vehicles during COVID-19 reducing our fleet.



	2021	2022	2023	2024	2025
Boardings	323,117	382,827	412,041	362,661	388,390

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 2025, November-December also saw lower ridership because of the government shutdown.



FINANCIAL PERFORMANCE & 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 2024 and 2025 costs is shown below:

Year	Cost Per Rideshare Passenger	Net Cost Per Rideshare Passenger
2024	$13.34	$9.10
2025	$12.81	$8.84

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
2021	$1,321,152
2022	$1,535,720
2023	$1,599,237
2024	$1,534,391
2025	$1,539,145

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 2025 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 2025 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 (CO_2) 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 CO_2 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 and 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 2025, Pierce Transit Rideshare received 61 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	28
Careless Driving	14
Cell Phone Use	1
Merging/Lane Change	4
Disregard Rules/Procedures/Policy	3
Other	5
Safety Concern – Other	1
Speed	4
Near Collision	1
Grand Total	**61**

SPECIALIZED TRANSPORTATION PERFORMANCE OVERVIEW

The ADA eligibility process remained robust and efficient, with 99% of ADA applications processed within 21 days, and 3,100 new certifications issued. 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.

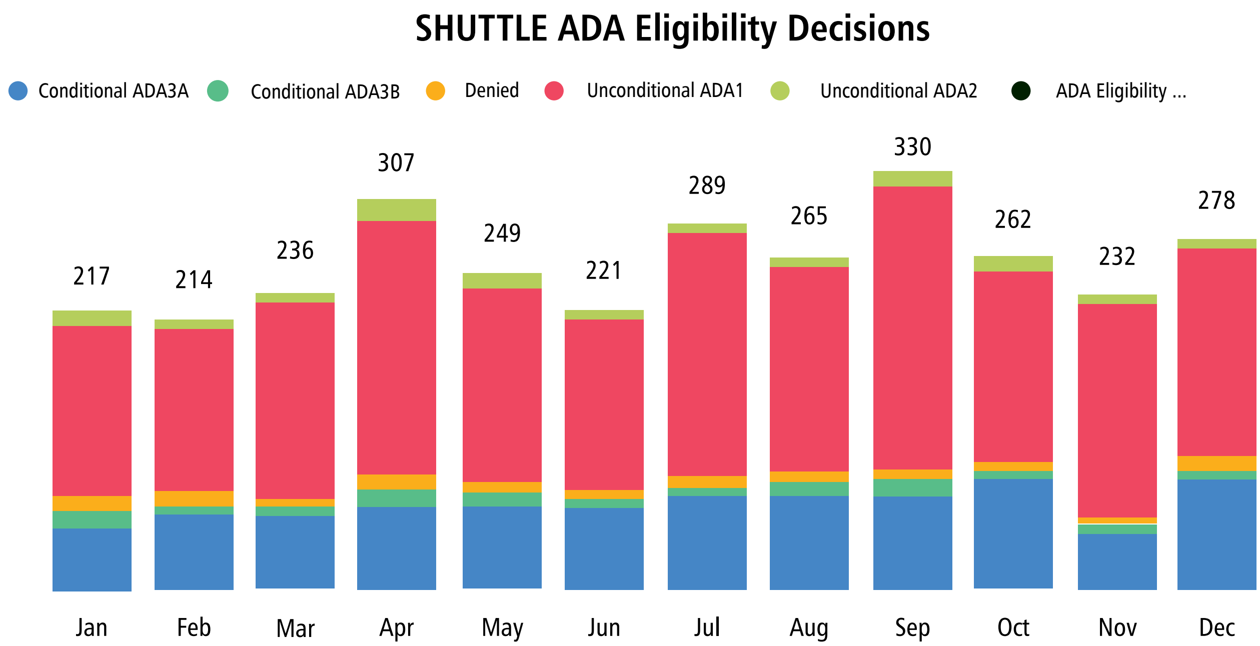
ADA Eligibility

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 100 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	3,100
Denials	125
ADA Appeals	6
ADA Applications Received Not Processed	462
% of determinations made within 21 days	99%
Non-ADA Applications	3,631



Improvements:

- Introduced Power BI reports for ADA Eligibility and Travel Training
- Launched a new Interactive Mapping Tool along with Pierce Transit's Planning for use by internal staff and contractors. This single, consolidated map includes the Pierce Transit's service area, Fixed Routes, SHUTTLE service area, Runner zones, and Beyond the Borders service areas.
- Expanded eligibility outreach tools and brochures in alternate languages
- Launched an ADA 101 PowerPoint presentation for staff at Pierce Transit, designed to support both on-boarding and ongoing training on ADA paratransit requirements and the Pierce Transit eligibility process
- Participated in over 100 workgroup meetings, outreach and education presentations

ADA Assessments

In 2025, 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 740 in-person assessments were scheduled during the year, with 260 instances of no-shows, representing a no-show rate of approximately 35%.

Pierce Transit utilizes five assessment types to evaluate an applicant's ability to safely and independently use the fixed-route system, simulating real-life transit conditions as an essential component in determining ADA paratransit eligibility. Incorporating in-person ADA assessments further ensures a more accurate and individualized evaluation of functional abilities that may not be fully captured through paper or remote screening, supporting fair and compliant eligibility determinations.

2025 Assessments Scheduled	Outcome
Physical/Functional	320
Physical and Cognitive (Combo)	52
Cognitive – Mini Mental Status Exam	8
Power Mobility Device (PMD) Assessment	114
Functional Assessment of Cognitive Transit Skills (FACTS)	110
Community Assessment of Travel Skills (CATS)	137
Total Assessments for 2025:	740
Total Assessment No-Shows for 2025:	260

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.

Throughout 2025, the Travel Training program remained active in community outreach and recruitment efforts by utilizing a its newly developed brochure and participating in events across the service area. These efforts ensured that community members had access to the tools and knowledge needed to travel independently.

In addition to improving 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 for the agency. In 2025:

- Average cost per SHUTTLE (paratransit) boarding: $64.00
- Average cost per fixed-route boarding: $13.00
- Cost difference per trip: $51.00

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.

**Staffing Note: The agency had one Travel Trainer from January through June 2025 and was without a Travel Trainer from June through December 2025.

2025 Statistics

Metrics	Outcome
One-on-One Individual Trainings	219
Group Training	7
Presentations	17

Key Outcomes:

- Created Travel Trainee Testimonial Video
- Launched new Power BI dashboard for Travel Training
- Program included outreach to rural areas and transition-age students ages 18-21

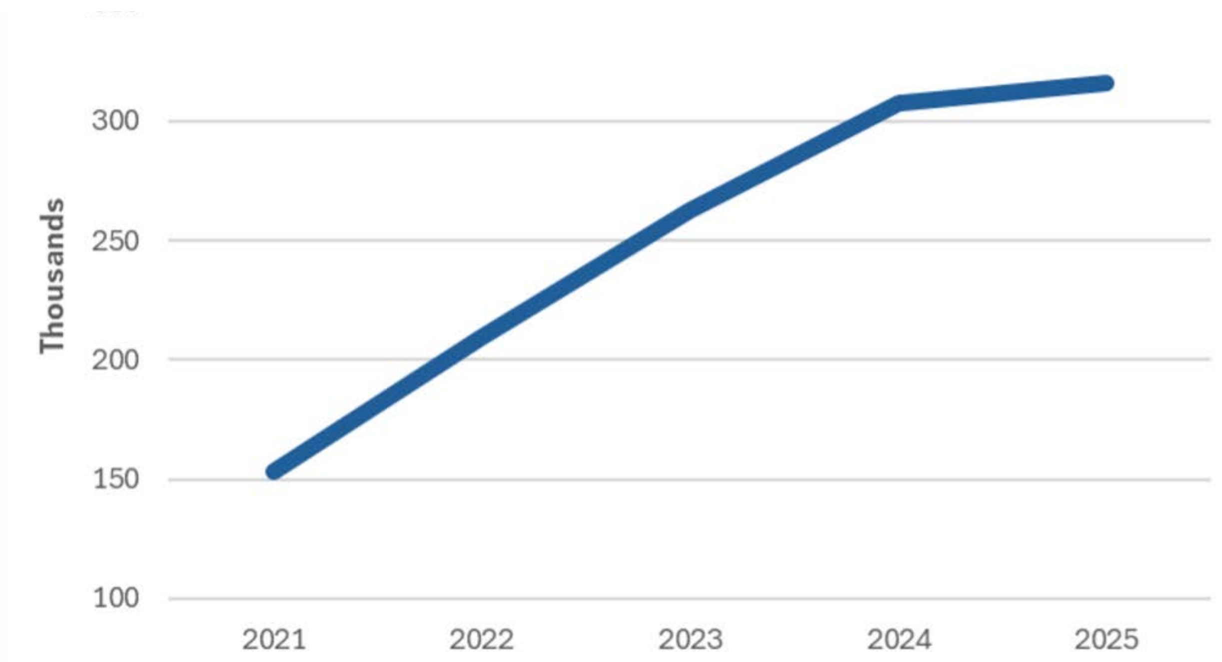
Accessibility Projects

This project was transferred to the Planning team in 2025. I remained involved by providing ongoing updates to the community and facilitating in-person workgroup meetings to maintain engagement and continuity. In Summer 2025, several accessible bus stop signage project members participated in a site visit to evaluate the NaviLens pilot project at Intercity Transit, coordinated by Pierce Transit. Feedback from this visit was collected and shared with the new project leads to inform next steps.

To support future phases, the agency continues to pursue grant opportunities focused on 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, slowing down to 2.7% from 2024 to 2025.



Between 2024 and 2025, trips increased by 8,370 reaching 316,391.

2025 Total Boardings	% Change from Prior Year
316,391	+2.7%

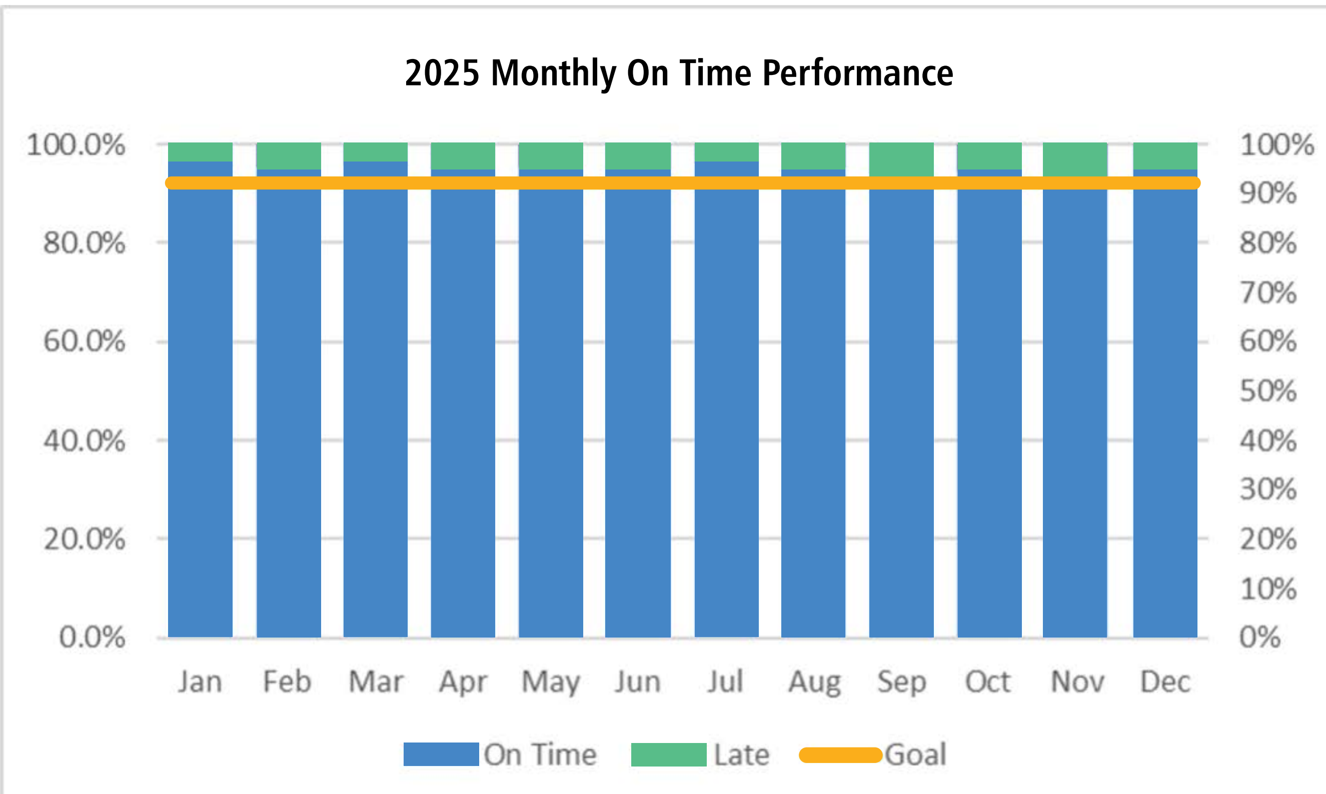
Trip productivity level in 2025

2025 Average Passengers Per Revenue Mile	2025 Average Passengers Per Service Hour
0.13	1.60

2025 Cost Per Passenger Boarding	% Change From Prior Year
$64.03	+0.16%

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 before or within this window, or by the arrival time requested by the caller.



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% of all calls answered in 3 minutes or less, 99% of all calls answered in 5 minutes or less and a 5% abandoned rate.

2025 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	15,843	0:29	2.4%	96.0%	98.8%
Feb	15,060	0:21	2.1%	97.0%	99.0%
Mar	16,638	0:15	1.4%	98.0%	99.0%
Apr	16,346	0:17	1.7%	98.0%	99.0%
May	15,981	0:15	1.4%	98.0%	99.0%
Jun	16,879	0:26	2.4%	96.1%	98.5%
Jul	16,396	0:27	2.0%	96.2%	98.5%
Aug	16,570	0:18	1.5%	97.9%	99.3%
Sep	17,375	0:23	2.1%	97.0%	99.2%
Oct	18,798	0:29	2.3%	95.7%	98.6%
Nov	16,200	0:26	1.8%	96.2%	98.5%
Dec	17,717	0:36	1.7%	96.0%	99.0%

RUNNER PERFORMANCE OVERVIEW *JBLM NOT INCLUDED*

The performance of Pierce Transit's microtransit service, Runner, is evaluated using key metrics that measure customer experience, service efficiency, and overall cost-effectiveness.

Wait Times

Average passenger wait time is a primary performance metric used to compare:

- Runner service to other Pierce Transit services, and
- Performance across individual Runner zones

Pierce Transit has established a goal of maintaining average wait times of 25 minutes or less, aligning with industry standards and typical fixed-route service expectations.

Monitoring wait times helps identify operational strengths and areas for improvement, ensuring a reliable and responsive rider experience.

Note: The Spanaway zone was divided into two service areas in mid-2025.

2025 Average Wait Times

Gig Harbor	11 Minutes
Puyallup	23 Minutes
Ruston	19 Minutes
Spanaway North	21 Minutes
Spanaway South	22 Minutes
Tideflats	22 Minutes

Seat Availability

Seat availability measures how effectively Runner meets rider demand and is calculated as:

***Seat Availability (%)** = (Number of ride requests met with a ride proposal) / (Total ride requests)*

The program originally targeted **95% seat availability**, consistent with microtransit industry benchmarks. Due to cost constraints and coordination with peer agencies, this target has been adjusted to **90%**.

Currently, the service is not meeting this goal. Budget limitations have restricted the ability to scale service capacity in line with demand, resulting in lower-than-desired availability.

2025 Average Seat Availability

Gig Harbor	88%
Puyallup	84%
Ruston	78%
Spanaway North	81%
Spanaway South	78%
Tideflats	86%

Operating Costs

Runner operating costs are closely monitored to ensure long-term sustainability. Because the service is contracted, there are no capital costs (e.g., vehicles or infrastructure), allowing the agency to focus solely on operating expenses. These costs directly influence how many vehicles can be deployed now and in future expansions. While microtransit is not a low-cost service, it is intended to function as a first/last-mile connector to fixed-route transit, with riders directed to fixed routes whenever feasible.

The following figures represent direct payments to Via and exclude internal Pierce Transit overhead:

Gig Harbor	$358,370.56
Puyallup	$705,606.00
Ruston	$33,765.59
Spanaway North	$116,043.64
Spanaway South	$628,839.97
Tideflats	$1,178,870.99

Customer Satisfaction

Customer feedback is continuously monitored to assess service quality and program stability. These insights help prioritize improvements and allocate resources where they are most needed.

Overall, customer satisfaction remains high, with post-ride surveys in the Via app averaging 5 out of 5 stars.

The majority of complaints in 2025 were related to limited seat availability, reflecting demand outpacing available service. Ridership increased significantly from approximately 50,482 trips in 2024 to over 86,000 trips in 2025, exceeding the capacity supported by the current Runner budget.

To enhance feedback collection, QR codes will be added to vehicles in 2026, allowing riders to provide direct input on their experience.