

Looking for an affordable benefit to attract residents and reduce parking hassles in your neighborhood? The ORCA Multifamily Passport Program puts a transit pass in every resident's hand at a highly-discounted rate, shared by you and your residents.

ORCA Multifamily Development Passport

The ORCA Multifamily Development Passport is an annual transportation pass that property owners can offer to residents. Residents may use the card for whichever forms of transit suits them including local and express bus service, Sounder commuter rail, and Link light rail.

How does it work?

Participating multifamily property owners and managers purchase Passport-loaded ORCA cards to offer to their residents. The ORCA card must be offered to every residential unit; however, participation by residents is not mandatory.

How does it help multifamily property owners and managers?

- ☐ Provides a new, attractive amenity to residents
- ☐ Improves competitiveness in a crowded real estate and rental market
- ☐ Reduces congestion around your building by encouraging transit use
- ☐ Facilitates easier building parking management
- ☐ Secures LEED points and promotes environmental sustainability
- ☐ Lessens impact on neighborhood parking

How does it help my residents?

- ☐ Provides a single card to access comprehensive transit services throughout the region
- ☐ Ensures a convenient and affordable transportation option
- ☐ Increases flexibility in choosing how to get to work, run errands, or visit family and friends

How much does it cost?

You will receive a projected pricing estimate* based on the existing transit use in your neighborhood. However, your actual cost will be based on your residents' transit usage. The property may elect for residents to co-pay up to 50% of the per unit cost.

*Pricing estimate is calculated using US Census Journey to Work public transportation mode split and annual PugetPass retail prices. Pierce Transit is using an estimated PugetPass cost of \$3.50 per trip. This equates to an estimated annual cost of \$1,512 (\$3.50 trip rate x 36 monthly trips x 12 months.)

SAMPLE pricing estimate for downtown Tacoma**

Number of units x % of transit mode split x annual cost of PugetPass = price per unit.

For a property with 100 units in downtown Tacoma with a transit mode split of 9% in that Census Tract and a PugetPass cost of \$1,512:

$$100 \text{ units} \times 9\% \times \$1,512 = \mathbf{\$13,608}$$

(\$136.08 per unit for the first year, or \$11.34/month)

If property manager charges residents a 50% co-pay – resident pays \$5.67/month.

****2020 pricing for downtown Tacoma. Does not include cost of ORCA cards. Pricing subject to change at any time prior to agreement execution.**

What other ORCA products may help me?

Other ORCA products are available for consideration. For example, the property could provide ORCA cards loaded with a flexible amount or a monthly pass as a one-time promotion for new residents.

Want to learn more?

Contact: Commute Solutions at Pierce Transit
253.983.3792 or commutesolutions@piercetransit.org

