



COMMUNITY PARTNER TOOLKIT

ABOUT THIS TOOLKIT

On November 3, voters will decide on Pierce Transit Proposition 1, a proposed funding measure to maintain and improve transit service within Pierce Transit’s current service area. This toolkit provides community partners with neutral, factual and ready-to-share materials to help employees, members, clients, students and the community understand what is proposed, what it would fund, what it would cost and where to learn more.

HOW TO USE THIS TOOLKIT

- Choose and share a ready-to-use message in an email, newsletter, website, intranet or social media post.
- Add an optional fact for more detail.
- Pair your message with a More Within Reach graphic.
- Use the Partner FAQ to respond to common questions.
- Direct people to ballot.piercetransit.org for complete information.

SHARING GUIDELINES

- Keep all information factual and neutral. The goal is to educate, not advocate.
- Retain “if approved” when describing proposed service or fare changes.
- Use the graphics as provided without altering the design, colors or logos.
- Include ballot.piercetransit.org so people can access complete information.

THE PROPOSAL AT A GLANCE

- **More places:** Four new routes, seasonal waterfront trolleys and special event service.
- **Fare-free rides for seniors and youth:** Seniors 65+ would ride free on buses and SHUTTLE paratransit; youth 18 and younger continue to ride free on all services.
- **More frequent service:** More buses running more often, with no one-hour waits on weekdays.
- **Later hours:** Later service, longer service hours, and improved weekend service.
- **Better connections:** Improved local transfers and regional connections.
- **More access:** Expanded paratransit, including longer service hours and improved connections.

WHAT WOULD IT COST?

If approved, Pierce Transit's sales tax rate would change from 0.6% to 0.9%, an additional 0.3%, or 3 cents for every \$10 spent on qualifying purchases.

Learn more: ballot.piercetransit.org



COPY-AND-PASTE MESSAGES

Use these ready-to-share messages to provide neutral, factual information about Pierce Transit Proposition 1 through your organization's emails, newsletters, website, intranet or social media. Choose the message length that best fits your communication channel.

DETAILED MESSAGE

On November 3, voters will decide on Pierce Transit Proposition 1, a proposed funding measure to maintain and improve transit service throughout Pierce Transit's current service area. If approved, the measure would fund a 47% increase in local transit service.

Proposed improvements include four new routes; seasonal waterfront trolleys serving Gig Harbor, the Tacoma-Ruston waterfront and the Point Defiance area; special-event service; more frequent buses with no one-hour waits on weekdays; later weekday and additional weekend service; improved local transfers and regional connections; and expanded SHUTTLE paratransit service.

Seniors age 65 and older would ride fare-free on buses and SHUTTLE paratransit. Youth age 18 and younger would continue to ride free.

If approved, Pierce Transit's sales tax rate would change from 0.6% to 0.9%, an additional 0.3%, or 3 cents for every \$10 spent on qualifying purchases. Sales tax does not apply to rent or mortgage, groceries, most healthcare, gas or utilities.

Learn more about Proposition 1, proposed routes, cost information and FAQs at ballot.piercetransit.org.

SHORT MESSAGE

On November 3, voters will decide on Pierce Transit Proposition 1, a proposed funding measure to maintain and improve transit service within the current Pierce Transit service area. If approved, the measure would fund more local transit service, including new routes, more frequent buses, later hours, more weekend service, improved connections, seasonal and special-event service, and expanded SHUTTLE paratransit. It would also provide fare-free bus and SHUTTLE paratransit rides for seniors age 65 and older. Youth age 18 and younger would continue to ride free. Pierce Transit's sales tax rate would change from 0.6% to 0.9%, an additional 0.3%, or 3 cents per \$10 spent on qualifying purchases. Learn more at ballot.piercetransit.org.

QUICK MESSAGE

More places. Shorter waits. A 47% increase in local transit service. On November 3, voters will decide on Pierce Transit Proposition 1 and the future of local transit service. Learn what is proposed at ballot.piercetransit.org.



CUSTOMIZE YOUR MESSAGE

Add an optional fact and pair your message with a More Within Reach graphic that fits your communication channel. Please use graphics as provided without altering the design, colors or logos.

PROPOSITION 1 FACTS

- **New routes:** Four new routes are proposed: Route 63 – Northeast Tacoma; Route 40 – Port of Tacoma & East Tacoma; Route 51 – Central Tacoma - Lakewood; and Route 491 – Puyallup weekday service.
- **More frequent service:** 86% of current routes would run more frequently, with no more one-hour waits on weekdays.
- **Longer service hours:** Most routes would start between 5–6 a.m. and operate until 10 p.m. or later on weekdays and Saturdays, with Sunday service until 8 p.m. or later. Overall, 80% of service would operate longer and later, with more frequent service on weekends.
- **More connections:** The proposed plan would improve local transfers and regional connections, including connections to rail and Sound Transit stations.
- **What isn't taxed:** The proposed change applies only to taxable purchases, not to rent or mortgage, groceries, most healthcare, gas or utilities.

PIERCE TRANSIT FACTS

- **Daily ridership:** On average, Pierce Transit provides more than 21,000 rides every day.
- **Local economy:** 89% of Pierce Transit riders take trips that benefit the local economy.
- **Economic impact:** Every \$1 invested in public transit generates about \$5 in economic returns to the community.
- **A long-standing rate:** Pierce Transit's local sales tax rate has not changed since 2002.
- **Local funding:** Pierce Transit does not collect funding from car tabs, property tax, or utilities tax.

[View and download all ready-to-use graphics](#)

ADD A GRAPHIC



Available formats: Square | Vertical | Horizontal

[View and download all ready-to-use graphics](#)



PARTNER FAQ

Use this as a quick reference if you receive questions after sharing Pierce Transit Proposition 1 information. These responses are provided to help you share accurate, consistent, and neutral information. For additional questions or more detailed information, direct people to ballot.piercetransit.org.

What is being proposed?

On November 3, voters will decide on Pierce Transit Proposition 1, a proposed funding measure to maintain and improve transit service across the Pierce Transit service area.

What would the plan fund?

If approved, the proposed plan would fund a 47% increase in local transit service, including four new routes, seasonal waterfront trolleys, special event service, more frequent service, longer service hours and improved connections. It would also expand SHUTTLE paratransit and provide fare-free bus and SHUTTLE paratransit rides for seniors age 65 and older.

How much would it cost?

If approved, Pierce Transit's sales tax rate would change from 0.6% to 0.9%. That is an additional 0.3%, or 3 cents per \$10 spent on qualifying purchases.

What is not subject to sales tax?

Sales tax does not apply to rent or mortgage, groceries or most healthcare.

What new routes are proposed?

Route 63 - Northeast Tacoma; Route 40 - Port of Tacoma - East Tacoma; Route 51 - Central Tacoma - Lakewood; and Route 491 - Puyallup weekday service.

How would seniors be affected?

If approved, seniors age 65 and older would ride fare-free on buses and SHUTTLE paratransit. Seniors could also benefit from expanded local transit service, including new routes, more frequent service, longer service hours and improved connections.

Would youth continue to ride free?

Yes. Youth age 18 and younger would continue to ride fare-free.

How would SHUTTLE paratransit customers be affected?

The proposed plan includes expanded paratransit service, longer service hours and improved connections.

Where can people learn more?

Visit ballot.piercetransit.org for the Proposition 1 overview, proposed route information, cost information, FAQs and additional resources.

What happens if the ballot measure is not approved?

Without additional revenue, starting in 2027, the agency would begin planning for cost-cutting measures that would prioritize maintaining service. Service reductions could begin as early as 2031.