

Statement in Support of Promotional Fares



Transportation options can be very limited from Clallam and East Jefferson Counties. These discounted fares that we are asking permission for will be given through various media outlets in Sequim, Port Angeles, and Port Townsend, Washington. Along with these promotional fares through the radio stations and newspaper, Rocket would also like to offer a promotional fare through our own company. We believe these promotions will serve to inform citizens from Clallam and East Jefferson Counties about important transportation services as well as to provide more access by providing for some discounted promotional fares.

Promotional Fares would not have an effect on current fares as they are only available to each household on one occasion or to passengers who are repeat users. The actual monies not received for these fares come back to Rocket Transportation in form of additional advertising and community goodwill.

In summary we believe that by offering discounted fares through the radio stations, newspaper and through our own company will help increase our ridership, create an expanded repeat customer base & create several positive outcomes for the community:

- Efficiency/safety – if more people are using are shared service this makes our highways safer & more efficient by helping to smooth traffic flow through sometimes very busy choke points & help save valuable roads & statewide infrastructure.
- Reducing the carbon footprint – if more members of the community use our shared shuttle service they will not be using their own vehicles.
- Foster cooperation – this can help bring together different business entities to possibly help solve different transportation issues in the community.
- Access to a vulnerable part of our community – the main demographic for the KSQM are seniors, this segment of our community sometimes need the extra help that be had by our door-to-door shared service. Also discounted fares will help those on limited fixed incomes access our services.
- Support local fundraising efforts within our local community through ticket donations, like programs for the elderly and children.

In light of this Rocket Transportation respectfully requests permission to allow Rocket Transportation to offer promotional fares.