

Wesley Marks, Accounting Manager
Shuttle Express – C-975
800 SW 16th Street
Renton, WA 98057
June 24, 2013

Mr. Steven V. King, Acting Executive Director and Secretary
Washington Utilities and Transportation Commission
Attn: Records Center
PO Box 47250
Olympia WA 98504-7250

RE: Promotional Fare Filing

Dear Mr. King:

Shuttle Express requests a promotional fare for a specific class of passengers. This promotional fare is being filed in accordance with WAC 480-30-436 (Tariffs, special or promotional fare tariff filings.) and WAC 480-30-306 (Tariffs and time schedules, one calendar day notice to the commission.). Shuttle Express is providing the attached “1st Revised page 4 of Tariff No. 9”, with an effective date of 06/25/2013 in accordance with WAC 480-30-306.

We would like to offer a discount to recipients of a direct mail campaign targeted at residents within the 98177 zip code. The discount will allow for 30 percent off of the rates in Shuttle Express Tariff No. 9 for any trips between points in 98177 to and from SeaTac airport. The intent of this discount offer is to increase ridership and retention within the 98177 zip code by leveraging share ride resources currently serving this region.

Our assumption is the immediate impact of this promotion will be revenue neutral in that any increase in activity will be offset by the 30 percent discount. The long term intent is to increasing ridership within the 98177 zip code which will benefit surrounding areas based on the share ride model of allocating costs so that reasonable fares can be offered to all customers.

Thank you in advance for your consideration; we are optimistic of receiving approval for this request from the Commission.

Respectfully,

Wesley A. Marks
Accounting Manager