

June 22, 2009

To: Tariff Department
Attn: Commission Secretary
Washington Utilities and Transportation Commission
1300 S. Evergreen Park Dr. S.W.
Olympia, WA 98504

From: John Rowley
General Manager, Shuttle Express

Re: Rider Rewards Tariff filing for Shuttle Express, License C-975

Shuttle Express requests a promotional fare for our share ride and scheduled services for tariff number 6 along with further adjustments to our B zone share ride fares.

The recent change in the economy focused our thoughts on how we can keep our current frequent users happy while coming back to use us. For many years our guests have asked for a way to receive a free ride after using us after so many times. A free ride would not be prudent. However, we do believe a discounted rate for using our services at different levels of use would offer a reward to our loyal guests, while not harming our revenues.

This program is especially creative because we are highlighting our other services such as wine tours, city tours and limousine rides which generally are more expensive than our share ride service. When our guests use these services it will build their points quicker than it would if the guests were just to receive points for airport travel. We feel the amount of discounted fares used for our share ride and scheduled services will be negligible and / or offset by increased travelers because of the promotion. We feel the larger more expensive ticket items (which are not governed by the UTC) will be much greater.

We are not granting discounted rates to our guests of our share ride or scheduled services at this time and will not do so until approved. We will allow our guests to use share ride, scheduled (and all) transactions with us since January 1, 2009 to build their point totals to achieve the required levels for discounts. Each dollar spent represents one point for two tiers – the first tier is a 10% discount at 500 points and the next tier is a 15% discount at 1500 points. The point totals will end on December 31st, 2009 and all guests start back at 0. On January 1, 2010, we would like to start the promotion over again and run each year the same way until we notify the U.T.C. of its cancelation. I have included some marketing material for your review in this electronic filing.

Additionally, I am requesting a decrease to the rest of our B zone fares to make our fares consistent. "Round trip", "Military one way" and "Military round trip" fares need to be reduced to make all the B zone fares consistent. This makes these fares more competitive with cabs to downtown Seattle. The consequence of any revenue loss will be negligible due to attracting more guests to make up the difference. The "one way" B zone portion was approved to be effective October 8, 2008. Thank you for your time and consideration of our fare filing. We look forward to a favorable response.

Sincerely,

John Rowley
General Manager
Shuttle Express