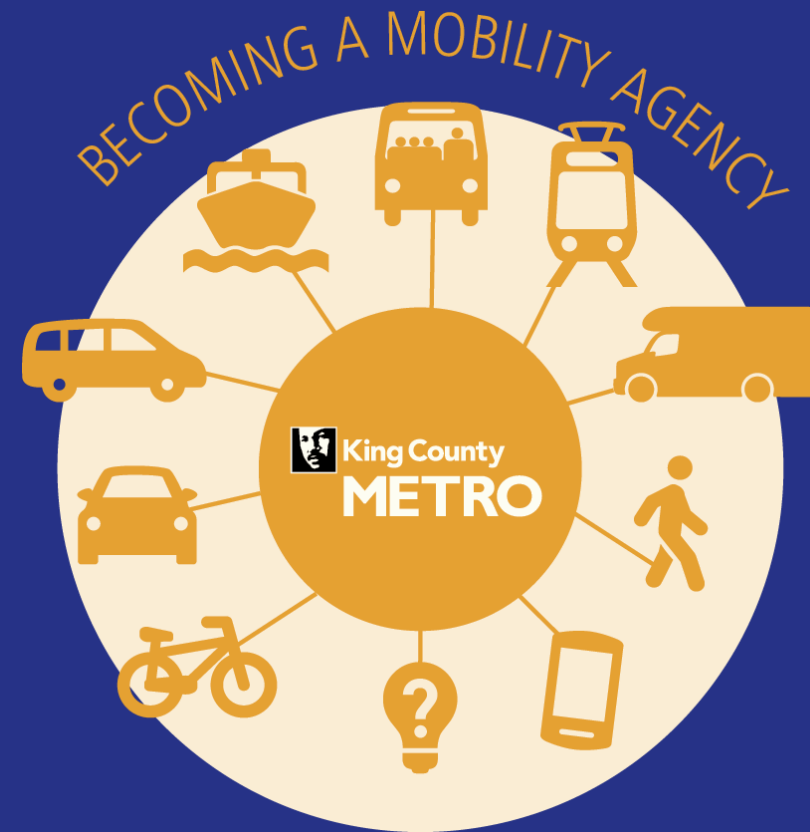


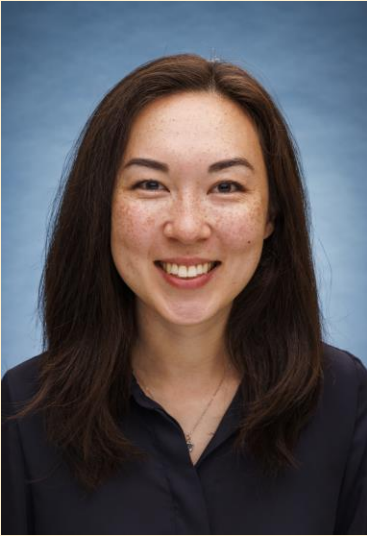
Fares and Youth Mobility Program Updates

Regional Transit Committee
October 18, 2023



Presenters

Youth Mobility Program Managers



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Fare Policy Lead



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Policy Alignment

Metro fares work is guided by:

- **Strategic Plan for Public Transportation** goals of investing upstream where needs are greatest; keeping passengers, employees, and communities safe; improving access to mobility options; and employing an income-based approach to fares
- **Metro Connects** goals of making transit affordable to all; creating a sustainable pipeline to transit ridership; and facilitating integrated fare payment



Fare Policy Program

Goal: Metro's Fare Programs are Equitable, Easy to Use, and Easy to Administer

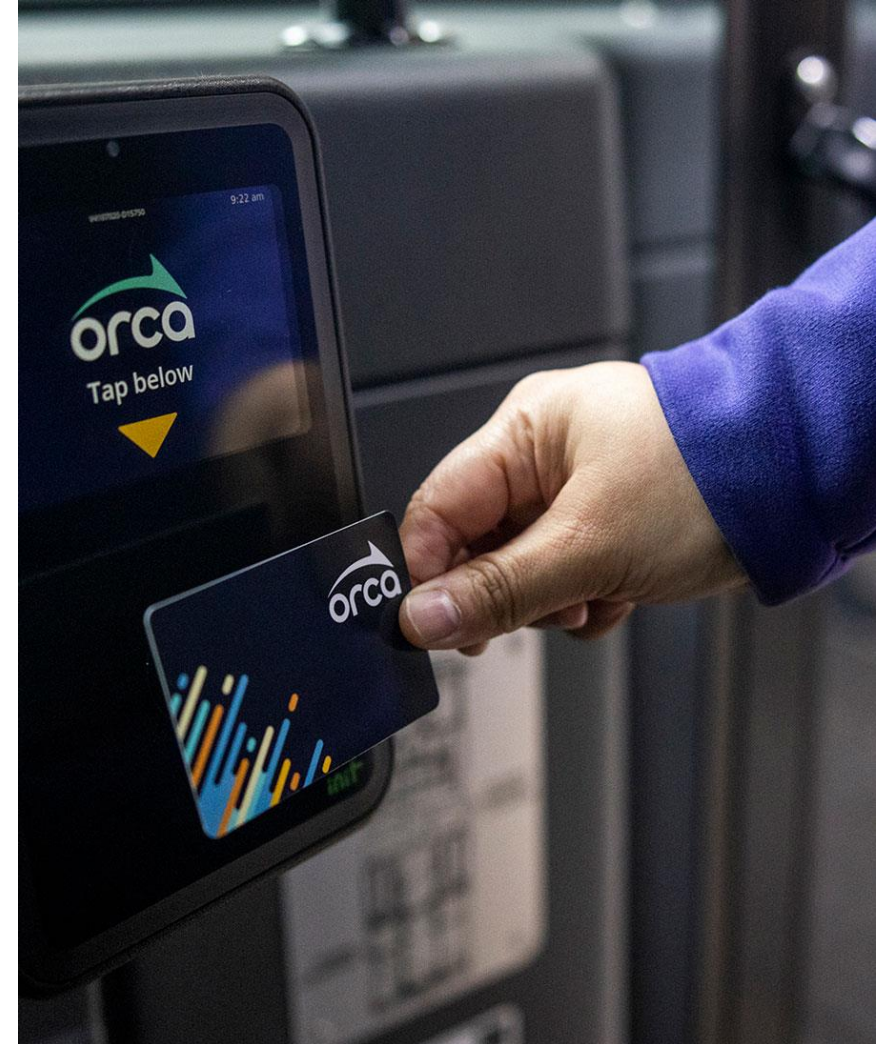
Current Work

- Youth Mobility Program
- Tap for Transit campaign
- Training ambassadors to support access to reduced fare programs
- Expanding the ORCA retail network
- Growing ORCA business programs
- Coordinating with regional partners



Upcoming Efforts

- Simplifying reduced fare programs
- Introducing updated payment options
- Implementing all door boarding
- Aligning with SaFE effort
- Partnering with community-based organizations
- Engaging with riders and community



Youth Mobility Program

- Established in early 2022 (fare subsidy and research projects)
- Works with local jurisdictions, schools, community organizations, operators, and young people
- Aims to promote accessible, sustainable, and safe access to mobility options that connect young people to opportunity

Youth Mobility Program pillars



Outreach | Marketing | Partnership | Evaluation

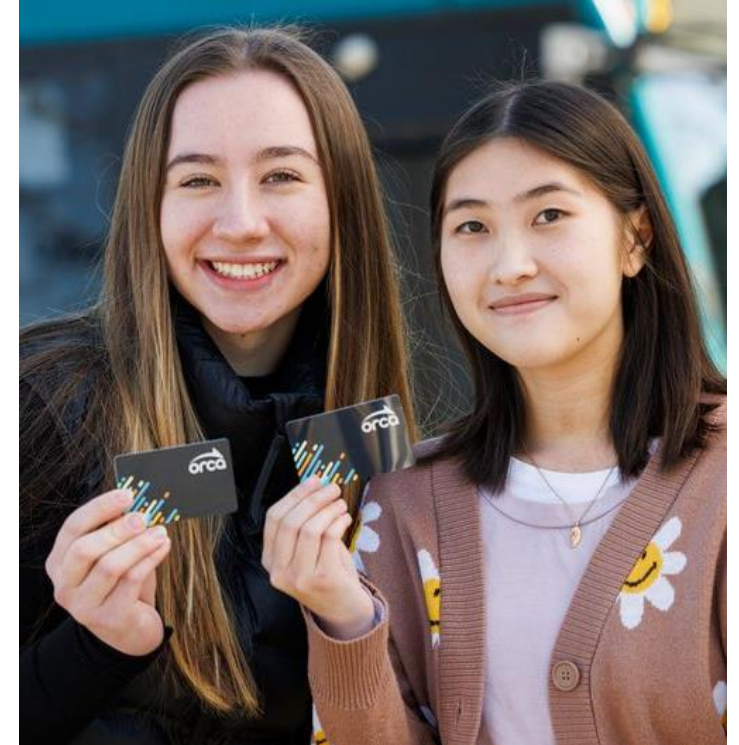


Go all the places.
Do all the things.

Free Youth Transit Pass

Free Youth Transit Pass: Overview

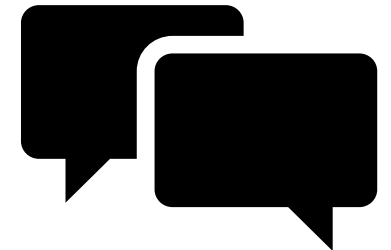
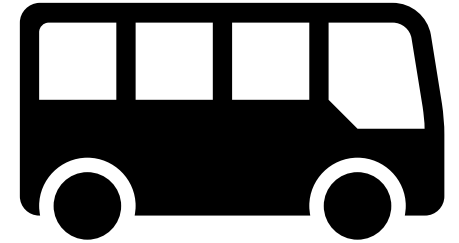
- September 1, 2022: Free fares for youth 18 and younger, statewide
- Among ORCA agency partners, youth are encouraged to use a free Youth ORCA card, but it is not required (excluding Seattle Monorail)
- **Key message: Youth can ride transit for free!**



Free Youth Transit Pass: By the Numbers

From September 2022 - August 2023:

- Over **7 million youth boardings** on King County Metro buses (estimated)
- Over **44,000 Youth ORCA cards** distributed in King County
- Over **900 youth and family members engaged** at community events in King County
- **22.4 million total impressions** from regional marketing campaign (May-June)



Low Barrier Free Youth Transit

- Data quality about youth ridership is inconsistent, but youth likely make up from 8 – 12% of ridership
- Most youth riders do not regularly use an ORCA card and simply board transit for free
- Future options for digital fare media may result in higher quality data on youth ridership
- Metro is exploring other ways to measure youth ridership and program impact – observational counts, school surveys, and qualitative feedback

What We're Hearing

- **Youth:** Excitement about access; continued safety concerns
- **Families:** Gratitude and surprise about variety of included modes
- **Educators:** Looking forward to using curriculum materials
- **Operators:** Desire for operator/youth meet 'n' greet opportunities; behavior concerns





Youth Programming

Transit Equity Internship

- Summer cohort-based youth leadership development
- Empowers youth to become peer ambassadors on mobility options
- Showcases Green Jobs and employment pathways in transportation
- Learn about local government and urban planning

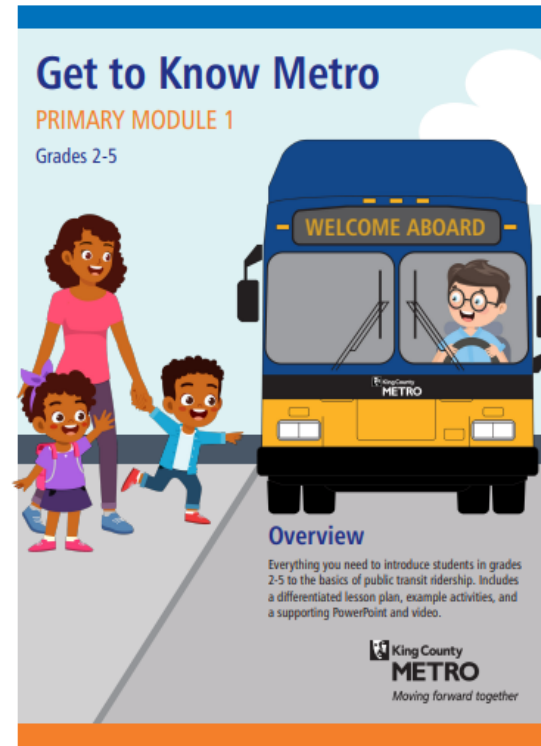


Transit Education Curriculum

- **Module 1:** Get to Know Metro
- **Module 2:** Safety and Riding Right
- **Module 3:** Sustainability and Community Connections

Each module contains instructor guide, student activities, slide deck, and instructional videos.

Metro will re-launch workshops in 2024.



Closing and Questions