



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**October 1, 2013**

**Motion 13981**

**Proposed No. 2013-0387.1**

**Sponsors Phillips**

1 A MOTION acknowledging the receipt of a report on  
2 efforts to increase donations of congestion reduction charge  
3 related transit tickets to the human service ticket program  
4 in compliance with the 2013 Budget Ordinance, Ordinance  
5 17476, Section 116, Proviso P3.

6 WHEREAS, the transit incentive program began in 2012 with the first collection  
7 of the congestion reduction charge, and

8 WHEREAS, the transit incentive program offers vehicle owners, as part of the  
9 annual vehicle registration renewal, transit ridership incentives in the form of free-ride  
10 tickets, and

11 WHEREAS, the transit incentive program allows eligible households to use free-  
12 ride tickets or donate the value of the free-ride tickets to the human service ticket  
13 program which provides transportation for low income and homeless individuals, and

14 WHEREAS, initial requests for free-ride tickets as well as donations were slow to  
15 start after the transit incentive program began, and

16 WHEREAS, the King County council directed the executive to increase the  
17 awareness of the transit incentive program with the goal of increasing participation, and

18 WHEREAS, the 2013 Budget Ordinance, Ordinance 17476, Section 116, Proviso  
19 P3, requires the executive to transmit a motion and report on efforts to increase donations

20 of congestion reduction charge related transit tickets to the human service ticket program  
21 by August 15, 2013, and

22 WHEREAS, the proviso required the report shall summarize changes to outreach,  
23 forms and processing implemented through June 2103, as well as details that reflect the  
24 monthly volume of ticket donations since inception of the transit incentive program, and

25 WHEREAS, the report summarizes the number of steps taken to increase the  
26 response rate for the transit incentive program, and includes the data collected through  
27 June 2013 in compliance with the provisions of the proviso, and

28 WHEREAS, the participation in the transit incentive program has generally  
29 increased following the additional steps taken to increase awareness of the program, and

30 WHEREAS, the King County council has reviewed the report;

31 NOW, THEREFORE, BE IT MOVED by the Council of King County:

32 The report on efforts to increase donations of congestion reduction charge related

33 transit tickets to the human service ticket program, which is Attachment A to this motion,  
34 is hereby acknowledged.  
35

Motion 13981 was introduced on 9/3/2013 and passed by the Metropolitan King County Council on 9/30/2013, by the following vote:

Yes: 8 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Hague,  
Ms. Lambert, Mr. Dunn, Mr. McDermott and Mr. Dembowski  
No: 0  
Excused: 1 - Ms. Patterson

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

  
Larry Gossett, Chair

ATTEST:



Anne Noris, Clerk of the Council

**Attachments:** A. Transit Incentive Program Status Report - July 2013

# Transit Incentive Program Status Report

## July 2013

Prepared by: King County Metro Transit

July 24, 2013

## **Introduction**

This report was developed to respond to Proviso P3 in Section 116 of the 2013 King County Adopted Budget (Ordinance 17476). This proviso states:

Of this appropriation, \$200,000 shall not be expended or encumbered until the executive transmits a report and a motion that acknowledges receipt of the report. The motion shall reference the proviso's ordinance, ordinance section, proviso number and subject matter in both the title and body of the motion.

The executive must file the report and motion required by this proviso by August 15, 2013, in the form of a paper original and an electronic copy with the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff and the lead staff for the transportation, economy and environment committee or its successor.

The executive shall transmit a report on efforts to increase donations of congestion reduction charge related transit tickets to the human service ticket program authorized in K.C.C. 4A.700.210. The report shall summarize changes to outreach, forms and processing implemented through June 2013, as well as details that reflect the monthly volume of ticket donations since inception of the congestion reduction transit incentive program.

Should the total volume of donated tickets in 2013 be on track to exceed the \$200,000 value of the additional eighty percent discount authorized annually, the executive is requested to transmit an ordinance to amend K.C.C. 4A.700.210 to increase the amount of congestion reduction charge funded ticket subsidies by an amount equal to the anticipated greater value of the eighty percent discount, up to a maximum of an additional \$200,000 for 2013 only.

## **Summary**

The Transit Incentive Program (TIP) began in June 2012 with the first collection of the Congestion Reduction Charge. The program allows eligible households to get free-ride tickets or donate the value of the free-ride tickets to the Human Service Ticket Program, which provides transportation for low income and homeless individuals in our community. Requests for free-ride tickets as well as donations were slow to start and the King County Council directed Metro Transit (Metro) to increase the awareness of the program with the goal of increasing

participation. Starting late in 2012, Metro undertook a series of actions to increase the awareness of the TIP program. As a result of these steps, participation has increased. Donated ticket value is exceeding the \$200,000 annual increase adopted by the King County Council. As a result, Metro staff is working with staff in King County's Department of Community and Human Services, which administers the Human Service Ticket program, to determine if local agencies can utilize additional tickets and to prepare an ordinance for the consideration of the King County Council that would increase the Human Service Ticket Program allocation for 2013 only.

## **Background**

On April 2, 2012, the King County Council unanimously approved Ordinance 17295, which implemented the two-year congestion reduction transit incentives program. As adopted, the TIP offers King County vehicle owners, as part of the annual vehicle registration renewal, transit ridership incentives in the form of free-ride tickets. As an alternative to receiving the free-ride tickets, each eligible household may choose to apply the value of the free-ride tickets toward Metro's human services ticket program for the purpose of meeting the transportation needs of low income and homeless populations as provided for in K.C.C. 4.150.210.

The TIP was implemented with the first Congestion Reduction Charges in June 2012. Throughout 2012, Metro tracked both the number of households accepting the offer for free-ride tickets as well as those households that asked for the value of their free-ride tickets to be donated to the Human Service Ticket Program.

Early program results were shared with the King County Council in the fall of 2012. Initial response was lower than anticipated and the King County Council included a proviso (P3) in Ordinance 17476 requiring Metro to take steps to improve the response rate for the TIP, particularly the rate of donations to the Human Service Ticket Program.

The Human Service Ticket Program is administered by the King County Department of Community and Human Services, which works with their counterparts in the City of Seattle to allocate tickets to local agencies that provide services to low income and homeless populations in King County. Agencies are required to provide a 20 percent match for the tickets that are provided.

## **Actions Taken to Increase Response Rate and Donations**

A number of steps were taken to increase the response rate for the TIP. These steps and the date implemented include:

<b><i>Implementation Date</i></b>	<b><i>Action</i></b>
12/7/12	Transit Incentive Program promotional "scroller" added to Metro Online website home page.
12/7/12	Added Transit Incentive Program category to "programs" listing on left navigation bar of Metro Online website.
12/7/12	Updated Congestion Reduction Charge (CRC) site to include TIP program in right-hand column.
12/7/12	Linked CRC site to Washington State Department of Licensing (DOL) site page that includes details on types of vehicle charged the CRC fee.
12/7/12	Extended expiration date of free-ride tickets mailed to residents, from three months to four months.
12/12/12	Redesigned TIP order form and offer to be more visible and convenient for recipients.
12/12/12	Prepared and distributed promotional TIP posters for DOL offices and sub-agents.
~ 12/16/13	CTV spot begin featuring Councilmembers Jane Hague and Larry Gossett informing people of program, how to order tickets, and encouraging donations. Spot is 1 minute 14 seconds long.
4/1/13	Twitter post to Metro followers about TIP free-ride tickets and donation aspects of program.
4/15/13	TIP exterior and interior promotional ads placed on Metro buses.
End of July	Letter to ~1600 ORCA pass program employers in King County encouraging employee participation in the TIP and ticket donations.

## Results

Since the beginning of the program, Metro has been tracking the number of free-ride offers submitted by eligible households as well as the number of ticket offers that are donated to the Human Service Ticket Program. The table below shows the results by month from the start of the program in June 2012 through June 2013.

<b>Month</b>	<b>Free-Ride Ticket Orders Processed</b>	<b>Donation Requests Processed</b>
<b>June 2012</b>	4,476	993
<b>July 2012</b>	4,588	871
<b>August 2012</b>	6,558	1,413
<b>September 2012</b>	5,698	1,242
<b>October 2012</b>	4,689	1,827
<b>November 2012</b>	6,881	2,473
<b>December 2012</b>	5,394	2,353
<b>January 2013</b>	8,477	1,093
<b>February 2013</b>	11,157	3,579
<b>March 2013</b>	7,138	2,662
<b>April 2013</b>	6,616	3,271
<b>May 2013</b>	7,337	3,273
<b>June 2013</b>	4,675	2,585
<b>Average month, 2012</b>	5,469	1,596
<b>Average month, 2013</b>	7,567	2,744
<b>Average month, Program to Date</b>	6,437	2,216

The number of households eligible for the offer varies from month to month based on vehicle registration renewals. The quantity of ticket orders processed can also vary by month based on the timing of bulk mail ticket packets by the fulfillment house or the Post Office. Acceptance of the offers has generally increased since Metro took steps to increase the awareness of the incentive program. Similarly there has been a steady increase in the number of free-ride tickets donated to the human service program.

The program results will continue to be monitored, and Metro will continue to generate awareness of the program to help ensure the maximum number of eligible households takes advantage of the transit incentives and/or donates the value to the Human Service Ticket Program.



## Donated Ticket Value

As adopted by the Council in Ordinance 17443, the Human Service Ticket Program is increased by \$200,000 until the value of the donations is used or the year 2020, whichever comes first.

During 2012, the Human Service Ticket Program was increased from \$1,875,000 to \$2,075,000 to reflect an additional \$200,000 from TIP donations. The value of tickets donated in 2012 totaled \$151,940, meaning that donations from 2013 would be used to cover the difference. Through June 2013, the value of donated tickets has totaled \$223,900, exceeding the annual increase to the Human Service Ticket Program and making up part of the shortfall from 2012. These amounts are summarized in the table below.

	June – December 2012	January – June 2013
Donated Tickets	11, 172	16,463
Value of Donated Tickets	\$151,939	\$223,897
Human Service Ticket Allocation	\$200,000	\$200,000
Difference	\$(48,061)	\$23,897
Remaining Carryover Amount		\$(24,164)

Program donations will continue to be received throughout 2013 and will be more than sufficient to make up the current difference between the Human Service Ticket Program allocation and the donated values.

Proviso P3 also requested that Metro evaluate the results of the program and determine if an increase to the Human Service Ticket Program allocation would be feasible in 2013. Using the average donations in 2013, donations for the last half of 2013 are estimated to total \$224,000. While donations at this level would support an increase of \$200,000 to the Human Service Ticket Program allocation, it is not currently clear if the social service agencies that purchase the tickets would be able to fund the required match to fully utilize additional tickets in 2013.

In order to provide the King County Council with some options regarding the Human Service Ticket program allocation, Metro staff is working with staff in the King County Department of Community and Human Services to develop a proposal to increase the Human Service Ticket Program allocation above the \$2,075,000 currently authorized for 2013.