

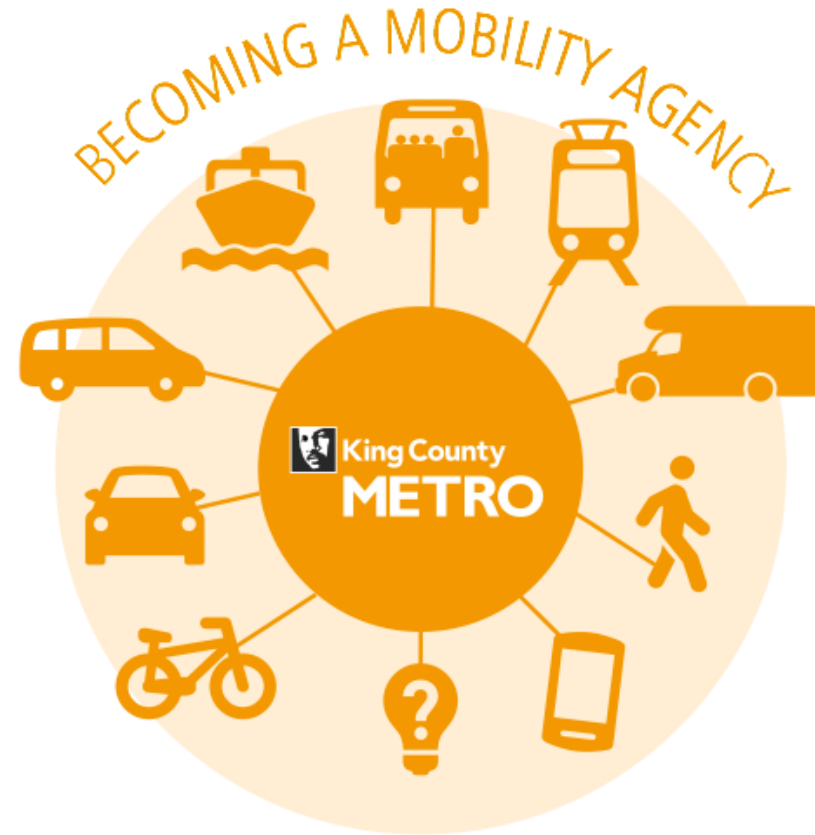
Income-based fares Program update

King County Council, Mobility & Environment Committee
May 7, 2019

Carol Cooper, Market Innovations Managing Director
Lindsey Greto, Program Manager

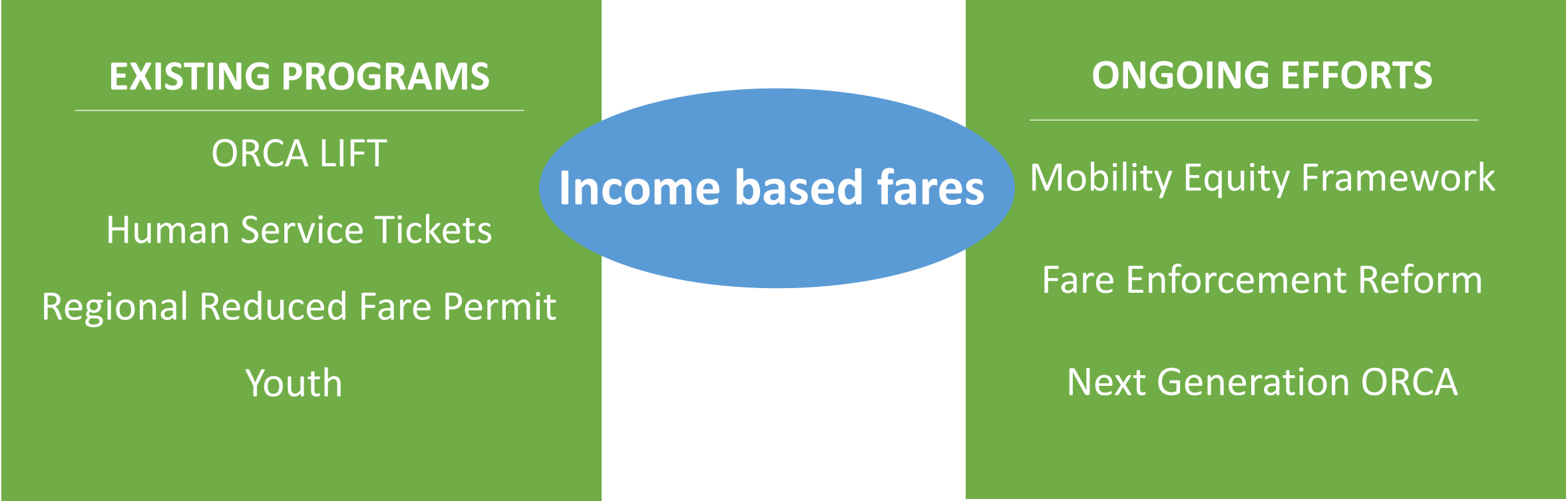
Agenda

- Project overview
- Understanding the need
- Stakeholder engagement
- Emerging themes
- Customer engagement
- Next steps



Overview: Metro as a mobility agency

Mobility is a human right, leading to thriving communities, sustainable environment, and a vibrant economy



Proviso requirements & timeline

Ordinance 18335, Section 109: P3, ER3, ER4

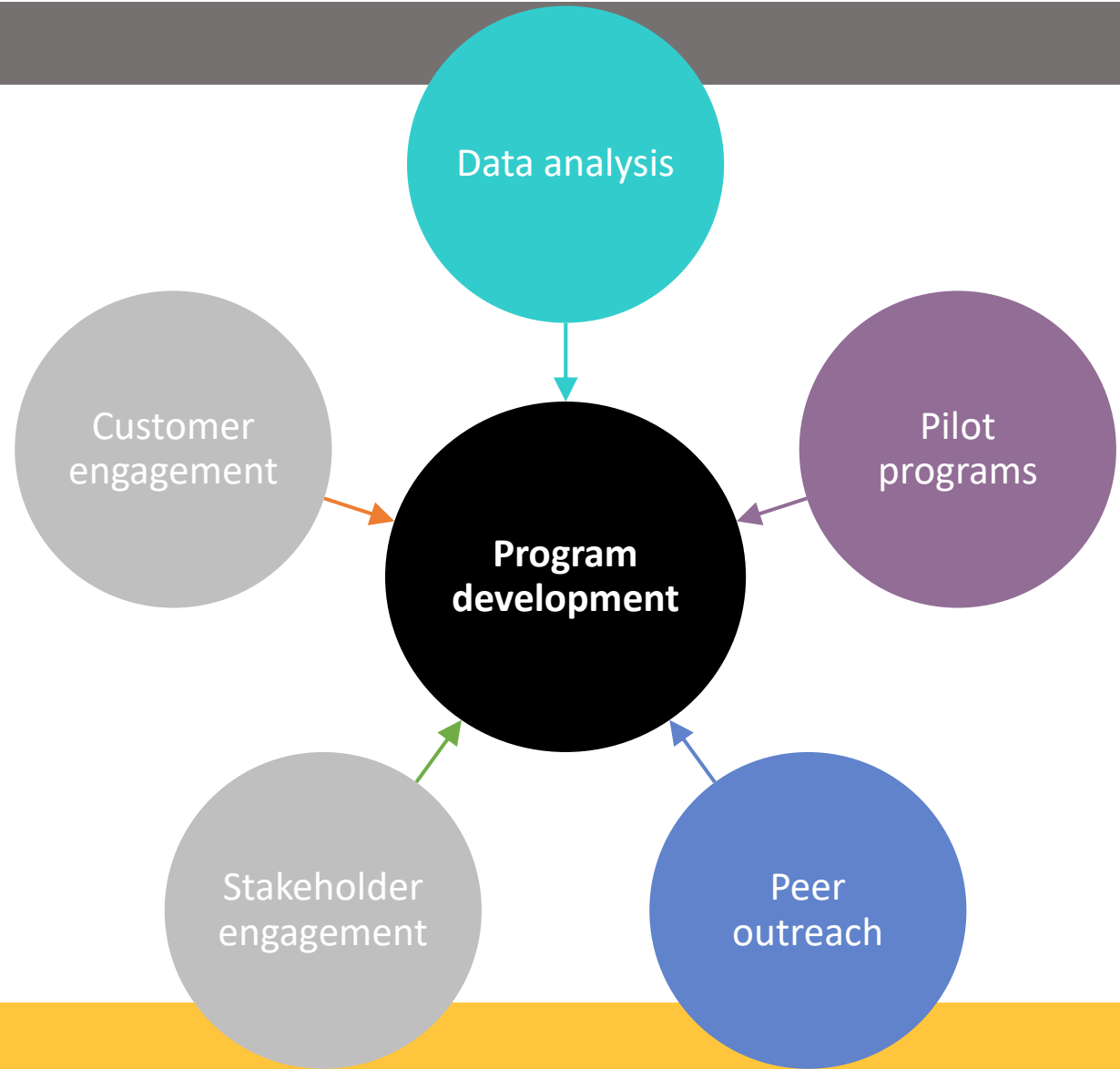
- Access to free or very low cost access to transit for residents earning less than 138% of federal poverty
- Adhere to fund management policies and farebox recovery targets
- Coordinated with human service provider agencies
- Informed by:
 - Input from stakeholders
 - Data and market research
 - Guidance from experts
 - King County's ESJ Strategic Plan

Proviso requirements & timeline

You are here

Existing conditions	Stakeholder engagement	Customer engagement	Program development	Program launch
January – June 2019		June – Sept 2019		March 2020
<ul style="list-style-type: none"> • Consult with experts and peer agencies • Research affordability • Develop program approaches 	<ul style="list-style-type: none"> • Recruit stakeholder workgroup members • Hold stakeholder meetings in March and April to discuss barriers and potential solutions 	<ul style="list-style-type: none"> • Recruit and contract with community based organizations • Community based organizations hold community conversations • Stakeholders who serve target populations administer engagement survey 	<ul style="list-style-type: none"> • Analyze options • Hold final stakeholder meeting in June to discuss options and learnings from customer engagement; make recommendation • Consult with human service agencies on implementation elements • Submit final report to Council by Sept. 30 	<ul style="list-style-type: none"> • Develop program evaluation • Implement program by March 2020 • Learn and adjust • Continue to coordinate with Next Generation ORCA for longer-term solutions

Understanding the need



Understanding the need: Current programs



ORCA LIFT

- Income-based
- 50k enrolled in King Co, 5.3m boardings
- **But**, fare may be too high for some, 42% of eligible pay full adult fare



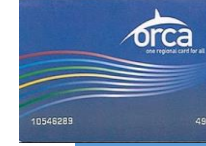
Human Service Tickets

- Income-based
- 1.8m tickets used
- \$4m value
- **But**, have to get in person, agency demand exceeds supply



RRFP Senior/Disabled

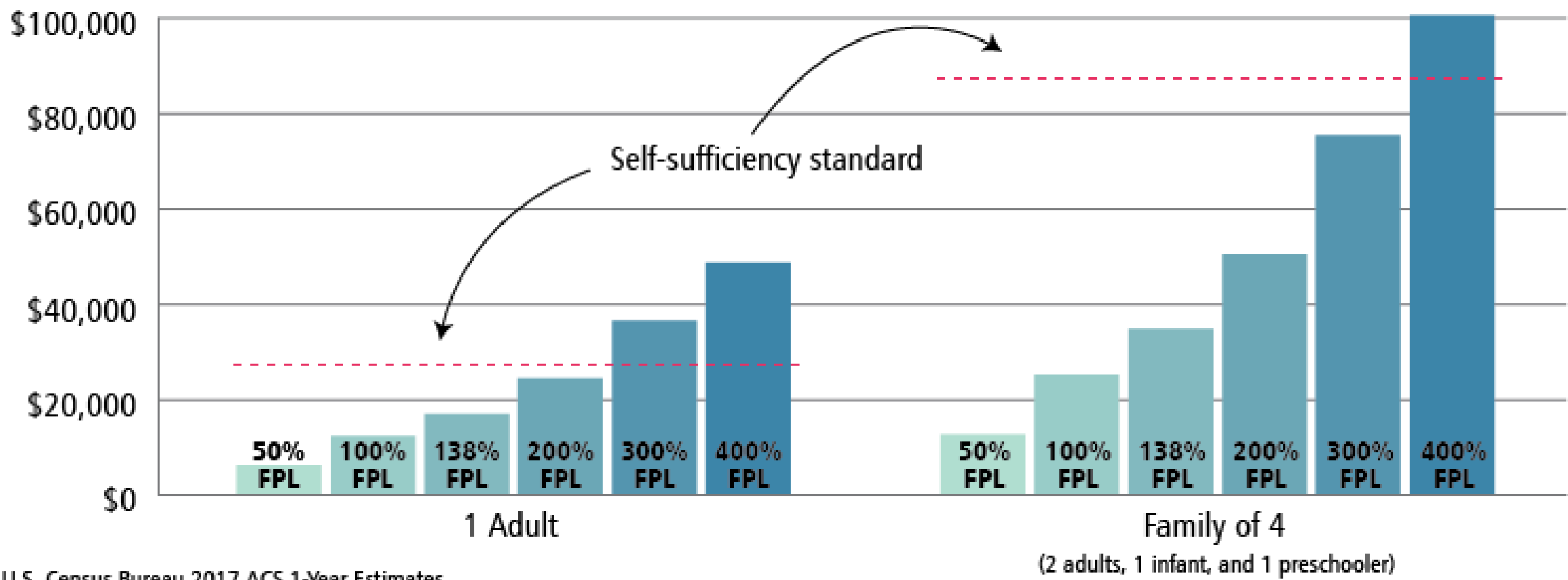
- Age/ability-based
- 130k enrolled, 3.3m ORCA system boardings
- **But**, difficult to get, fare may be too high for some



Youth

- Age-based
- 4.7m ORCA system boardings
- **But**, difficult to get, fare may be too high for some

Understanding the need: Affordability



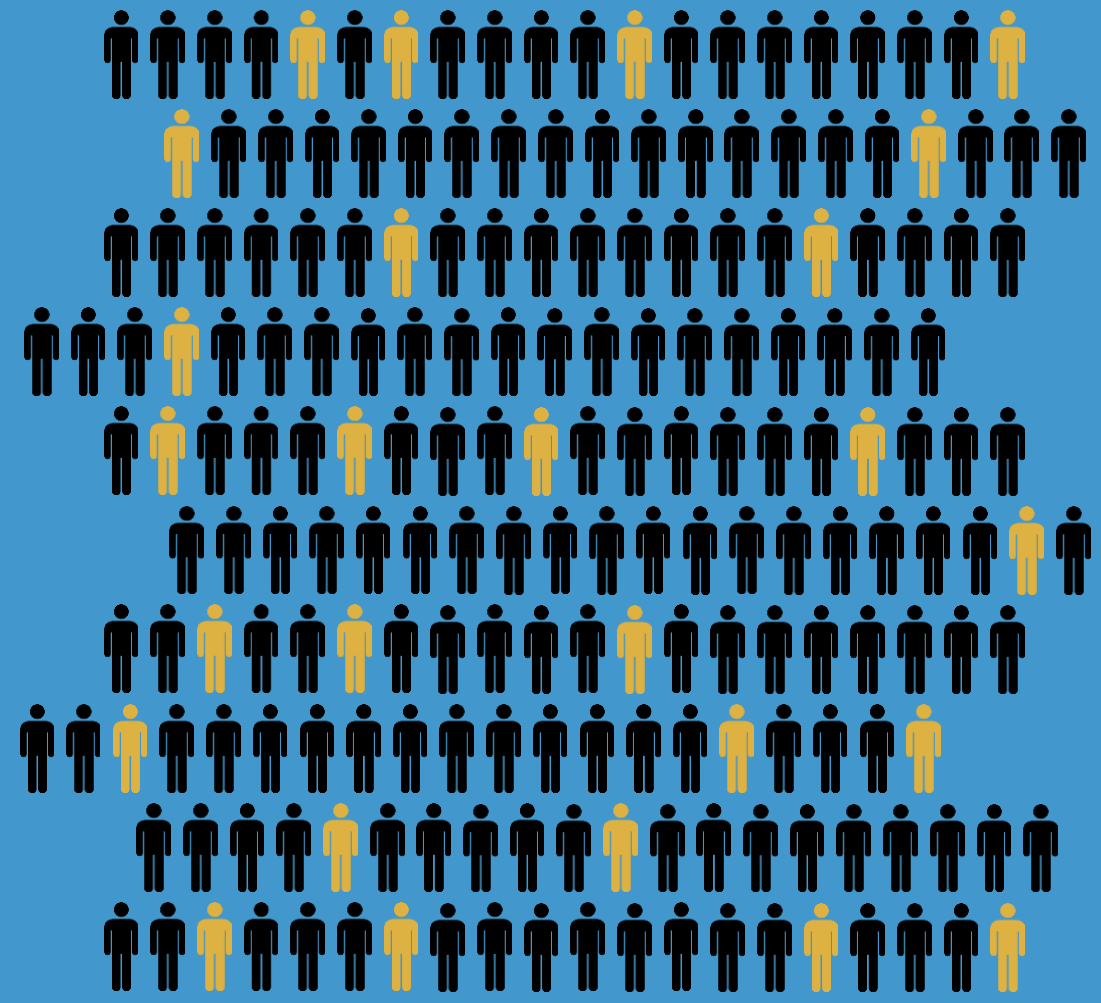
U.S. Census Bureau 2017 ACS 1-Year Estimates
<http://www.selfsufficiencystandard.org/Washington>

Understanding the need: King County population

Nearly
300,000 PEOPLE

13% of King County residents have incomes below 138% of the federal poverty level

Some people are served by current programs



Shared vision: eliminate transportation barriers in King County and ensure that residents have equitable opportunities to thrive

Partnerships

Trainings

Enrollment

Communication

Focus on priority populations

Ensure the integrity of ORCA LIFT

Understanding the need: Public Health & ORCA LIFT

87,942 people enrolled
58,686 people actively using

Public Health Enrollment (Staffed by Public Health)	2 ORCA LIFT Enrollment Centers (Seattle & Federal Way) 10 Public Health Center Enrollment Locations 23 Additional Enrollment Locations in the Community (e.g. Drug Court, Seattle Municipal Court, Burien Municipal Court, food Banks, King County Jail, Mobile Medical Van, Colleges)
Paid Partner Network	Catholic Community Services, WithinReach, Global to Local
Community Partner Network-Non Paid	9 LIFT Referral Agencies (e.g. Literacy Source, Diver’s Institute, Youth Care) 10 Department of Social & Health Services Offices (DSHS) 13 LIFT enrollment sites through Community Based agencies (e.g. HealthPoint, NeighborCare, North Seattle Family Center, Gay City, International Rescue Committee)

Understanding the need: Public Health & ORCA LIFT

Gaps

- Enrollment locations in rural areas
- Developing relationships with employment agencies
- Expansion of LIFT enrollments to employers
- Online enrollment for college students

Barriers

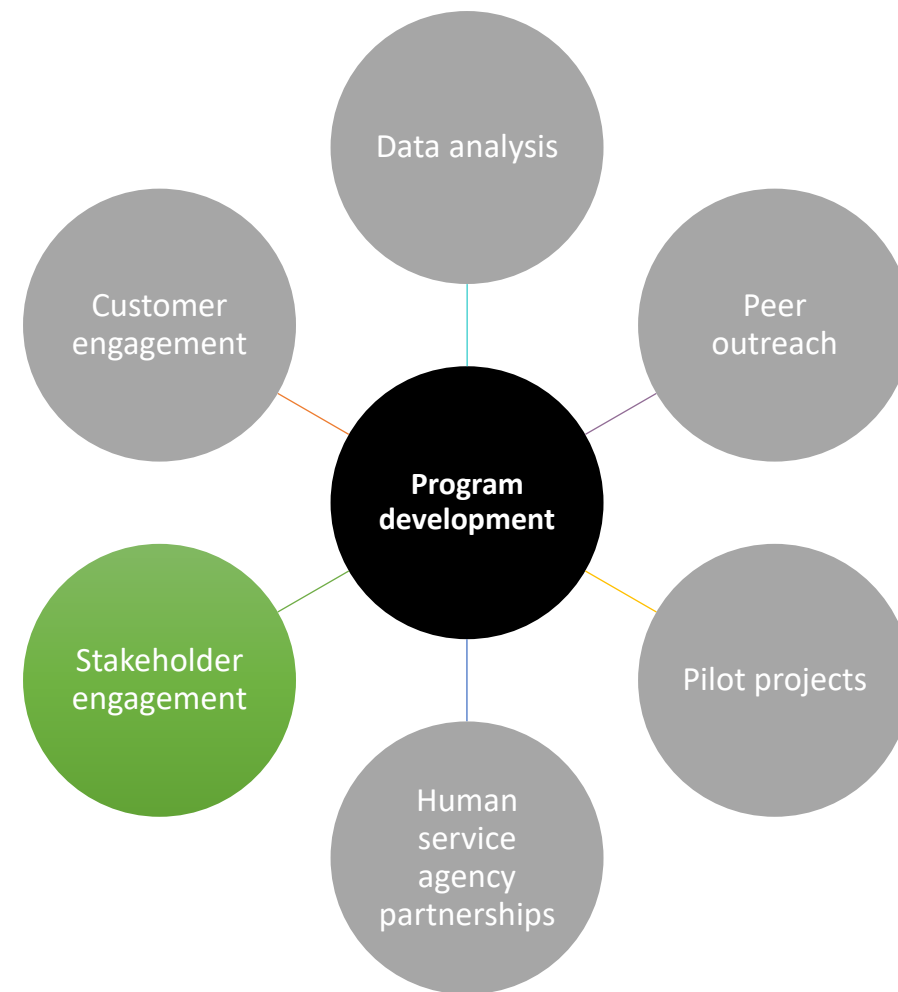
- No consistent funding source for pre-loaded LIFT cards
- Lost LIFT card replacement fee of \$3.00 is a barrier to clients
- LIFT is too expensive for some clients
- Individuals making \$15.00 per hour are over income for LIFT

Stakeholder engagement



Stakeholder workshops

- Met on March 6 and April 5
- Final meeting on June 26

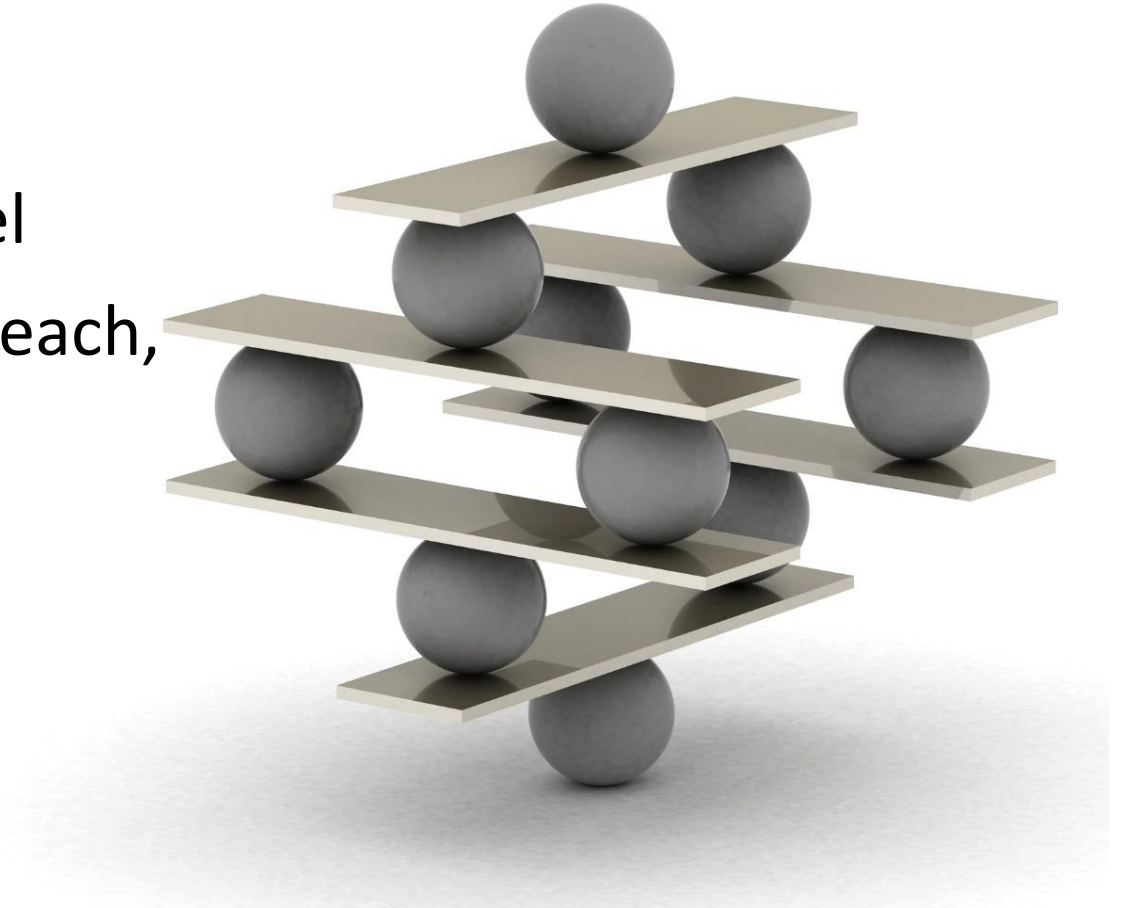


Emerging themes from stakeholder engagement: Summary

1. Prioritize the highest need population
2. Authentic community/customer engagement takes time and is an ongoing process
3. Regional integration is critical
4. Fares are not the only barrier
5. Consider and balance resource constraints

Emerging themes from stakeholder engagement: Key tradeoffs

- Number of people served vs benefit level
- Resource allocation: fare discounts, outreach, administrative capacity, service
- Farebox recovery goals
- Program rules vs. ease of enrollment



Emerging themes from stakeholder engagement: Potential near-term pathways

- Lower the fare for a portion of the population
- Adjust existing programs and processes to make them easier to use and access
- Enhance outreach to increase enrollment and make programs easier to use and understand
- Integrate learnings into ORCA Next Generation

Not mutually-exclusive

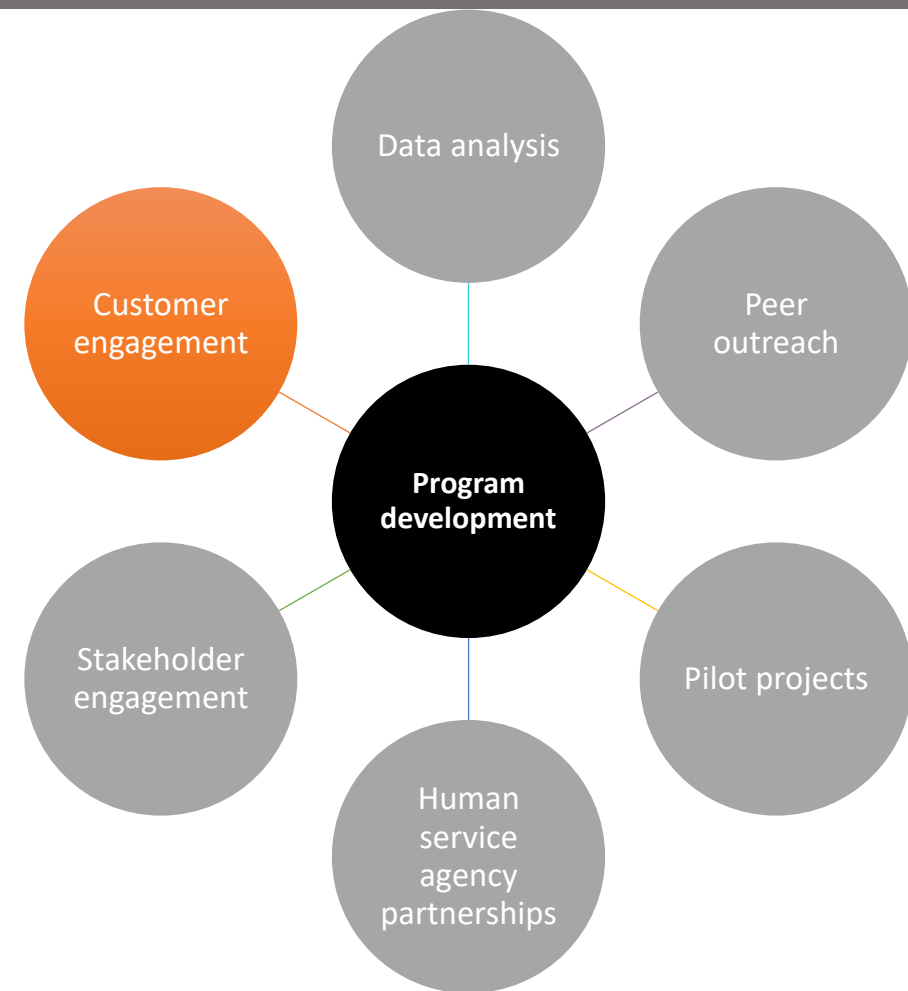
Engagement summary: Customer outreach

- **Contracts for community conversations**

- Casa Latina, Urban League, Chief Seattle Club, Byrd Barr Place, Open Doors for Multicultural Families, Mother Africa

- **Engagement survey**

- Sent to community partners to distribute to potential customers
- On our website



Next steps

- Final stakeholder workgroup meeting on June 26
- Recommendations will be included in our report

Questions/discussion

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