

Dembowski moved Amendment 1.
The motion carried.

1

March 26, 2024
Promotion

[mbourguignon] Sponsor: Dembowski
Proposed No.: 2024-0054.2

1 **AMENDMENT TO PROPOSED ORDINANCE 2024-0054, VERSION 2**

2 On page 3, after line 41, insert:

3 SECTION 2. A. To ensure successful implementation of the Lynnwood Link
4 Connections Mobility Project, the executive shall work with Sound Transit and other
5 stakeholder organizations to carry out a joint public outreach and promotional campaign
6 focused on customer education and assistance to help riders identify new travel options
7 using the Lynnwood Link as part of the Metro transit department bus network and the
8 greater regional public transit system. The public outreach and promotional campaign
9 should include opportunities to encourage riders to take transit, including, but not limited
10 to, vouchers for or offers of free rides for those boarding transit within the Lynnwood
11 Link Connections Mobility Project area during the first week the service change is
12 implemented. The public outreach and promotional campaign should also encourage and
13 assist riders to enroll in appropriate ORCA fare products, including the ORCA LIFT card
14 that provides discounted fares for low-income riders, the Regional Reduced Fare Permit
15 ORCA card that provides discounted fares for senior and disabled riders, and the youth
16 ORCA card that assists youth in taking advantage of the free fare for youth.

17 B. The executive shall provide a summary of the activities already implemented
18 or planned to be implemented for the joint public outreach and promotional campaign for

#12

19 the Lynnwood Link Connections Mobility Project in a letter to the council, to be sent no
20 later than the date of the Fall 2024 service change to the clerk of the council, who shall
21 retain an electronic copy and provide an electronic copy to all councilmembers, the
22 council chair of staff, and the lead staff for the transportation, economy, and environment
23 committee or its successor.

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25 **EFFECT prepared by *Mary Bourguignon*: Would ask Metro to work with Sound**
26 **Transit and other stakeholders to carry out customer education and assistance and**
27 **to offer promotions to encourage ridership, including but not limited to, vouchers or**
28 **free rides for those boarding transit within the project area during the first week the**
29 **service change is implemented.**