



# Public Engagement Campaign

King County Metro and Sound Transit are planning a joint public engagement campaign focused on customer education and assistance as they transfer from bus to rail and vice versa in March 2016. Cash-paying customers will receive special emphasis so they can receive education and incentives to use ORCA or ORCA LIFT, and experience a seamless transition between bus and rail services.

## Goals

- Reach as many customers as possible to convey the benefits of the new bus and rail service
- Help riders make seamless transitions between bus and rail
- Make ORCA and ORCA LIFT, with full transfer privileges between systems, easily available to customers
- Provide education about how to use ORCA to pay for fares and the economic benefits of ORCA and ORCA LIFT

## Strategies

### #1: PUBLIC AWARENESS CAMPAIGN (Before Service Change)

- Continue aggressive ORCA LIFT enrollment program (see back for details)
- Key Messages: (1) how to ride; (2) how to use ORCA; (3) benefits of ORCA; and (4) ORCA options—adult, youth, RRF, ORCA LIFT
- Channels: Direct mail, video, web, social media, print, email
- Engagement at customer touch points: on the bus, at bus stops and light rail stations
- Utilize Partners: CTR, ORCA to Go, ORCA LIFT partners, Seattle Public Schools
- In Motion, a community-based social marketing program that has reached over 20,000 participants in King County, is planned for the University District and Capitol Hill

### #2: INTERCEPT CUSTOMERS & PROVIDE THEM WITH AN ORCA CARD (During Service Change)

- Customer will be offered a free ORCA card in exchange for a valid bus transfer or Link TVM ticket, along with instruction on how to use and revalue
- ORCA card will be loaded with a **limited duration pass valid for up to 5 days** on all KCM and ST services
- KCM / Sound Transit will coordinate broad street team efforts
- Intercept customers at points of entry; stations, buses, ticket vending machines etc.

### #3: CONTINUED CUSTOMER EDUCATION (After Service Change)

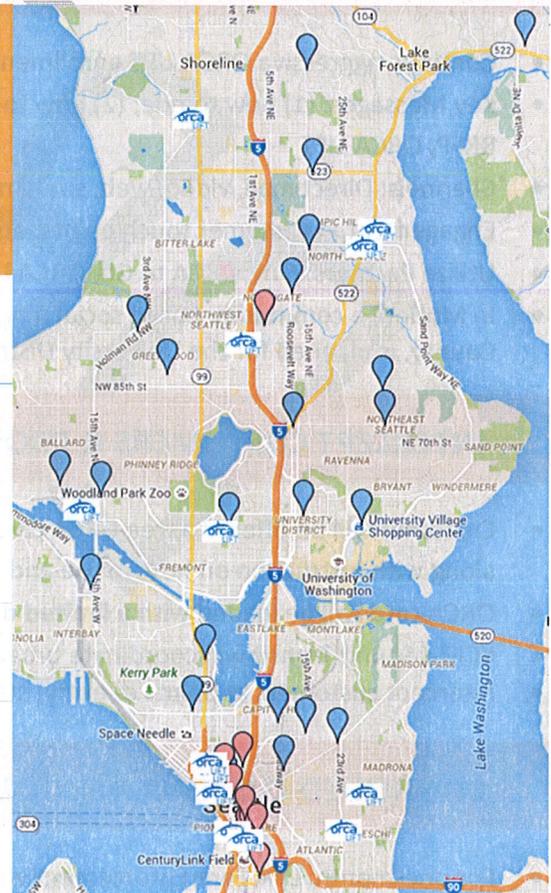
- For one-month, Link Fare Enforcement will educate riders who mistakenly attempt to use bus transfers as fare media on Link light rail



# ORCA Lift Outreach

- Metro launched the ORCA LIFT program in March 2015 and is aggressively promoting the program to reach a target of 40,000 cards distributed by March 2016
- ORCA LIFT basics:
  - Customers must use an ORCA LIFT card to access the discounted fare
  - The \$1.50 fare and the free card are great incentives to enroll in the program
  - ORCA LIFT is honored on ST Link service
  - Customers can purchase a \$54 monthly pass or use e-purse
  - There are currently over 17,000 registrants
- Partners provide locations for customers to access ORCA and ORCA LIFT and to manage their accounts
  - ORCA LIFT has income verification locations in Lake City, Northgate, Wallingford, and the Central District
  - There are 13 ORCA revalue locations in NE Seattle and Capitol Hill, shown on the attached map
  - There are multiple income verification locations in downtown Seattle
- The ORCA to Go mobile sales program is available to distribute ORCA and ORCA LIFT cards anywhere in the community
  - The program ramped up to support ORCA LIFT: 125 events in 2014, 300+ events in 2015, more are anticipated for 2016

*There are 55 ORCA to Go! events conducted or planned in Districts 1 & 2 in 2015*



ORCA and LIFT Cards - Where to go

Locations for ORCA sales and LIFT verification  
1,150 views

Made with Google My Maps

- Retail Stores - Add Value to ORCA...
  - All items
- ORCA Vending Machines
  - All items
- Apply for an ORCA LIFT card here
  - All items

