



strategies and implementing other special transit programs or promotions focused on increasing access to transit service, and

WHEREAS, King County is an active participant and supporter of the Puget Sound area's regional transit fare media, One Regional Card for All, which is commonly referred to as ORCA, and

WHEREAS, the ORCA system uses a memory chip embedded card for paying transit fares, requiring that potential users pay a fee to receive the card. This increased cost can have the effect of discouraging some potential riders from accessing transit, and

WHEREAS, based on the transit division's experience, increasing the number of people who have an ORCA card will lead to increased access to transit and thereby increased transit ridership and decreased auto dependence;

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

A. The executive should review and analyze increasing access to ORCA card distribution through the expansion of the ORCA distribution pilot project implementing strategies and actions to increase access to ORCA fare media to local residents and low-income transit riders including on-site registrations for ORCA cards and senior/disabled and youth regional reduced fare permits, at neighborhood service centers, human services agencies and other locations approved via Ordinance 17259 to areas beyond southeast Seattle; and

B. The executive should transmit a report detailing the costs, benefits, concerns and any issues associated with expanding the ORCA distribution pilot project, as potential mechanisms of increasing access to and distribution of ORCA cards. Additionally, the executive should identify additional potential opportunities for increasing access to and distribution of ORCA cards. This report should be transmitted by April 19, 2012, 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.