



First Quarter Status Report May 2015



King County Priorities

- ▶ Build equity and opportunity
- ▶ Confront climate change
- ▶ Best-run government

and

- ▶ Metro's Strategic Goal to provide equitable opportunities to access public transportation system.



King County

METRO

We'll Get You There

Key Dates & Deadlines

Program Development

Testing

Distribution

- ★ **June 2013:** Low Income Advisory Report to King County Council
- ★ **February 2014:** Council BFM Committee considers fare ordinance
Council public hearing
Implementation Team Established
- ★ **June 2014:** Task Force Formed
- ★ **October 2014- February 2015:** Testing, Promotion & outreach
- ★ **November 2014:** Negotiations with partner agencies underway
2015/2016 Budget Adopted
- ★ **January 2015:** Contracts in place
Card distribution begins
- ★ **March 2015: We're live!**

Program Features

- ▶ Cards look the same as other ORCA cards
- ▶ No card fee charged for a new card or renewal
- ▶ Low-income fare card expires 24 months after card issue date; can be renewed if eligible
- ▶ A single card per eligible individual
- ▶ Flat fare of \$1.50

Metro Transit Role

- ▶ Provide overall ORCA LIFT Program and policy management
- ▶ Establish identification and income eligibility requirements and standards
- ▶ Manage all facets of ORCA LIFT cards, distribution, registry and tracking
- ▶ Develop, create, review and provide ORCA LIFT Program materials
- ▶ Work with Public Health to monitor the ORCA LIFT Program on an ongoing basis
- ▶ Deploy and staff the ORCA To Go mobile card sales vans in conjunction with distribution partners;
- ▶ Advertise and promote the ORCA LIFT Program

Public Health Role

- ▶ Incorporate ORCA LIFT into existing Public Health outreach and enrollment using existing eligibility systems
- ▶ Verify eligibility and issue ORCA LIFT cards
- ▶ Coordinate and oversee outreach and eligibility verification
- ▶ Train and provide technical assistance to partner agencies
- ▶ Work with Metro and partner agencies to ensure broad geographic and community coverage and identify gaps
- ▶ Coordinate work of other agencies performing outreach and referral

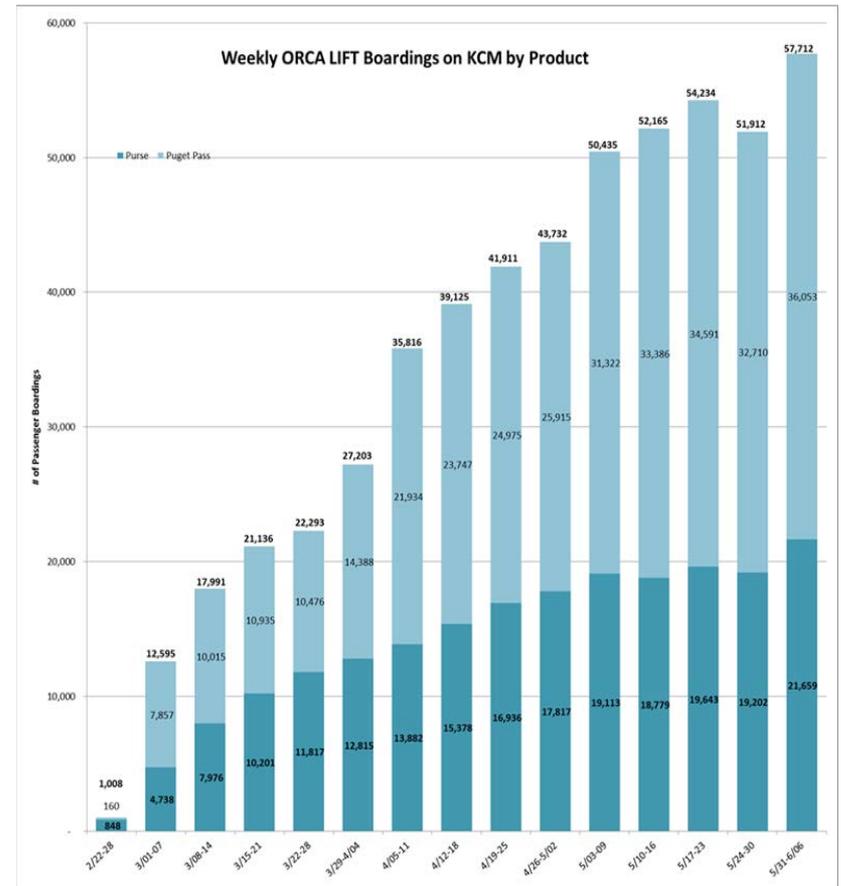
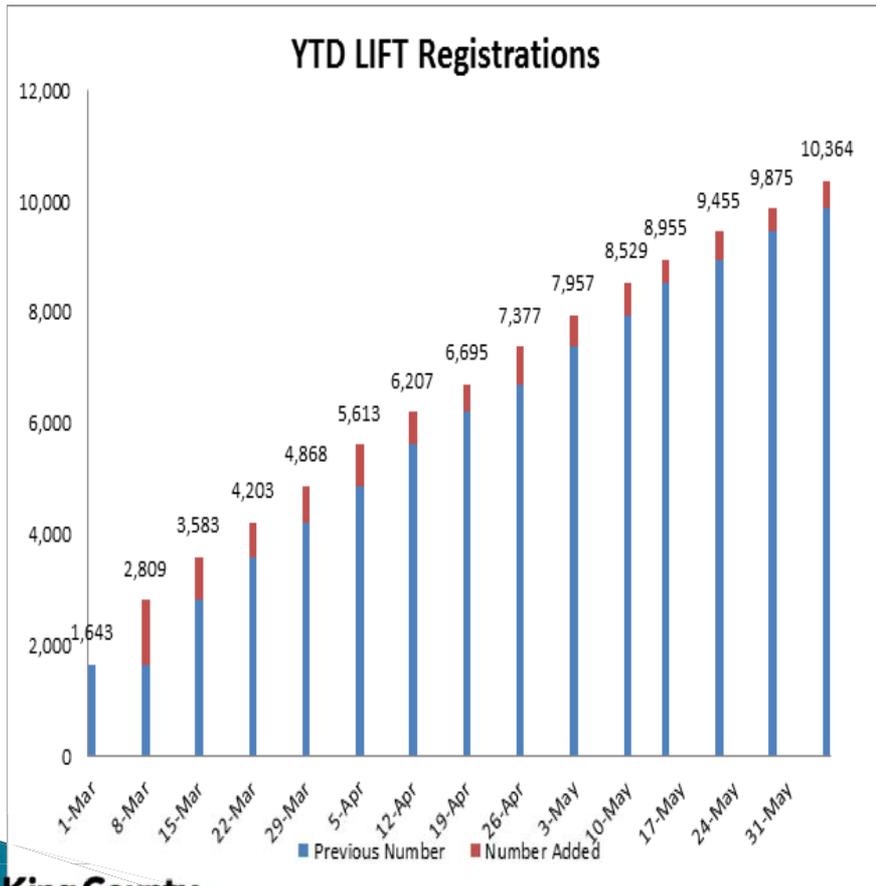
Enrollment partners

Public Health staff + 8 contracted agencies

7 (of 9) agencies operate within City of Seattle

- ▶ Catholic Community Services
- ▶ Compass Housing
- ▶ El Centro de la Raza
- ▶ ReWA
- ▶ Within Reach
- ▶ YWCA
- ▶ Global to Local (*south King County only*)
- ▶ Multi-Service Center (*south King County only*)

Program Status at 3 Month Mark



What have we learned?

- ✓ Partnership and leveraging enrollment with other programs is powerful (e.g. Basic Food, utility assistance, Comprehensive Child Care, energy assistance)
- ✓ Systems are in place to ensure the integrity of enrollment and the financial integrity of the overall program
- ✓ Our plan works! People get cards, and they use them

Next Steps

- ▶ Analyze current signups and usage to inform new outreach and increase participation
- ▶ Ramp up Phase II of marketing and outreach
- ▶ Expand ORCA To Go/verification at public events
- ▶ Expand agreements to additional non-contracted partner agencies
- ▶ Partner with the City of Seattle to expand program effectively

Helping Real People



乘坐公共汽車可以節省一半交通費用，
這意味著我們可以節省金錢來購買
一個屬於我們自己的地方
並更快地在這裡打造自己的生活。

 King County
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看看你是否合資格
瀏覽 orcalift.com
或致電 (206) 553-3000



"What happens when I save
50% on bus and transit fares?
My family has about 100%
more fun."

See if you qualify



We'll Get You There

The Goal remains

We must do better to ensure that King County remains a place where everyone has an opportunity to succeed...It is not just an issue of fairness – we are more competitive in the global economy

