



# Seattle Transportation Benefit District

## Outreach & Advocacy

APTA Marketing & Communications Workshop  
Christina Arthur, Senior Transportation Planner  
February 27, 2019



**Seattle**  
Department of  
Transportation

# Our mission - vision - and core values

**Mission:** to deliver a high-quality transportation system for Seattle

**Vision:** a vibrant Seattle with connected people - places - and products

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Committed to **5 core values** to create a city

that is:

Safe

Connected

Vibrant

Affordable

Innovative

For **ALL**

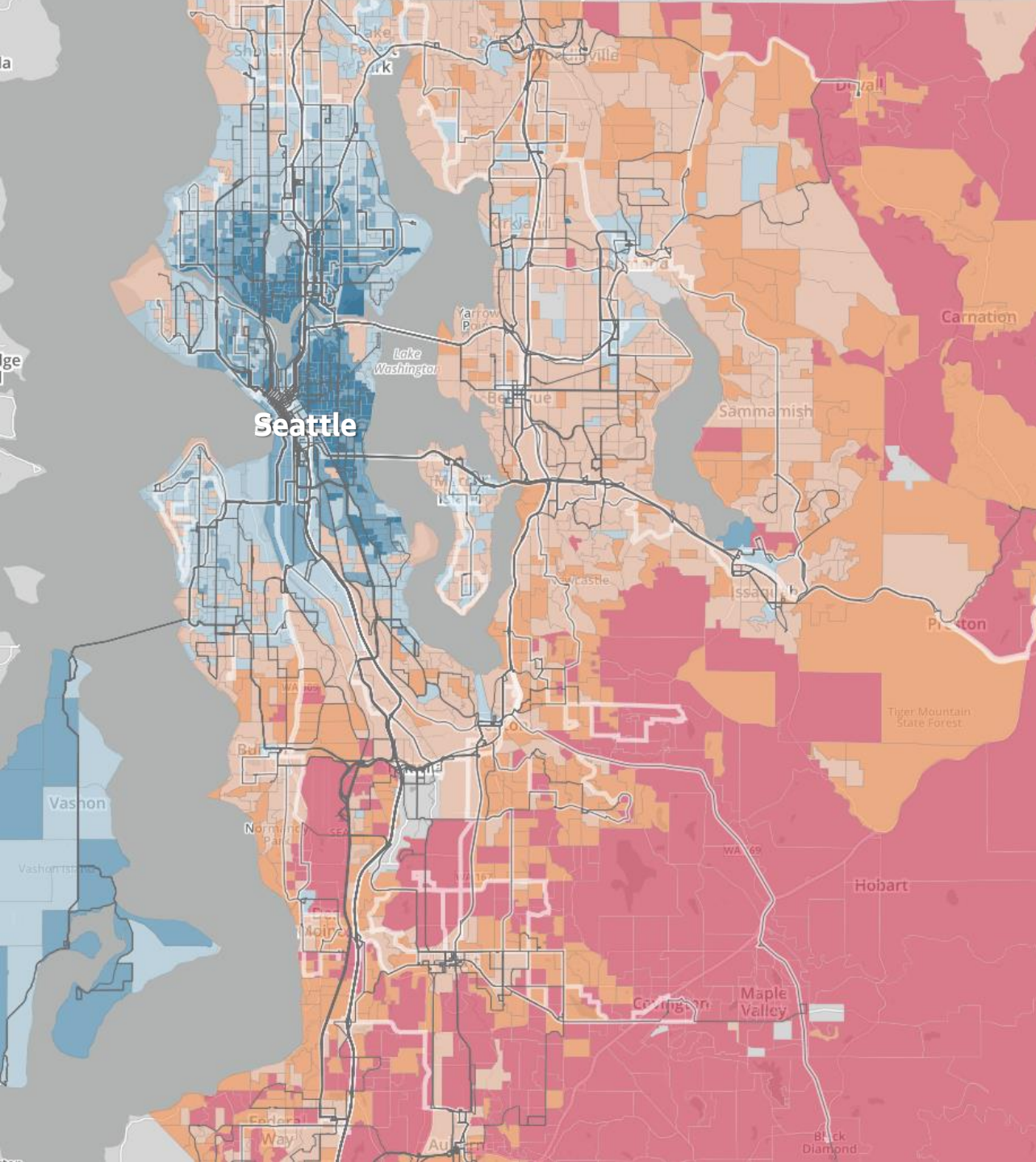
# Presentation Overview

- **History of STBD**
- **Program Goals**
- **Transportation Access and Outreach**
  - **ORCA LIFT**
  - **Youth ORCA & ORCA Opportunity**
  - **Trailhead Direct**

# History of STBD



# April 2014 King County Transportation District Fails

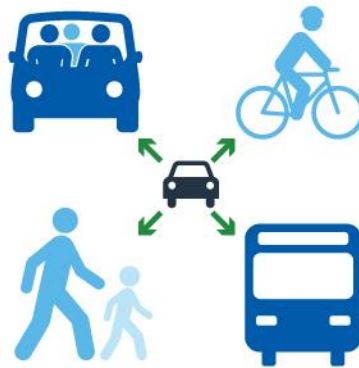


# November 2014 - Seattle

## Transportation Benefit District

- **Seattle adds STBD (Prop 1) to November 2014 ballot after failed King County measure**
- **Approved on November 4 - 2014**
  - 62% Yes - 38% No
- **Generates over \$50M annually for transit service and access**
  - Funded through 0.1% Sales Tax increase and \$60 Vehicle License Fee
  - Direct purchase of King County Metro transit service
    - On Seattle routes (Defined as routes with 80% of its bus stops in Seattle)
  - Regional Partnerships Program (up to \$3M/year)
    - On non-Seattle defined routes operating to Seattle
  - Transportation Equity Program (up to \$2M/year)

# Program Goals



# Investment Goals



## Implement Frequent Transit Network

- Improve service on priority corridors
- Provide 72% of households with a 10-min walk to 10-min service



## Improve Access for Historically Disadvantaged Populations

- Address findings of Racial Equity Analysis
- Support Transportation Equity Program

## Align Transportation and Land Use Goals

- Match investments to increased density
- Address overcrowding



## Improve Connections Across the City

- Add service to east-west connections
- Improve 24-hour service network

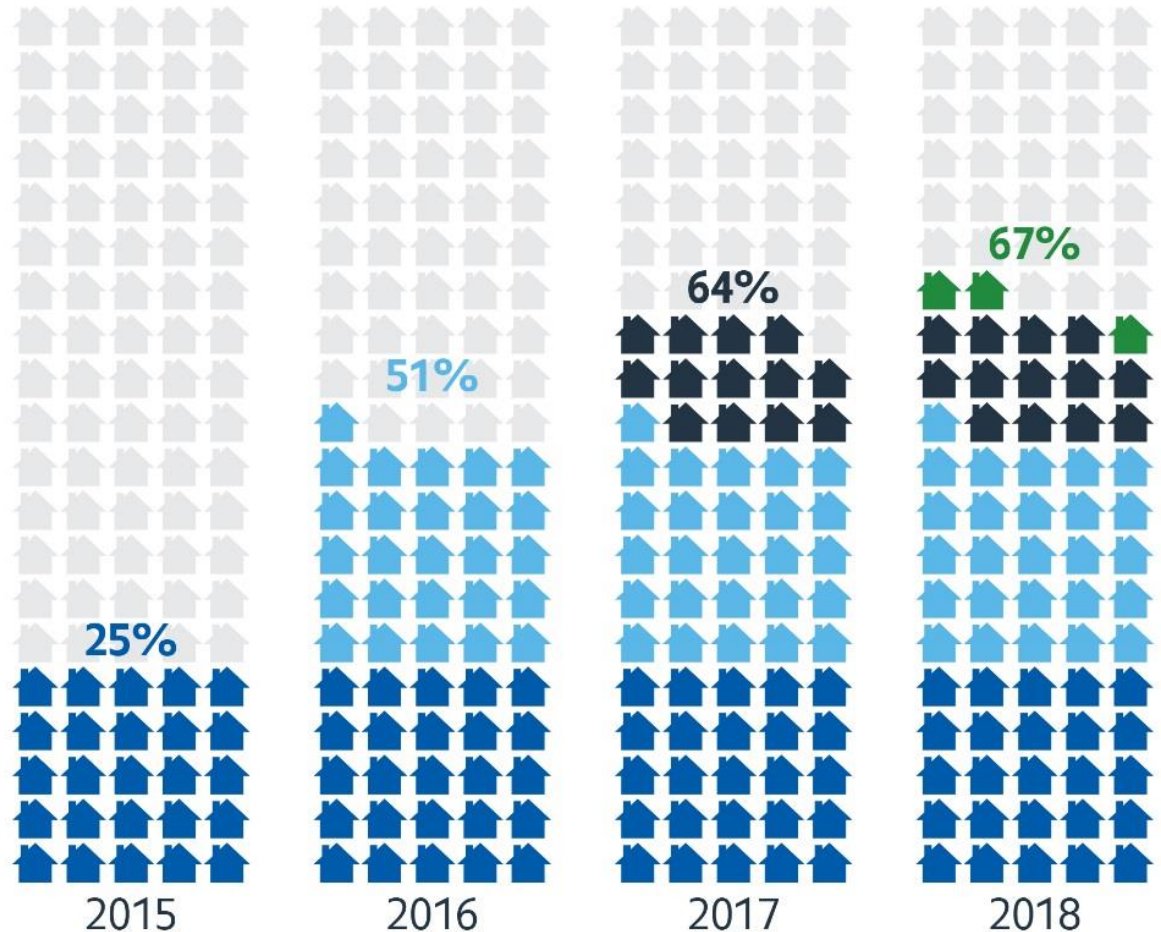


# Access to Frequent Transit



Percent of Households within a 10-minute Walk of Very Frequent Transit 2015 - 2018 & 2025 Goal

- Surpassed 2020 Goal by 14 %
- Within 5% of 2025 Goal
- Will reach 70% this year



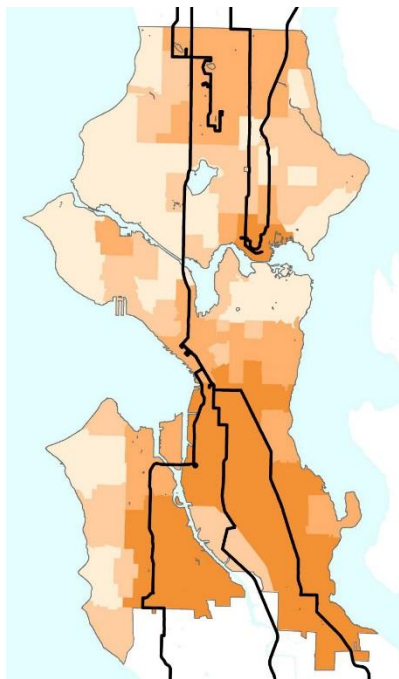
# Resolution 31773



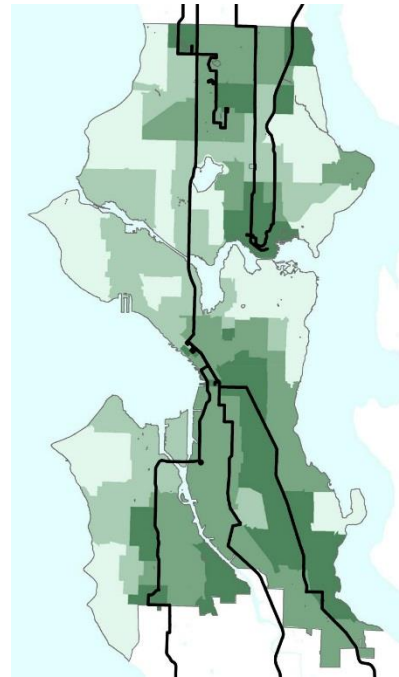
- *"affirming The City of Seattle's commitment to racial equity and social justice and recognizing the Seattle Department of Transportation's Transportation Equity Program - created to provide safe - environmentally sustainable - accessible - and affordable transportation options that **support communities of color - low-income communities - immigrant and refugee communities - people with disabilities - people experiencing homelessness or housing insecurity - LGBTQ people - women and girls - youth - and seniors** to thrive in place in vibrant and healthy communities - and eliminate or mitigate racial disparities and the effects of displacement."*

# Change to Seattle Routes

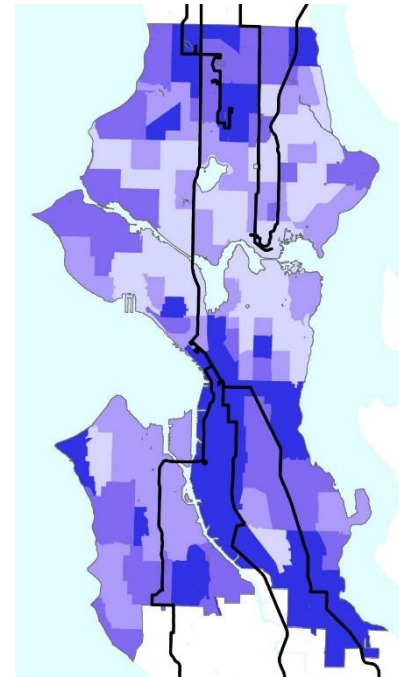
- Racial Equity Analysis results in increasing eligible routes



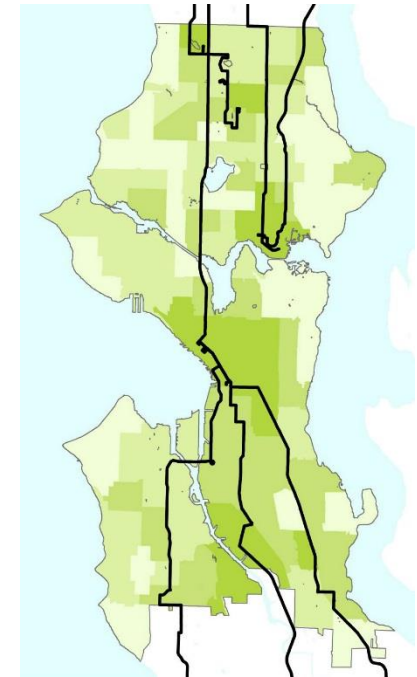
People of Color



Low-Income People



People with Disabilities



Zero-Vehicle Households

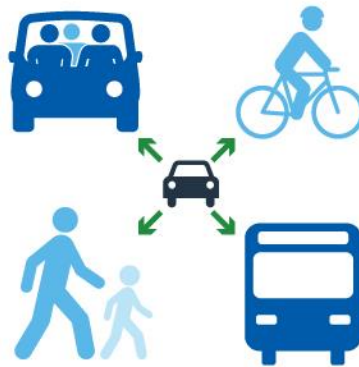


# Change to Seattle Routes

- **Original**
  - Seattle Routes must have 80% of their stops within the City of Seattle
  - Regional Partnerships require 50% partner funds
  - Result: Excluded many areas of the city - which have higher proportions of historically disadvantaged populations
- **Implemented Change**
  - Seattle Routes now defined as route with at **least 65% of all stops** within the City of Seattle **AND current and future RapidRide Lines serving Seattle**



# Transportation Access Programs & Outreach



# Community Engagement

## Programs

- ORCA LIFT
- ORCA Youth & ORCA Opportunity
- Trailhead Direct

Transportation Equity Affordability & Access Map



# ORCA LIFT

- Discount on fares for discount eligible riders
- Work with community based organizations and human services

**22** events

**9+** languages represented

**2,300** people reached

**170+** mobility surveys collected



**Seattle**  
Neighborhoods



**ENTRE**  
**HERMANOS**  
Tu Organización Latina LGBTQ

# Youth ORCA & ORCA Opportunity

**from 3,000 to 10,200 students**

**from 10 to 12 months**



- New program announced February 2018
- Provides free ORCA card to all Seattle Public Schools high school students and Seattle Promise scholars for 12 months
- Reducing cost burdens to get to school, work, extracurriculars



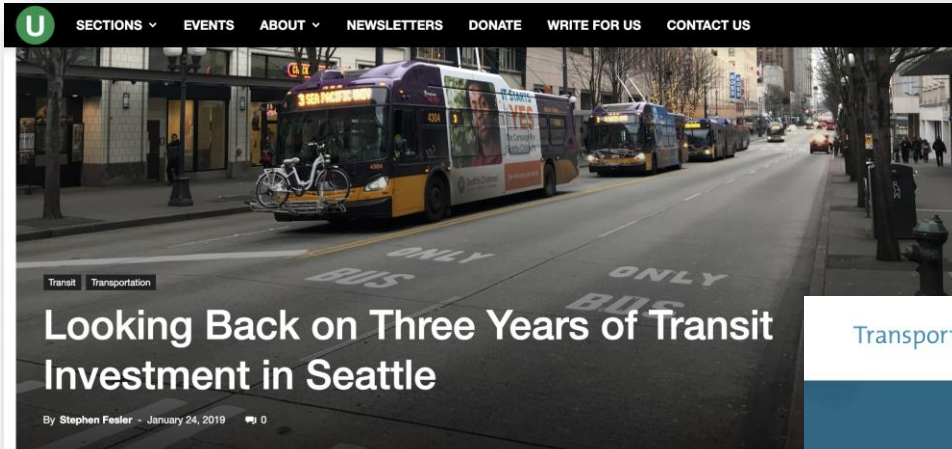
# Trailhead Direct

- Regional Partnership to fund seasonal Trailhead Direct service
  - Sponsorship from REI and Cliff Bar
  - Collaboration and support from 16 project partners
- Between Seattle and popular hiking destinations outside of the City.
- Two Trailhead Direct routes:
  - Issaquah Alps
  - Mount Si
- Initial launch carried ~10,000 hikers

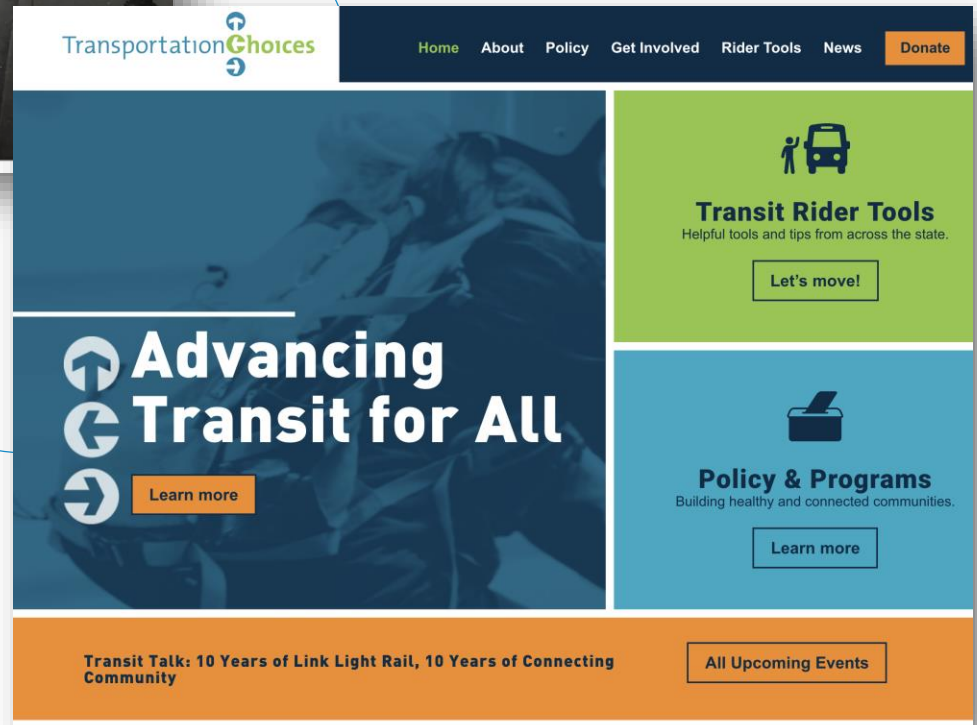


# Outreach and Advocacy

The Urbanist



Transportation Choices Coalition



# Public Information

Annual Report



Seattle.gov  
Mayor Jenny A. Durkan

## All Aboard

Home / About STBD

About STBD

- FAQ
- Route Improvements
- Year 2 Annual Report
- Year 3 Annual Report
- ORCA Opportunity
- ORCA LIFT
- Car Tab Rebate Program
- SDOT Home Page

### ABOUT STBD

In 2014, Seattle voters approved Proposition 1 to fund the purchase of increased Metro service and additional transit programs for Seattle residents.

This voter-approved funding measure includes a \$60 vehicle license fee and 0.1% sales tax increase to generate about \$4 availability and access for 6 years (2014-2020).

After just one year—these investments are paying off. The following report outlines Seattle's current transit landscape as of 1 results to date of Proposition 1.

- Year 1 Performance Report
- STBD Service Investments
- STBD Budget

## Seattle Transportation Benefit District by the Numbers

**62%**  
Voted for  
Prop 1

In 2014, Seattle voters approved Proposition 1 to fund the purchase of increased Metro service and additional transit programs for Seattle residents.

This voter-approved funding measure includes a \$60 vehicle license fee and 0.1% sales tax increase to generate about \$45 million annually to improve transit availability and access for 6 years (2014-2020).

After just one year—these investments are paying off.

### PROP 1 IS HAVING A BIG IMPACT!

Program Webpage

STBD by the Numbers

## 숫자로 보는 STBD 2년차

2014년, Seattle 유권자는 Seattle 거주자들을 위한 Metro 서비스 확대 및 추가 대중교통 프로그램 구입을 위한 기금을 조성하는 발의안 1을 승인했습니다. 유권자 승인 기금 방안은 6년간(2015-2020) 대중교통의 이용과 접근성을 향상시키기 위해(2017년) 5천만 달러를 모금하는 목적으로 자동차 등록, 요금 60달러 및 판매세 0.1% 증가를 포함합니다.

실제

**청소년 ORCA 프로그램**

- 2,680개**  
저소득층 중고등학생에게 배부된 카드 수
- 440,000번의 탑승**  
City of Seattle 청소년 ORCA 카드 소지 학생들의 이용 횟수
- \$648,000**  
청소년 ORCA 프로그램 참여자가 절약한 버스 요금

**RAPIDRIDE 승객 수**

**C 노선** 8,300 11,600 +40%

Brochures/Posters

**TRAILHEAD DIRECT**

**PARK. RIDE. MIKE.**

# TRANSIT TO TRAILS

Plan your hiking adventure today! Visit [kingcounty.gov/trailheaddirect](http://kingcounty.gov/trailheaddirect)

# Questions?

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[www.seattle.gov/transit](http://www.seattle.gov/transit)

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