

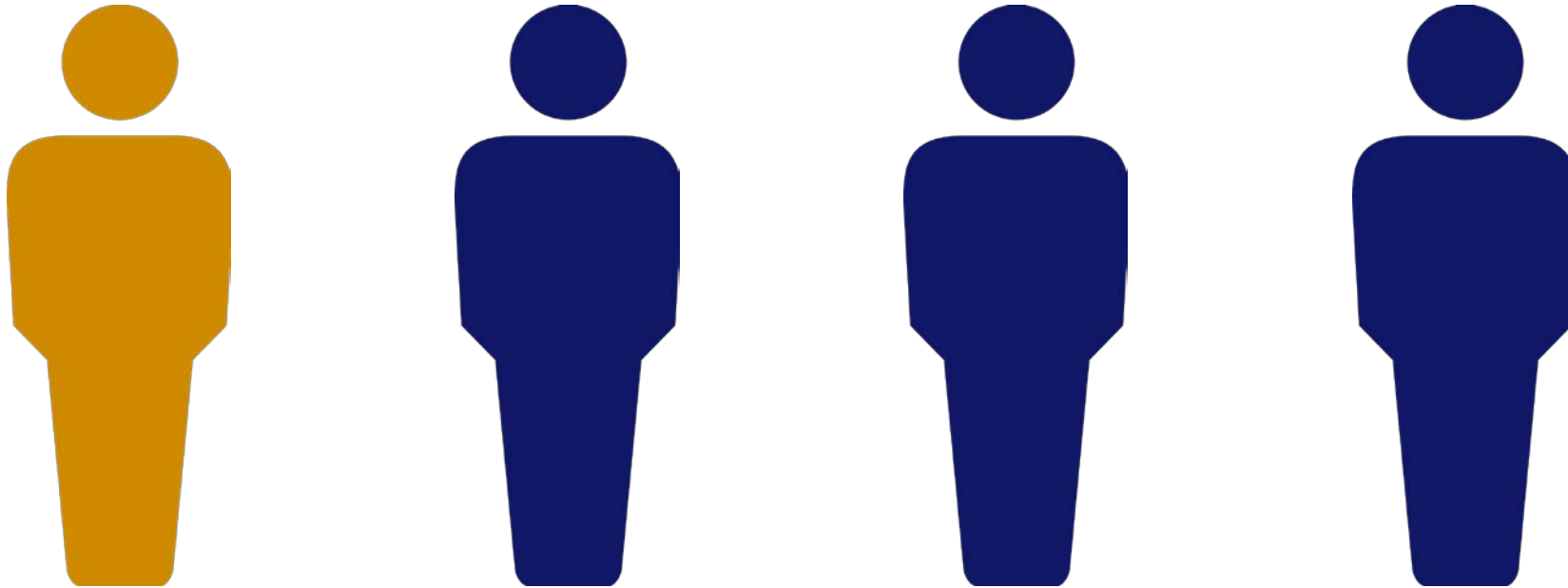
# King County Metro

Income based fare program



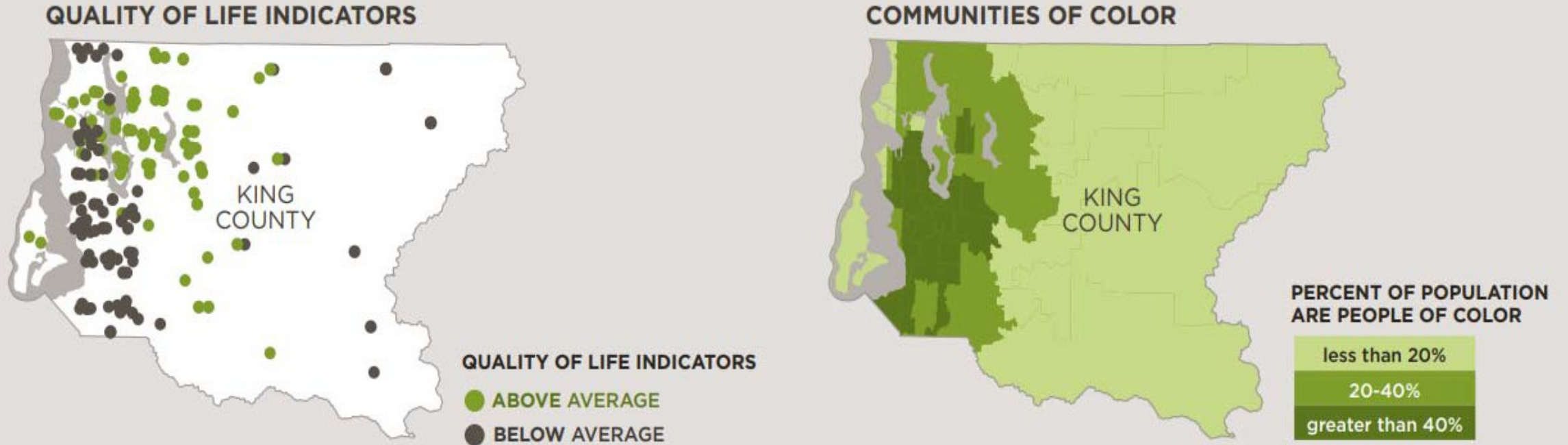


Nearly **ONE IN FOUR PEOPLE** in King County have income less than twice the federal poverty level



# Race and Place Matter in King County

RACE AND PLACE PREDICT WHETHER PEOPLE HAVE THE OPPORTUNITY TO THRIVE.



PEOPLE OF COLOR GENERALLY DO NOT EXPERIENCE THE SAME QUALITY OF LIFE AS WHITE RESIDENTS.

# Determinants of Equity

- Access to health and human services
- Healthy built and natural environments
- Quality education
- Family wage jobs and job training
- Early childhood development
- Economic development
- Strong, vibrant neighborhoods
- Affordable, safe, quality housing
- Access to parks and natural resources
- Equity in county practices
- Access to affordable, healthy, local food
- Equitable law and justice system
- Community and public safety
- Access to safe and efficient transportations







**\$1.50**



The logo features a white silhouette of an orca's dorsal fin and tail above the word "orca" in a lowercase, rounded sans-serif font. Below "orca" is the word "LIFT" in a tall, uppercase, sans-serif font.

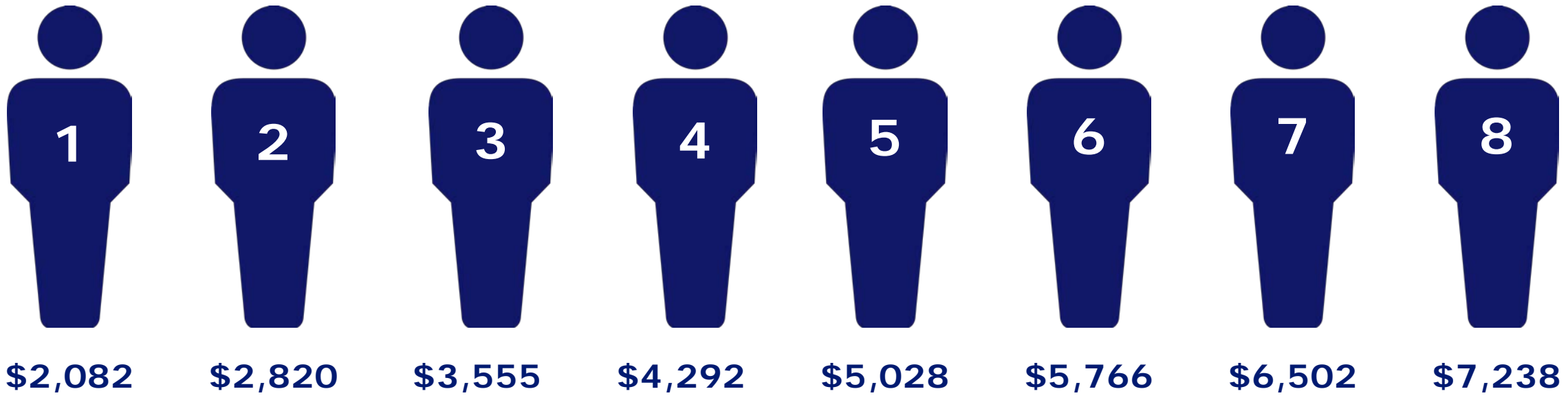
orca  
LIFT





# Maximum Monthly Income to Qualify

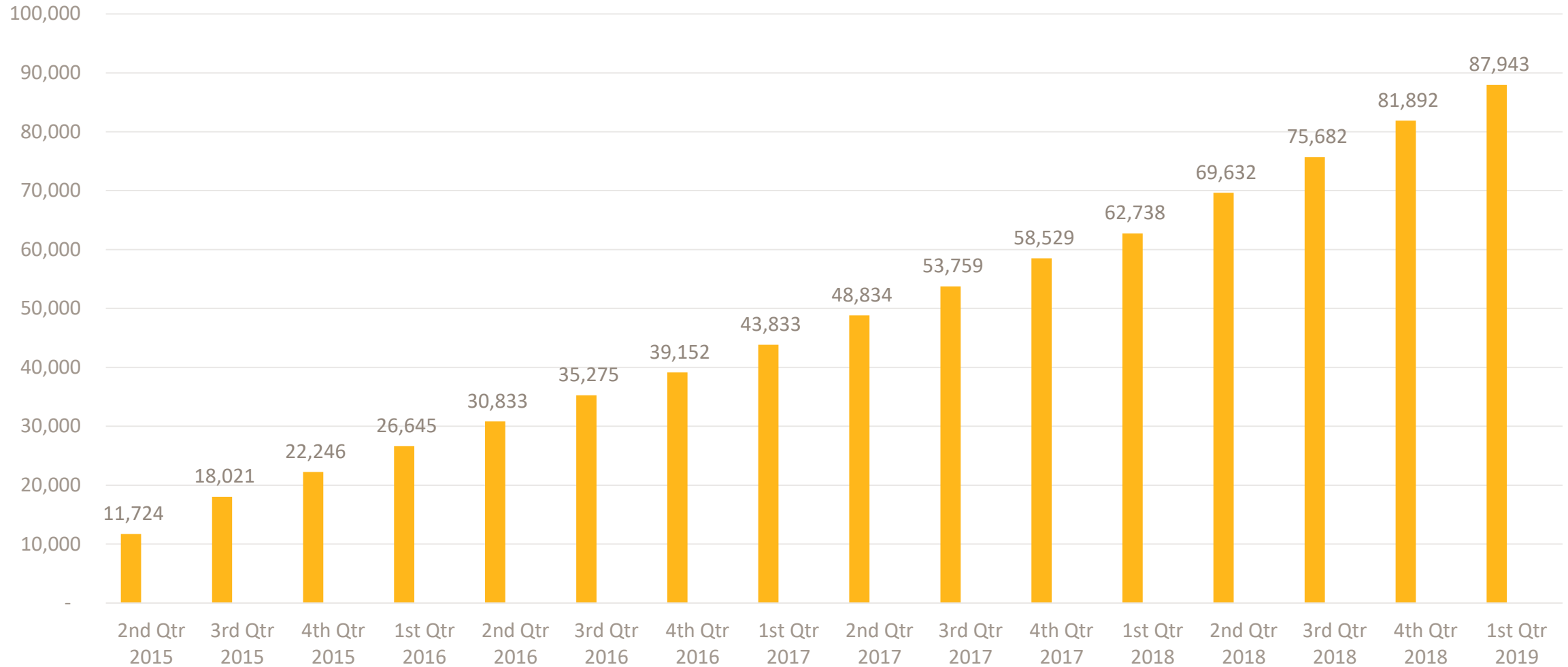
Household size



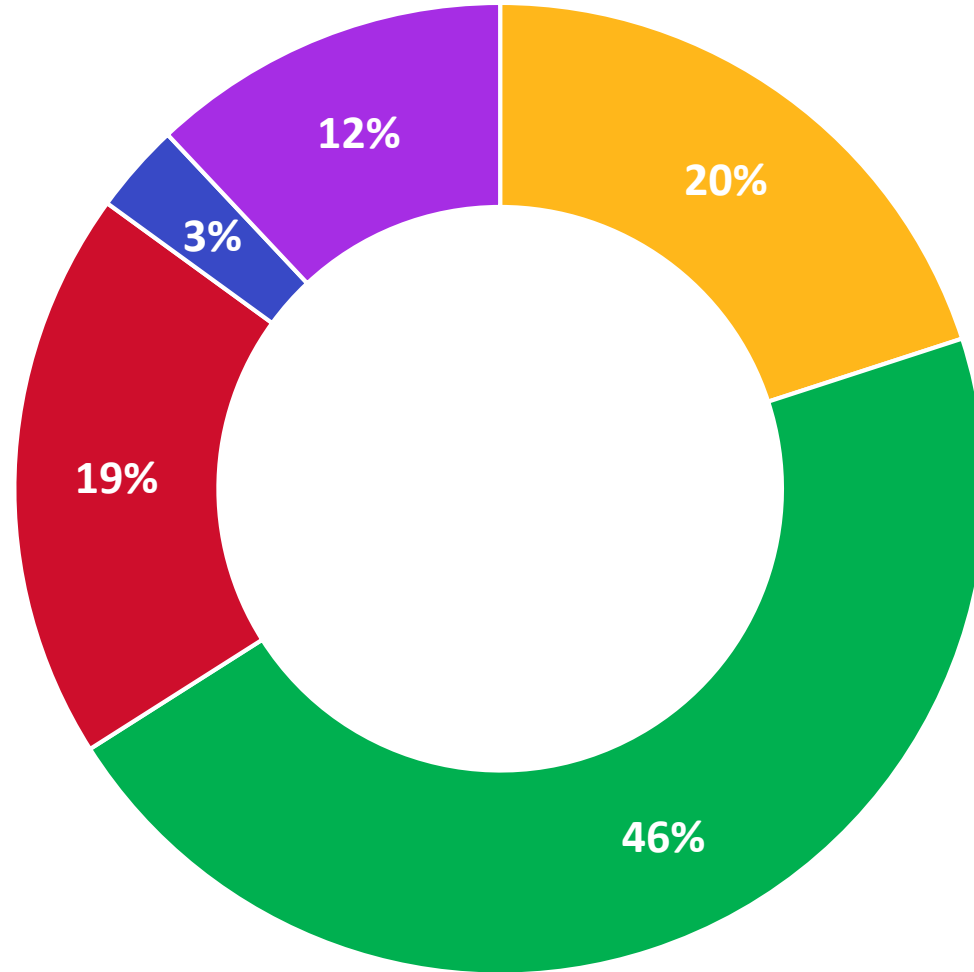




# ORCA Lift Registrations by Quarter

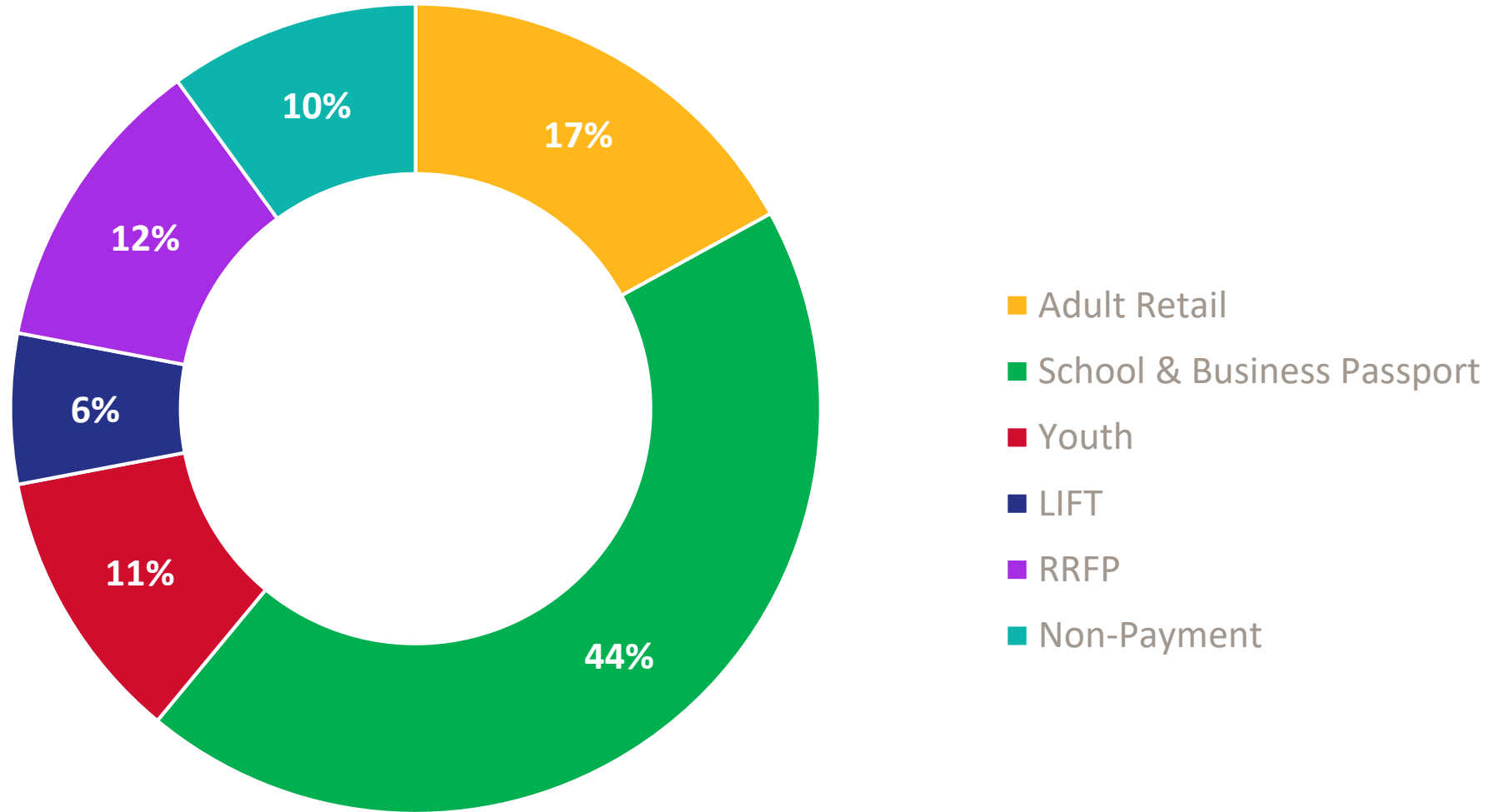


# ORCA Lift Enrollment – Adults 18-64 who qualify

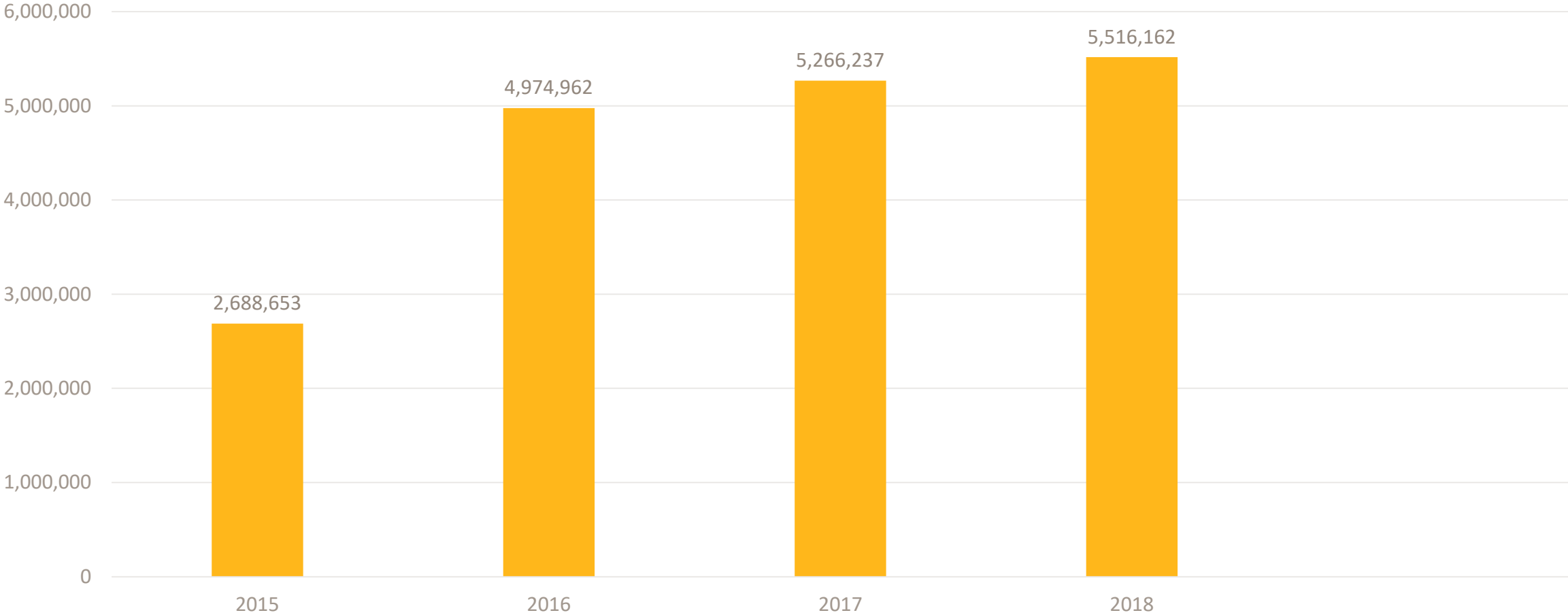


- ORCA LIFT enrollees
- Non-transit riders
- People who qualify for RRF
- People who qualify for passes through their work or school (4,200-9,200 people)
- Untapped market (11,000-37,000 people)

# 2017 Transit Boardings by Fare Type

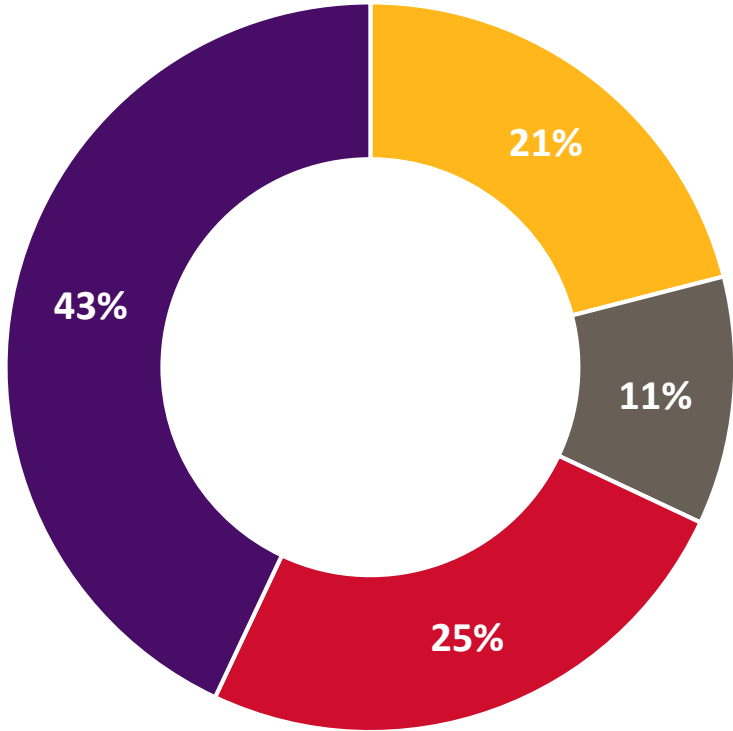


# ORCA Lift Boardings by Year

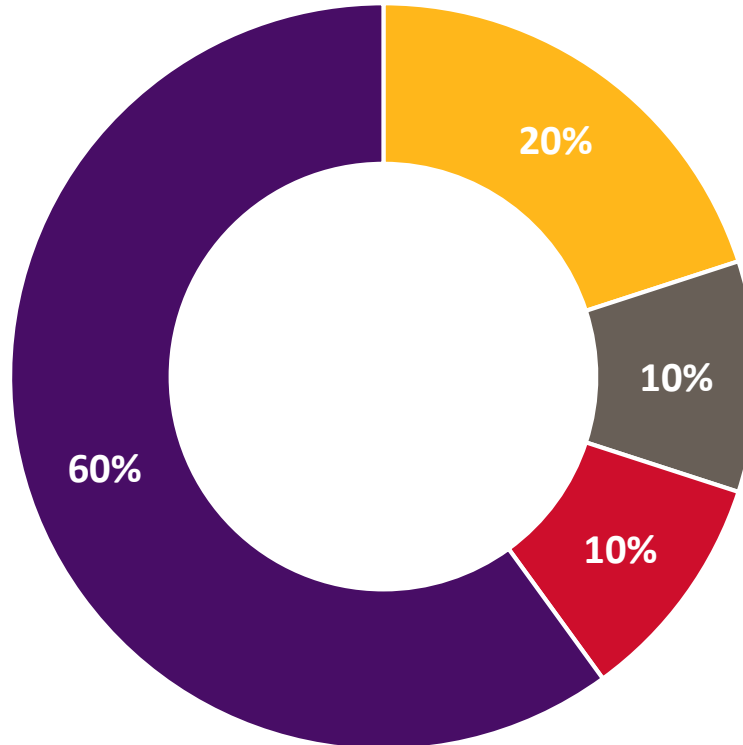




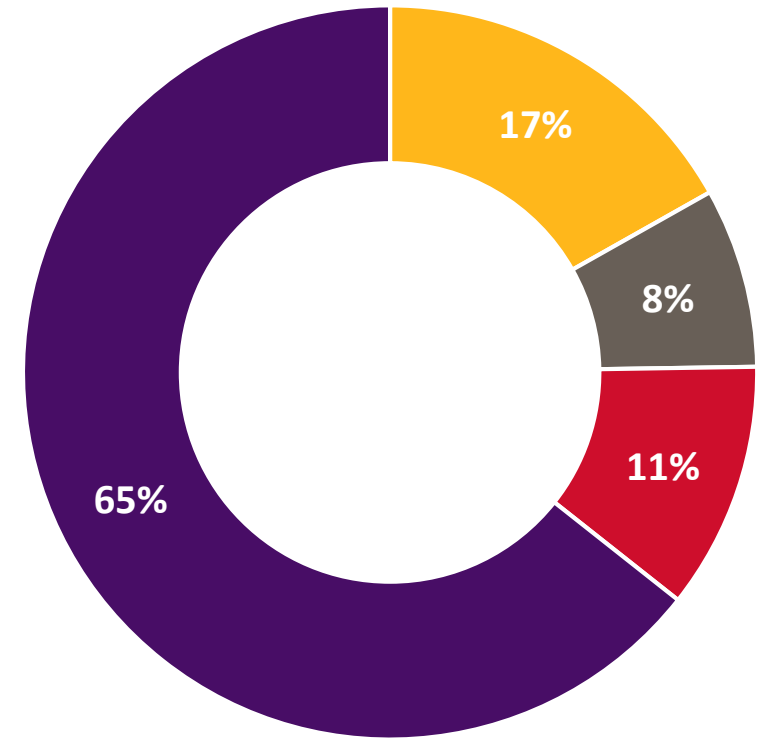
# Ridership Frequency by Income Level



At/Below 100% Federal Poverty Level

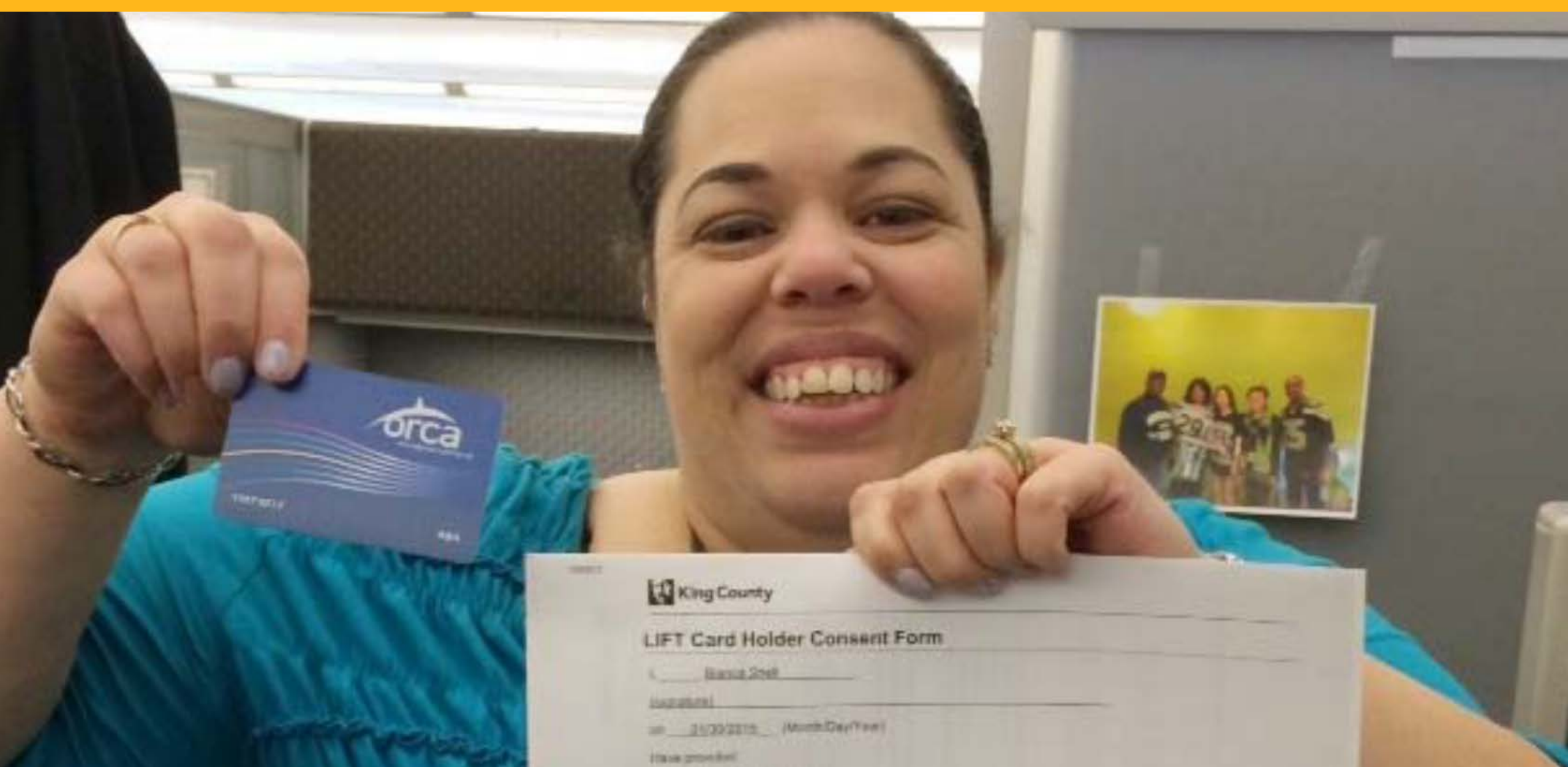


100%-200% Federal Poverty Level



Above 200% Federal Poverty Level

■ Frequent Regular Rider ■ Moderate Regular Rider ■ Infrequent Rider ■ Non-Rider



King County

**LIFT Card Holder Consent Form**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: 21/09/2015 (Month/Day/Year)

I have provided:

# Current work

## Policy shift to income-based fares, including new program for very low/no-income population

- Phase 1 implementation in early 2019

## Data-driven policy-making

- Evaluation of ORCA LIFT, working with academic research team, including pilot testing free fares (randomized enrollment for test group receiving 5 months of free transit, control group receiving ORCA LIFT card with \$10)
- Trial testing ability of 10-ride LIFT card to reduce Failure to Appear rates for juvenile defendants in King County
- Planned rigorous evaluation of new low-income program

## Cash Rider Research

- Behavioral-science and equity-focused approach to changing rider behavior, increasing ORCA and mobile payment uptake (planned for late 2019-2020)

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# orca LIFT

[metro.kingcounty.gov/programs-projects/orca-lift](https://metro.kingcounty.gov/programs-projects/orca-lift)