



## King County

### **Dow Constantine**

King County Executive

401 Fifth Avenue, Suite 800  
Seattle, WA 98104-1818

**206-263-9600** Fax 206-296-0194

TTY Relay: 711

[www.kingcounty.gov](http://www.kingcounty.gov)

April 10, 2020

The Honorable Claudia Balducci  
Chair, King County Council  
Room 1200  
C O U R T H O U S E

Dear Councilmember Balducci:

This letter transmits King County Metro's Reduced Fare ORCA Card Procurement Locations Implementation Plan as called for in the 2019-2020 Biennial Budget Ordinance 18835, Section 109, as amended by supplemental appropriations Ordinance 18930, Section 75, Proviso P7 as well as a proposed motion that would, if enacted, acknowledge receipt of the report. This report presents an implementation plan that would increase the number of locations where customers can apply for and receive three types of reduced-fare ORCA cards in order to improve customer service and promote transit ridership.

The proposed implementation plan outlines strategies to help Metro build upon existing efforts to expand distribution of reduced-fare ORCA cards to more riders. As Metro began development of this implementation plan, it sought guidance from those who are most directly engaged with the reduced fare products – youth, parents, seniors, people with disabilities, and representatives of organizations that support these individuals –via a series of focus groups, surveys, and interviews. Feedback from the community indicated the plan strategies were positive ways to increase mobility for residents who are most in need and support better connections to services, employment, education, and economic opportunity.

The implementation plan strategies further the Mobility goal of King County's Strategic Plan by seeking to provide more equitable mobility access and reduce historic gaps by potentially increasing access to ORCA cards by those who currently have limited ways of procuring this convenient mobility tool. ORCA cards can help promote transit ridership by providing easy and free transfers from transit agency to agency with the tap of a card.

The plan also supports the Countywide Strategic Plan for Equity and Social Justice by reducing barriers to getting an ORCA card and investing in ways to provide mobility connections to people with the greatest need. By making it easier for more people to ride transit, the proposed

The Honorable Claudia Balducci  
April 10, 2020  
Page 2

program also supports the objectives in the Strategic Climate Action Plan, by encouraging transit ridership and therefore getting more people out of their single-occupancy vehicles and onto transit, thereby reducing greenhouse gas emissions in our environment.

Metro currently does not have designated funding for the strategies presented in this implementation plan. I look forward to additional conversations with the Council about potential funding during the 2021-2022 budget development.

This report required an estimated 500 staff hours to prepare, costing \$60,000 plus approximately \$27,000 in research and engagement costs. The estimated printing costs are nominal.

Thank you for your consideration of this proposed motion and implementation plan. If your staff have any questions, please feel free to contact Chrissy Russillo, Managing Director, Customer Communications and Services at (206) 263-8684 and crussillo@kingcounty.gov.

Sincerely,



Dow Constantine  
King County Executive

Enclosures

cc: King County Councilmembers  
ATTN: Carolyn Busch, Chief of Staff  
Melani Pedroza, Clerk of the Council  
Shannon Braddock, Deputy Chief of Staff, Office of the Executive  
Karan Gill, Director, Council Relations, Office of the Executive  
Dwight Dively, Director, Office of Performance, Strategy and Budget  
Rob Gannon, Director & General Manager, Metro Transit Department  
Christina O'Claire, Director, Mobility Division, Metro Transit Department