



Funding Application

Competition	Regional FHWA
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Project Information

- Project Title**
Access to Transit with Next Generation ORCA and ORCA LIFT Programs
- Regional Transportation Plan ID**
N/A
- Sponsoring Agency**
Sound Transit
- Cosponsors**
N/A
- Does the sponsoring agency have "Certification Acceptance" status from WSDOT?**
No
- If not, which agency will serve as your CA sponsor?**
Sound Transit

Contact Information

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Project Description

- Project Scope**
This Project will increase access to transit using Next Generation ORCA and ORCA LIFT programs.

This Project has 3 elements:
 - Procure 100,000 ORCA LIFT cards preloaded with \$20 of transit rides to assist people with low income to register for ORCA LIFT and receive a significantly reduced fare;
 - Procure 1.8 million Next Generation ORCA cards for all transit agencies to distribute throughout the region; and
 - Procure 100,000 Next Gen ORCA cards or mobile app ORCA "cards" preloaded with \$10 of transit rides to be distributed to the communities surrounding new light rail and BRT projects opening in the next 5 years - allowing people to try the new service and help existing riders

adjust to service changes. In the next 5 years, at least 12 major light rail and BRT projects (serving 16 Regional Growth Centers) are scheduled to open in the region.

Summary of Benefits:

- Provides a total of 1.33 million transit rides (~13 free rides per card) for people with low-income. Once registered for ORCA LIFT, riders get a 60% reduced transit fare.
- Provides 1.8 million new Next Generation ORCA cards or mobile app “cards” that can be distributed throughout the region without card fees;
- Provides a total of 363,636 transit rides (~3 rides per card) to help existing and new riders adjust to major service changes related to the opening of light rail and BRT projects in the next 5 years.
- Only counting the preloaded Next Gen ORCA cards, the Project provides a minimum of 1.7 million transit trips and reduces an estimated 18.7 million Vehicle Miles Traveled (VMT).

For efficiency and cost effectiveness, distribution of the cards and mobile app will be done using existing partnerships with the seven ORCA agencies. The ORCA LIFT incentives program is a partnership with the Washington State Department of Social and Health Services (DSHS). Sound Transit is the sponsor, however, this Project will benefit riders using any transit service in the region.

2. Project Justification, Need, or Purpose

The purpose of this Project is to:

- 1) Help improve access to transit for people with low income;
- 2) Help people transition from our current “legacy” ORCA cards to the new Next Generation ORCA cards or Next Generation ORCA mobile app – without a card fee; and
- 3) Help improve bus/rail integration and seamless transfers as service changes are implemented with new light rail and BRT openings between now and 2025.

Purpose #1: Help improve access to transit for low income riders.

One of the biggest barriers for people with low income to access the ORCA LIFT reduced fare program is the process to register for the program. Within the Central Puget Sound region, only 7.2% of the population qualified to get ORCA LIFT are actually registered for the program.

In 2019, Sound Transit conducted onboard rider surveys and an online survey and discovered that additional outreach and assistance for low income riders is needed. Results from the 1,100 onboard Link and Sounder surveys found:

- A higher percentage of respondents without proof of payment were African American/Black, Hispanic/Latinx, low income or with disability than were riders with proof of payment.
- Household income is the primary demographic characteristic that differentiates those surveyed who were able to provide proof of payment and those unable to do so. Furthermore, it shows that the breakpoint is a household income above or below \$50,000.

Results from the 8,000 completed online surveys found:

- Many people do not know about payment options, subsidies, benefits or programs.
- Sound Transit should help very low/no income riders afford to pay.
- Sound Transit should expand outreach to hard-to-reach communities.

This Project includes incentives for people with low incomes to register for ORCA LIFT. With ORCA LIFT, people can get significantly reduced transit fare (up to 60% reduced fare). The program is a partnership with DSHS and it increases the number of enrollment centers, specifically in Pierce and Snohomish counties, making it much more convenient for people to sign-up for ORCA LIFT. Now, when people have any business with DSHS, they can register for ORCA LIFT at the same time. The program provides ORCA LIFT cards pre-loaded with \$20 as an incentive for people to do the paperwork (ie provide income verification) and register.

Purpose #2: Help people transition from our current “legacy” ORCA cards to the new Next Generation ORCA cards or mobile app.

Since 2009, when the regional ORCA fare collection system was rolled out, transit agency partners have provided regional transit passes and transfer credits valid for travel on all agencies services. This level of transit fare integration remains unique in the nation. It has made travel by transit more convenient for customers and has contributed to high transit ridership growth in the region. ORCA provides a seamless fare payment so people can travel easily on the region’s buses, trains, streetcars and ferries.

The useful life of the current “legacy” ORCA system ends in 2021 and must be replaced and improved to accommodate transit ridership growth and expansion of services. The Next Generation ORCA system will greatly improve the customer experience, offer new payment options, maintain customer data security, and be flexible enough to adapt to changing technologies. Next Generation ORCA will:

- Offer a Mobile App to manage accounts and pay fares
- Instantly load value and products to an ORCA account
- Offer more retail locations to buy ORCA cards and add value
- Feature an improved website that makes it easier to manage an account
- The new Next Generation ORCA will come online in phases, beginning in 4Q 2021.

To ensure a smooth transition from the current legacy ORCA system to Next Generation ORCA, this Project will procure the recommended 1.8 million Next Gen ORCA cards for the region and promote the use of those cards without a \$5 card fee, as well as promoting the Next Gen mobile app.

Purpose #3: Help improve bus/rail integration and seamless transfers as service changes are implemented with major light rail and BRT project openings between now and 2025.

In the next 5 years, Sound Transit and our transit partners are building the biggest mass transit expansion in the country – at the same time as replacing the current legacy ORCA fare collection system. The timing of the project openings and replacing the ORCA fare collection system is very complex, but with the help of this Project it will also provide for opportunities to assist riders adjust to the service changes. This project:

- Improves transfers between modes and services, especially between bus, BRT service and light rail. A significant portion of riders transfer between services (i.e. approx. 49% of King County Metro riders use transfers) and with further integration between bus and rail modes, transfers become even more important. Providing pre-loaded ORCA cards to riders has been successfully used in past major service changes (ie preloaded ORCA cards were used for the opening of U Link) to help ease the transition. Providing preloaded Next Generation ORCA cards enables riders to try new light rail and BRT service and transfer quickly and seamlessly among modes.
- Implements TDM programs such as additional Business Accounts, Youth ORCA programs and other pass programs combined with Next Generation ORCA to promote ridership and improve access to transit, including programs to help riders with low income. The goal of this Project is to provide Next Generation ORCA cards or mobile app for EVERYONE to be able to access transit.

Project Location

1. **Project Location**

Next Gen ORCA will be deployed in the central Puget Sound region, a four-county metropolitan area.

2. **Please identify the county(ies) in which the project is located. (Select all that apply.)**

King, Kitsap, Pierce, Snohomish

3. **Crossroad/landmark nearest the beginning of the project**

N/A

4. **Crossroad/landmark nearest the end of the project**

N/A

5. **Map and project graphics**

Combined_maps_and_graphics.pdf

Plan Consistency

1. **Is the project specifically identified in a local comprehensive plan?**

No

2. **If yes, please indicate the (1) plan name, (2) relevant section(s), and (3) page number where it can be found.**

N/A

3. **If no, please describe how the project is consistent with the applicable local comprehensive plan, including specific local policies and provisions the project supports. In addition, please describe how the project is consistent with a transit agency plan or state plan, if applicable.**

This project is consistent with the King County Comprehensive Plan policies to provide a system of transportation services and travel options to all members of the community (T-104), implement TDM to increase the share of trips made by modes other than driving alone (T-245), use TDM strategies to mitigate impacts of major projects (T-247), and partner with local jurisdictions, the PSRC and others to encourage alternatives to commuting by single occupant vehicles (T-253). These policies are found on pages 8-9 through 8-25.

PSRC Vision 2040: The project is consistent with Vision 2040 policies focused on centers MPP-T-9, MPP-T-11, MPP-T-12, MPP-T-14, MPP-T-15, MPP-T-16, MPP-T-22. The project is also consistent with Vision 2040's transportation goal of offering greater options, mobility, and

access in support of the regional growth strategy, including TDM policies MPP-T-23, MPP-T-24, MPP-T-26, MPP-T-32, as well as Regional Action "Commute Trip Reduction" (T-Action-11). PSRC Transportation 2040 Regional TDM Action Plan, 2018-2022: The project is consistent with Regional TDM Strategies 1-4 found on pages 4-11.

Snohomish County Comprehensive Plan 2015, Transportation Element (page 55)

E. Supportive Public Transportation Improvements - Public transportation services and facilities provide support to the county's plans for land use by offering the public additional choices for travel. Use of public transportation tends to reduce the demand for travel by automobile, thereby mitigating traffic congestion in some of the county's major corridors. Transit facilities and services are expected to change significantly with the arrival of Sound Transit's Link light rail and the expansion of Community Transit's Swift BRT.

Pierce County Comprehensive Plan (Transportation Element pages 12-14)

GOAL T-28 Encourage alternate travel modes within an efficient multimodal transportation system that reduces and shifts travel demand to improve the flow of people and goods. T-28.1 Partner with other agencies to implement travel demand management (TDM) programs. T-28.2 Emphasize transportation investments that provide and encourage alternatives to single-occupancy vehicle travel and increase travel options, especially to and within centers, and along corridors connecting centers.

Federal Functional Classification

1. Functional class name

00 Not applicable (transit, enhancements, Etc.)

Support for Centers

1. Describe the relationship of the project to the center(s) it is intended to support. Identify the designated regional growth or manufacturing/industrial center(s) and whether or not the project is located within the center or along a corridor connecting to the center(s).

This Project improves access to Centers by providing 100,000 preloaded ORCA LIFT cards and 1.8 million Next Gen ORCA cards for the entire region. These cards can be used on any transit system and can access all 29 PSRC Regional Growth Centers and 10 Manufacturing/Industrial Centers.

This Project will also improve transfers and bus/rail integration by providing 100,000 preloaded Next Gen ORCA cards for communities surrounding light rail and BRT projects opening in the next 5 years. Those light rail and BRT project openings are located in 16 Regional Growth Centers:

- Regional Growth Centers Served by Link openings: University Community, Northgate, Downtown Tacoma, Lynnwood, Downtown Seattle, Bellevue, Redmond/Overlake, Downtown Redmond, SeaTac and Federal Way
- Regional Growth Centers Served by BRT openings: Everett, Lynnwood, Bothell/Canyon Park, Kirkland Totem Lake, Bellevue, Renton, Tukwila, SeaTac and Burien.

Criteria: Benefit to Regional Growth or Manufacturing/Industrial Center

1. Describe how this project will benefit or support the housing and employment development in a regional growth center(s) and/or employment growth in a manufacturing/industrial center(s). Does it support multiple centers? Please provide a citation of the relevant policies and/or specific project references in a subarea plan or in the comprehensive plan.

The PSRC's Regional Transportation Plan (RTP) supports the development and implementation of TDM throughout the region. Strategies include: "Expanding Programs, Providing Information People Need (including marketing for the ORCA program) and Maximizing New Investments."

This Project specifically supports "MAXIMIZING NEW INVESTMENTS" strategy of the RTP. On pages 32-33, the RTP states "The region will see significant capital improvements come online between now and 2040. These investments will provide new options to people from all over the region to get where they need to go. These investments create opportunities to market and publicize the opening of new facilities and services and to maximize their potential impact. Programs and services should be actively marketed as these new facilities are implemented. An example is the work by Kitsap Transit to provide information on the opening of the fast ferry service between Bremerton and Seattle, as well as the integration between buses and light rail as part of the opening of University Link. In addition, there may be opportunities to advance programs during construction of new facilities." Source: PSRC,

The Planning Consistency question earlier in this application also includes relevant policies from various Countywide plans this Project supports.

This project supports a significant amount of existing and planned population and employment activity in all 29 PSRC Regional Growth Centers and 10 Manufacturing/Industrial Centers.

There are 12+ major light rail and BRT project openings in the next 5 years that will serve 16 Regional Centers. Those 16 Regional Growth Centers have nearly 113,000 residents and over 321,000 jobs.

With 12 major transit project openings in the next 5 years, existing bus service will be restructured to integrate with the new light rail and BRT service. This CMAQ request will fund programs supporting bus/rail integration to promote the new transit service and seamless travel in 16 regional growth centers.

- In 2021, Sound Transit is opening Northgate Link Extension (serving the University Community and Northgate Regional Growth Centers);
- In 2022, Sound Transit is opening Hilltop Tacoma Link Extension (serving the Downtown Tacoma Regional Growth Center);
- In 2023, Sound Transit is opening East Link light rail extension (serving the Downtown Seattle, Bellevue, Redmond/Overlake Regional Growth Centers)
- In 2024, Sound Transit will open
 - the Federal Way Link Extension (serving SeaTac and Federal Way Regional Growth Centers);
 - the Lynnwood Link Extension (serving Lynnwood Regional Growth Center); and the Downtown Redmond Link Extension (serving the Downtown Redmond Regional Growth Center)

Several BRT projects will also open in 2024/2025:

- Community Transit's Swift Orange Line and the extension of the Swift Blue Line (serving Everett and Lynnwood Regional Growth Centers).
- Pierce Transit's Pacific Avenue/SR 7 BRT between downtown Tacoma and Spanaway (Serving Downtown Tacoma Regional Growth Center);
- City of Seattle and King County Metro will open Rapid Ride G from Downtown Seattle, to First Hill and Madison Valley (Serving Downtown Seattle Regional Growth Center);
- Sound Transit's I-405 BRT and SR 522 BRT (serving the Lynnwood, Bothell/Canyon Park, Kirkland Totem Lake, Bellevue, Renton, Tukwila, SeaTac and Burien Regional Centers)

With Next Gen ORCA starting availability in late 2021, the Hilltop Tacoma Link Extension (scheduled to open in 2022) will be the first major project opening with Next Gen ORCA. This CMAQ Project will be especially helpful since the opening of Hilltop Tacoma Link will be when Tacoma Link begins fare collection. Providing Tacoma residents with Next Gen ORCA cards and ORCA LIFT incentives could help attract new riders as well as help people access the new service.

The Project supports employment within the industry clusters identified in the adopted regional economic strategy.

- Over the years, the regional ORCA transit agencies have worked to establish partnerships with 2,226 Business Accounts to provide ORCA/Next Gen ORCA to employees and students. Of these, 1,084 are Business Passport accounts and 1,142 are Business Choice accounts.
- 42% of Sound Transit boardings, and 34% of all transit boardings in the region are taken using an ORCA Business Passport Account, with many more taken by passes provided through Business Choice Accounts.
- All of these employer-provided ORCA cards will need to be replaced with new Next Generation ORCA cards.
- This CMAQ request will provide the recommended 1.8 million new Next Gen ORCA cards and allow for card distribution without a card fee (currently the ORCA card fee is \$5 per card). Eliminating the ORCA card fee eliminates a barrier to access transit.

2. **Describe how the project provides or benefits a range of travel modes to users traveling to/from centers, or if it provides a missing mode.**

This Project supports all transit modes and specifically promotes seamless integration between modes. By distributing ORCA cards to a larger share of transit users, and promotional cards to new transit users, the Project enhances the multi-modal nature of ORCA for riders and provides efficiencies across agencies.

- ORCA is accepted on 7 agencies: Community Transit, Everett Transit, King County Metro Transit, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries. ORCA can also be used to pay vanpool fare for King County, Community Transit, Pierce Transit or Kitsap Transit. ORCA can also be used to pay for "Via to Transit" service (on-demand ride to/from Link light rail and buses). Next Gen ORCA is being designed to easily add additional modes and service providers.

ORCA is governed by a Joint Board comprised of executive-level representatives from each of the seven ORCA agencies.

There are 15 modes that use ORCA:

- o Link Light rail
- o Sounder Commuter rail
- o ST Express
- o Rapid Ride BRT
- o Stride BRT
- o local bus service by KCM, CT, PT, ET
- o Kitsap Transit Fast Ferries
- o King County Water Taxi
- o Seattle Monorail
- o Seattle Streetcar
- o Washington State Ferries (auto and passenger-only)
- o Via-To-Transit (3rd party transportation providers)

Next Gen ORCA will support the existing 15 transit modes, as well as be able to interface with new modes, such as using ORCA to pay for parking at Park and Ride facilities and additional 3rd party transportation providers (Lyft and Uber) for first/last mile access.

One of the goals of this Project is to improve seamless transfers between bus, BRT and/or light rail service by enabling riders to transfer quickly and seamlessly among these modes. A two-hour transfer window is built-in. If a second ride within that time period costs more than the first ride, the customer pays only the incremental fare. In contrast, riders who pay cash require separate full payments for each additional trip meaning ORCA saves money for riders transferring between modes or services. As the region becomes more dependent on inter-modal transfers, ORCA gains importance as a cost-savings and convenience tool for a growing number of riders. This Project provides incentives for riders to try new transit services and helps them adjust to service changes emphasizing intermodal connections as the region opens service for the largest transit expansion in the country.

For example: with Northgate Link set to open in 2021, KCM, CT and ST are considering changes to bus routes to improve service: Metro and ST are working to finalize an integrated, customer-centered transit network of over 30 bus routes that connect with fast, reliable Link light rail – all with a focus on improving access to opportunities for historically underserved residents.

- The service restructure for the Northgate Link opening is the biggest since the University Link extension to the University of Washington opened in 2016. That extension resulted in combined transit ridership in the U Link service area of Northeast Seattle and Capitol Hill climbing 14% from 2015 and 2018 as new customers chose to ride buses and light rail.
- For Northgate Link, changes are being considered to more than 30 Metro routes and to ST Express Routes 510, 511, 512, 513 and 522. These ST Express Routes serve communities in Everett, Martha Lake, Mill Creek, Lynnwood, Alderwood, Lake Ballinger, Silver Lake, Bothell, Kenmore, Lake Forest Park, Seattle, and Shoreline, as well as Boeing Everett. The service updates will bring more people to and from light rail stations and respond to changing transportation needs.

This Project will provide approximately 100,000 pre-loaded Next Gen ORCA cards as an incentive for riders to try new light rail and BRT services and help them adjust to service changes, such as when Northgate Link opens.

3. **Describe how the project will benefit a variety of user groups, including commuters, residents, and/or commercial users.**

There are a variety of user groups that will benefit from this Project:

COMMUTERS: Over 50% of ST's boardings and fare revenue is from Business Accounts – these are programs where employers provide ORCA cards as a benefit to their employees. Regionally, there are 2,226 Business Accounts providing ORCA cards to employees and students. These accounts help commuters get to/from work every day.

RESIDENTS: Provides 1.8 million Next Generation ORCA cards for the region, allowing distribution of the cards without a card fee. Also, there are "Residential" TDM programs implemented by KCM that can use ORCA to develop new ridership. In two recent neighborhood-focused promotions in South Bellevue and Kent, KCM found that ORCA cards providing free rides were effective in increasing bus ridership both during the program (60% were "new rides") and in the months after the program was over, resulting in an estimate 39 new transit trips by each participant in the first year.

YOUTH: There are currently six school districts and multiple public and private schools providing nearly 23,000 students with ORCA. For example, high school and income-eligible middle school students at Seattle Public Schools receive a free, unlimited 12-month ORCA card valid through August 31, 2020. The new Next Gen ORCA cards included in this grant request can be used for student programs.

STUDENTS: There are 12 colleges that provide their students and faculty with ORCA Passport passes valid for travel on any ORCA transit system. One of the largest is the U Pass program for University of Washington, UW-Bothell and UW-Tacoma. Others, like the Seattle College system provide students with transit subsidies for their ORCA cards.

HEALTH CARE WORKERS: There are ten hospitals, medical centers or health care facilities that provide their employees with ORCA Passport passes, and others that provide subsidies on ORCA cards. (These include Kaiser Permanente, Providence Health and Services, Swedish Health Services, The Everett Clinic, Seattle Children's etc)

LOW-INCOME POPULATIONS: In the ST District 23.4% of the population is low income at 200% of the Federal Poverty Level (currently \$25,520 for an individual or \$52,400 for a family of four).

- Within the Central Puget Sound region, only 7.2% of the population who are qualified to get ORCA LIFT are actually registered for the ORCA LIFT program.
- This Project will procure a total of 100,000 ORCA LIFT cards preloaded with \$20 to provide a total of 1.33 million free transit rides for people with low-income. Once the free rides are used, the riders will continue to benefit from the significantly reduced ORCA LIFT transit fares provided by ST, KCM, CT, ET and KT.
- With ORCA LIFT, riders can save 60% on trips taken on ST services. Using ORCA LIFT, a rider can could travel anywhere in the region on ST buses and light rail for only \$1.50.
- For Next Generation ORCA, there will be no \$5 "minimum load" requirement, which can be another barrier for users with low income.

MINORITY POPULATIONS: In the ST District population, 39.7% is minority. Results from the ST onboard survey showed that higher percentage of respondents without proof of payment were African American/Black, Hispanic/Latinx, low income or with disability than were riders with proof of payment. This CMAQ request includes Next Gen ORCA and ORCA LIFT programs that focus on populations who have identified ORCA or the ORCA card fee as a barrier to accessing transit. The Project provides Next Gen ORCA cards, some free rides and information on how to use ORCA to access transit.

ELDERLY POPULATIONS: By 2030, nearly one in five of the region's residents will be seniors, nearly double the share in 2000 (PSRC, Vision 2050 Presentation). Many of these older adults need affordable and accessible alternatives to driving. Without access to travel options, seniors face a reduced quality of life and possible economic hardship. A 2017 TransitCenter report makes the case that healthy aging hinges on better mass transportation which can ease isolation and provide connections to medical care. For many seniors, transit is safer than driving. ST's fare for seniors is \$1.00 on Link and ST Express Bus service.

DISABLED POPULATIONS: The region-wide percentage for disabled populations is 11.4% (PSRC Interactive Resource Map). Public transportation provides a vital link for people with disabilities ensuring they can remain actively involved in their communities, maintain productive roles in the economy, and have access to the full range of facilities and services needed to lead enjoyable and productive lives. People with disabilities and riders 65 and older also have access to a reduced rate using a Regional Reduced Fare Permit or the ORCA LIFT card. Sound Transit's fare for disabled and senior riders is \$1.00

AIR QUALITY FOCUS COMMUNITIES Supports better air quality and new transit service for residents in Air Quality Focus Communities (per PSRC Project Selection Resource Map).

Below are upcoming light rail project openings that serve Air Quality Focus Communities.

- Hilltop Tacoma Link Extension (Tacoma is an Air Quality Focus Community)
- Federal Way Link Extension (SeaTac, Des Moines, Kent and Federal Way are Air Quality Focus Communities)
- Lynnwood Link Extension (Lynnwood is an Air Quality Focus Community)
- I-405 BRT (Tukwila, SeaTac and Burien are Air Quality Focus Communities)
- East Link light rail extension (the Judkins Park Station in Seattle is in an Air Quality Focus Community)

The Project provides Next Gen ORCA cards or mobile app preloaded with some free rides for the community to try the new transit service. The free rides will reduce air pollutant emissions, including diesel, by reducing an estimated 18.7 million VMT and encouraging continued use of the regional transit system. The estimated VMT reduction only counts the pre-loaded Next Gen ORCA cards and does not assume VMT reduction for the 1.8 million new cards, although there is evidence that providing a transit card does incentivize new transit ridership.

RIDERS WITH LIMITED ENGLISH PROFICIENCY (LEP): In the ST District population, 10.1% has Limited English Proficiency (LEP). The six largest LEP language groups in the ST District are (in order): Spanish, Chinese (including Cantonese & Mandarin), Vietnamese, Korean, Tagalog and Russian.

- o With all ORCA and Next Gen ORCA outreach materials, customer information is provided in six key languages: Spanish, Chinese, Korean, Russian, Tagalog and Vietnamese.
- o Spanish and Chinese (Mandarin) text and audio are provided on all ST's Ticket Vending Machines (TVMs)
- o ST has a telephone interpreter service that can accommodate more than 100 languages.
- o In addition, ST's website was redesigned in 2018 to include Google Translate, an integrated translation function that can automatically translate soundtransit.org content into 103 languages.
- o The agency also maintains a roster of employees who speak multiple languages and are available to support in-person outreach efforts and double check translated materials.

TOURISM and VISITORS: Providing Next Gen ORCA cards in ST Ticket Vending Machines without a \$5 card fee will benefit tourism and visitors, particularly at SeaTac Airport Station. Visitors and tourists will be able to buy their fare and put it on a Next Gen ORCA card without paying the \$5 ORCA card fee. This allows visitors to have seamless transfers so they can take light rail from the airport and transfer to ferries, monorail or buses to go anywhere in the region.

4. **Describe how the project will benefit minority and low-income populations as identified in the President's Order for Environmental Justice, seniors, people with disabilities, those located in highly impacted communities, and/or areas experiencing high levels of unemployment or chronic underemployment; please be specific and provide data where applicable.**

Per PSRC, the most recent estimate of people living in poverty (100% Federal Poverty Level) ranges from 7.5% for Snohomish County, 8.5% for Pierce County, 9.0% for Kitsap County and 9.3% for King County. For specific light rail lines, such as Federal Way Link (opening in 2024), within ½ mile of the project, over 50% of the population is minority; over 20% is low-income and 11% of the Households have Limited English Proficiency – all higher levels than the ST district.

The #1 goal of this Project is to increase transit accessibility and reduce barriers for low-income and other populations identified in the President's Order for Environmental Justice. This Project makes it more convenient and provides an incentive for people to register for ORCA LIFT.

Eligibility for ORCA LIFT is based on household income. To register for ORCA LIFT, people need to go to an enrollment center and provide income verification documents. This process and paperwork can be a barrier for people to register for ORCA LIFT. Evidence of this barrier is shown by the total population eligible for ORCA LIFT and the number of people who are actually registered:

- According to PSRC's Central Puget Sound Demographic Profile (October 2018), there are 883,100 people who qualify for ORCA LIFT, with incomes below 200% of poverty level.
- However, there are only around 64,000 active ORCA LIFT cards. Only 7.2% of the population who are qualified to get the ORCA LIFT fare are actually registered for the program.

The ORCA LIFT card is good for 2 years and then must be renewed. Making ORCA LIFT easy to register and renew is key to getting the benefits of the ORCA LIFT program (60% lower fare) to the people who qualify.

One of the main purposes of this Project is to provide low income populations better access to transit. This Project will procure a total of 100,000 ORCA LIFT cards preloaded with \$20 to provide a total of 1.33 million free transit rides for people with low-income. Once the free rides are used, the riders will continue to have the significantly reduced ORCA LIFT transit fare. The Project will also promote and provide outreach to an existing program which provides free ORCA cards to low-income students.

This Project is a continuation of the "ORCA LIFT Incentives" partnership with the Washington State Department of Social and Health Services (DSHS). In 2018, ST implemented a promotion to increase ORCA LIFT enrollment through a partnership with DSHS. The promotion increased the number of enrollment centers, specifically in Pierce and Snohomish counties, making it more convenient for people to sign-up for ORCA LIFT. Sound Transit also provided ORCA LIFT cards pre-loaded with \$10 as an incentive for people to register for ORCA LIFT. The program has been successful. Results to date:

- The ORCA LIFT program continues to grow. There have been more than 100,000 enrollments to date and more than 64,000 active cards currently.
- ST's ORCA LIFT promotion has distributed 11,300 ORCA LIFT cards with a total of \$113,000 pre-loaded on the cards. This provided about 75,000 free rides to riders with low-income.
- The current ORCA LIFT Incentives program is funded through June 2021 with ST funding and WSDOT Transit Coordination funds.
- This CMAQ grant request will extend the program to 2024 and double amount of value pre-loaded on ORCA LIFT cards (from \$10 to \$20) and strengthen ORCA LIFT Outreach.

5. **Describe how the project will support the establishment of new jobs/businesses or the retention of existing jobs/businesses including those in the industry clusters identified in the adopted regional economic strategy.**

Improving access to regional transit directly supports the region and state's economy. It gives employers access to a broader base of workers, and it gives individuals greater choice in where to live, work, shop and conduct personal business. It also allows more people across the region, especially those without access to a car, to reach job opportunities. (ST3, D-4).

This Project will provide 1.8 million Next Generation ORCA cards – including to all the Business Passport and Choice accounts. The Puget Sound region has one of the highest levels of business investment in transit service in the country. The region has 2,226 Business Accounts providing ORCA cards to employees and students. These partnerships are a very important part of regional ridership and revenue, and an important reason why this region has

seen transit ridership growth over the last decade.

- In 2019, Passport Business Accounts with employers provided over 19.7 million boardings and \$48 million in fare revenue for ST, which is 50% of the overall \$97 million in ST fare revenue. Business Passport boardings represent 42% of total boardings on ST services.
- For all ORCA transit agencies, Passport Business Accounts provide 68.9 million boardings and \$145 million in fare revenue. Business Passport boardings represent over a third (34%) of total boardings on all transit agencies.
- Many other employers and colleges provide full or partially subsidized passes to their employees and/or students through Business Choice Accounts. For example, about 1,149 Choice Accounts in the region provide passes to employees or students, accounting for about \$35 million in fare revenue, or about 12 percent of total ORCA revenue region wide.
- The largest employers in the state of Washington have Business Accounts providing ORCA cards for their employees, including: Amazon, Costco, Microsoft, Paccar, Expedia, Starbucks, Alaska Air, Weyerhaeuser, T-Mobile, Nordstrom, F5 Networks, Kaiser Permanente, Swedish Health Services, Providence Health and Services, Frank Russell Company, Expeditors International, Washington Federal, Virginia Mason, Seattle Children's, Zillow, MultiCare Health System, SMG, Zulily and Boeing.
- Employers can save as much as 9% on payroll taxes and employees can save up to 40% on their commuting costs with pre-tax commuter benefits.

Businesses and Sectors supported by this Project include: Port of Seattle and Alaska Air (Transportation & Logistics); Puget Sound Energy (Clean Technology Industry); Nintendo, Expedia and Microsoft (Information & Communication Technology Industry); Nordstrom (Recreational Gear Industry); Swedish Health Services, Virginia Mason, Seattle Childrens and Kaiser Permanente (Life Sciences and Global Health Industry) and Symetra and Frank Russell Company (Financial & Business Services).

Major organizations in the state that have Business Accounts that provide their employees with ORCA fare payment include:

- Amazon with 50,000 ORCA passes
- Microsoft with 56,000 ORCA passes
- University of Washington with 63,000 ORCA passes

This Project also supports the Regional Economic Strategy (Amazing Place) including the following initiatives:

- "Manage new roadway, light rail, transit, and ferry projects to meet or beat projected delivery dates and coordinate timely delivery of transportation improvements to the region" (page 38 of Amazing Place)
- "Improve the links between housing and employment centers by delivering reliable transit connections that cut current commute times" (page 39 of Amazing Place)
- "Encourage local government support for an arena to attract National Basketball Association and National Hockey League franchises and high profile sporting events such as the return of the U.S. Open Golf Tournament" (page 47 of Amazing Place)

Mobile Ticketing and Next Gen ORCA will provide mobile ticketing capabilities to serve new markets with regional ORCA fare products. Sports teams in particular have shown strong interest and financial support to promote fans using transit to get to games. Similarly, the Washington State Convention Center, Port of Seattle and cruise line operators have repeatedly indicated interest in being able to make available to their customers mobile tickets valid for regional travel.

- In 2018, the Seattle Mariners and ST partnered to make it easier for fans to get to and from Safeco Field on game days. Fans were able to show a game day ticket to get a free ride on light rail, with the Mariners paying for the light rail rides.
 - NHL Seattle will offer fans free public transit rides to its new arena. Approximately 25% of fans are expected to use public transit in the first year. Ticketholders would likely be able to download a free transit ticket via the Seattle hockey team's app or a link.
 - ST and KCM are currently working with NHL Seattle and other sports teams to develop a mobile ticketing solution for sports, events and 3rd Party mobility providers. The mobile ticketing solution will inform Next Gen ORCA (and the app) so that it will support promotions and provide mobile tickets to events.
- Other promotions being discussed include:
- Cruise ships docking in Seattle could provide passengers with mobile ORCA day passes so they could use Metro, ST or the Monorail while visiting Seattle
 - The Washington State Convention Center could provide mobile ORCA day passes for conference attendees.

Criteria: System Continuity/Long-Term Benefit and Sustainability

1. **Describe how this project supports a long-term strategy to maximize the efficiency of the corridor, including TDM and activities and ITS improvements that use advanced technologies or innovative approaches to improve traffic flow. Describe the problem and how this project will remedy it.**

This Project supports and promotes TDM programs using Next Gen ORCA - a long term

strategy to maximize efficiency of the regional fare collection system, the regional transit system as well as the regional park & ride system. It supports efficiencies such as faster fare collection with Next Gen ORCA. Using Next Gen ORCA, as opposed to cash payment, allows for faster boarding. Faster boarding improves operations efficiency, saving capital costs and service hours.

- Across all transit systems, approximately 66% of boardings use ORCA and 34% use cash payment.
- Customers who use cash payment can delay bus boardings by 4-6 seconds per boarding, making the system slower for everyone (and increasing transit agency operating costs).
- Using ORCA/Next Gen ORCA speeds-up boardings, making operations more efficient.

By the time the “legacy” ORCA system is replaced by Next Gen ORCA, legacy ORCA will have been used for at least 12 years. Next Gen ORCA will also have a useful life of at least 12 years with an “open architecture” and the ability to adapt and evolve to new technologies and different vendors (unlike our current legacy ORCA system). Next Gen ORCA will also have increasing flexibility for customers, including acceptance of multiple fare payment options and the ability for the system to evolve with future payment technology.

- Next Gen ORCA will improve access to ORCA via a mobile app, a customer-oriented website, and an expanded retail network.
- The current ORCA card-based system stores value on the actual card and fare transactions are processed offline by the card reader, on-board vehicles and at stations. Because data is only updated once the bus returns to the bus base, the value purchased online is delayed 24-48 hours. Next Gen ORCA is an Account-based system, so value purchased is immediately available to the rider.
- Next Gen ORCA is anticipated to have lower upgrade and improvement costs with modular design

ORCA is also used to monitor parking usage at ST P&R lots, making sure that parking is used for transit riders assures that each parking spot serves the highest number of people – increasing the overall efficiency of costly P&R facilities and bus service to and from these lots.

With approximately 66% of all transit ridership utilizing the ORCA system, it has become the primary way most transit customers pay their fare. Although ORCA is used by the majority of transit boardings, the card is still not fully understood by all potential customers. People who take transit infrequently and those with low incomes are the least likely to use ORCA cards. Some communities and population groups face barriers purchasing and adding value to ORCA cards. For example, the \$5 ORCA card fee (charged to cover the card cost and encourages people to re-use the card) can deter people with low incomes. The goal of this Project is to provide Next Gen ORCA cards for everyone – eliminating any barriers to using transit.

2. **Describe how this project provides a “logical segment” that links to a regional growth or manufacturing/industrial center.**

The purpose of this Project is to eliminate barriers so that riders can use transit to access Regional Growth Centers Using ORCA/Next Gen ORCA can be seen as a “logical segment” to seamless travel between agencies and modes because this Project:

- Supports access to transit serving all Regional Growth Centers
- Includes programs to serve 16 Regional Centers supported by major light rail and BRT service beginning in those centers.
- Supports seamless transfers between transit modes and services. Before start-up of new light rail and BRT service, existing bus service will be reconfigured for quicker access to and within Regional Growth Centers. Customers with ORCA cards, including the ORCA mobile app, will be able to take full advantage of these opportunities to transfer seamlessly between 7 transit agencies and 15 modes. When people have access to ORCA, they get the full benefits of seamless transit travel in the region including a two-hour transfer window. If a ride within that time period costs more than the first ride, the customer pays only the incremental fare. In contrast, riders who pay cash require separate full payments for each additional trip meaning ORCA saves money for riders transferring between modes or agencies. As the region becomes more dependent on inter-modal transfers, ORCA gains importance as a cost-savings and convenience tool for a growing number of riders.

3. **Describe how the project fills in a missing link or removes barriers to/from a center.**

A major goal of this Project is to eliminate barriers and provide incentives to use transit. This Project helps remove barriers by:

- Incentivizing people with low income to register for ORCA LIFT to get a much lower fare;
- Providing Next Gen ORCA cards without the \$5 card fee;
- Providing Next Gen ORCA cards to people navigating service changes that occur with the opening of major light rail and BRT service.

According to Pew Research, the vast majority of Americans – 96% – now own a cellphone of some kind (and 95% of people with incomes of less than \$30,000 per year have a cellphone or smart phone.) Next Gen ORCA provides a missing link through easy and convenient mobile payment option for regional transit fares with a fully functioning mobile app, making fare

payment and seamless transfers very convenient and easy for riders to do with their smartphone. The \$10 - \$20 incentives and promotions included in this Project can be implemented either through the Next Gen ORCA card or mobile app (similar to how Uber and Lyft provide coupons or reduced fares).

In the future, the Next Gen ORCA app can be used respond to interest from sports teams and the travel industry for an easy way to make transit available to patrons or customers. Examples: attaching a transit pass to a ticket to the hockey game or attaching a transit pass to a boarding pass for a seamless transit trip and then flight from SeaTac Airport.

4. Describe how this project will relieve pressure or remove a bottleneck on the regional transportation system and how this will positively impact overall system performance.

This Project supports and promotes to Next Gen ORCA usage, which improves transit system performance. More ORCA payment (and less cash payment) helps speed service, maintain schedule reliability and reduce travel time for riders. From an analysis done in 2017, using ORCA/Next Gen ORCA has the following system performance benefits:

- Next Gen ORCA payment instead of cash speeds boarding by 4-6 seconds per transaction. Faster boarding times are estimated to save 14,303-28,605 annual service hours, with a cost savings for transit agencies of \$1.5 million to \$2.9 million annually.
- Faster fare collection and decreases dwell time. King County Metro has observed a 25% decrease in dwell time at BRT stops on 3rd Ave in downtown Seattle having off-board fare payment. With faster fare collection, riders can save an estimated 2.9 million hours of travel time worth over \$900 million annually.
- Increased ORCA use will also reduce the costs of collecting and handling cash (the ST contract for Armored Car service to collect cash at Ticket Vending Machines is \$2.2 million for 5 years). ORCA also reduces the costs of printing, distributing and collecting tickets and paper transfers.
- Saves capital costs by reducing the number of Ticket Vending Machines needed in the future. Ticket Vending Machines (TVMs) are approximately \$53,000-\$75,000 per TVM (the range depends on the number ordered), with O&M costs of \$28,800 per device, per year.
- Uses real-time fare data transmission for all fare collection devices (as opposed to 24-48 hour delay in the current system). An account-based system with near real-time processing of transactions provides lower operating and maintenance costs and flexibility for expansion, while offering a better user experience.
- Provides options for "Open payment" or "Contactless Payment" where any credit card, such as Visa, Mastercard or American Express, with a Wi-Fi logo on the front or back has the tap and pay capability. An iPhone, Apple watch or Google Wallet can also be used.
- Improves service for unbanked/underbanked customers by creating programs that make it easier for customers without banking relationships to use ORCA. Next Gen ORCA will make it more convenient to re-value accounts. Retail access will be expanded from the existing 125 retail locations to 500-800 retail locations..
- Integration with each agency's specific front-end and back-end systems such as automatic vehicle location (AVL), Automatic Passenger Counter (APC), and finance systems.

ORCA data helps system performance.

- One of the key benefits of the ORCA card is its ability to facilitate intersystem and intermodal transfers through seamless fare payment by means of regional passes or E-purse transfers. Customers using E-purse receive a transfer credit equal to the fare paid for the initial leg of the journey.
- ORCA data allows transit agencies to design their services in the most efficient manner to take advantage of strategic connections with other services. The share of transferring riders is growing as the agencies move to frequent service networks and inter-modal travel. ORCA will be an essential tool for transfers, offering convenience, speed, and savings.
- The ORCA system itself provides the ability to track and measure results. The program is scalable and can be targeted. Data associated with ORCA usage can be analyzed to determine which transit services are being used and where transfers are occurring as well as computing appropriate revenue sharing between agencies. We can identify routes and agencies on which payment is made and shape the pass. (ie Which gets more use? Monthly versus electronic purse? Employer provided passes versus subsidized passes?) This information helps shape transit operations planning which provides for greater planning integration and efficiency. We can also use ORCA data to examine alternatives to monthly passes to help make transit more affordable and increase transit access for low-income riders.

5. Describe how this project addresses safety and security.

This Project has 3 main safety/security benefits: 1) supports using transit, which is a very safe mode of transportation; 2) reduces cash fare payment; and 3) supports a safe and secure method of fare payment since ORCA and Next Gen ORCA have stringent data privacy, safety and security features.

1) This Project, in conjunction with the new light rail and BRT services will help improve safety, since using public transportation is a safer way to travel than by automobile.

- A person can reduce his or her chance of being in an accident by more than 90% simply by taking public transit as opposed to commuting by car.
- Traveling by public transportation is 10 times safer per mile than traveling by automobile.

- Commuter rail and intercity rail have an 18X lower fatality rate than auto passengers.
- Transit is a key strategy in advancing Vision Zero and eliminating traffic fatalities.
- Cities with higher public transit use can cut their road traffic death rate in half
- Urban teens take 5 times as many public transit trips and experience half the per capita auto death rate.

Source: <https://www.apta.com/news-publications/public-transportation-benefits/>

2) Increasing ORCA fare payment helps increase customer and operator safety and security by reducing cash fare payment and paper transfers which can lead to fare disputes. Almost all of the ORCA transit agencies have implemented the reduced ORCA LIFT fare for low-income riders, and KCM and ST are implementing a free fare ORCA program for very low-income riders (for people with incomes at or below 80% federal poverty level). Issues involving cash transfers have been a source of operator/customer confusion and fare disputes. Promoting ORCA use in conjunction with efforts to increase transit affordability for low-income riders through the ORCA LIFT program can help increase transit safety and security for drivers and riders.

3) Data Privacy, Safety and Security. Both the legacy and Next Gen ORCA system are designed with data privacy, safety and security as key goals. A confidential, secure database holds records of every ORCA card, its current value and usage history. By creating an online My ORCA login, customers receive a user name and password that enables them to monitor the transactions and ride history for a registered card. The ORCA agencies have planned for multiple layers of system and data security, including data encryption or encoding, the use of passwords and secret questions for access to customer data and controlled access to data. Registration information is stored in the central database only.

- System security includes protection of Personally Identifying Information (PII) and compliance with Payment Card Industry Data Security Standards (PCI-DSS)
- Next Gen ORCA has an Information Security Management System (ISMS)
- Contactless cards are considered more secure than other forms of non-cash payment. Mobile payment methods such as Apple Pay and Google Pay also use data encryption to secure your personal information.

6. Describe how the project provides opportunities for active transportation that can lead to public health benefits.

This Project supports using transit and, therefore, supports active transportation. According to APTA, more than two-thirds of riders walk to their transit stop or station. The promotions/incentives included in this grant request will encourage people to use or try transit. Results of similar programs have shown that these incentives have been successful in getting people to use transit.

In a future phase, Next Gen ORCA has the potential to add a new mode –for bike sharing and bike locker payments. Today ST has 451 bike lockers available at transit centers and train stations throughout the system. ST is installing about 900 on-demand bike lockers at stations throughout the areas we serve and at future stations. The rest of the new on-demand lockers will be rolled out over the next three years to replace the existing lockers and will be included at future light rail stations.

Criteria: Air Quality and Climate Change

1. Please select one or more elements in the list below that are included in the project's scope of work, and provide the requested information in the pages to follow.

Transportation Demand Management

Air Quality and Climate Change: Transportation Demand Management

1. How many employees or potential users will be targeted?

A total of 2 million people will benefit from this Project:

- 100,000 people with low income will get ORCA LIFT cards preloaded with \$20 of transit rides to incentivize people to register for ORCA LIFT and receive a significantly reduced fare;
- 1.8 million people will get Next Generation ORCA cards to be used on all transit service throughout the region; and
- 100,000 people will get Next Generation ORCA cards or mobile app ORCA "cards" preloaded with \$10 of transit rides to be distributed throughout the communities affected by the opening of new light rail and BRT projects. This allows people to try the new service and to help existing riders adjust to service changes related to these projects. In the next 5 years, at least 12 major light rail and BRT projects are scheduled to open in the region. With the new service, existing bus service will be restructured to integrate with the new light rail and BRT service.

2. What percentage of the targeted population is expected to shift from driving to transit, bicycling, or other alternative mode?

Sound Transit doesn't not currently have data to support a specific percentage of the regional population that will shift from driving to transit due to this specific Project.

Assuming that all of the "free rides" preloaded on Next Gen ORCA cards will be taken, the Project provides a minimum of 1.7 million transit trips and reduces an estimated 18.7 million VMT.

No assumption of new ridership or VMT reduction is made for the distribution of 1.8 million new Next Generation ORCA cards, however, by having no card fee and offering new service, the region should see some new riders.

- "Residential" TDM programs implemented by KCM have found that ORCA cards providing free rides were effective in increasing bus ridership both during the program (60% were "new rides") and in the months after the program was over, resulting in an estimate 39 new transit trips by each participant in the first year.
- If we assume that at least one new ride will be taken due to the 1.8 million new Next Gen ORCA cards, that would add another 1.8 million transit trips and 19.8 million VMT.

Calculations of trips and VMT broken-out by the 3 elements of this CMAQ Project:

1) The "ORCA LIFT Incentive" with \$20 preloaded on ORCA LIFT cards provides 1.33 million transit rides for people with low-income.

- The ORCA LIFT fare is \$1.50.
- \$20 provides 13.33 free rides per card.
- 13.33 trips per card x 100,000 cards = 1.33 million rides.
- 1.33 million rides x 11 mile systemwide average trip length for ST = 14.66 million VMT reduced.
- Once registered for ORCA LIFT, riders get a 60% reduced transit fare. With ORCA LIFT, a person can go anywhere on Link or ST Express for \$1.50.

2) Provide 1.8 million new Next Generation ORCA cards or mobile app "cards" that can be distributed throughout the region without card fees.

3) Next Gen ORCA cards with \$10 preloaded for people to try new service provides a total of 363,636 transit rides to help existing and new riders adjust to major service changes related to opening of light rail and BRT projects in the next 5 years.

- Assuming a \$2.75 adult fare, \$10 provides 3.64 free rides per card.
- 3.64 free rides per card x 100,000 cards = 363,636 rides.
- 363,636 rides x 11 mile systemwide average trip length for ST = 4 million VMT reduced.

The ST systemwide average trip length is 11 miles.

In total, the Project provides 1.7 million transit rides and reduces an estimated 18.7 million VMT.

If we assume that at least one new ride will be taken due to the 1.8 million new Next Gen ORCA cards, that would add another 1.8 million transit trips and 19.8 million VMT.

3. **What is the average commute trip length in the project area?**

ST average trip length is 11 miles systemwide

4. **How many new vanpools will be formed?**

Next Gen ORCA can be used on vanpools

5. **What is the average vanpool trip length?**

N/A

6. **What is the vanpool occupancy?**

N/A

7. **Please describe the source of the project data provided above (e.g., Environmental Impact Statement, EPA/DOE data, traffic study, survey, previous projects, etc.)**

Preloaded ORCA cards have successfully been used by King County Metro and Sound Transit for opening new transit service - most recently for the U Link opening in 2016.

"Residential" TDM programs implemented by King County Metro found that providing free rides were effective in increasing bus ridership both during the program (60% were "new rides") and in the months after the program was over, resulting in an estimate 39 new transit trips by each participant in the first year

Criteria: Project Readiness and Financial Plan

1. **What is the PSRC funding source being requested?**

CMAQ

2. **Has this project received PSRC funds previously?**

No

3. **If yes, please provide the project's PSRC TIP ID**

N/A

Phase	Year	Alternate Year	Amount
other	2023		\$4,152,000.00

Total Request: \$4,152,000.00

Total Estimated Project Cost and Schedule

Other

Funding Source	Secured/Unsecured	Amount
Local	Secured	\$648,000.00
CMAQ	Unsecured	\$4,152,000.00
		<u>\$4,800,000.00</u>

Expected year of completion for this phase: 2025**Summary**1. **Estimated project completion date**

Dec 2025

2. **Total project cost**

\$4,800,000.00

Funding Documentation

1. **Documents**

N/A

2. **Please enter your description of your financial documentation in the text box below.**

Local match is available to obligate the funding request. Funding for ST's share of costs related to the implementation of Next Generation ORCA can be used as match for this grant request. Sound Transit's share of the Next Generation ORCA project is included on page 94 of the ST 2020 Financial Plan & Budget.

The ORCA partner agencies are bound by an inter-local agreement which spells out the structure of ORCA and the responsibilities of the agencies. Per the executed ORCA Interlocal Cooperation Agreement, each agency pays its share of the costs to implement, operate and maintain the Next Generation ORCA project. Cost sharing between the ORCA partners has been agreed to. The Next Generation ORCA project is governed by the ORCA Joint Board which is comprised of the executive or designee from each of the seven ORCA partner agencies.

Breakout of the CMAQ request:

- 100,000 pre-loaded ORCA LIFT cards for low income riders: CMAQ request is \$1.73m. The total cost is \$2m

- 1.8 million Next Generation ORCA cards: CMAQ request is \$1.557m. The total cost is \$1.8m

- 100,000 pre-loaded Next Gen ORCA cards to support Bus/Rail Integration: CMAQ request is \$865,000. The total cost is \$1m

Total CMAQ requested: \$4,152,000 (86.5%)

Local match: \$648,000 (13.5%)

Total Project Cost: \$4,800,000 (100%)

Project Readiness: PE

1. **Are you requesting funds for ONLY a planning study or preliminary engineering?**

No

2. **What is the actual or estimated start date for preliminary engineering/design?**
NA
3. **Is preliminary engineering complete?**
Yes
4. **What was the date of completion (month and year)?**
NA
5. **Have preliminary plans been submitted to WSDOT for approval?**
N/A
6. **Are there any other PE/Design milestones associated with the project? Please identify and provide dates of completion. You may also use this space to explain any dates above.**
N/A
7. **When are preliminary plans expected to be complete?**
N/A

Project Readiness: NEPA

1. **What is the current or anticipated level of environmental documentation under the National Environmental Policy Act (NEPA) for this project?**
Categorical Exclusion (CE)
2. **Has the NEPA documentation been approved?**
Yes
3. **Please provide the date of NEPA approval, or the anticipated date of completion (month and year).**
Jan 2021 (pre-award approval when STIP is approved)

Project Readiness: Right of Way

1. **Will Right of Way be required for this project?**
No
2. **What is the actual or estimated start date for right of way?**
N/A
3. **What is the estimated (or achieved) completion date for the right of way plan and funding estimate (month and year)?**
N/A
4. **Please describe the right of way needs of the project, including property acquisitions, temporary construction easements, and/or permits.**
N/A
5. **What is the zoning in the project area?**
N/A
6. **Discuss the extent to which your schedule reflects the possibility of condemnation and the actions needed to pursue this.**
N/A
7. **Does your agency have experience in conducting right of way acquisitions of similar size and complexity?**
N/A
8. **If not, when do you expect a consultant to be selected, under contract, and ready to start (month and year)?**
N/A
9. **In the box below, please identify all relevant right of way milestones, including the current status and estimated completion date of each.**
N/A

Project Readiness: Construction

1. **Are funds being requested for construction?**
No
2. **Do you have an engineer's estimate?**

N/A

3. **Engineers estimate document**

N/A

4. **Identify the environmental permits needed for the project and when they are scheduled to be acquired.**

N/A

5. **Are Plans, Specifications & Estimates (PS&E) approved?**

N/A

6. **Please provide the date of approval, or the date when PS&E is scheduled to be submitted for approval (month and year).**

N/A

7. **When is the project scheduled to go to ad (month and year)?**

N/A

Other Considerations

1. **Describe any additional aspects of your project not requested in the evaluation criteria that could be relevant to the final project recommendation and decision-making process.**

This CMAQ request will benefit all ORCA agencies. Buying the recommended 1.8 million Next Generation ORCA cards with CMAQ grant funding, reduces the cost that would be paid for by each ORCA agency. ORCA cards are paid for by each agency according to the percentage of operating shares.

2. **Describe any innovative components included in your project: these could include design elements, cost saving measures, or other innovations.**

- This Project has many innovative features, including distribution of promotions via the Next Gen ORCA mobile app
- Existing partnerships with ORCA agencies and DSHS will reduce costs and provide efficiencies in distribution of the Next Gen Cards.
- New partnerships with sports teams (NHL Seattle, Mariners, etc), concerts and other events are in development. Mobile ticketing solutions could attach a transit ticket to a ticket to the game or potentially attach a transit ticket to a boarding pass, concert ticket or other event.

3. **Describe the process that your agency uses to determine the benefits of projects; this could include formal cost-benefit analysis, practical design, or some other process by which the benefits of projects are determined.**

The process and methods that will be used to determine benefits of this Project includes:

- The ST Board has a "Rider Experience and Operations Committee" which oversees activities and communications affecting the rider experience. Sound Transit uses Annual Surveys of Rider Experience and Enhanced Service Performance Reporting to measure rider experience and benefits.
- Sound Transit also measures benefits by tracking ridership, the number of people registering for ORCA LIFT and the number of trips taken using ORCA LIFT.

The 7 ORCA agencies track performance using the "ORCA Monthly KPI report" which provides ORCA Key Performance Indicators such as:

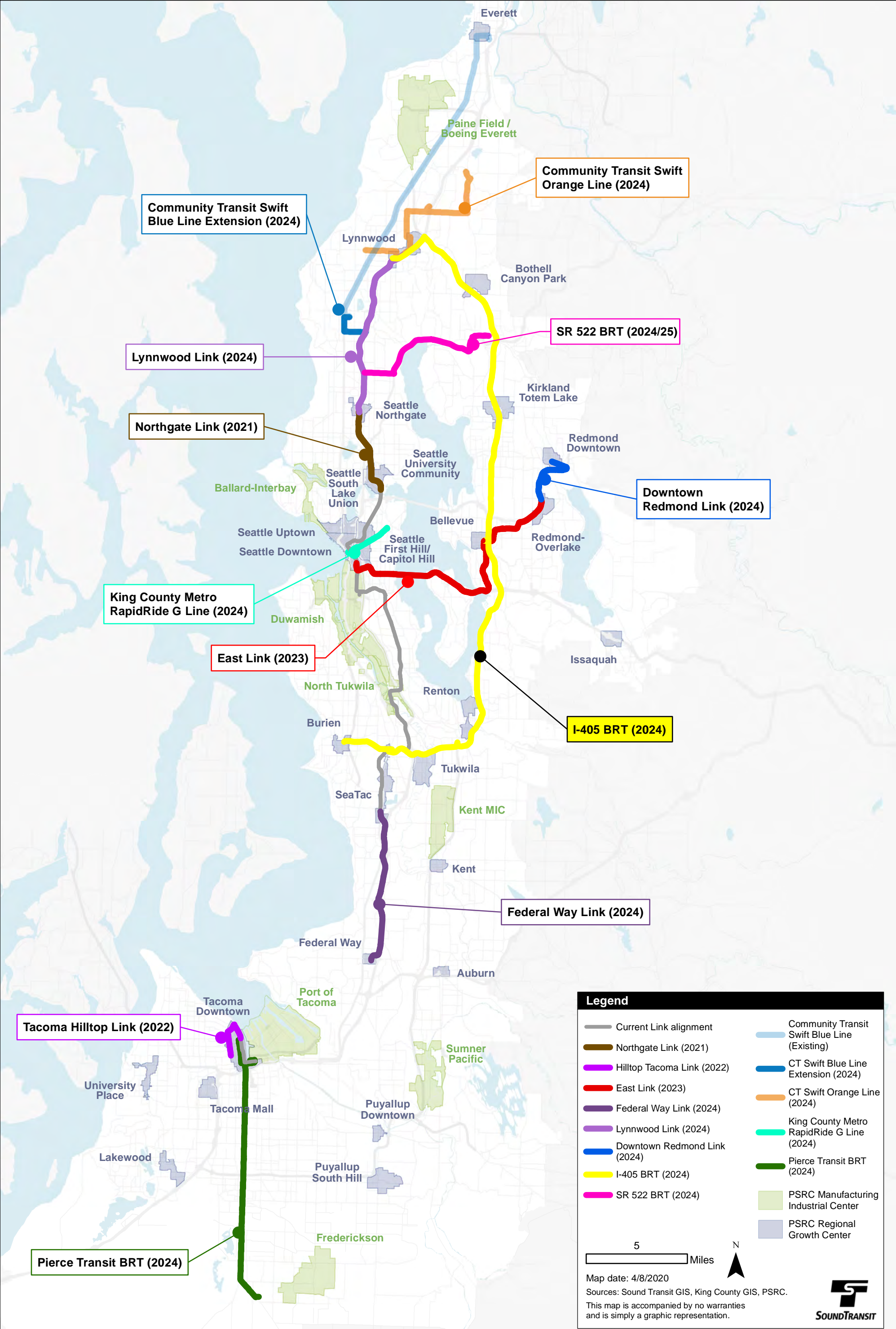
- Sales By Product (E-purse, regional pass, day pass, etc)
- Boardings by Product (Business Passport, E-purse, etc)
- Sales by Channel (Business Account Website, Ticket Vending Machine, retailer, etc)
- Boardings by Agency

4. **Final documents**

N/A

Access to Transit with Next Generation ORCA and ORCA LIFT Programs

Light rail and BRT projects opening in next 5 years



ORCA partnership



- The ORCA consortium consists of seven regional transit providers: Community Transit, Everett Transit, King County Metro, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries.
- Sound Transit is the regional contracting and procurement agency for the ORCA next generation program.



