Access to Transit with Next Generation ORCA and ORCA LIFT Programs

April 2020
Project description

1. 100,000 ORCA LIFT cards pre-loaded with $20 of transit rides for people with low income;

2. 1.8 million Next Gen ORCA cards for all transit agencies to distribute throughout the region;

3. 100,000 Next Gen ORCA cards/mobile app pre-loaded with $10 to be distributed at light rail, BRT & other openings in the next 5 years
Project Benefits All Four Counties

• The ORCA partnership 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.
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 Gen ORCA cards or Next Gen ORCA mobile app – without a card fee;

3. Help people try transit and adjust to service changes when new projects open.
Support for People with Low Income

- Only 7.2% of the population qualified to get ORCA LIFT are registered;

- Preloaded ORCA LIFT cards incentivizes people to register;

- ORCA LIFT allows ~60% reduced fares on ST, KCM, CT, ET and KT;

- An ORCA LIFT rider can travel anywhere on Link and ST Express for $1.50
Support for Regional Economic Strategy

• 2,226 Business Accounts – where employers provide ORCA cards to employees/students

• All employer-provided ORCA cards need to be replaced with Next Gen cards/mobile app;
  - Amazon with 50,000 ORCA passes
  - Microsoft with 56,000
  - UW with 63,000

• Project provides Next Gen cards for all Business Accounts, ORCA Youth and other TDM programs
Support for Centers

There are 12+ major project openings between 2021-2025 serving 16 Centers.
Project Openings 2021-2025

CT’s Swift Orange Line and extension of Blue Line

Lynnwood Link

Northgate Link

East Link

Downtown Redmond Link

SR 522 BRT
Project Openings 2021-2025

- KT’s Silverdale Transit Center
- WSF’s Mukilteo and Seattle Terminals
- KCM’s Rapid Ride G
- I-405 BRT
- Federal Way Link
- Hilltop Tacoma Link
- PT’s Pac Ave/SR 7 BRT

Legend:
- Current Link alignment
- Northgate Link (2021)
- East Link (2023)
- Federal Way Link (2024)
- LRV Link (2024)
- Downtown Redmond Link (2024)
- SR 520 BRT (2024)
Hilltop Tacoma Link

- Opening in 2022
- First major project opening with Next Gen ORCA
- Providing Tacoma residents with Next Gen ORCA cards/ORCA LIFT incentives helps riders adjust to new fare collection and expanded service
Air Quality & System Benefits

The preloaded Next Gen ORCA cards increase transit trips by 1.7 million and reduces an estimated 18.7 million VMT

- 1.33 million rides for people with low-income;
- 363,636 rides to help riders adjust to light rail and BRT openings;

- Using ORCA payment instead of cash speeds boarding by 4-6 seconds per transaction
Readiness and Budget

• NEPA CE – can obligate as soon as STIP approved

• ORCA LIFT Incentives and distribution of Next Gen ORCA cards can begin in 3Q and 4Q 2021

• Project openings start with Hilltop Tacoma Link in 2022 and continue through 2025

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

• Local match: $648,000 (13.5%)

• Total Project Cost: $4,800,000 (100%)
Thank you.