



# Youth ORCA



Photo credit: [www.southseattleemerald.com](http://www.southseattleemerald.com)

Transit Advisory Board  
Sara Walton  
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**Seattle**  
Department of  
Transportation

# Our mission, vision, and core values

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

**Vision:** connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For all

# Presentation overview

- Background
- 2015-2016 school year
- 2016-2017 school year
- Outreach Strategy
- Results
- Long-term vision



# Background

- Rainier Beach students
  - Led a march from SPS headquarters to City Hall in July 2015
  - Held a town hall in October 2015



Photo credit: Ty Celeste, via [www.southseattleemerald.com](http://www.southseattleemerald.com)

# 2015 – 2016 school year

- Started in Feb. 2016
- 2,500 ORCA cards available
- 300 ORCA cards distributed
- Middle and high school students that live between 1 – 2 miles from school
- Must be eligible for Free and Reduced Lunch



# 2016 – 2017 school year

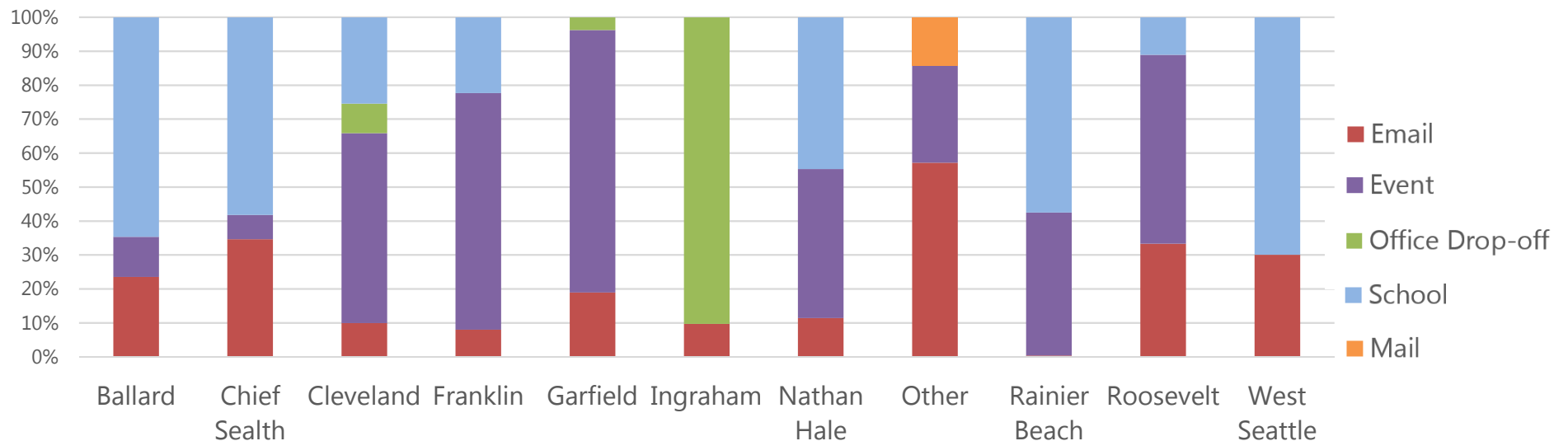
- 3,000 ORCA cards available
- 1,500 ORCA cards distributed
- High school students that live less than 2 miles
- 200% of the federal poverty guidelines, consistent with ORCA LIFT

Income Eligibility	
Household size	Max Household Income
1	\$23,760
2	\$32,040
3	\$40,320
4	\$48,600
5	\$56,880
6	\$65,160
7	\$73,460
8	\$81,780

# Outreach Strategy

- First round of outreach
  - 30 events at 9 different schools
  - Orientation, lunch, after school, curriculum night
  - Community events with a family or youth focus

How are students signing up for the card?



# Outreach Strategy – Next Steps

- Second round of outreach
  - Community organizations
  - School counselors
  - PTSA newsletter
  - School Superintendent newsletter
  - DON District newsletter
  - Mailer



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# Results

School	Number Available to School	Cards Distributed	Percent Distributed
Ballard	138	28	20%
Chief Sealth	555	173	31%
Cleveland	220	246	112%
Franklin	489	293	60%
Garfield	418	198	47%
Nathan Hale	287	150	52%
Ingraham	129	32	25%
Rainier Beach	420	335	80%
Roosevelt	135	21	16%
West Seattle	177	19	11%
Alternative Programs	32	18	56%
<b>Total</b>	<b>3,000</b>	<b>1,513</b>	<b>50%</b>

# Long-term vision

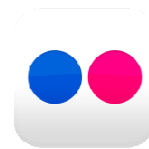
- Year-round ORCA cards
- Include middle school student
- Discounted low-income youth fare

# Questions?

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

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