

STBD Prop. 1 Transit



Bill Bryant & Bill LaBorde
September 23, 2015
Transit Advisory Board

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 Summary

1. Background
2. \$20 VLF Rebate
3. Low-income Access (ORCA/LIFT)
4. Regional Partnership Program
5. Planning/Analysis
6. Transit Service
 - o June 6, 2015
 - o Sept. 26, 2015
 - o Full package

Background

- Prop 1 was approved on Nov. 4, 2014
- 62%-38% margin of passage after King County rejected a similar measure 55%-45%
- Provides revenue from a \$60 Vehicle Licensing Fee (VLF) and 0.1% sales tax.
 - Roughly 50/50 revenue split between VLF and sales tax
- Provides an estimated \$45 million/year through 2020
 - \$2M for \$20 VLF rebate
 - \$1M for Low-income Access (ORCA/LIFT program)
 - \$3M for Regional Partnerships
 - \$0.9M for Planning/analysis
 - \$39M for transit service on Seattle routes

Background

Commitments

- Accountability
 - No supplantation of funds
 - At least twice yearly Metro reporting, and interagency review of planned versus actual expenditures and performance
 - Regular City reporting to Council and public
 - City access to Metro records
- Consistency with priorities including added frequency, reduced overcrowding, and improved reliability
- Creating and supporting increased ridership
- Support for regional transit needs

\$20 VLF rebate

Summary

- Designed to reduce impact of \$60 VLF on low-income populations

Eligibility

- STBD hearing on Sept. 28
- Align eligibility threshold with City Utility Discount Program (UDP)

Enrollment options and process

- In person
- By mail
- On line
- 2-page applications are approved within 5 days by Seattle Human Services Department

Participation

- About 120 applications to date
- Difficult to project participation levels – lack of applicable data
- Target enrollment goals under development
- Significant marketing effort
 - UDP customers
 - Community events
 - Media
 - DOL offices and inserts

Low-income Access (ORCA/LIFT)

Summary

- Metro, Kitsap Transit, Sound Transit, Seattle Streetcar, Water Taxi
- Monthly pass or trip-by-trip “E-purse”
- About 50% savings vs. regular fares and passes
- Available to households with less than double the federal poverty level
 - \$23,540 individual
 - \$48,500 family of four

STBD Enhancements

- Expand and simplify availability
 - Provide enrollment at community events
 - Working to provide regular enrolment opportunities at one or more City neighborhood facilities
- Actively marketing to increase awareness
 - Bus advertisements
 - Pandora (very successful!)
 - Community publications
- More than 9,000 enrolled in August alone

Regional Partnership Program

Summary

- Provides STBD funds for up to 50% of the cost of bus service improvements to cross-jurisdictional routes

Current participation

- King County Metro
 - Starting ramp-up Saturday
 - Additional increases in March and October 2016
 - About \$1.1M STBD contribution in 2016
- City of Mercer Island
 - New Route 630
 - About \$40K per year STBD contribution in 2016

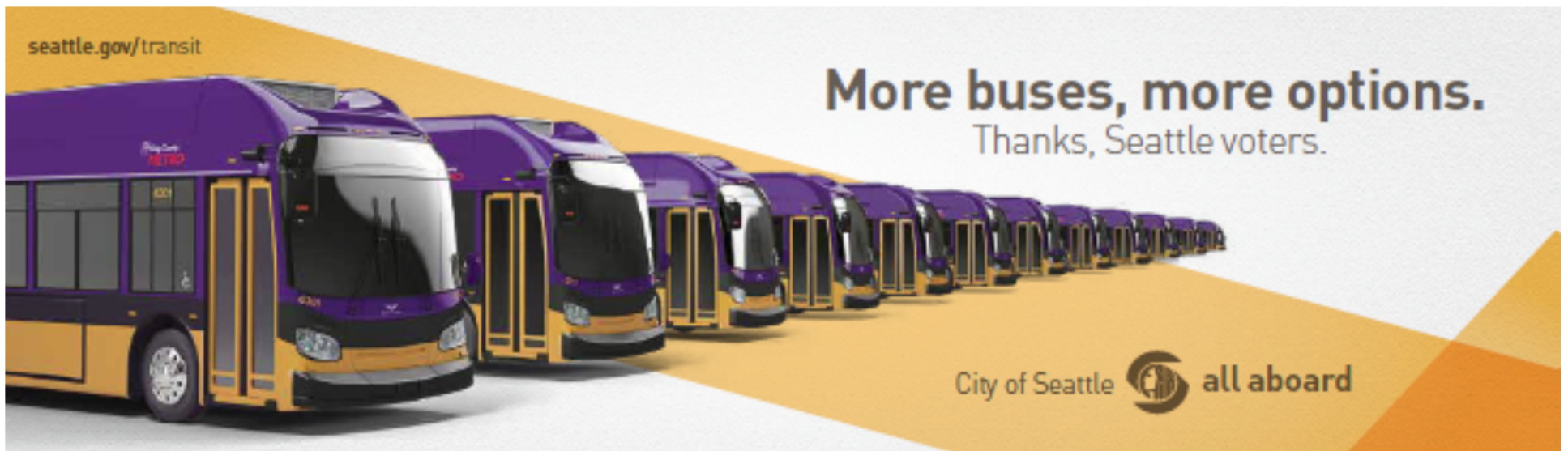
Planning and Analysis

Summary

- Transit Economist position currently posted
- Significant marketing effort underway

Ongoing efforts

- Essential to ensuring effective use of STBD funds
- Meet reporting requirements to TAB, Council, and Public
- Prevent accidental supplantation of funds to non-Seattle routes



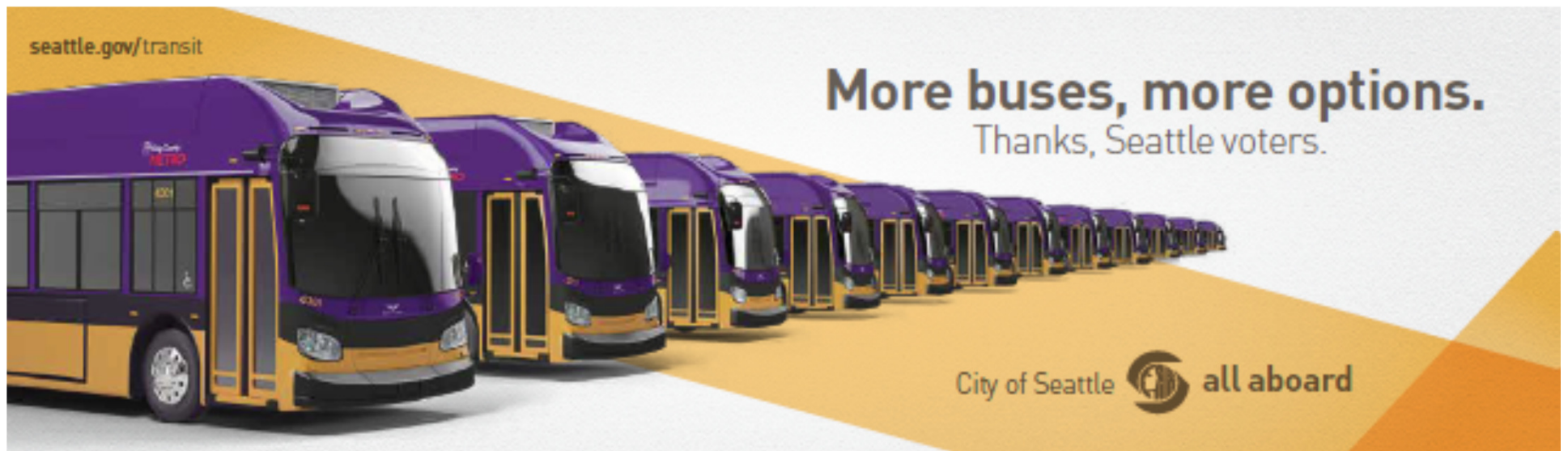
Proposition 1 Transit Service

Summary

- June 2015 service change: 110,000 hours
- September 26, 2015 service change: 115,000 hours
- March 2016 service change: 50,000 hours for C/D extensions

Service Distribution

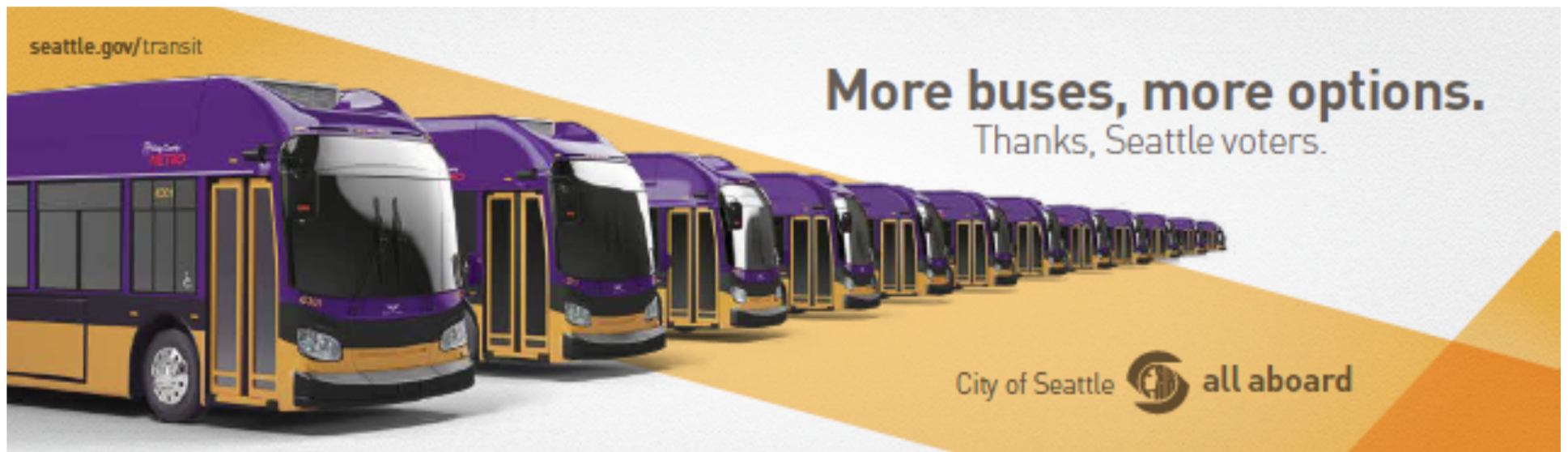
- Per Metro Service Guidelines recommendations
 - **Overcrowding:** 12,000 hours -- **Reliability:** 21,000 -- **Frequency:** 42,000
- Per Seattle Transit Master Plan -- **Frequency:** 148,000 hours
- Total Investment
 - **Peak:** 60,000 hours/27% -- **Daytime:** 88,000 hours/39% -- **Evening-night:** 75,000 hours/34%



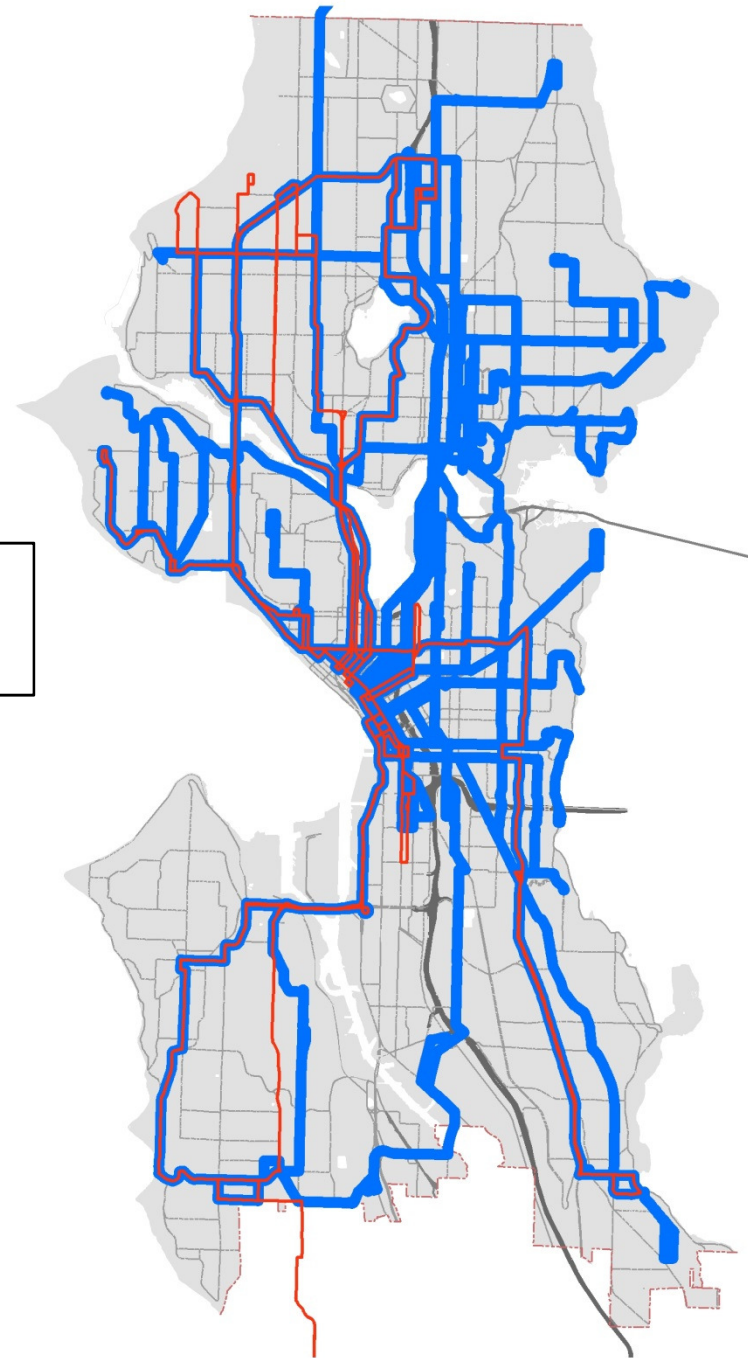
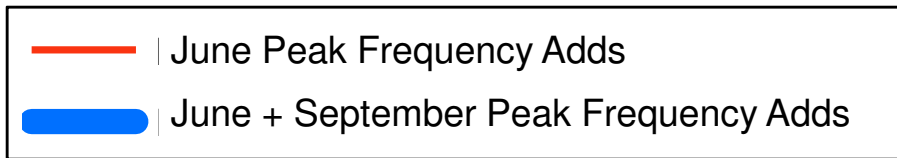
STBD Prop. 1 Transit

Service distribution, continued

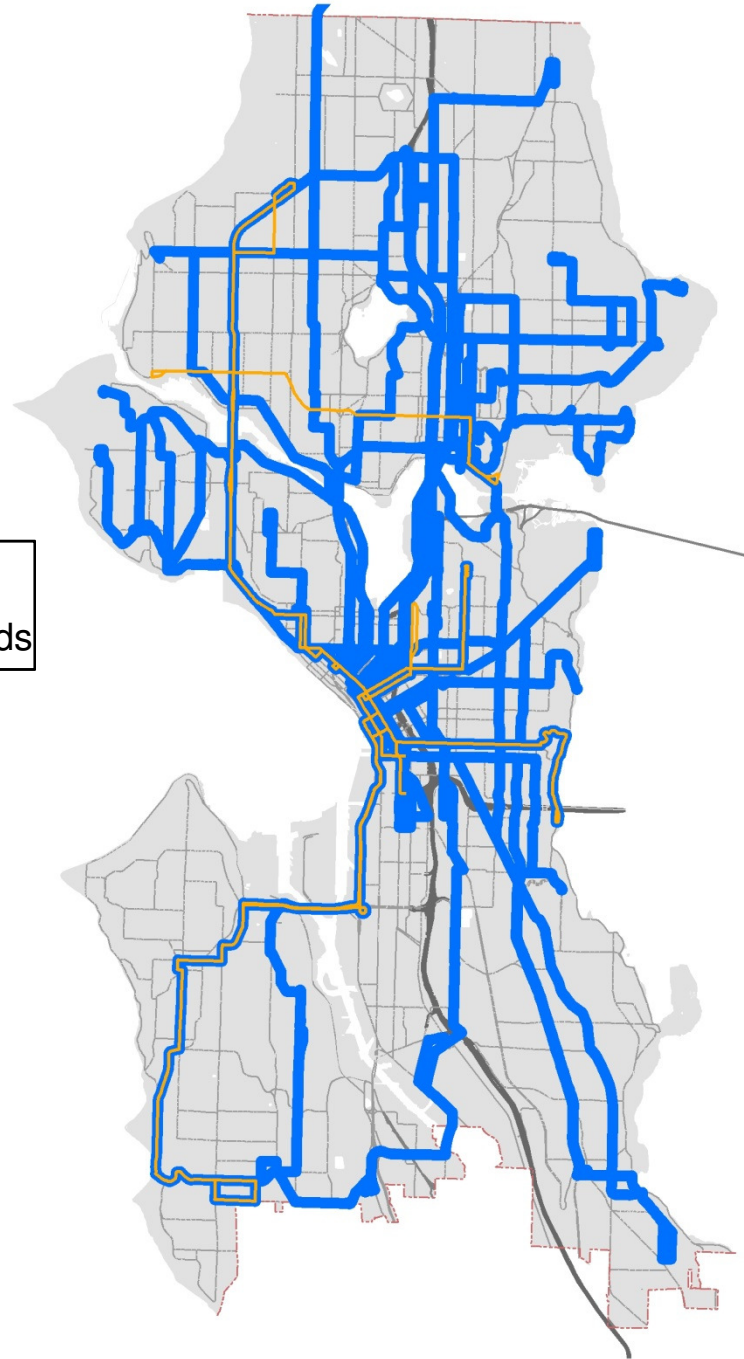
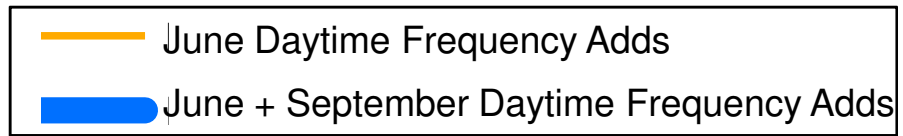
	Peak	Non-peak	Night (7 days)	Weekday	Weekend
June	39%	61%	31%	80%	20%
Sept	15%	85%	35%	52%	48%
June+Sept	27%	73%	33%	66%	34%



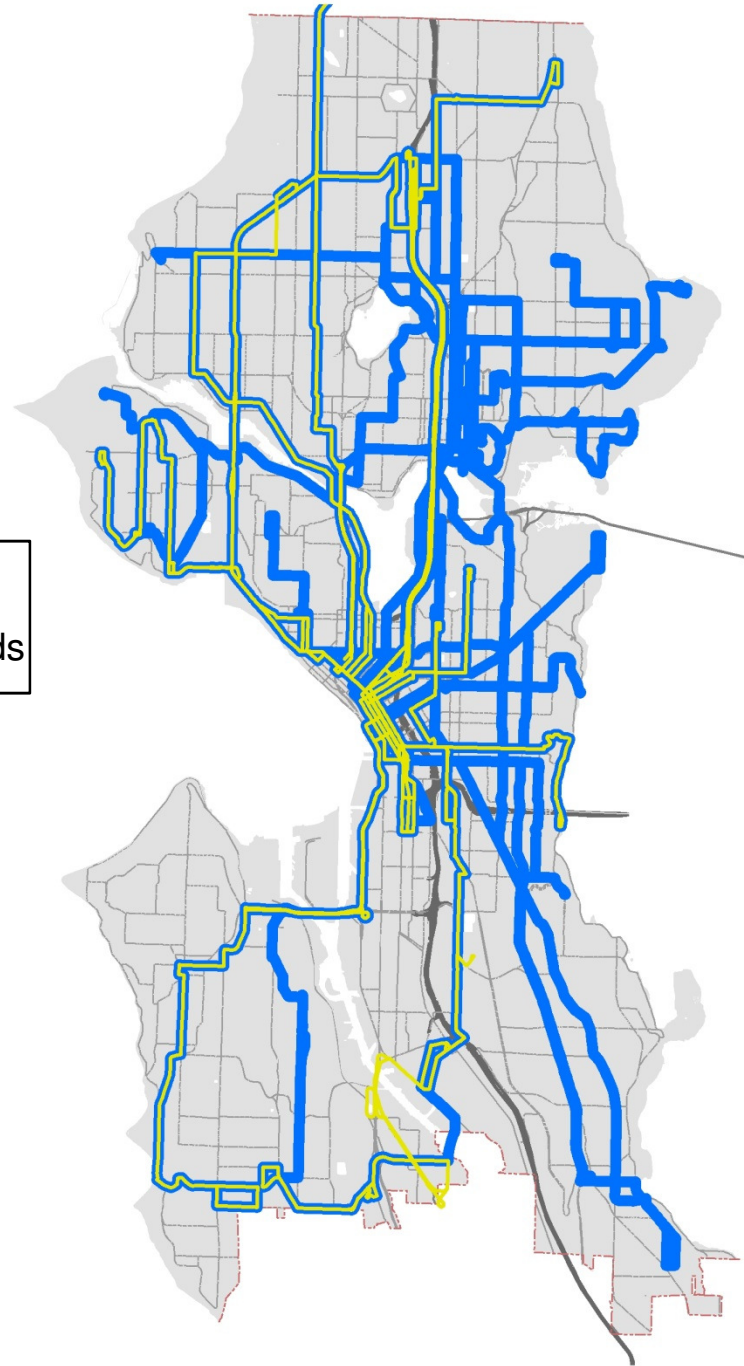
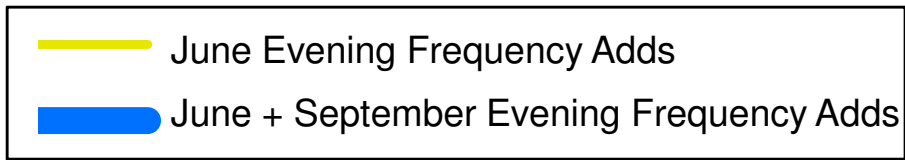
Seattle Prop. 1 Transit: Peak



Seattle Prop. 1 Transit: Daytime



Seattle Prop. 1 Transit: Evening



Questions?

Bill.Bryant@seattle.gov | (206) 684-5470

Bill.LaBorde@seattle.gov | (206) 684-0102

www.seattle.gov/transit

<http://www.seattle.gov/transportation>

