



# 2020 Seattle Transit Measure

## Year 1 Annual Report



# Today's Presentation

1. Background & History
2. Transit Service Investments
3. Transportation Access Program (TAP)
4. Transit Capital Projects
5. Emerging Needs
6. Future Work & Discussion



# The Seattle Transit Measure

- Seattle Transit Measure (formally the Seattle Transportation Benefit District Proposition 1) passed by Seattle voters in November 2020
- Replaced the 2014 STBD Prop 1 (expired 2020) and continues much of the same programming
  - 2014 STBD Prop 1 was funded by a 0.1% sales tax and \$60 vehicle license fee
- Levies a 0.15% sales and use tax (equivalent of \$0.15 on a \$100 purchase) from April 2021 – March 2027
- Raises ~\$50M/year on average for transit service and access improvements
- Oversight provided by the Transit Advisory Board

# Program Spending 2021-2027

## STM Spending Breakdown in a Typical Year, per Dollar 2021 - 2027



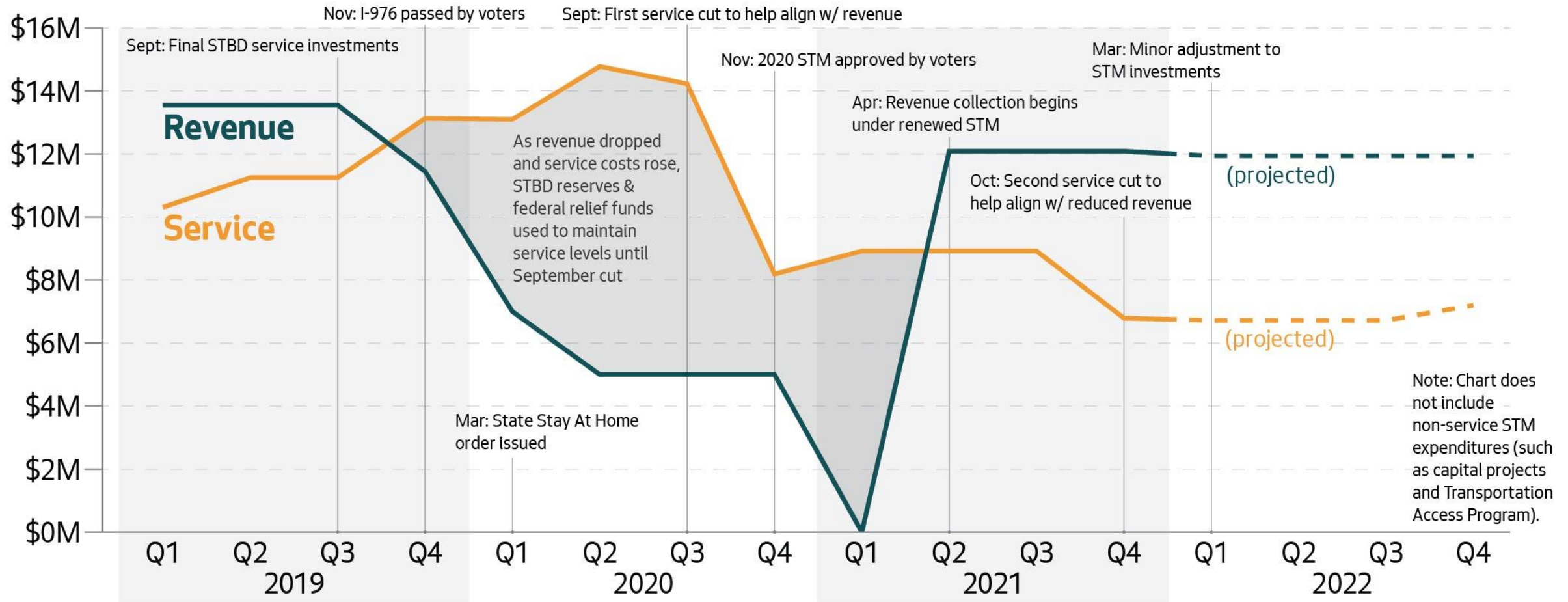




# Transit Service Investments

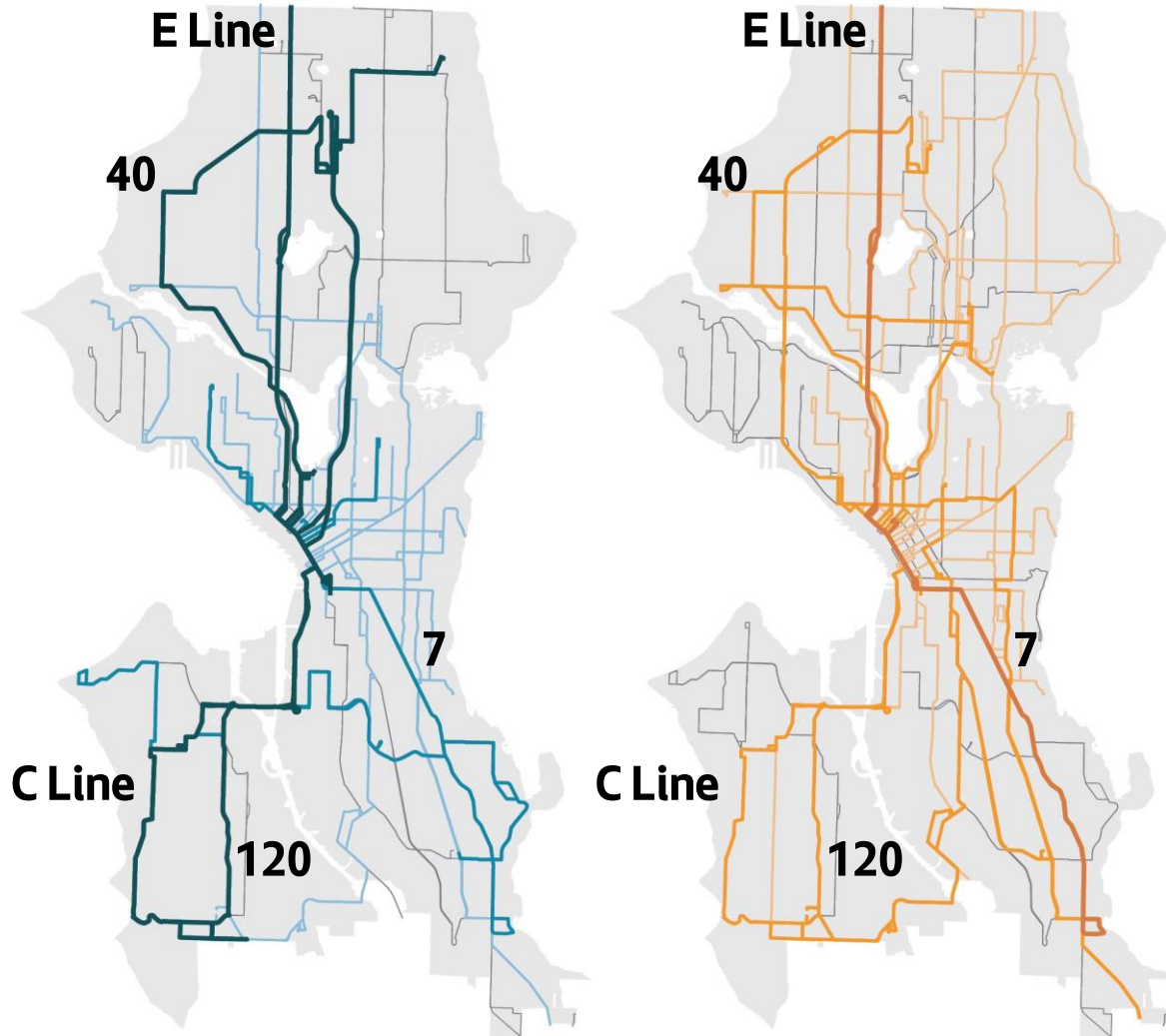
# Comparing Program Revenue to Service

## Quarterly Revenue vs. Quarterly Service Purchase plus Major Events, 2019 - 2022



# STM Service Maintained vs. COVID Ridership

STM Service Maintained by Route & Ridership by Route Late 2020

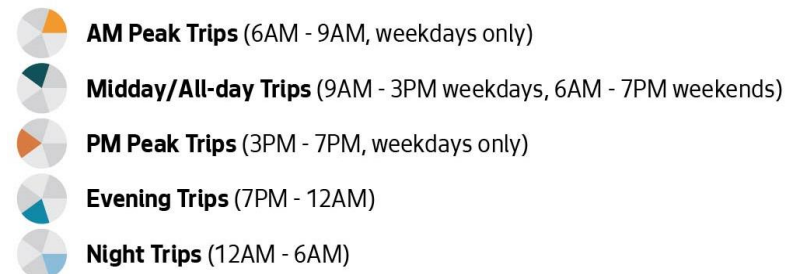
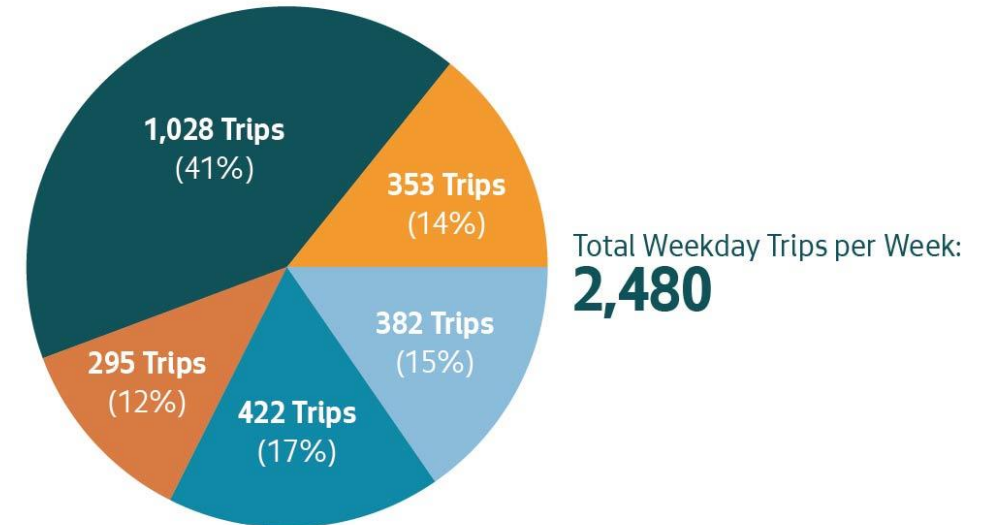


- Maintained service as aligned with pandemic transit demand
- NW: Route 40 and RapidRide E Line
- SW: Route 120 and RapidRide C Line
- SE: Route 7

# STM Investments - by Time Period

- 75% of STM-funded trips are on Weekdays
  - ~500 trips per weekday, compared to ~300 on Saturdays and ~450 on Sundays
- Only 20% of trips are during typical AM/PM commute periods
- About 80% are helping to fill off-peak, evening, and weekend gaps in the Frequent Transit Network

Weekly STM-Funded Transit Service Spring 2022







# Transportation Access Program (TAP)

# TAP Overview

*Mission: To create equitable transportation opportunities for Seattle residents by providing affordable access and education to transit through community-centered programming*

- Formerly "Low Income Access to Transit"
- Six programs in portfolio
- ORCA programs to remove financial burden from accessing transit
- Educational programs improve rider confidence

# ORCA Opportunity Programs

## ORCA Opportunity Youth & Promise Performance

Annualized, based on July 2020 - December 2021

17,896



Cards  
Distributed

991,477



Trips  
Taken

\$2,073,048



Money  
Saved

55



Annual Trips  
per User

\$115.84



Annual Savings  
per User

See page 22 for more information

## ORCA Opportunity SHA Performance

Annualized, based on July 2020 - December 2021

1,860



Cards  
Distributed

265,231



Trips  
Taken

\$731,848



Money  
Saved

143



Annual Trips  
per User

\$393.47



Annual Savings  
per User

See page 23 for more information



# Recovery Card Program

- Launched in June 2021
- Food service and grocery workers in Chinatown-International District and Pioneer Square
- Employees at 196 different businesses received ORCA cards
- 91% participants report taking transit more often due to the Recovery card

## Recovery Card Program Performance

Annualized, based on July 2021 - December 2021

1,717



Cards  
Distributed

515,618



Trips  
Taken

\$1,434,948



Money  
Saved

400



Annual Trips  
per User

\$835.73



Annual Savings  
per User

See page 24 for more information

*"I've been around the world and back with this ORCA Recovery card... There are some places I never would have gone to if it weren't for this Recovery Card. I don't have to worry about all the extra expenses and things. Anything that doesn't involve me carrying a lot of things or being with too many people, I'm on the bus. And [this card] has dropped my expenses down significantly." -Recovery Card program participant*

# Senior RRFP & Youth Ambassadors

## Senior RRFP

- Partnered with four local senior centers
- Provided educational programming and enrollment support in reduced fare options
- Conducted two field trips to West Seattle and Downtown



## Youth Ambassadors

- Partnered with two local non-profits
- Worked with agencies to create youth-centered curriculum for them to learn how to confidently ride transit
- Agencies created videos capturing their experiences



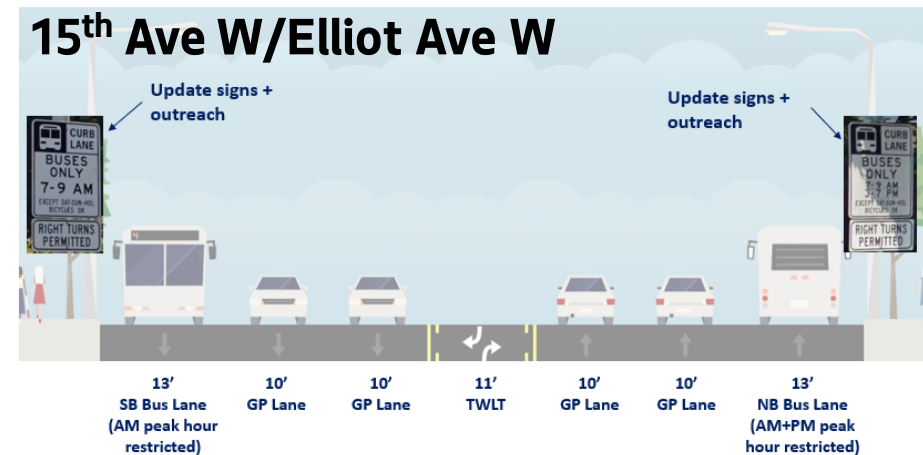
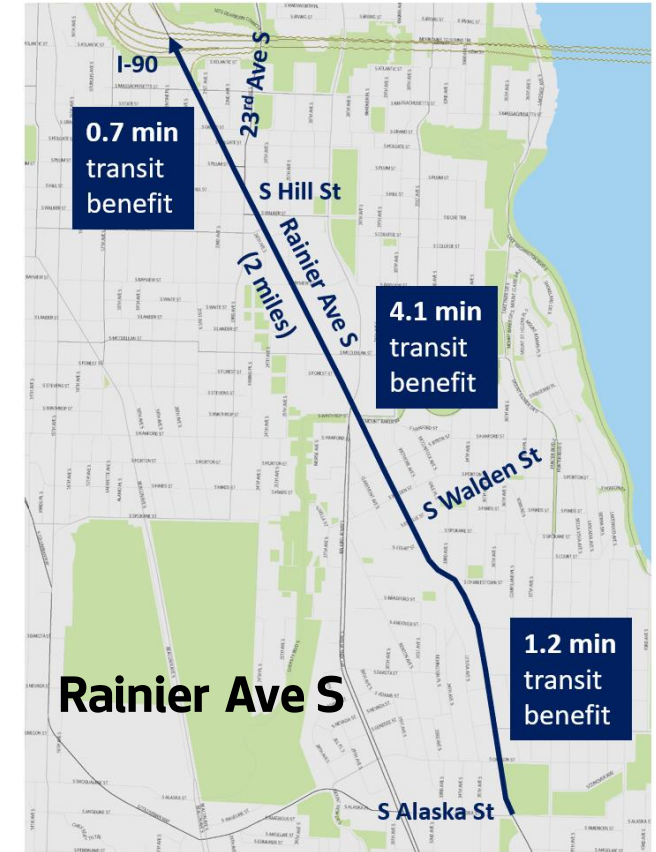


# Transit Capital Projects



# Bus Priority Projects

- Up to \$3M annually to support transit capital projects
- Three bus lane projects under way – identified through broader SDOT COVID Recovery planning:
- **Aurora Ave N**
  - NB bus lane south of the Aurora bridge; compliments existing SB lane
- **Rainier Ave S**
  - NB bus lane from S Alaska St to I-90; robust community engagement as a part of planning
- **15<sup>th</sup> Ave W/Elliot Ave W**
  - Expand current restrictions to capture more of the day



# Emerging Needs

# Transit Service & Transportation Incentives



- Additional transit trips on all-day routes in West Seattle
  - Routes 50, 60, 120, and RapidRide C Line
  - Temporary service improvements to help accommodate demand
- Mode shift incentives
  - Significant mode-shift targets identified to help mitigate bridge closure
  - "Flip Your Trip" launched to promote alternatives to single-occupancy vehicle travel
  - Travel incentives, travel option workshops, and personal trip planning assistance
  - As of March, more than 2,600 enrollees, with more than 8,800 trips redeemed through the incentive program



# Next Steps & Discussion

# Questions?

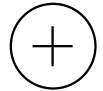
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[www.seattle.gov/transportation/seattle-transit-measure](http://www.seattle.gov/transportation/seattle-transit-measure)







# From the entire SDOT Team: Thank you!