

## **MEETING NOTES**

Tuesday, June 11th, 2019  
Columbia City Library, Meeting Room  
4721 Rainier Ave S, Seattle, WA 98118

Participants: Aaron Morrow (KCMC), AJ Gabriel (Hopelink), Eda Dedevas Dundar (Hopelink), Laura Lee Sturm (SDOT), Ray Krueger (Hopelink Volunteer)

Staff Support: Staci Haber

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## **WELCOME, INTRODUCTIONS, AND ANNOUNCEMENTS**

The meeting began at 1:00 PM. Introductions were given by each member of the subcommittee and announcements were made.

- The UW Evans School Consultant Team, in partnership with Hopelink and the King County Mobility Coalition, finalized the Immigrant and Refugee Transportation Needs Assessment. The report is available electronically and is currently in print.
- The Inclusive Planning Grant has identified 4 work groups to move forward with their second grant. These 4 workshops include one-call one-click, community transportation navigators, marketing, and inclusive planning toolkit.
- The next KCMC quarterly meeting will take place on Tuesday, August 20<sup>th</sup> from 9:30 am to 11:30 am at Kirkland City Hall.

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## **Presentation: King County Metro ORCA Youth Project**

*AJ Gabriel, Hopelink (on behalf of King County Metro)*

The *Find Your Freedom* campaign is part of a regional effort that includes Pierce and Snohomish Counties to educate teens and families about the transit options for youth. As part of this endeavor, Metro is providing free ORCA Youth cards to high schoolers throughout King County. Each card is preloaded with \$10 and lets teens ride at the youth rate—usually \$1.50 on participating transit. This means each student is starting off with about six free trips, in addition to the usual ORCA benefits of free transfers for 2 hours and the option to register their cards to protect their fare money.

So far, 5,000 King County teens are enrolled in a total of 34 schools. AJ mostly worked with schools to distribute the ORCA cards during school lunches, but also accommodated individual organizations and individuals who contacted her through phone or email. She mentioned how peer feedback and staff engagement have been the two most important tools for outreach and awareness. Most of these teens have come in-person to outreach events scheduled during school lunches. In addition to giving students the opportunity to talk in person about their transportation questions and provide feedback on their experiences with transit so far, it is also a great chance for peer-to-peer education. She also mentioned in some school districts the successful part of the project was not the distribution, but mostly networking and raising awareness.

AJ shared some client stories and the Metro ad in English and Spanish. She also had the opportunity to hear teen voices about their transportation needs. Some of the things shared were expected: less expensive transit, more information about mobile apps for trip planning, and direct routes. Throughout the school year, they have been building relationship with schools who may not have previously worked with King County Metro or with Hopelink. They have connected with school districts' Equity and Family Advocates, with school counselors and community organizations, with school clubs, mentorship programs, leadership camps, and many more.

AJ shared the Summer ORCA pass flyer. High school students who qualify for free or reduced lunch and need transportation to summer school, work, or other summer activities are eligible to receive a free Summer ORCA pass. She also shared out that there will be a final report that will be put together in July. See presentation slide deck and Summer ORCA pass flyer for details.

Questions and comments for the presentation included:

- Is there any race and equity evaluation for serving the population? No real data on which cards are distributed in which district. There are some percentages and AJ will share out the survey once the data is compiled together. Their major focus was on equity and they did not focus on school districts in which less than 5% of the students qualify for reduced lunches.
- Aaron commented on the fact that since there is only one type of ORCA card, it does not have any identifying markers and it takes away the stigma of needing it.

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### **Committee Project Update: Which ORCA Card is Right for Me?**

*AJ Gabriel and Staci Haber*

AJ and Staci shared the final version of the ORCA tool flyer "Which ORCA Card is Right for Me?" KC Metro has been a great partner in this project and provided some of the visuals. They decided not to include the fares as Metro is working on fare assessment for income-based options by March 2020 with the new King County proposal. Staci will make sure that the printed copy has a version number on it.

Aaron suggested that Cindy Chen could be a great contact person to distribute the ORCA tool. Participants also suggested several venues for distribution, including Community Services at Hopelink, Public Health clinics, city halls, libraries, ORCA To-Go outreach events, schools to distribute to parents and caregivers, other places with social workers. Aaron also suggested that Staci might touch base with DeAnna Martin from Metro on how to distribute the flyers.

Aaron inquired about the size of the brochures and AJ responded that they will 9 inch to 4 inch and would be smaller than half a page as people tend to take it and use it more when a brochure is small.

Staci mentioned the Inclusive Planning Grant's marketing plan that might be beneficial on the distribution of the ORCA tool. Staci announced that once printed, she will bring them to the August meeting and will also send an email on where and how to distribute.

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### **DISCUSSION: ROUNDTABLE—PROJECT SHARING**

- U-District Let'sGo:

- Laura Lee is the former Outreach Manager for U-District Let'sGo campaign. They are structured ORCA To-Go events and they provide ORCA LIFT enrollment on site. There was more success and better turnout when they provided preloaded cards. Overall, people are happy when they have a point of reference and they are able to speak to a real person with transportation-related questions.
- They have also scheduled Transit Talks that currently focus on safety and inclusion. Next one is scheduled on Thursday, June 20<sup>th</sup>, 2019 at 6 pm. It is titled "Re-defining Safety on Transit."

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## **NEXT STEPS**

Staci shared a review of Action Plan that includes 4 key components: gap analysis (fare needs assessment in 2018), coordination (finding new partners), awareness ("Which ORCA card is right for me?" handout), and service improvements (ORCA youth project). She asked members about what they think other potential projects could be.

AJ suggested "A New Employee Toolkit" for small businesses who are unable to fund their employees' transit costs. This toolkit might be a resource packet personalized for subregions that includes an ORCA enrollment form and ORCA comparison tool. AJ suggested that Commute Seattle could be invited to present in August about their equity and small business work.

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## **ACTION ITEMS**

- *AJ* will share survey results on ORCA Youth Project.
- *Staci* will share out the printed ORCA handouts and ways in which they could be distributed.
- *Staci* will follow up with Mo at Metro and M'Liss on North Bend needs for a New Employee Toolkit.
- *Staci* will invite Commute Seattle to present at a future Committee meeting.
- *Staci and AJ* will share out the slide deck and ORCA Summer Pass flyer.

## **NEXT MEETING**

Tuesday, August 13<sup>th</sup>, 2019 from 1:00pm to 2:30pm  
Beacon Hill Library

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## **ACCESS TO WORK AND SCHOOL CONTACT**

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