

# South King County Mobility Coalition

May 2022

# Welcome to *Spill the Tea Session*

- Introductions: Name, pronouns, agency
- What is your favorite tea?
- What is your signature tea recipe ?

# Medicine Ball

*from Starbucks*



South King County  
**MOBILITY**COALITION

- Introductions: Name, pronouns, agency
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# Welcome to SKCMC Partners!

- Introductions: Name, pronouns, agency
- What is your favorite tea?
- What is your signature tea recipe ?

South King County

**MOBILITY**COALITION

# SKCMC Welcomes Everyone

The South King County Mobility Coalition welcomes and values all communities. We value, respect, and honor the identity and experience of all members.

We encourage everyone to participate, regardless of ability. We are committed to listening, learning, and improving in this process.

We acknowledge that the work we do takes place on the traditional land of the Coast Salish and Duwamish peoples, among others, as the first people of this land. We honor with gratitude the land itself as well as the past, present, and future of these tribes.

# Agenda



Welcome, Introductions, Announcements



New ORCA Retail Network



King County Metro: Ride Pingo & Via to Transit Impact



Community Engagement & Opportunities with Lyft



Next Fiscal Year Coalition Interest, Next Steps, & Commitments

# Announcements

- New Hopelink Program Specialist:  
Rozalia Novikova!
- King County Metro Van Pool Fare Pilot  
in Kent
- Mobility Education and Outreach  
Updates

# Mobility Education Outreach Events

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## **Travel Ambassador Training**

- Completed: (4) Ideal Option and Valley Medical Center

## **Getting Around Puget Sound**

- Completed: (3) Transform Burien and Seattle Veterinary – Native American Health Fair, Compass Center, Auburn Community Court
- Upcoming: (2) Transform Burien and Seattle Veterinary – Native American Health Fair and UTOPIA Washington

## **Public Transit Orientations**

- Completed: (2) World Relief (virtual)
- Upcoming: (2) World Relief and Refugee Resettlement Office (in-person)



Announcement from  
Coalition Partners?

# SKCMC Coalition Mission

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## **Mission Statement**

*The South King County Mobility Coalition continuously identifies and initiates coordinated, creative, sustainable ways to assist individuals, including older adults, youth, persons with disabilities, limited English speakers, Veterans, and low-income individuals in South King County reach their potential by increasing their transportation options.*

# New ORCA Retail Network

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JASON CAMPOS – TRANSPORTATION PLANNER

# ORCA Retail Network Overview

Jason Campos

# Agenda

- TDM Team Introduction & Focus Areas
- New ORCA Overview
- ORCA Retail Network Overview
- Retail Network Requirements
- ORCA Retail Network Timeline
- Ask of Mobility Coalition Members & Next Steps

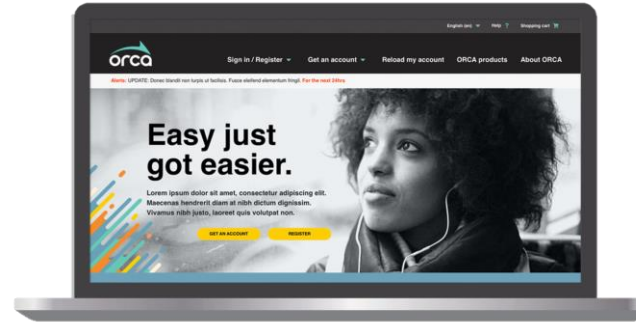
# TDM Team Introduction

## TDM Team Overview:

Leads projects to encourage all people to use transit and other alternative modes to single occupancy vehicles in order to enhance equity, broaden opportunity, reduce vehicle miles traveled (VMT), and improve air quality in our communities.

# New ORCA Overview

- Load value instantly
- New Website
- New Mobile App
- More Retail Locations
- New Card Design



# What is the ORCA retail network?

- Stores or other location types where transit riders can purchase ORCA cards and load e-purse value

## Why is it important?

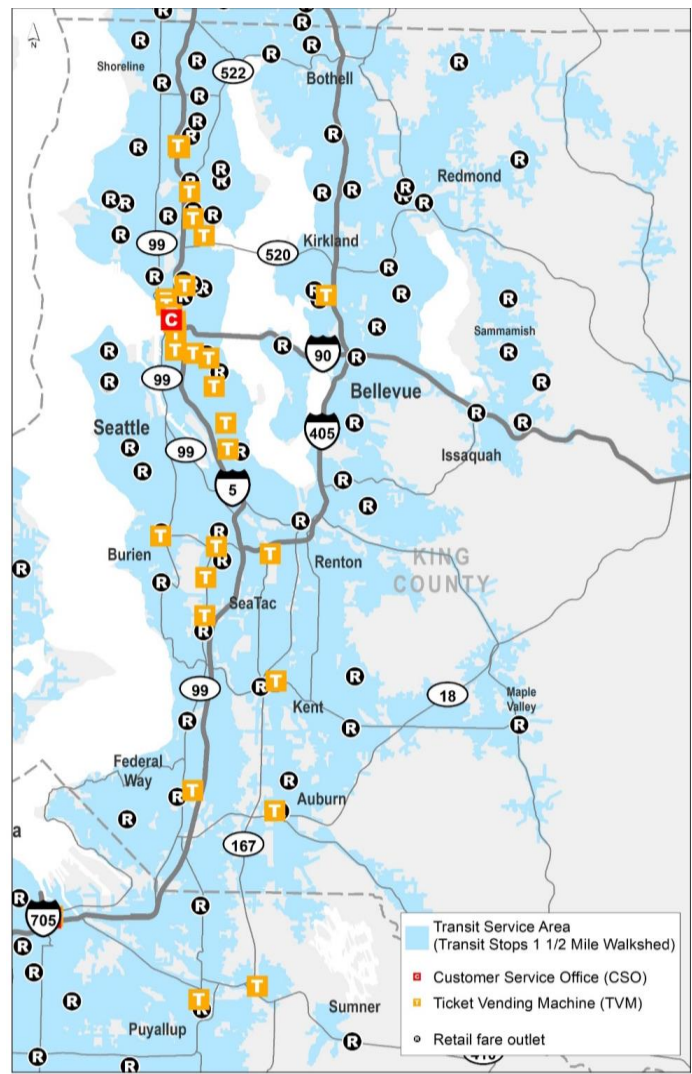
- Expands ORCA access beyond online, mobile app, and ticket vending machines
- Improves access for people with limited technology access
- Puts ORCA cards and transit access in people's neighborhoods
- Option for cash dependent riders

## What is the goal of the ORCA retail network?

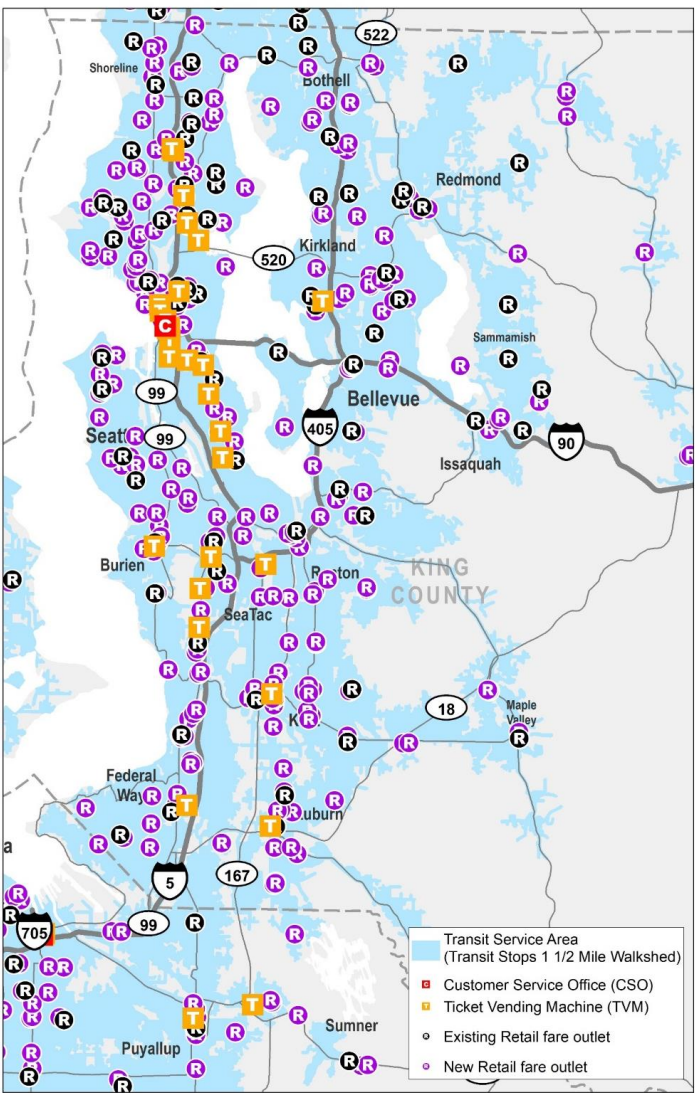
Ensure equitable distribution of retail locations and prevent “ORCA retail deserts” in historically underserved and under-resourced communities.



# ORCA Fare Outlets, Greater Seattle Region



Today  
138 retail  
outlets



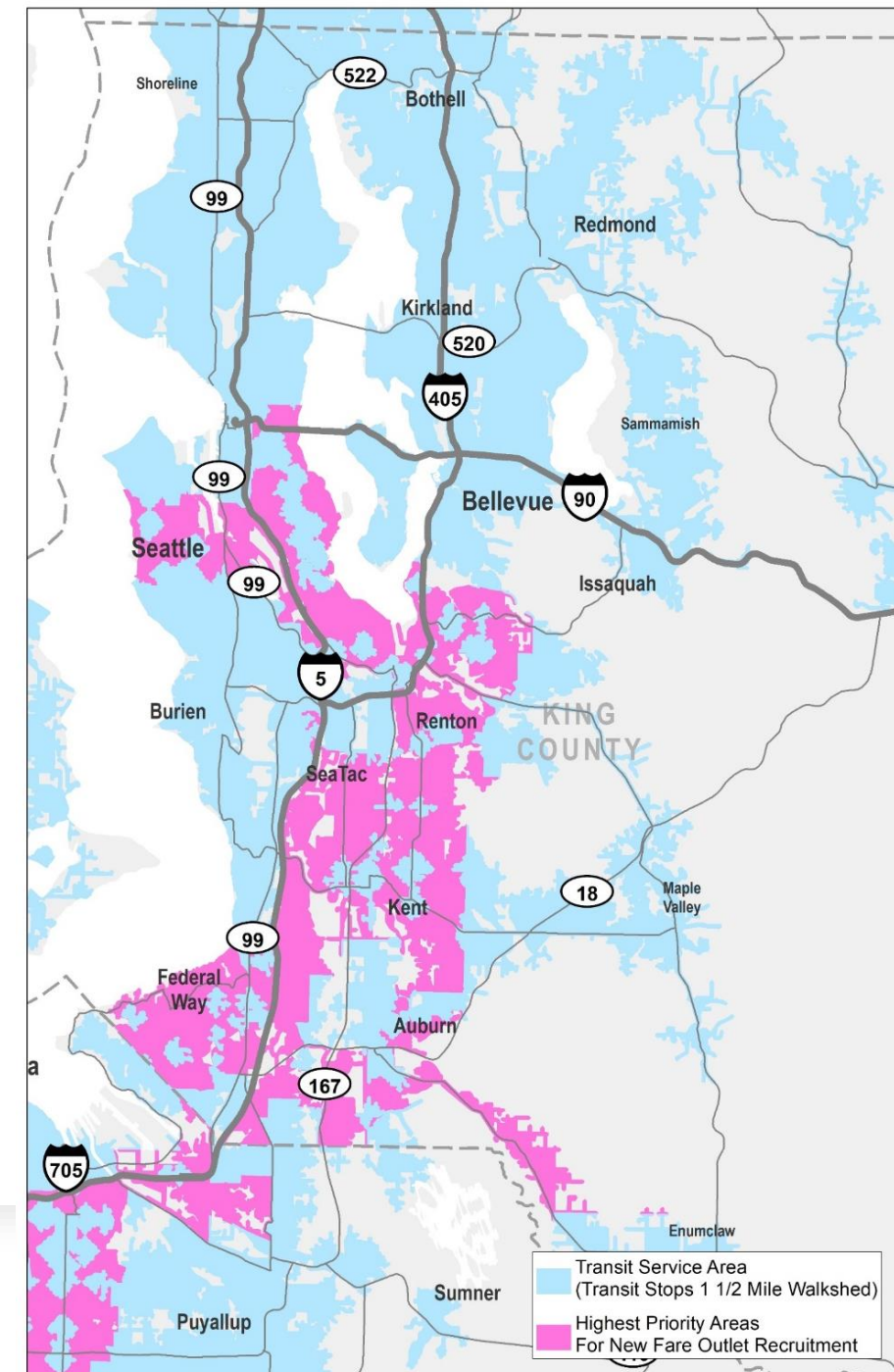
Mid-  
2022: ~200+  
Retail Outlets

## High Priority Areas For New Retail Locations, King County

- Estimated population: **373,000**
- Total Minority population: **49.9%**
- Asian population: **19.8%**
- Other/More than 1 race: **14.4%**
- Black population : **13.0%**
- Hawaiian & Pacific Islander population : **1.7%**
- Native American population : **0.9%**
- Hispanic\* Population: **13.5%**
- Low income\*\* population : **18.7%**

\*The Hispanic population is divided among all racial groups.

\*\*Income of 150% or less than the federal poverty level.



# Retail Network Outlet Requirements

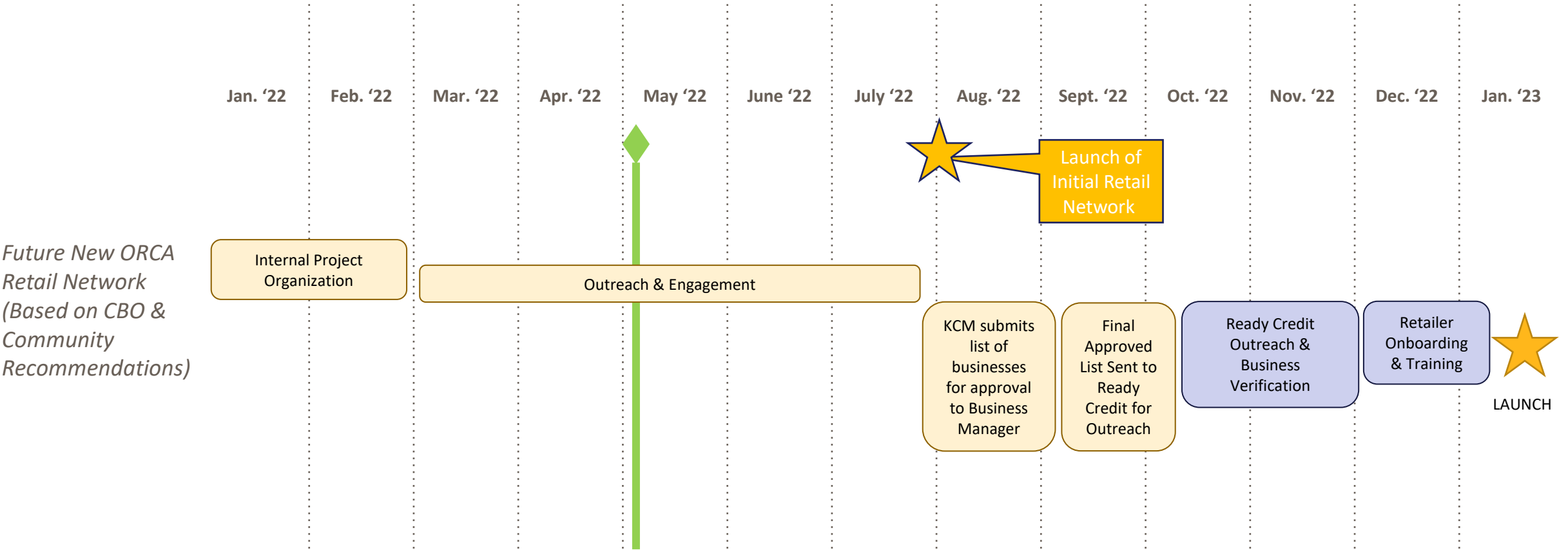
## Business Requirements

- Registered Business
- Bank Account
- Financial transactions for auto pull & deposit
- Must accept cash
- Staff time
- Safe location for storage of ORCA cards & cash
- **Internet access**
- **iPad or similar Android tablet to load Ready Credit Application**
- Inventory/stock management of ORCA cards

## Incentives for Businesses:

- Increased foot traffic
- Businesses receive \$0.75 per ORCA card sold
- 2.5% commission of total funds reloaded to ORCA cards
- Provide riders with a convenient way to reload and purchase ORCA card users

# New ORCA Retail Network Timeline



# Ask of Mobility Coalition Members & Next Steps

Presentation, Survey, and Draft Map of ORCA Retail Locations:

1. View draft map of retail locations ([click here](#))
2. Community members fill out survey ([click here](#))
3. Provide recommended retailers/locations via survey

Recommended locations will be cleaned and consolidated in August '22.  
Outreach to potential retailers will begin in Fall '22.



THANK YOU!



Jason Campos [jcampos@kingcounty.gov](mailto:jcampos@kingcounty.gov)

# King County Metro: Ride Pingo & Via to Transit Impact

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ALLISON MISKELL – TRANSPORTATION PLANNER

LIZETTE CARRASCO – COMMUNITY ENGAGEMENT PLANNER

# King County Metro On-Demand

SKCMC

5/12/22

Allison Miskell & Lizette Carrasco



# On Demand Service Values

- Equity\*
- Safety\*
- Sustainability\*
- Innovation
- Customer experience
- Cost-efficiency

\*Metro's core values



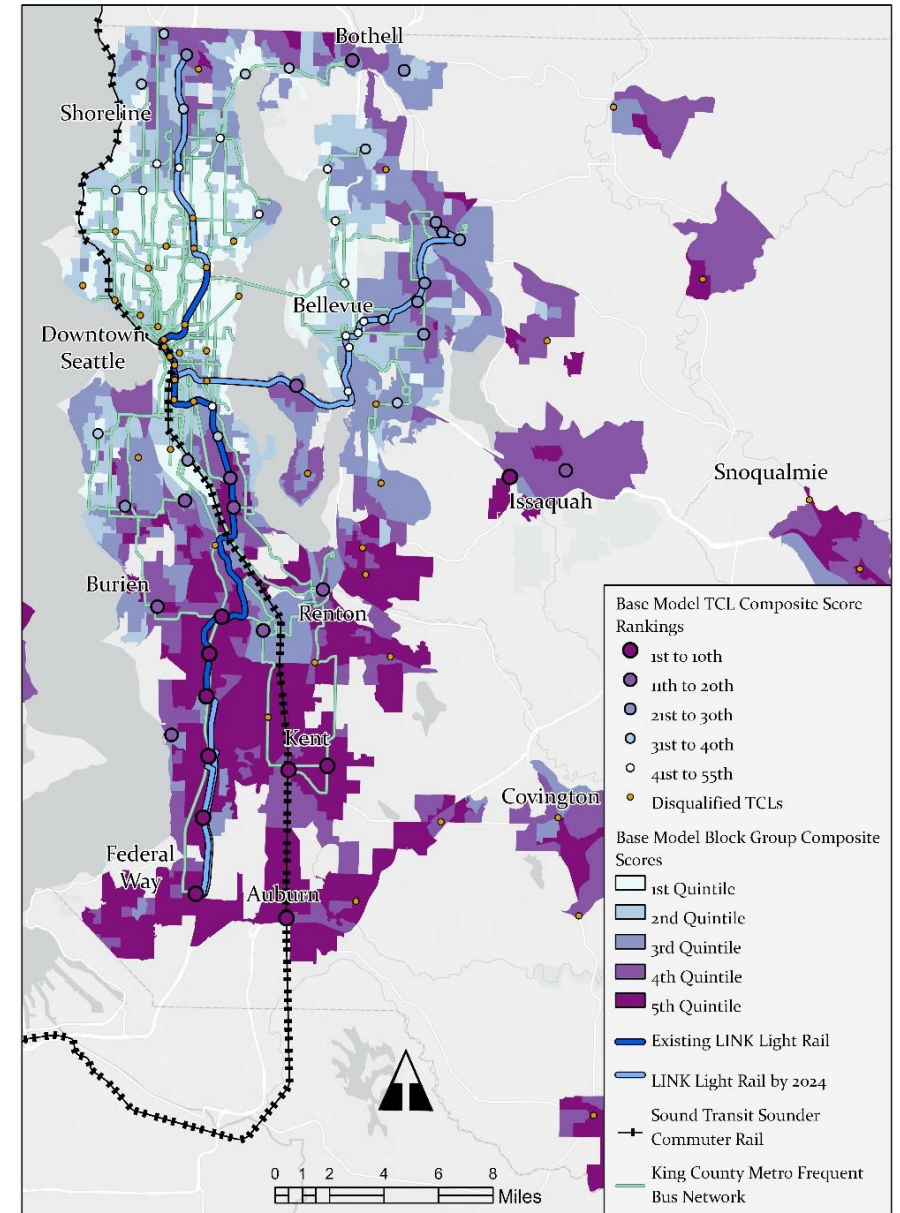
# Prioritizing Areas of Unmet Need + Service Feasibility

## Unmet Need

- High Concentrations of Priority Populations
- Low All-Day Transit Accessibility to jobs, community assets, schools, medical services, and social services

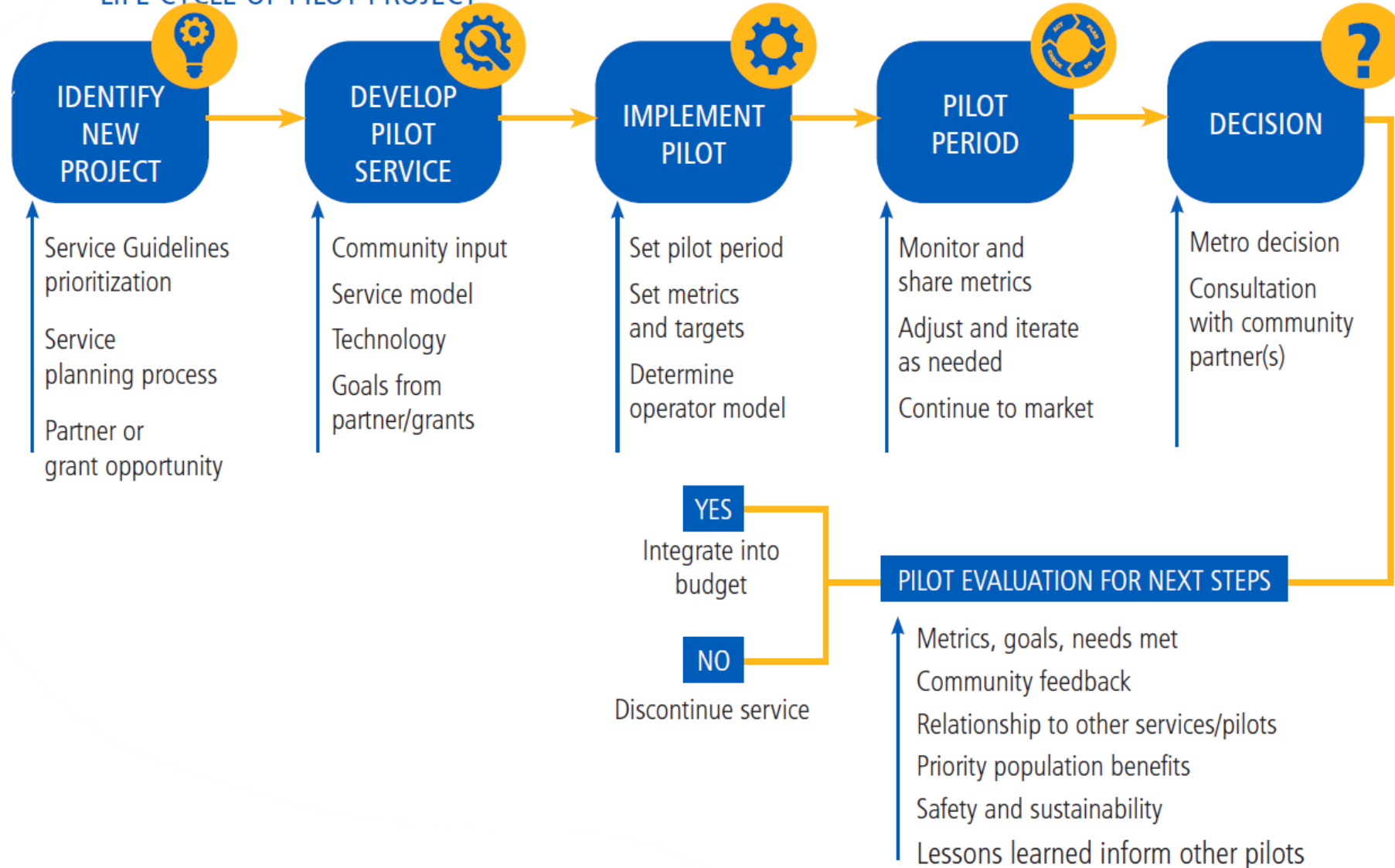
## Service Feasibility

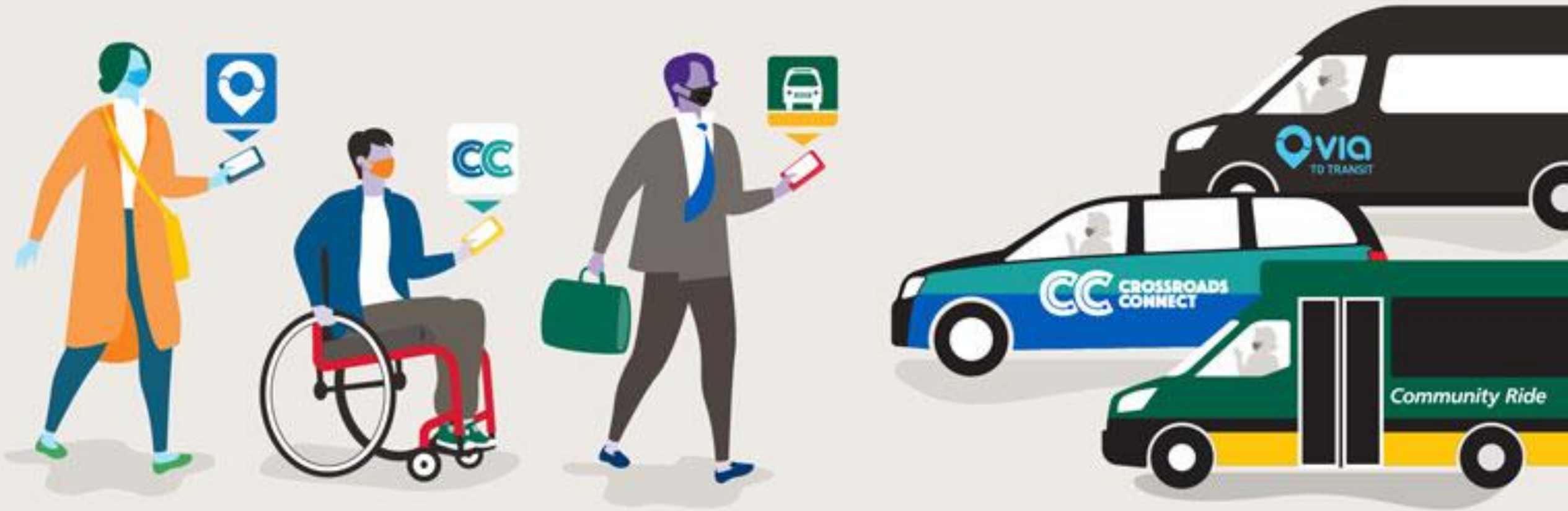
- Transit Hubs w/High Number of Trips: >40<sup>th</sup> percentile of transit trips
- Density Filter: 4-18 residents/acre



# Flexible Service Pilot Lifecycle

## LIFE CYCLE OF PILOT PROJECT





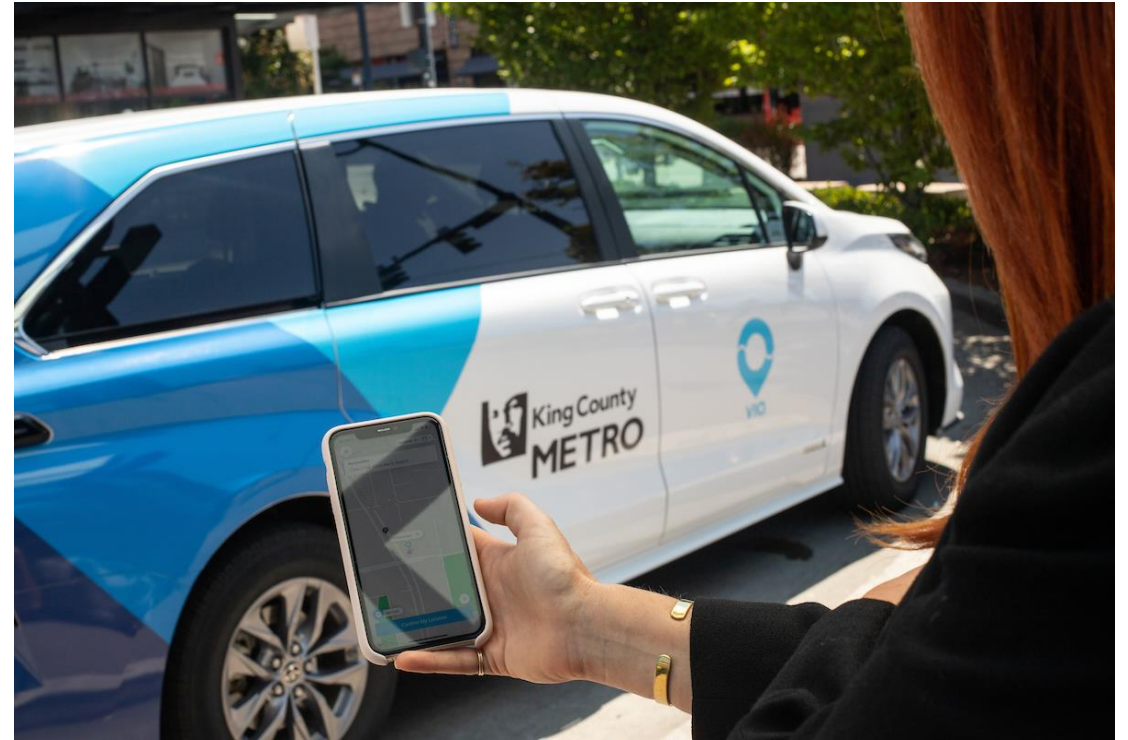
# On-Demand Services

- **Point-to-Hub:** On-demand service to/from select hubs to/from anywhere within given service area
  - **Includes:**
    - Via to Transit
    - Ride Pingo to Transit
  - **Point-to-Point:** On-demand service anywhere within given service area
  - **Includes:**
    - Community Ride
    - Via and Ride Pingo Point-to-Point\*
- \*Access-eligible customers only



# How do they work?

- **Request ride on-demand** using app or call center
  - Provide start/end
  - Get ETA
  - Book ride and track vehicle
- **Call center** has interpreter services
- **Get picked up** within ~10-30 minutes
- **Wheelchair accessible vehicles**
- **Take a shared ride**
- **Payment**
  - Same cost as bus fare (reduced fares honored)
  - Free transfer to buses/trains w/ORCA
  - ORCA card and Transit Go Ticket always accepted (Via does not accept cash/paper transfers, but does accept credit/debit card)



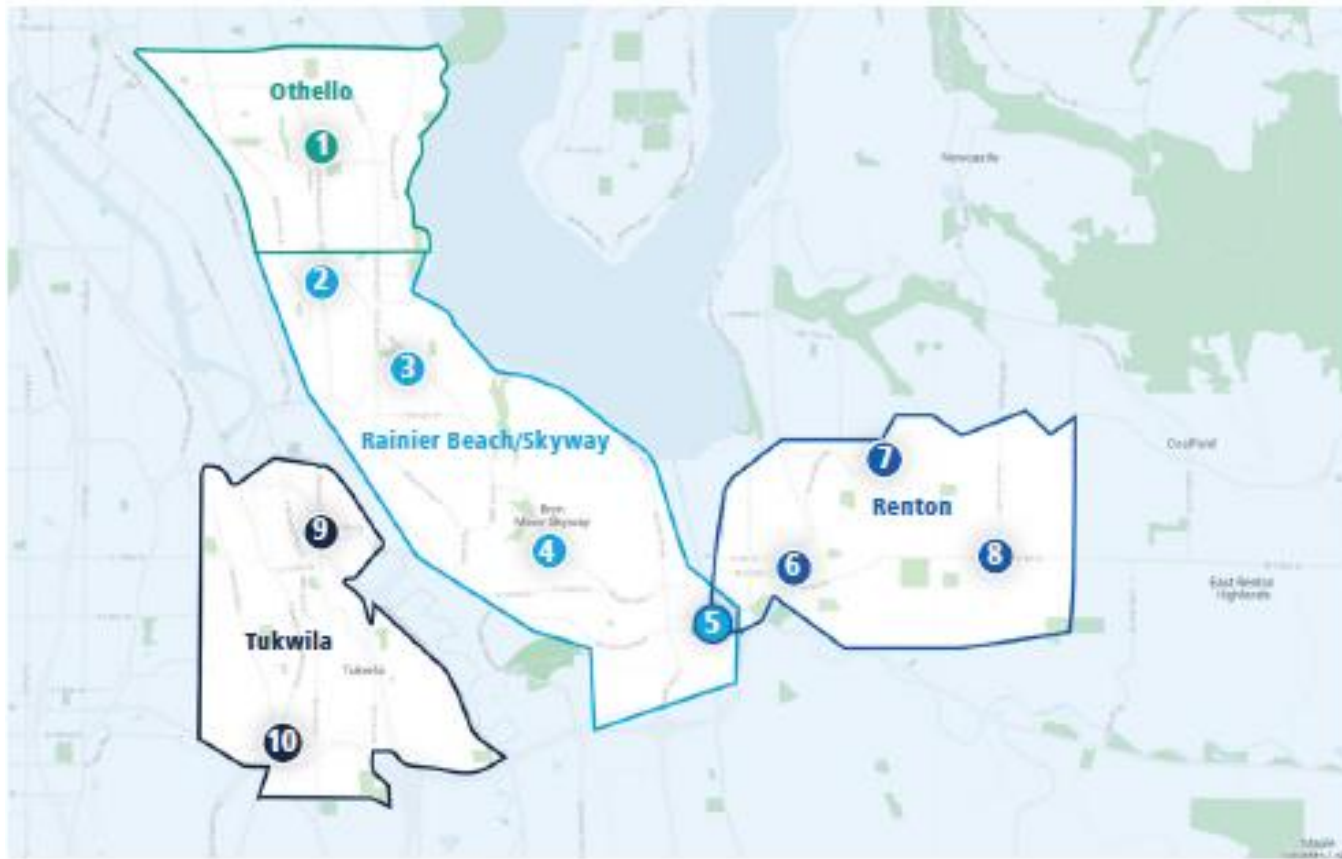


# Via to Transit

**Point-to-Hub** (one end of the trip must be designated hub for the service area; the other end of the trip can be anywhere in the service area), open to public

**App:** Via

**Call Center:** 206-258-7739



### Connect to hubs:

#### Othello:

- ① Othello Link Light Rail Station

#### Rainier Beach/Skyway:

- ② Rainier Beach Link Light Rail Station
- ③ Kubota Garden
- ④ Skyway Library
- ⑤ Renton Transit Center

#### Renton Highlands:

- ⑤ Renton Transit Center
- ⑥ Kaiser Permanente Renton Medical Center
- ⑦ Renton Public library
- ⑧ Bartell's/QFC Shopping Center

#### Tukwila:

- ⑨ Tukwila Community Center
- ⑩ Tukwila International Blvd Link Light Rail Station

## The basics.

Via to Transit is public transportation that comes to you. Book rides straight from your phone and travel to/ from key destinations across Othello, Rainier, Skyway, Tukwila, and Renton.

#### Othello:

Monday - Saturday 5 a.m. - 1 a.m.  
Sunday 6 a.m. - 12 a.m.

#### Rainier Beach/Skyway

Monday - Saturday 5 a.m. - 1 a.m.  
Sunday 6 a.m. - 12 a.m.

#### Tukwila:

Monday - Saturday 5 a.m. - 1 a.m.  
Sunday 6 a.m. - 12 a.m.

#### Renton:

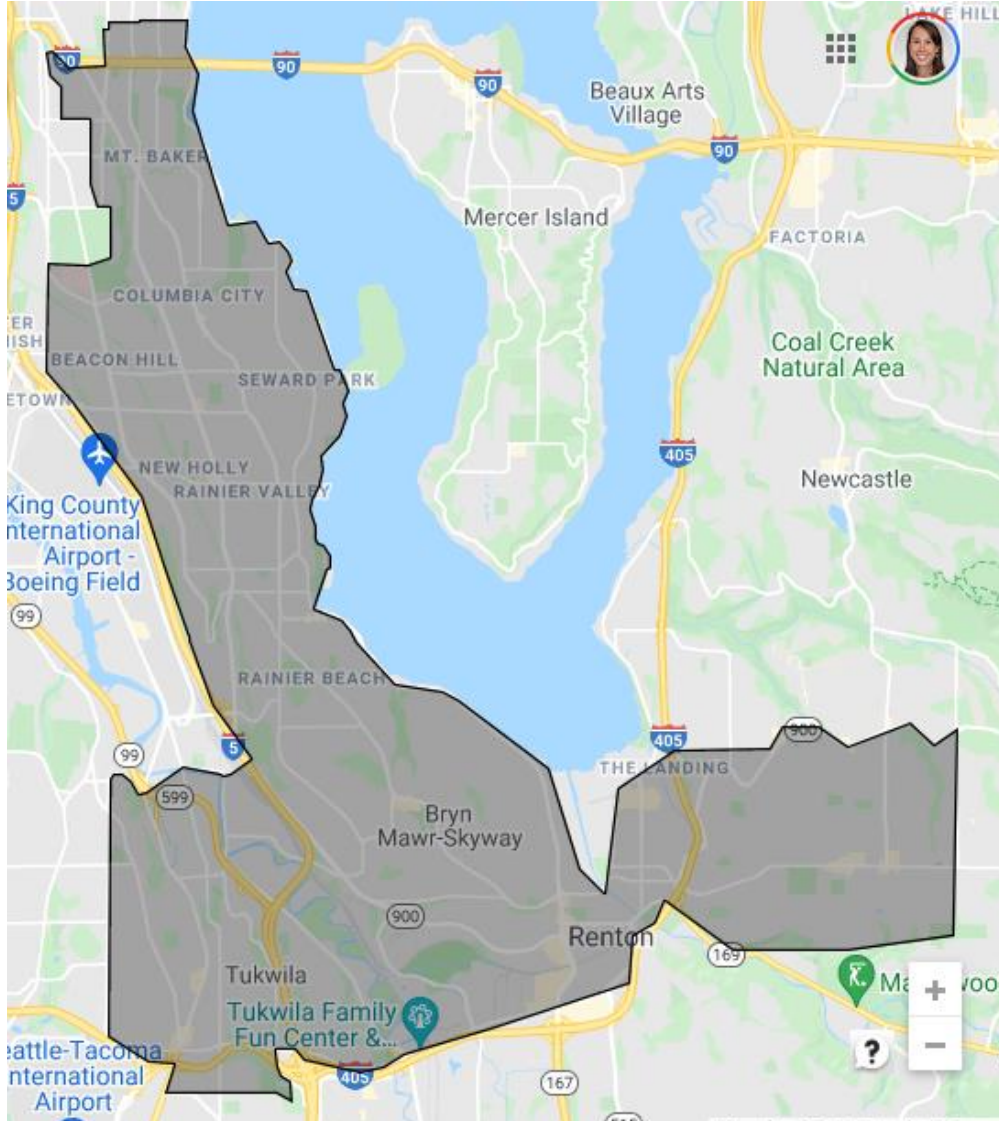
7 days a week, 8 a.m. - 6 p.m.

#### Infórmese más en:

[kingcounty.gov/metro/via/es](http://kingcounty.gov/metro/via/es)



# Via Point-to-Point



- Access-eligible riders only
- Trips must start and end within the service area





# Ride Pingo to Transit

**Point-to-Hub** (one end of the trip must be designated hub; the other end of the trip can be anywhere in the service area), open to public

**App:** Ride Pingo

**Call Center:** 1-855-6043

# The basics.

Ride Pingo to Transit is public transportation that comes to you. Book shared rides straight from your phone, get picked up steps from your front door, and travel to/from the following locations:

- Kent Station
- Kent Valley Hub  
(S 212th St and 64th Ave S)

Service hours:

Monday-Friday 5 a.m. - 7 p.m.

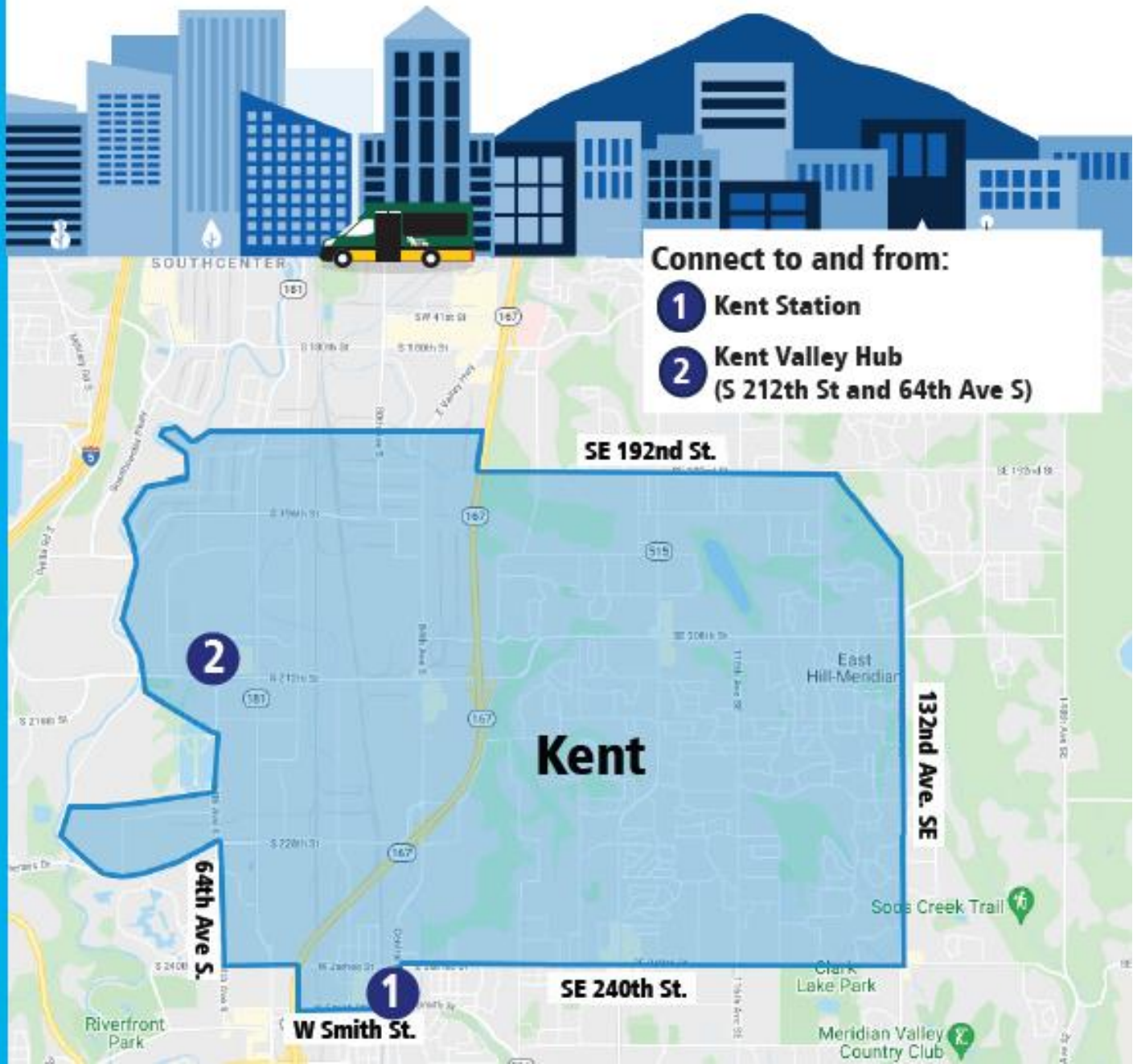
Saturday-Sunday 7 a.m. - 7 p.m.

[kingcounty.gov/metro/ridepingo](http://kingcounty.gov/metro/ridepingo)



**Interpreter**  
1-855-233-6043

Intérpretes Turjubaan Переводчик  
Перекладач 통역사 የቃል ለተርጓሚ  
翻譯員 Thông Dịch Viên ഫിटरപദൈത



# How to get involved?



King County Metro is hosting a **virtual community listening session** and several **in-person engagement opportunities** to learn from the community about Via to Transit and Ride Pingo to Transit

## What do we hope to learn?

- How are Via to Transit and Ride Pingo to Transit addressing community mobility needs?
- How can Via to Transit and Ride Pingo to Transit be improved?



## Virtual Listening Session

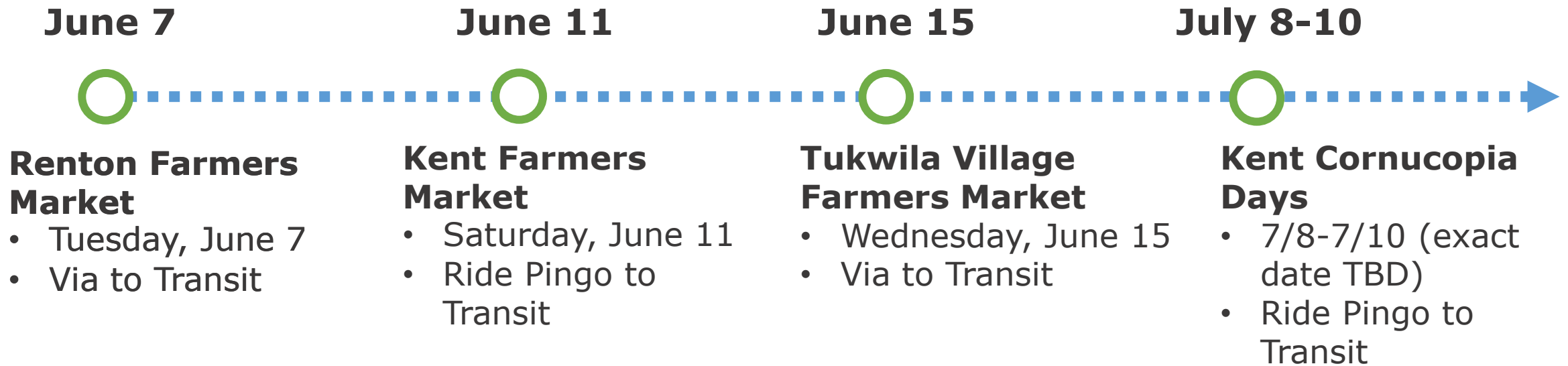
- Wednesday, June 1
- 5:30-7PM
- Focus: Via to Transit and Ride Pingo to Transit

**Registration: <https://bit.ly/3wuwGHp>**

# How to get involved?



## Upcoming in-person community engagement activities



# Community Ride

- **Point-to-Point:** Anywhere within given service area, open to public
- **App:** Community Ride App
- **Call Center:** 1-855-233-6043

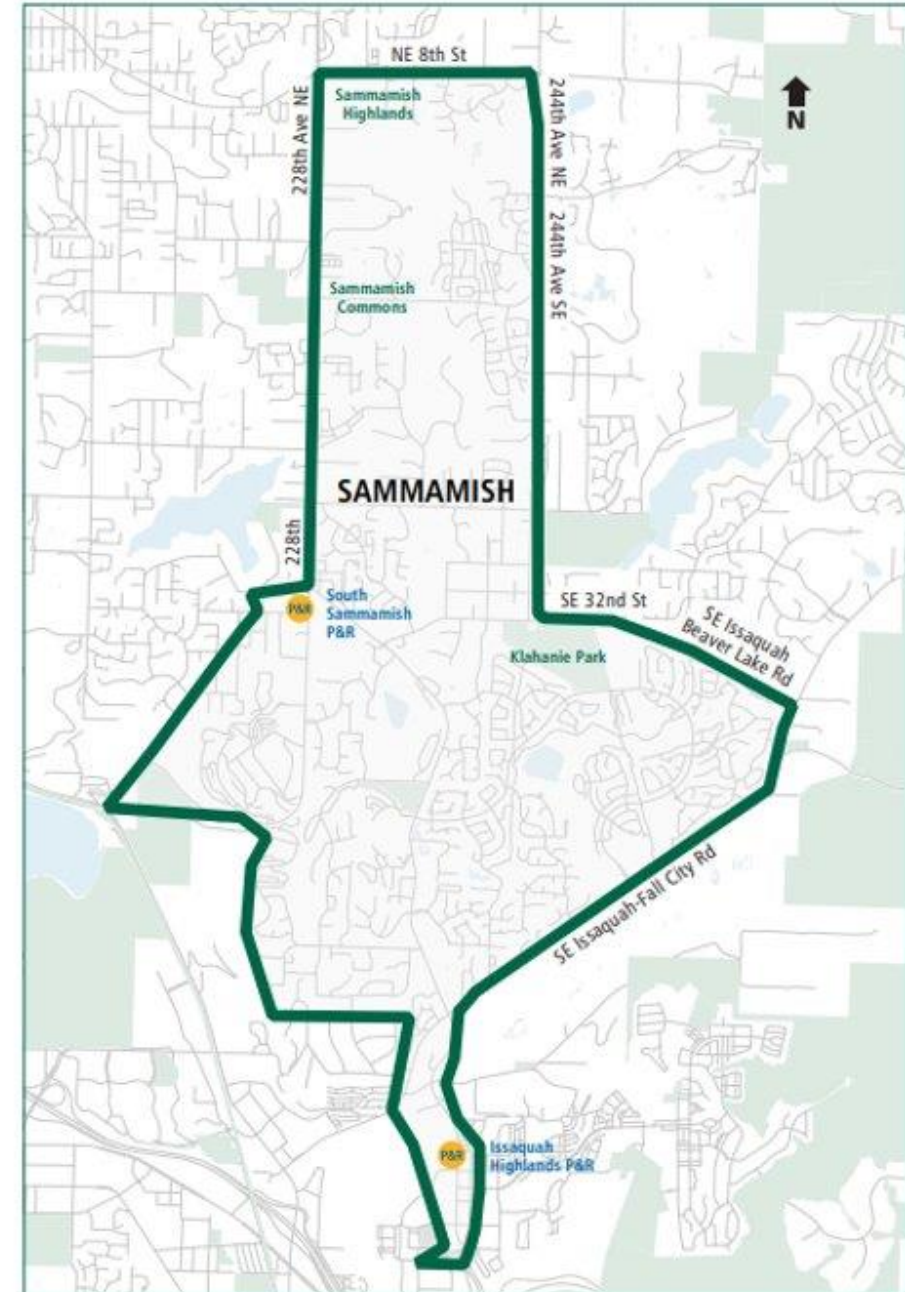






# Sammamish Community Ride

- Mon – Fri 7am-6pm
- Saturday 9am-6pm
- Connections to neighborhood destinations
  - Parks, shopping, appointments, libraries, etc.
- Connections to broader transit network
  - Issaquah Highlands P&R and South Sammamish P&R





## Flexible Service Pilot Performance Dashboard

Ridership

Total Weekly Ridership

**4,663** (+133.2 %)



Equity

Reduced Fare Percentage

**7%** (-70.6 %)



Customer Experience

Average Travel Time (min)

**7.3**



Sustainability

PMT:VMT

**0.60** (-0.5)



Average Wait Time (min)

**9.2**



Efficiency

Rides per Vehicle Hour

**2.81**



This product is intended for use by Metro staff for continuous improvement purposes. Data is not fully processed and may contain errors.

# On-demand Flexible Services

- For more information:
  - [Kingcounty.gov/metro/ondemand](https://kingcounty.gov/metro/ondemand)
- Program Manager:
  - Allison Miskell: [Allison.miskell@kingcounty.gov](mailto:Allison.miskell@kingcounty.gov)

# Community Engagement & Opportunities with Lyft

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GRACIE GEREMIA – COMMUNITY STRATEGIST

# Lyft Community South King County Mobility Coalition Meeting

Gracie Geremia

PNW Community Engagement Lead



May 12, 2022





LyftUp is our comprehensive effort to expand transportation access to those who need it most. We partner with leading nonprofits to help provide free and discounted rides to individuals and families who lack affordable, reliable transportation.

## **Food Access**



Gain access to healthy food for those who live in areas limited in grocery options

## **Jobs Access**



Get a ride to job interviews, job training, and the first few weeks of work

## **Civic Access**



Participate meaningfully in civic life — especially voting

## **Disaster Response**



Connect with critical resources in the aftermath of natural disasters

## **Bikeshare Access**



Use bikeshare systems seamlessly in every neighborhood

## **Community Grants & Councils**



Invest in local grassroots transportation initiatives

# 2022 Lyft Racial Justice Alliance

As part of Lyft's ongoing commitment to racial justice, we launched our first local Racial Justice Community Grant Alliance in 2021 to support organizations working to address the impacts of systemic racism and white supremacy. The Alliance awards community ride credit grants (\$2,000 worth of ride credits) quarterly and cash (\$5,000) grants twice a year.

- Guidance for application:

- Alliance looks for orgs who's staff/board reflect the community
- Include any data you have about communities you serve
- You are welcome to apply for both ride credits and cash grants, but need to submit an application for both! The final 2022 cash grants will be awarded in the final quarter (Q4).

- **Applications for Quarter three ride credits due on May 15, 2022!**

- Sign-up for Lyft community emails (about 1-2 a quarter) by emailing [gracieg@lyft.com](mailto:gracieg@lyft.com)

Congrats to Q2 2022 Awardees!!

## Ride Credit Recipients:



## Cash Grant Recipients:





# Next Fiscal Year Interest

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SANDY

# Coalition Project :Recap

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## SKCMC FISCAL YEAR 2022 WORK PLAN PROJECTS

### 1. **SKCMC Roundtable Series Report – July to October 2021**

Following the completion of SKCMC's 3-part roundtable series to allow partners to network, share best practices, and identify gaps, the SKCMC will now produce a report to promote the lessons learned. The distribution of this report will strengthen connections with partners and promote collaborative problem-solving across sectors.

### 2. **SKCMC Support of Community Transportation Navigator Project – July 2021 to June 2022**

Develop best practices in conducting outreach to the hardest-to-reach populations by participating in the Community Transportation Navigator (CTN) project to determine the client experience of those who enroll in the program.

### 3. **SKCMC Environmental Scan – April to June 2022** *(canceled)*

Understand the assets and needs within the South King County transportation system by convening stakeholder interviews and conducting a literature review. This project will culminate in an Environmental Scan report outlining these findings and priority projects.

# Community Transportation Recap

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- Hopelink was awarded an inclusive planning grant in 2018 to create deeper engagement in the community, multiple projects came out of that grant including Community Transportation Navigators
- It is a peer-to-peer approach to providing transportation information directly to the community
- With an aim to serve the community with community members who have shared experiences, languages, cultures, and geography.
- Individuals are recruited directly from communities
- Input is gathered from the community and decisions are made with support of communities engaging in this program

# CTN Updates & Progress

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- Focus group with Somali Family Safety Task Force placed on paused to observe Ramadan, in discuss to continue collaboration
- Created multiple form of collateral to support CTN recruitment and communication: *CTN Flow Chart, One Pager, and Scope of Work*

# Next Steps Overview

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- Execute Focus Group with SSFTS
- Launch recruitment phase, looking for 2 qualified navigators from Somali community
- Training and onboarding
- Building feedback loop system

# Timeline

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**April**

Focus Group  
discussions and  
developed  
recruitment  
collateral

**June – July**  
Training of  
Navigators

**Oct – Dec**  
Evaluation of  
program for  
scalability

**May - June**  
Recruitment of  
2-4 Navigators

**July – Dec**  
Run Pilot

# Next Fiscal Year

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- What topics do you want to see the coalition focusing on next year?
- What areas in South King County do we see the most gaps?
- Which populations may be missing in our coalition work?





# SKCMC Satisfaction Survey

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Available for feedback until June 9<sup>th</sup>

# Next SKCMC Meeting 2022

Bi-Monthly on 2<sup>nd</sup> Thursdays

July 14<sup>th</sup>

10:30am – 12:00pm

Zoom

# King County Mobility Coalition (KCMC)

- Next KCMC meeting: May 17, 2022 from 9:00am to 11:30am remote!



**Sandy Phan**

SKC Mobility Coordinator

[Sphan@hopelink.org](mailto:Sphan@hopelink.org)

425-457-3940

**Please contact with any questions!**