



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

March 27, 2012

Motion 13653

Proposed No. 2012-0092.1

Sponsors Hague

1 A MOTION regarding increasing access to the One
2 Regional Card for All, which is also known as ORCA,
3 regional fare media for public transportation.

4 WHEREAS, Ordinance 17169 established a two-year, twenty dollar congestion
5 reduction charge on vehicle registration renewals in order to develop long-term
6 sustainable transit funding while maintaining current levels of transit service hours, and

7 WHEREAS, Ordinance 17169 required the implementation of a concurrent
8 congestion reduction transit incentives program, and

9 WHEREAS, studies published by the Federal Transit Administration and
10 Transportation Research Board indicate that a significant barrier to increased transit
11 ridership is discomfort with paying for transit, and

12 WHEREAS, the King County transit division has implemented a variety of tools
13 including free or discounted fare media for the purpose of attracting new ridership,
14 relieving congestion, developing market strategies and implementing other special transit
15 programs or promotions focused on increasing access to transit service, and

16 WHEREAS, King County is an active participant and supporter of the Puget
17 Sound area's regional transit fare media, One Regional Card for All, which is commonly
18 referred to as ORCA, and

19 WHEREAS, the ORCA system uses a memory chip embedded card for paying
20 transit fares, requiring that potential users pay a fee to receive the card. This increased
21 cost can have the effect of discouraging some potential riders from accessing transit, and

22 WHEREAS, based on the transit division's experience, increasing the number of
23 people who have an ORCA card will lead to increased access to transit and thereby
24 increased transit ridership and decreased auto dependence;

25 NOW, THEREFORE, BE IT MOVED by the Council of King County:

26 A. The executive should review and analyze increasing access to ORCA card
27 distribution through the expansion of the ORCA distribution pilot project implementing
28 strategies and actions to increase access to ORCA fare media to local residents and low-
29 income transit riders including on-site registrations for ORCA cards and senior/disabled
30 and youth regional reduced fare permits, at neighborhood service centers, human services
31 agencies and other locations approved via Ordinance 17259 to areas beyond southeast
32 Seattle; and

33 B. The executive should transmit a report detailing the costs, benefits, concerns
34 and any issues associated with expanding the ORCA distribution pilot project, as
35 potential mechanisms of increasing access to and distribution of ORCA cards.

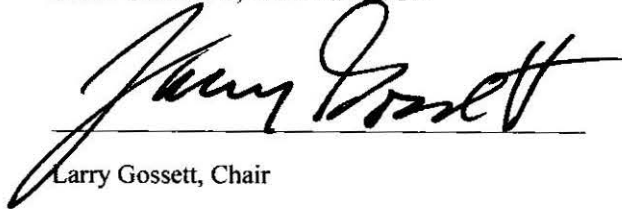
36 Additionally, the executive should identify additional potential opportunities for
37 increasing access to and distribution of ORCA cards. This report should be transmitted
38 by April 19, 2012, in the form of a paper original and an electronic copy with the clerk
39 of the council, who shall retain the original and provide an electronic copy to all

40 councilmembers, the council chief of staff and the lead staff for the transportation,
41 economy and environment committee.
42

Motion 13653 was introduced on 2/27/2012 and passed by the Metropolitan King County Council on 3/26/2012, by the following vote:


Yes: 9 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Hague,
Ms. Patterson, Ms. Lambert, Mr. Ferguson, Mr. Dunn and Mr.
McDermott
No: 0
Excused: 0

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON



Larry Gossett, Chair

ATTEST:



Anne Noris, Clerk of the Council

Attachments: None