



2020 Seattle Transit Measure

Year 1 Annual Report

Today's Presentation

1. Background & History

2. Overview of Programs

- Transit Service Investments
- Transportation Access Program (TAP)
- Transit Capital Projects
- Emerging Needs

3. What's Next and Future Spending

4. Transit Advisory Board Report Out



The Seattle Transit Landscape

- Most bus service in Seattle operated by **King County Metro Transit**
 - Additional bus service through **Sound Transit & Community Transit**
 - Light rail and commuter rail operated by **Sound Transit**
 - Passenger and car ferry service operated by **Washington State Ferries**
 - Myriad other modes/operators: Water taxi, Monorail, Streetcar, and more
- The Seattle Transit Measure (STM) primarily purchases additional bus trips on existing King County Metro routes
- Compliments SDOT's other transit-related activities
 - Fare programs for youth, seniors, low-income, transit capital projects
 - Transit-Plus Multimodal Corridor projects, Transit Spot Improvement projects

The Seattle Transit Measure

- Seattle Transit Measure 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 (= \$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

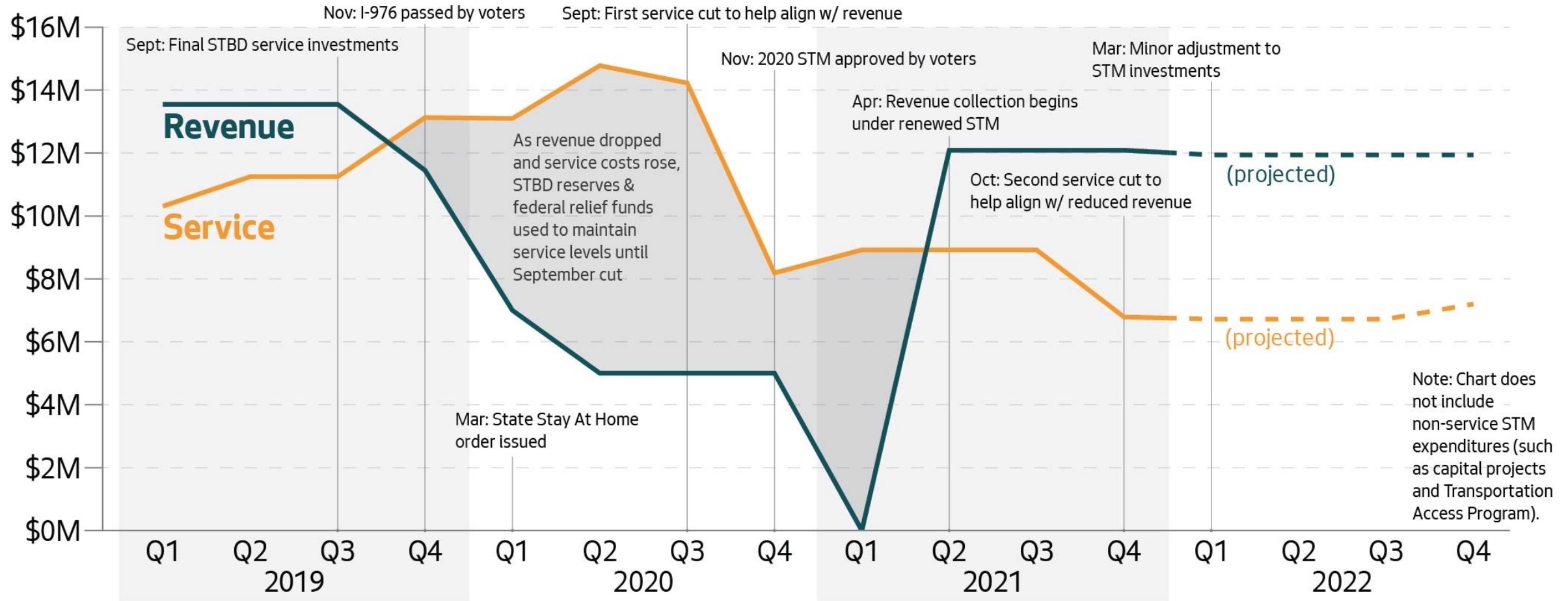




Transit Service Investments

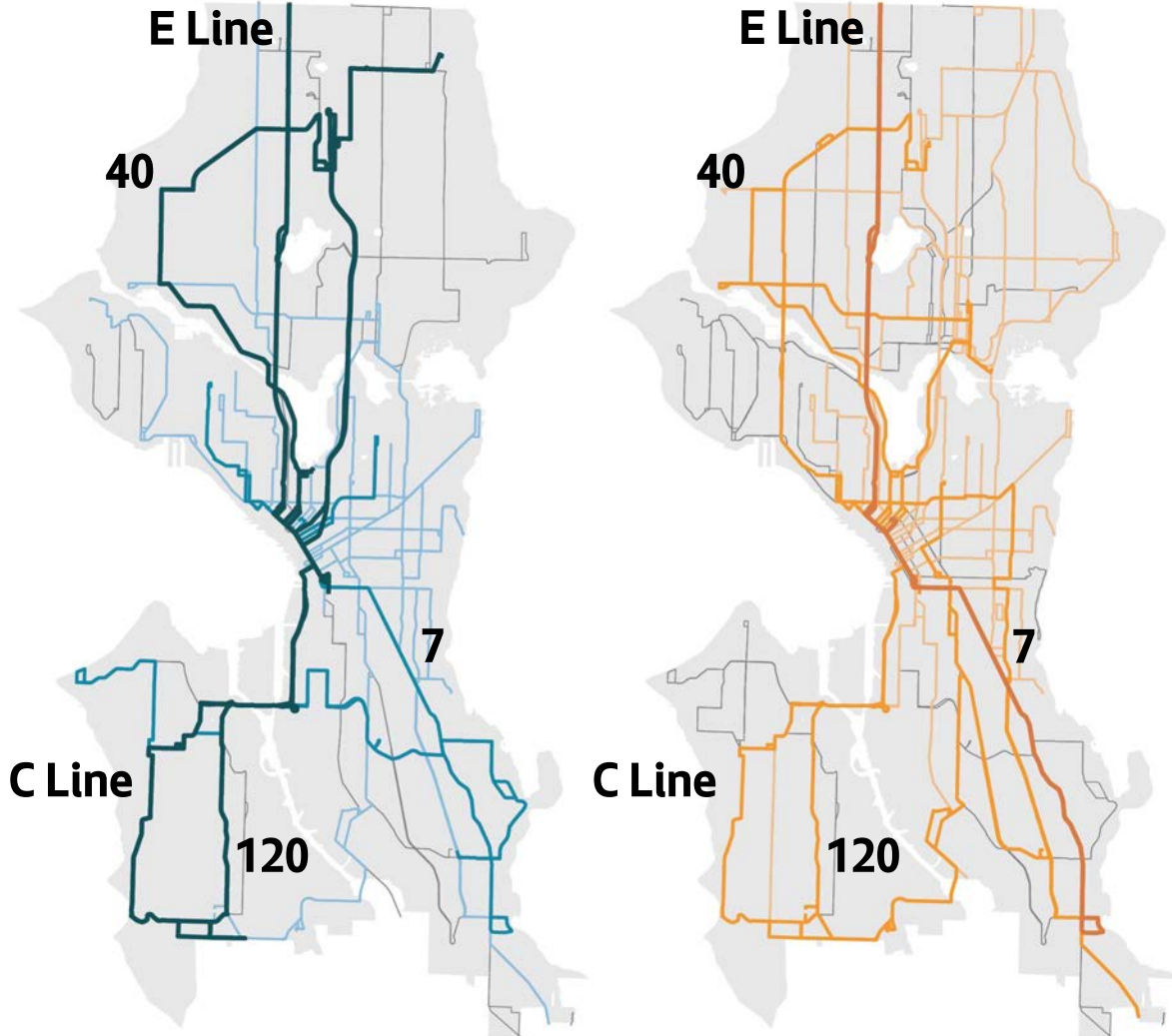
Comparing Program Revenue to Service

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



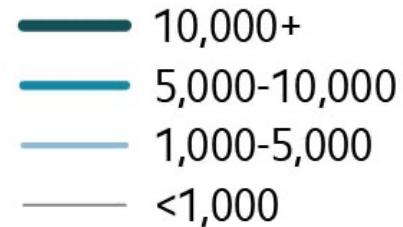
STM Service Maintained vs. COVID Ridership

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

Annual STM-Funded Hours

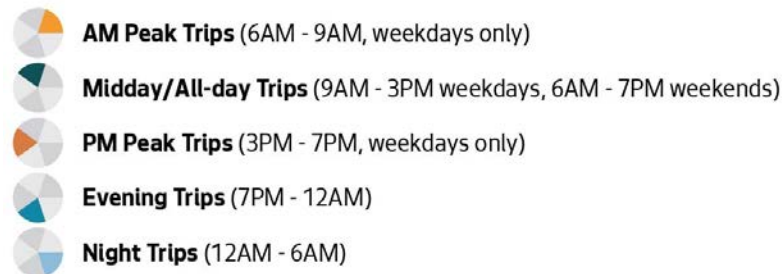


Weekday Daily Ridership

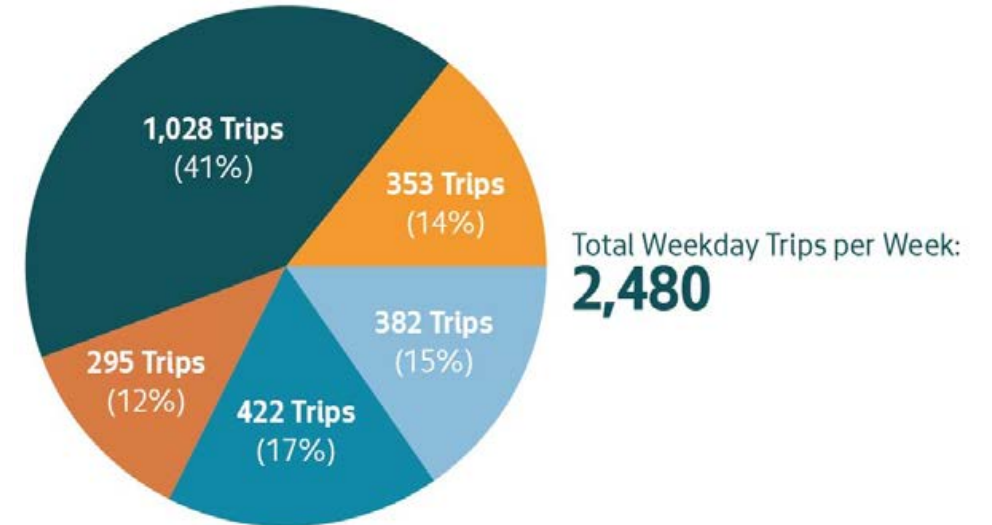


STM Investments - by Time Period

- 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
 - Phase 1: Chinatown-International District and Pioneer Square
 - Phase 2: Othello and Rainier Beach
- 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 for 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 ride transit confidently
- Agencies created videos capturing their experiences

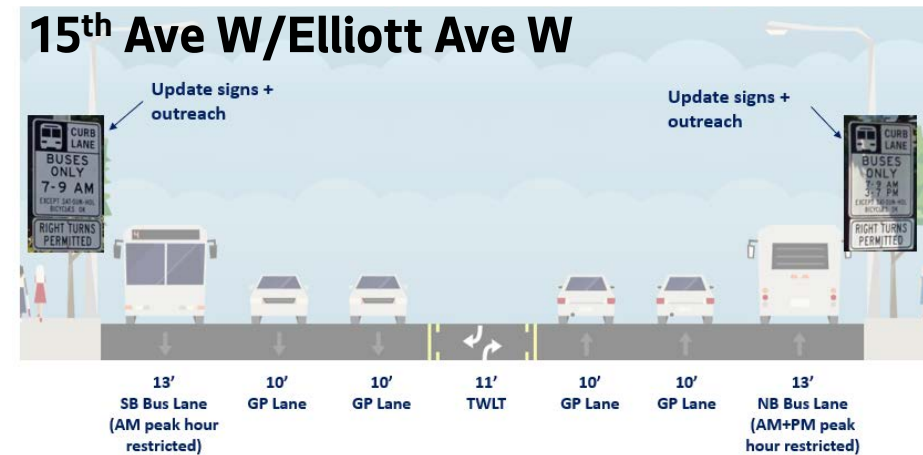
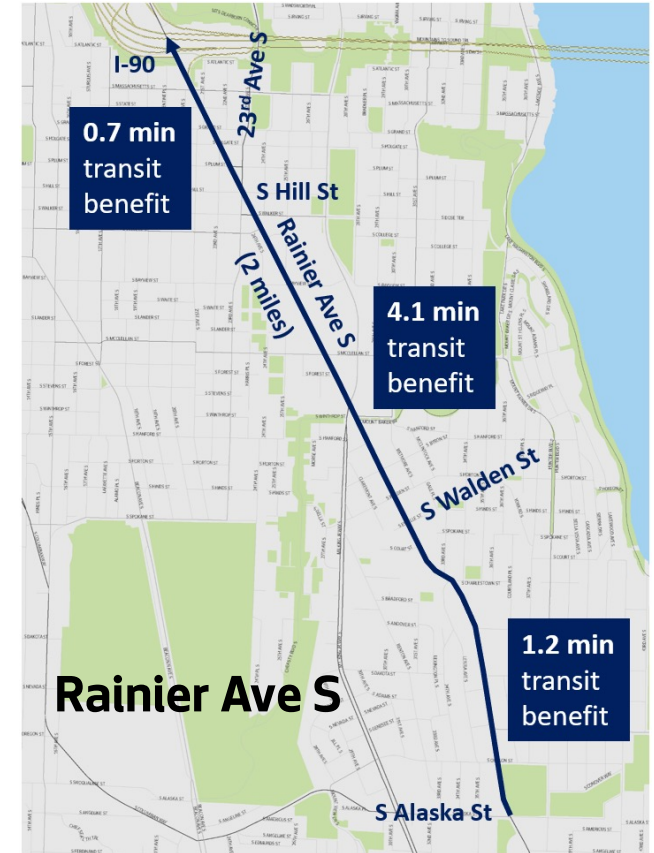




Transit Capital Projects

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; complements existing SB lane
- **Rainier Ave S**
 - NB bus lane from S Alaska St to I-90; robust community engagement as a part of planning
- **15th Ave W/Elliott 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 August, more than 10,300 enrollees, with more than 28,000 trips redeemed through the incentive program



What's Next & Future Spending

What's Next for STM

- **Transit Service:**

- Finalizing and implementing equity-focused investment prioritization criteria to direct future service investments
- Coordinating closely with Metro on future service planning & growth

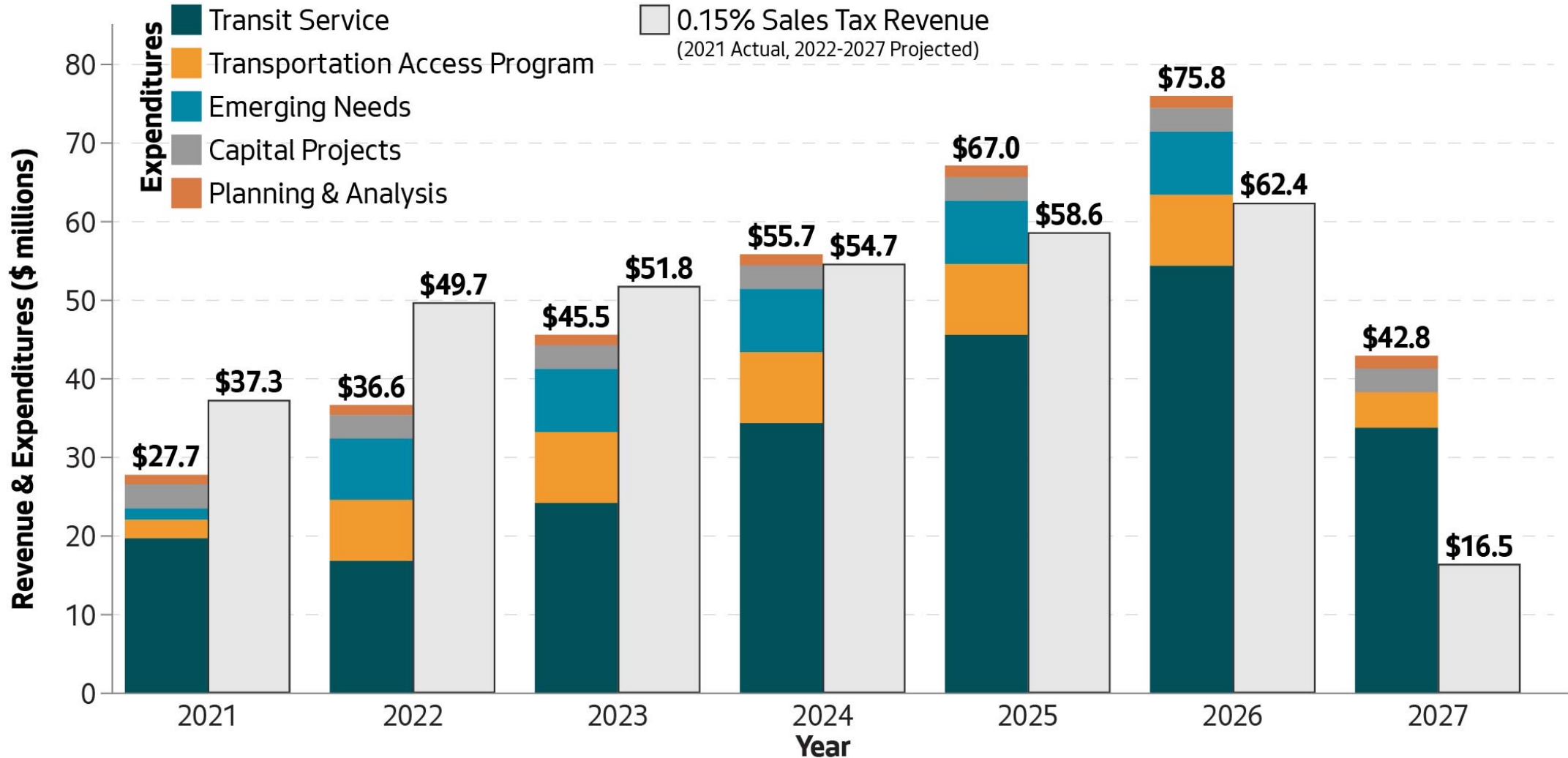
- **Transportation Access Program:**

- Planning future programming given countywide move to free youth fares
- Ensuring seamless hand-off to Metro to maintain benefit for participants

- **Capital:**

- Developing long-term plan for additive, transit-supportive improvements

Projected Spending



Transit Advisory Board Report

Questions?

Stay in touch:



Nico.Martinucci@seattle.gov | LauraLee.Sturm@seattle.gov



www.seattle.gov/transportation/seattle-transit-measure

