



Status Report
May 2015



Program Features as defined by Community and King County Leadership

- Cards look the same as other ORCA cards
- No card fee charged for a new card or renewal
- Low-income fare card expires 24 months after card issue date; can be renewed if eligible
- A single card per eligible individual
- Flat cost of \$1.50

Metro Transit Role

- Provide overall ORCA LIFT Program and policy management
- Establish identification and income eligibility requirements and standards
- Manage all facets of ORCA LIFT cards, distribution, registry and tracking
- Develop, create, review and provide ORCA LIFT Program materials
- Work with Public Health to monitor the ORCA LIFT Program on an ongoing basis
- Deploy and staff the ORCA To Go mobile card sales vans in conjunction with distribution partners;
- Advertise and promote the ORCA LIFT Program

Public Health Role

- Incorporate ORCA LIFT into existing Public Health outreach and enrollment – using existing eligibility systems (e.g. Washington Connections, Healthplanfinder and Provider One)
- Verify eligibility and issue ORCA LIFT cards
- Coordinate and oversee outreach and eligibility verification by partner agencies under contract with Metro Transit
- Train and provide technical assistance to partner agencies through regular meetings, monitoring and site visits
- Work with Metro and partner agencies to ensure broad geographic and community coverage – and identify gaps in geography and/or in reaching target populations
- Coordinate work of other agencies performing outreach and referral

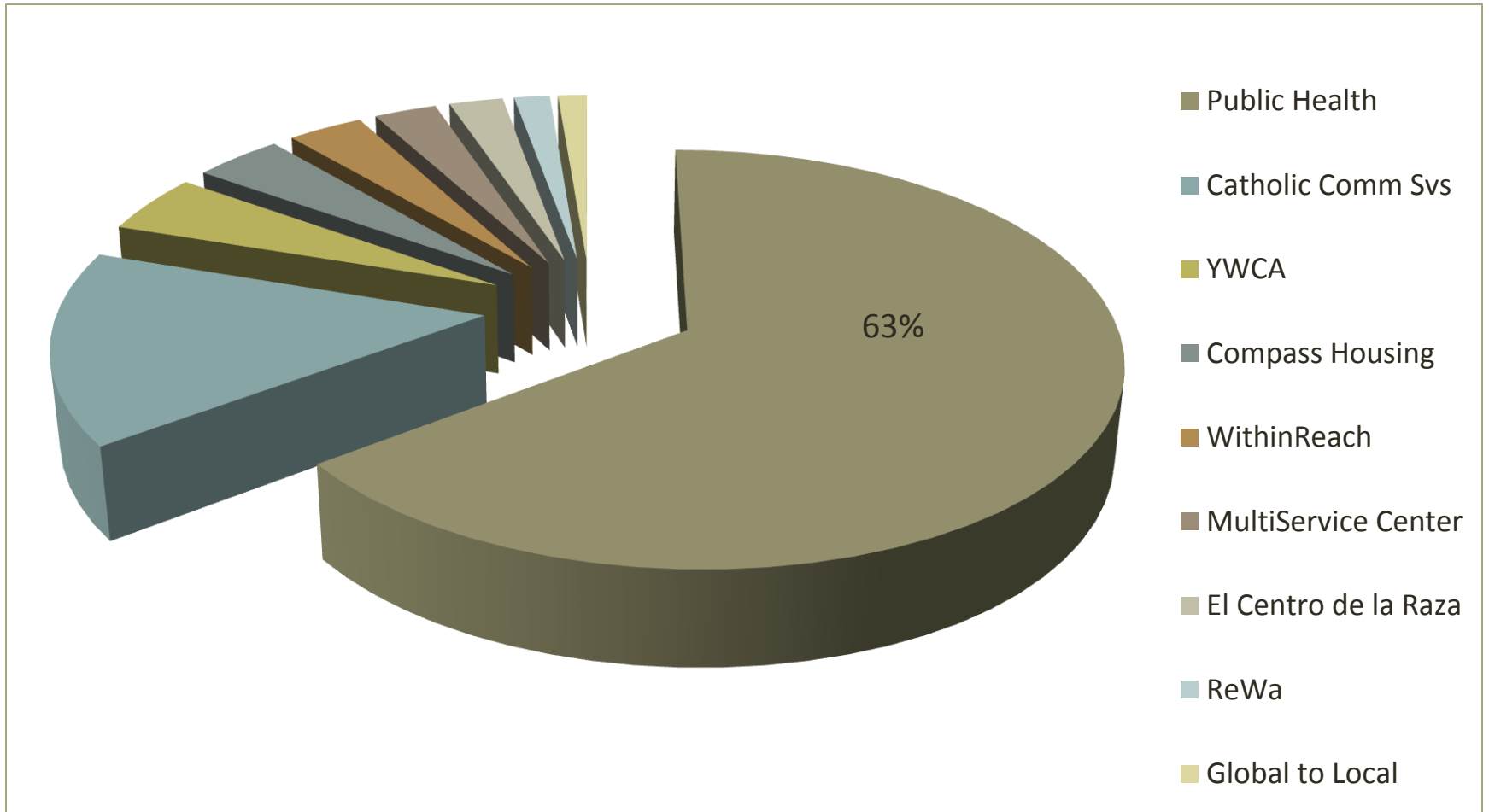
Enrollment partners

Public Health staff + 8 contracted agencies

7 (of 9) agencies operate within City of Seattle

- Catholic Community Services
- Compass Housing
- El Centro de la Raza
- ReWA
- Within Reach
- YWCA
- Global to Local (*south King County only*)
- Multi-Service Center (*south King County only*)

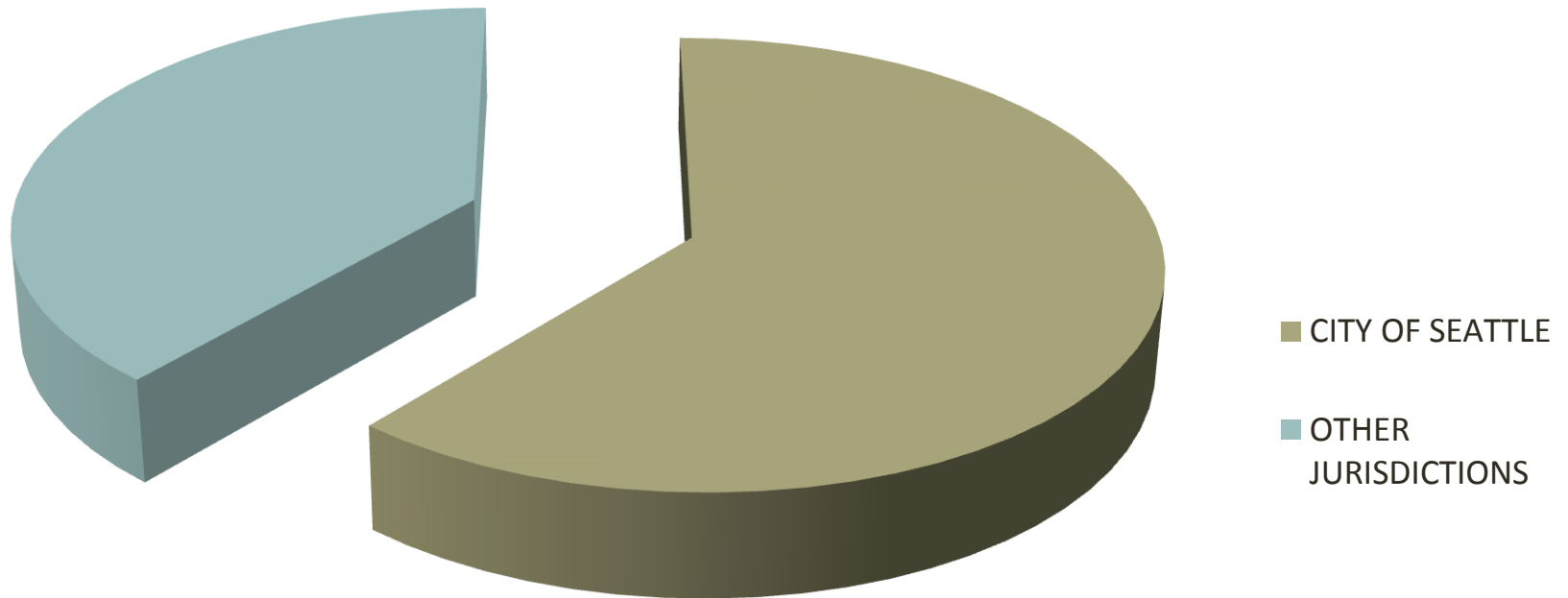
Enrollments by agency



City of Seattle – current outreach at 36+ locations

Opportunity Place	Renaissance Hotel	YWCA
Downtown Public Health Center	Pioneer Human Services	Teen Feed
Ballard Food Bank	Mexican Consulate	Roots Shelter
ReWa (Main Office)	Radcliff House	YMCA-Youth in Transition
Compass Housing	Department of Corrections	Asian Counseling & Referral Services
El Centro de la Raza	Department of Social & Health Services- Basic Food Education & Training	International Community Health Services
North Seattle Community College	Chinese Information Services	Orion Center
Catholic Community Services-Randolph Carter Family	Mary's Place	Group Health (Rainier)
North Public Health Center	White Center Public Health Center	Worksource (Downtown, North & Rainier)
Metro Transit - Seattle Office	Columbia City Public Health Center	Casa Latina
King County Youth Detention	Court Resource Center	King County Drug Court
Seattle Vocational Institute	Seattle Indian Health Board	Salvation Army (William Booth & Pike Street)
South Seattle Community College	Seattle Central Community College	

Enrollments by jurisdiction

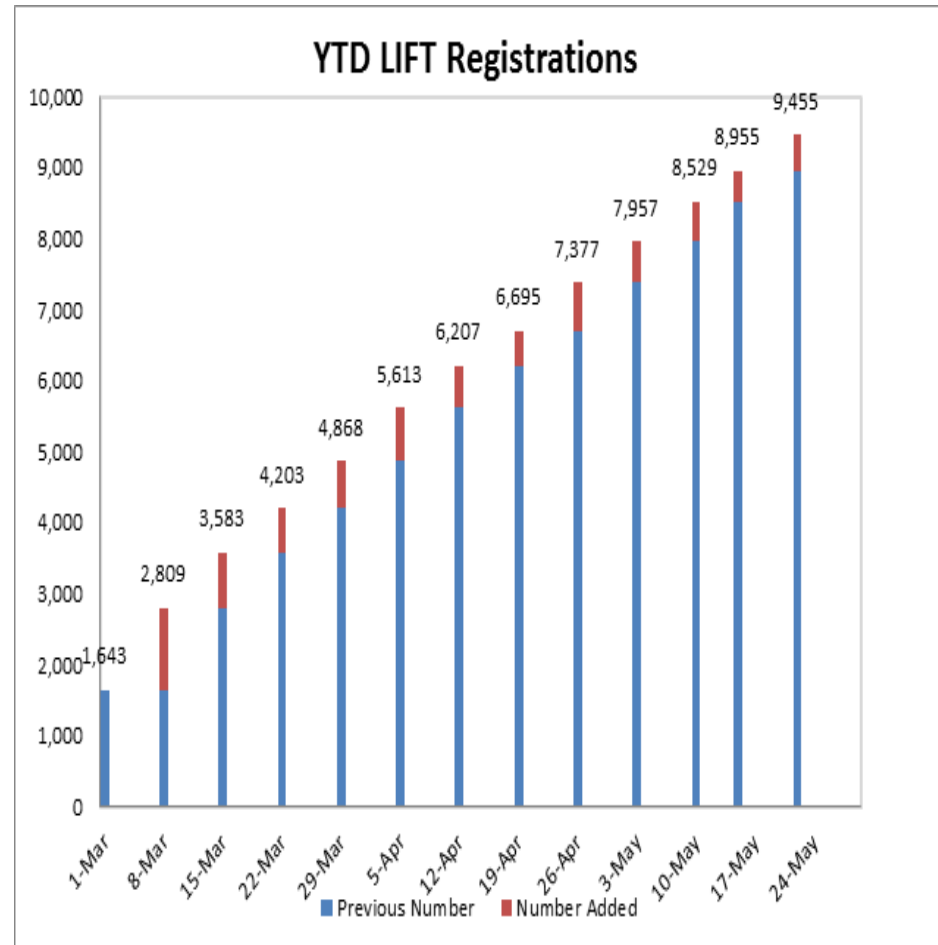
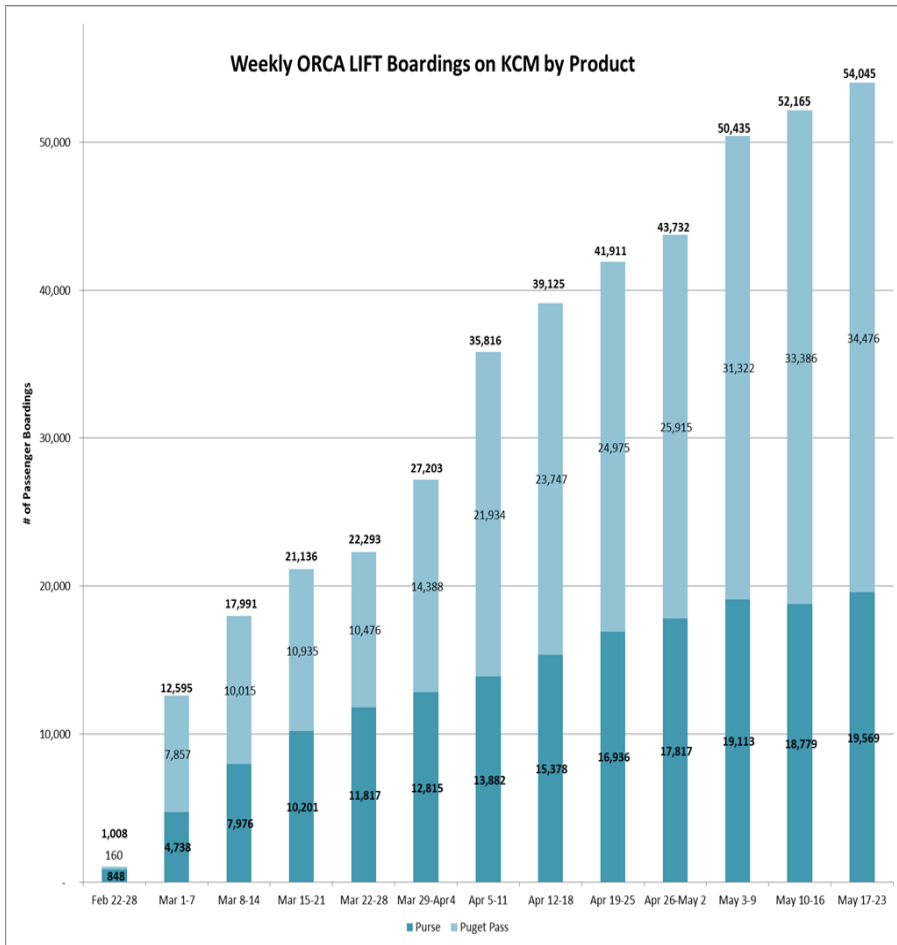


60% of enrollees are City of Seattle residents;
40% reside elsewhere in King County

Extending and coordinating outreach & enrollment

- (A) Agencies that are certified Navigators under the Affordable Care Act (20 agencies in King County network)
- Already trained to confirm income eligibility
 - Serve lower-income populations
 - Offer ORCA LIFT as added benefit to own clients
 - Many clients need transportation
 - Agree to offer without compensation
- (B) Agencies in King County’s “First Friday Forum” network
- 80 additional agencies
 - Already engaged to do outreach and referral

Participation levels



Goal: Enroll 40,000 after one year (by Feb. 28, 2016)

Adding value to a card

- Multiple sales venues available – online, by phone, by mail, walk-in centers, ticket vending machines, 120+ retail outlets – and the majority of customers are currently using ticket vending machines and retail stores
- Cash is the most common payment method, followed by credit card (95% combined)

What have we learned?

- ✓ Partnership between Transit and Public Health is powerful
- ✓ Leveraging enrollment with other programs is powerful (e.g. Basic Food, utility assistance, Comprehensive Child Care, energy assistance)
- ✓ Systems are in place to ensure the integrity of enrollment and the financial integrity of the overall program
- ✓ Our plan works! People get cards, and they use them

Next Steps

- Analyze current signups and usage to inform new outreach and increase participation (e.g. focus on zip codes with lower enrollment)
- Ramp up Phase II of marketing and outreach
- Expand ORCA To Go/verification at public events
- Expand agreements to additional non-contracted partner agencies
- Partner with the City of Seattle to expand program effectively



King County Metro Transit

- Matt Hansen, Manager, Customer Communications & Services
- Carol Merrill, ORCA LIFT Implementation Project Manager
- Mark Konecny, ORCA LIFT Program Manager

Public Health – Seattle & King County

- Jerry DeGriek, Deputy Division Manager, Community Health Services
- Daphne Pie, ORCA LIFT Outreach Manager

