

System Investments & Fare Policy Changes

Public involvement & engagement

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Our Vision: To do our part in making our community the best place to live in the country.

Outreach & Engagement Overview

Efforts to educate & engage on four core topics:

- FY2019 Budget Initiatives
- FY2019 Service Expansion
- Low Income Fare Program
- Citation Administration Process



Outreach & Engagement Strategy

Leveraging our relationships with community partners and riders to guide our outreach

- Inform – Share information online and through print materials
- Consult – Share information and ask for feedback
- Involve – Work with partners and riders to make sure concerns are understood and integrated into possible recommendations
- Collaborate – Include partners in the aspects of decision-making
- Empower – Include partners in the final decision-making process



Outreach & Engagement: *Audiences*

- All residents in the tri-county district including our riders
- Underserved populations: low-income individuals, transit-dependent riders, LEP riders, members of minority communities
- Seniors, people with disabilities, youth
- Diverse communities, cultural groups, social services and faith-based leaders – community based organizations
- Business and community leaders
- Neighborhood associations and jurisdictional partners

Outreach & Engagement: *Tactics*

- Direct mail, emails, social media, print ads, online ads
- Earned media
- Onboard outreach
- Online open house including outreach webpage
- In-person open houses across the district
- Attend CBOs, elected official meetings, committee meetings
- Diversity & Transit Equity Summit

FY2019 Budget Process

Allow riders and stakeholders to make their own “budget”

- Participatory budgeting – interactive way to provide feedback on service expansion.
- Ability to comment on proposed capital projects, construction, and other projects
- Explain how not all funds are created equal
- What is slated for FY2019

FY2019 Service Expansion

Allow riders and stakeholders to have input on how we expand

- Use current SEPs, re-establish priorities for riders
- Questions to ask –
 - Where are you traveling now?
 - Are there new areas of your neighborhood that serve as work centers or shopping centers?
 - Frequency vs. reach?

Low Income Fare Program

- **Work with TEAC to build a program that is**
 - Easy to apply for
 - Efficient to administer for stakeholders and partners
- **Needs**
 - What questions will illicit thoughtful responses from partners?
 - Ensure program is developed with an equity lens
 - What materials are needed for education?
 - How do we connect the resource to our community's most vulnerable?

Citation Administration Process

Provide information about the new program

- Discuss process and increased options for settling citation

Get feedback on key program elements

- How much is the fine? What is appropriate?
- How many hours of community service is appropriate?

Timeline

September 2017

- Service outreach starts with online budgeting tool
- Finalize outreach plan
- Research low-income fare programming at King County
- Begin developing outreach materials around four core topics
- Establish work group to give input on implementation of Citation Process

October 2017

- Outreach begins
- Establish HB 2017 Advisory Committee

November 2017

- Late Nov/early Dec: conclude outreach efforts

Timeline

December 2017

- Mid-December: share outcome of outreach efforts
- 1st Reading – Low Income Fare Program Ordinance
- Citation Process Workgroup reviews Administrative Process Plan

January 2018

- 1st Reading – Citation Process Ordinance
- 2nd Reading – Low Income Fare Program Ordinance
- Begin procurement for registration contractors

February 2018

- Proposed FY19 Service Plan released
- 2nd Reading – Citation Process Ordinance
- Begin developing marketing/educational materials for low income fare

Timeline

March 2018

- General Manager releases FY2019 Budget
- Confirm feedback and input on service expansion and budget
- Begin developing marketing/educational materials for Citation Process
- HB 2017 draft plan recommendation

April 2018

- Beta test begins for Low Income Fare Program
- 1st Reading of service expansion efforts
- Potential for beta testing Citation Process
- HB 2017 final plan recommendation
- Develop plans for enrollment for launch of Low Income Fare program

Timeline

May/June 2018

- 2nd Reading of FY2019 Service Expansion efforts, budget adoption
- JPACT review of HB 2017 recommended plan

June 2018

- Develop plans for education on new Citations Process
- Board adoption of HB 2017 plan
- Outreach begins on Low Income Fare & Citations Process

July 2018

- Launch Low Income Fare program
- Launch Citation Process
- FY2019 Budget begins

Timeline

September 2018

- 1st Installment of FY2019 service expansion goes into service

October/November 2018

- Outreach begins on FY2020 Budget with Service Expansion

January 2019

- First HB 2017 funding allocation

March 2019

- 2nd Installment of FY2019 service expansion goes into service



Challenges

A lot of different audiences

- Reaching everyone in a timely manner

A lot of different messages

- Making sure people get the message they need the most

Cost

- Big messages with new processes needs a lot of education

Staffing

- A lot of outreach requires a lot of people

Service Investments & Fare Policy Changes

Public involvement, engagement & collaboration for FY18

Questions?

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