



U District, Let's Go! Progress Report

Report period: January 6, 2018 (program kick off) through March 31 2018.

Report overview

Since program kick off on January 6, 2018 U District, Let's Go has defined its outreach and engagement strategy; created outreach tools for neighbors, community organizations and businesses; held events that connected people with ORCA LIFT enrollment and commute planning opportunities; and made presentations to various neighborhood groups. During this quarter, the program continued to build relationships and network within the community and also held its first stakeholder meeting to connect partners with progress.

Outreach and engagement strategy

The U District, Let's Go event strategy is centered on partnering with local businesses and organizations to both build relationships with the organizations, benefit from their established promotional channels and audiences, drive new audiences to their establishments, and create a community-centered approach to connecting people with transportation resources.

The program has coordinated a calendar of events that include monthly ORCA LIFT enrollment and commute planning opportunities, and a quarterly major event, such as a Transit Talk or neighborhood walk. The program is collaborating with existing regional initiatives such as Cascade Bicycle Club's Bike Everywhere Day and Transportation Choices Coalition's Ride Transit Month, creating its own neighborhood angle on these events. In addition, there is an established weekly schedule to connect with businesses. The program is collaborating with U District Partnership to maximize business outreach efforts and coordinate a collective message. The program has left space open to be flexible when potential partnership opportunities, presentations, or events arise throughout the year.

(See exhibits A & B)



Here is a listing of events and engagement results from this reporting period January - March.

Event/ Presentation	Partners	Date	# people engaged	Commute Plans	ORCA LIFT Enrollment	ORCA Cards provided	Employer Tool Kits Distributed	Newsletter	Regional Reduced Fare Pass Vouchers
Coffee & A LIFT	Street Bean Coffee Roasters, King County Public Health	Jan- Mar	4		3			3	
Coffee & A new commute	Cafe Allegro	Jan- Mar	22	1	1			3	
Community Lift: ORCA LIFT & Regional Reduced Fare Pass enrollment	U District Food Bank, Within Reach, ORCA-TO-GO, King County Public Health	Jan- Mar	45		19				8
D4 Neighborhood Action Coalition	D4 Neighborhood Coalition	Jan- Mar	4						
Employee onboarding	U District Partnership, U District Foodbank, Scarecrow Video, University Family YMCA	Jan- Mar	5	2	2				
Neighborhood Farmers Market (seasonal staff onboarding)	Farmers Market Alliance	Jan- Mar	12			12	12		
Neighborhood Farmers Market Annual Meeting (Vendors)	Farmers Market Alliance	Jan- Mar	50			20	20		
Stakeholder Meeting 1/4	Various	Jan- Mar	21					17	
U District Mobility U District Station Area Mobility Community Planning Workshop	UD Partnership, UD Mobility Group	Jan- Mar	52						



U District Partnership Board Meetings	U District Partnership	Jan-Mar	22						
U District Public Library Youth Drop In	Seattle Public Library, Youth Programming	Jan-Mar	11		1	1			
U District, Let's Go Kick Off Neighborhood Walk	CM Johnson's office, Seattle Neighborhood Farmers Market, U District Partnership, SDOT	Jan-Mar	23					19	
UW's Doorway Project, 2nd Pop-up Café	UW's Doorway Project	Jan-Mar	18		3				
Weekly Business street outreach	U District Partnership	Jan-Mar	30					6	
Event/ Presentation	Partners	Date	# people engaged	Commute Plans	ORCA LIFT Enrollment	ORCA Cards provided	Employer Tool Kits Distributed	Newsletter	Regional Reduced Fare Pass Vouchers
Total			319	3	29	33	32	48	8

Website, social media, and newsletter

The website was launched in January and features commute planning services, an employer toolkit, wayfinding information, and blog posts. The program drives traffic to the website via social media and engages with followers through regular postings. The program is utilizing an online third party, MailChimp, to facilitate the sending of monthly newsletters to our subscribers.

To date, here are the program's followers and subscribers:

Online outlet	Followers/subscribers
Facebook	88
Twitter	86
Instagram	30
Newsletter	48



Employer tool kit and supporting elements

To assist in connecting with businesses, the program has developed a toolkit of print and online promotional materials and transportation resources to leave with businesses to support their efforts to connect with employees. Toolkit elements include the follow items: business reply card, business card, post-it notes, outreach events leaflets, transportation benefits onepager, commute planning forms, and supporting partner materials such as ORCA LIFT, ORCA for businesses Choice v. Passport, Metro's Night Owl bus service poster. To aid in marketing and capturing attention, we have used Seattle Department of Transportation U District Neighborhood intercept survey data to communicate important statistics as it relates to customer mobility habits and business interaction.

(See exhibits C,D & E)

In addition to providing resources, U District, Let's Go, with the professional experience of EMC Research, has developed two surveys: an employer survey (to capture how employers are current managing transportation resources and uncover barriers they experience in providing a transportation benefit) and an employee version (to better understand barriers to transportation access). The soft kick off will occur late March and on the ground outreach will happen in April. The survey will be open for the duration of the pilot.

Here are the test links to the surveys:

Employee: https://emcresearch.ca1.qualtrics.com/jfe/preview/SV_dpdnHaDxKasruTP?Q_CHL=preview

Employer: https://emcresearch.ca1.qualtrics.com/jfe/preview/SV_5uacksa0iyeoiFf?Q_CHL=preview

Stakeholder engagement and meetings

U District, Let's Go has planned quarterly meetings with stakeholders representing public agencies and institutions, nonprofit and community organizations with a vested interest in transportation in the U District. Stakeholder meetings are designed to share information about programing, disseminate comments, feedback and perceptions heard on the ground (as a way to improve dialogue between the neighborhood and public agencies) and use the collective knowledge of the group to improve program outcomes. In addition, a goal for these meetings is to build a network that can advocate for ongoing transportation demand management in the U District Neighborhood.

The first U District, Let's Go stakeholder meeting was held on February 28. 51 individuals were invited to participate and 21 individuals attended. The goal for this first meeting was to bring partners up to date on programming, provide opportunities to get more involved, and establish a method of communication for the purposes of relaying comments and questions for feedback and education. Future meetings will follow this same format, however, major topics for discussion will be based on relevant themes or trends (such as ways to engage businesses, equity, etc.) that U District, Let's Go programming has identified.

Stakeholder meetings are held quarterly at Seattle City Hall from 10:00 am–11:00 am on these dates: May 30, August 29, November TBD.

(See exhibit F for a list of stakeholder organizations)



Presentations and meetings key discoveries

During this program phase, U District, Let's Go presented to various small groups and continued to network and build relationships. Here is a list of meetings and condensed key discoveries. Please see the [comment log](#) for a comprehensive list of concerns.

Please note, the program's involvement with a local community-driven effort, the U District Mobility Group, is not on the list of events due to a high frequency of meetings. This group is comprised of volunteers from area nonprofits, businesses, community groups, and institutions (with professional guidance from a professional consulting firm, Makers Architecture, Fehr & Peers, and Toole Design Group). The group is leading efforts on the Link light rail U District station area plan. U District, Let's Go is actively participating on outreach efforts.

U District, Let's Go is also actively involved in the King County Mobility Coalition (KCMC) meetings, specifically with the KCMC Access to Work and School Committee Meeting. And is involved and attending the ORCA LIFT monthly meetings with King County Public Health.

Business	Date	Point of Contact	Partner Org.	Interests	Top Concerns
Goose & Gander Farm	Jan.- Mar.	Meredith Molli	King. Co. Metro	ORCA for businesses solutions for Columbia City restaurant	Limited customer parking at farm markets
Honest Biscuits	Jan.- Mar.	Art Stone	King. Co. Metro	Already provides a transit benefit to staff/ interested in the tax savings for his company	Limited customer parking at farm markets
Miri's Seattle	Jan.- Mar.	Miri Plowman	King. Co. Metro	Options for getting their seasonal staff on transit	Limited customer parking at farm markets
Skagit River Farm	Jan.- Mar.	Nicole Vojkovich	King. Co. Metro	Options for getting their seasonal staff on transit	Limited customer parking at farm markets
Scarecrow Video	Jan.- Mar.	Kate Barr	King. Co. Metro	ORCA for businesses	Expressed several concerns with existing and future transportation investments and impacts on businesses
Woolly Mammoth	Jan.- Mar.	Owner		ORCA for businesses	
University Bookstore	Jan.- Mar.	Louise Little		Events partnering and relationship building.	Link LR impacts/ changes to service routes and impacts on area businesses



ROOTS Young Adult Shelter	Jan.- Mar.	Nathaniel Lyon		Transportation benefits for employees/ not he key decision maker/ ED is moving on.	Barriers to clients that are not able to use transfers among transit agencies
YMCA University Family	Jan.- Mar.	Andy Sharpe	King. Co. Metro	Need options for staff and clients to find temp location during upcoming construction/ help establishing options for staff now in prep for new space, to use parking spots efficiently. Event collaboration/ ORCA for businesses.	Making better use of customer parking lot during and after construction
Cafe Allegro	Jan.- Mar.	Kate Robinson		ORCA for business/ event collaboration	Homelessness population and impacts to businesses/ assistance from city to add crosswalks between active alley ways (NE 43rd).
U District Foodbank	Jan.- Mar.	Joe Gruber & Liliya Shtikel		Events partnering and relationship building	ORCA LIFT, Regional Reduced Fare Pass, commute planning for staff and volunteers.
University of Washington	Jan.- Mar.	Kim England	CM Johnson's Office	Event/ outreach collaboration	Interested in knowing more about how people will get to Link LR from campus access points and safety impacts.

ORCA LIFT

Early in the planning phase, U District, Let's go established a process and procedure for registering people for ORCA LIFT and tested the process, which was used in instances where Public Health is unable to attend events and enroll people for ORCA on the spot. The established process works smoothly and helps in situations where there isn't an event, but there is a need to connect someone with ORCA LIFT. There has also been an effort to connect people with Metro's Regional Reduced Fare Pass.

Goals and metrics

Please note, that information has been provided where there is data to report:

1. Goal: Increase ORCA LIFT enrollments



- *Metrics:* Pre/post-program data collected from King County Public Health.
- *Progress:* 29 people have been connected with ORCA LIFT to date.
- 2. Goal: Increase the number of U District employers that have ORCA benefits (Choice & Passport)**
 - *Metrics:* Pre/post-program data collected from King County Metro specifically with regard to the number of new accounts opened in the U District, number of meetings (with U District businesses) held each month, and key findings.
- 3. Goal: Provide individualized commute plans to people working or volunteering in the U District**
 - *Metrics:* Number of commute plans completed each month and number of people switching modes (data collected from commute plan survey, Data for Good, and at program end survey).
 - *Progress:* 3 commute plans have been prepared
- 4. Goal: Plan 4 events in partnership with organizations**
 - *Metrics:* Number of people in attendance, number of new people in attendance, photos, number of partnerships created/leveraged.
 - *Progress:* Between January-March, interacted with 319 people, created relationships with 6 local businesses and organizations for event collaboration.
- 5. Goal: Quarterly meetings with stakeholders**
 - *Metrics:* Create list of top concerns heard through outreach, 4 meetings with stakeholder groups to communicate concerns and update on progress.
 - *Progress*
 - 1 of 4 stakeholder meetings held
 - See list of comments heard [here](#)

Benchmark data

The program will plan to report out against the following benchmark data. Benchmark data is taken from the [U District Survey of Small Businesses](#) found that following key transportation findings

1. How do the majority of your employees get to work?
 - Drive alone = 48.78%
 - Program goal: 2% decrease in the number of people driving alone
2. Are you aware of the reduced transit fare program, ORCA LIFT?
 - No = 60%
 - Program goal: 100% of U District businesses know what ORCA LIFT is for and how to use it.
3. Do you offer any kind of transportation benefit to your employees?
 - None = 62.30%
 - Program goal: increase of 2-3% more small businesses offering a transportation benefit.



Quarter 2 looking forward

In addition to continued outreach and networking with current and potential program partners, U District, Let's Go will focus on building the case for local businesses and leadership (U District Partnership Board of Directors and the Businesses Improvement Area Rate Payer Advisory Board) to support transportation programming beyond the pilot phase. Part of that case will be made during an upcoming Transit Talk targeted toward U District business owners, property owners, managers, and leadership. U District, Let's Go is organizing a panel of area leaders and experts including Speakers include: Seattle City Councilmember Rob Johnson, Kristina Walker, Executive Director at Downtown Tacoma on the Go! Executive Director, Jamie Lee, Director of Community Initiatives with Seattle Chinatown International District Preservation and Development Authority (SCIDpda), Sierra Hansen, VP of Government Affairs, Strategies 360 and former Capitol Hill Chamber of Commerce Executive Director, and Sound Transit, moderated by Chase Landrey, Community Engagement Coordinator with the U District Partnership. Here are event details: <https://www.facebook.com/events/2091863487699552/>

Other upcoming events include participation in Transportation Choices Ride Transit Month programming in June. U District, Let's Go is collaborating with King County Metro's Night Owl programming to engage with people working variable shifts and planning a Books and Buses reading event at the University District library.

In addition, a major event coming is coming to the U District in July. The 2018 Special Olympics USA Game will bring upwards of 70,000 athletes, family members and visitors to the area, presenting an opportunity for the program to offer it's commute planning services to businesses. A coordinated campaign is plan is planned for June that includes pop-up outreach events to assist visitors in wayfinding and a targeted social media outreach effort to businesses.



Exhibits

Exhibit A. Event Flyer 4.5" X 11" leaflet (front & back)



JANUARY 31

Coffee & a Lift: ORCA LIFT enrollment
10AM–NOON at Street Bean Coffee Roasters
5015 Roosevelt Way NE

FEBRUARY 13

Coffee & A New Commute: Commute Planning
10AM–NOON at Café Allegro, 4214 University Way NE
(Entrance is in the alley)

MARCH 2

Community Lift: ORCA LIFT & Regional Reduced Fare Pass enrollment
2PM–4PM at University District Food Bank
5017 Roosevelt Way NE

MARCH 7

Books & a Lift: ORCA LIFT enrollment
5PM–7PM at University Book Store
4326 University Way NE

APRIL 10

Coffee & A New Commute: Commute Planning
9AM–11AM at Café Allegro, 4214 University Way NE
(Entrance is in the alley)

APRIL

Transit Talk U Talk Series: Getting our business district ready for Link light rail
Time and date TBD

APRIL 21

Healthy Kids Day: ORCA LIFT enrollment
10AM–1PM at University Family YMCA, 5003 12th Ave NE

APRIL 22

Pop-up Café with UW's Doorway Project: ORCA LIFT enrollment
NOON–4PM at U Heights, 5031 University Way NE

MAY – ALL MONTH

Bike Everywhere Month
Neighborhood rides & events

MAY 9

Books & a Lift: ORCA LIFT enrollment
9AM–11AM at University Book Store
4326 University Way NE

MAY 19 & 20

Find us at the University District Street Fair

Find us at the
U District Farmer's Market Saturdays
between May & October from 10 AM – NOON.
We're sharing table space with Councilmember
Johnson's office (Thanks CM Johnson!)

Key Events: 📅

2018 EVENTS CONTINUED



📅 JUNE IS RIDE TRANSIT MONTH

Happy Hours, trivia nights and more!

JUNE 5

Community Lift: ORCA LIFT & Regional Reduced Fare Pass enrollment
2PM–4PM at University District Food Bank
5017 Roosevelt Way NE

JUNE 30 – JULY 6

Special Olympics USA Games at the UW
Be on the lookout for our pop-up outreach
bike for transportation resources

JULY 26

Coffee & a Lift: ORCA LIFT enrollment
10AM–NOON at Street Bean Coffee Roasters
5015 Roosevelt Way NE

AUGUST 9

Books & a Lift: ORCA LIFT enrollment
1PM–3PM at University Book Store
4326 University Way NE

SEPTEMBER 6

Community Lift: ORCA LIFT & Regional Reduced Fare Pass enrollment
2PM–4PM at University District Food Bank
5017 Roosevelt Way NE

OCTOBER 10

Books & a Lift: ORCA LIFT enrollment
9AM–11AM at University Book Store
4326 University Way NE

Let's connect!

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Program Manager
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facebook.com/UDistrictLetsGo | twitter.com/UDistrictLetsGo

Key Events: 📅



Exhibit B. Partner promotional poster example

community lift transit card enrollment!

U District, Let's Go & the University District Food Bank are partnering to help you get connected to **Metro's Regional Reduced Fare Permit**. The permit entitles senior riders (age 65+), riders with a disability and Medicare card holders to reduced fares on public transportation systems. We will be issuing new cards and loading **\$30 vouchers** for those that need funds added (if qualifying for RRF). We're also enrolling people in **ORCA LIFT** (Metro's reduced fare ORCA Card). Eligible individuals (19-64 years of age) can get an ORCA pass **pre-loaded with \$30**.

DATE : Friday, March 2, 2018
LOCATION : University District Food Bank, 5017 Roosevelt Way NE
TIME : 2 PM to 4 PM
MORE INFO : udistrictgo.org | facebook.com/UDistrictLetsGo | [twitter @UDistrictLetsGo](https://twitter.com/UDistrictLetsGo)

OUR PARTNERS



**U DISTRICT
let's go!**

For ORCA LIFT enrollment

Please bring a photo ID and one of the following items:
Provider One Service card,
EBT card or proof of income (from last 30 days).

connecting U
with transportation resources

A background image showing a group of people on a transit platform. In the foreground, a man with glasses and a vest is waving. Behind him, a woman is holding a sign that says 'Simply Fast. Plan for your business. Fastest Internet for your home.' There are other people and transit infrastructure visible in the background.



Exhibit C. Employer tool kit (large)



Exhibit D. Employer toolkit (small) (for spaces where office space is limited/ e.g. farmers market vendors.)



Exhibit E. 2016 SDOT U District Neighborhood Intercept Survey Infographics

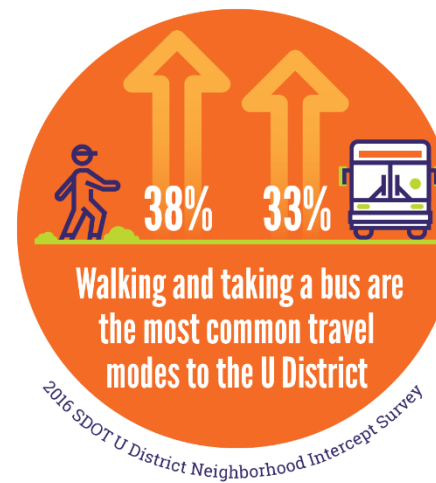
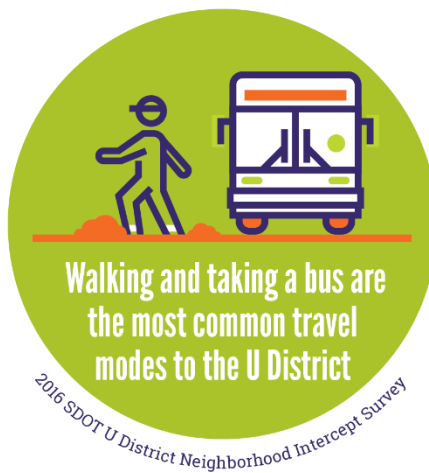
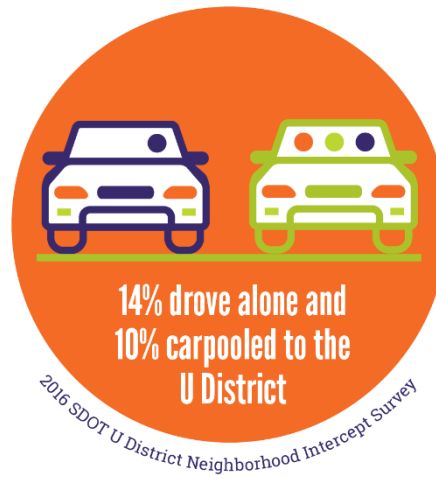




Exhibit F. List of stakeholder organizations

Organization
Cascade Bicycle Club
Children's Hospital Transportation & Sustainability
City of Seattle
Commute Seattle
CoMotion at UW
Councilmember Rob Johnson's Office
CUCAC City/University Community Advisory Committee
Department of Neighborhoods Community Engagement Coordinator for the North End of Seattle
Downtown Tacoma on the Go!
Feet First
King County Metro Transit
King County Mobility Coalition
King County Public Health - Community Health Services Division
Neighborhood Farmers Market Association
Night Owl Program
Office of Planning & Community Development
Roosevelt Neighborhood Association
Roosevelt neighbors Alliance
SDOT New Mobility
Seattle Department of Transportation
Sound Transit
U District Advocates
U District Alliance for Equity & Livability
U District Customer Service Center
U District Mobility Group
U District Partnership
U District Partnership Board/ UW External Relations
U District Small Business Association
U-Heights
University Congregational Church
University District Foodbank
University District Parking Associates
University of Washington/ Data for Good
UW External Relations
UW Real Estate
UW Transportation Services