



U District, Let's Go! Progress Report

Report period: October 16, 2017 (program inception) – January 6, 2018 (program kick off).

Report overview

This phase of programming included primarily creating connections with stakeholders and community groups, and identifying resources and partnership opportunities. (See section on “meetings” for a list of stakeholders.) During this phase the program manager worked with consultants/experts on developing the program’s brand, identifying the program backend processes and procedures, (such as how the program manager would work with King County Public Health on ORCA LIFT registrations) and secured tools, such as commute planning resources. The program manager also began conversations with EMC Research to begin crafting a mobility survey of U District employers and employees. This phase of work also included planning and implementing the program’s kick-off event.

Marketing & branding progress

The *U District, Let's Go!* brand focuses on local, street-level, action-oriented imagery, using bold, urban colors. Tag line elements, specifically for use on the website and materials, include focusing on “U” as both a play on the “U District” neighborhood and “U” the individual.

(see Exhibit A)

Website & marketing plan for launch

The website’s primary features include: a commute planning services module (electronic portal for people to go to for personalized commute planning), an electronic employer transportation toolkit (ORCA for business information, contacts, infographics, survey data etc.), a blog, and an events section (working in conjunction with social media).

Beta site at <http://dev.udistrictgo.org/> (NOTE: Upcoming planning session with our Downtown Tacoma on the Go! consultant to assist in providing input/deliverables on the Working page (employee and employer resource sections).

Proposed website launch on January 19, 2018. Marketing efforts to follow will include a postcard mailer to business and program partners, blog posts, scheduled social media outreach, and personal outreach to program points of contacts.

Social media properties

Twitter: <https://twitter.com/UDistrictLetsGo>

Facebook: <https://www.facebook.com/UDistrictLetsGo/>

Instagram: <https://www.instagram.com/udletsgo/?hl=en>



Print marketing

In preparation for program launch, two postcard announcements were designed and mailed to 218 contacts (businesses and program partners). Mailers were sent approximately two weeks apart, with the first, announcing the launch of the program, sent on December 22, 2017. The following mailer provided details on the kick-off walk.

(see Exhibits B & C)

Program launch

The program kicked off on Saturday, January 6, 2018. Councilmember Rob Johnson (CM Johnson) was our guest walk-leader. The planned route, ([route of map located here](#)), highlighted key transportation and mobility options and information, such as a planned RapidRide line, protected bike lanes, and upcoming infrastructure changes to the neighborhood. I invited Kate Barr from Scarecrow Video to present to our group (outside her business). She shared her excitement about Link light rail and RapidRide service coming to Roosevelt and the challenges Scarecrow Video is experiencing during this time.

For this event, I partnered with CM Johnson's office, Seattle Department of Transportation's Vision Zero program, the Seattle Neighborhood Farmer's Market, and the U District Partnership. The walk was attended by 23 people.

(see Exhibits D-H)

Meetings

Agency	Type	POC(s)	Key Highlight
Scarecrow Video	Business outreach	Kate Barr	ORCA for businesses, hearing concerns (feels like there isn't anyone soliciting feedback from businesses on Roosevelt during this change.)
Capitol Hill Housing	Partner	Alex Brennan	Shared parking concept brainstorming
Children's Hospital Transportation & Sustainability	Stakeholder	Jamie Cheney	Support, insight into working with businesses
Commute Seattle	Partner	Kendle Bjelland, Mercedes Strove	Shared materials, research and experience
Councilmember Rob Johnson's Office	Stakeholder	Amy Gore	Partnering at UD Farmer's Market outreach & events, partner introductions
EMC Research	Consultant	Ian Stewart	Employer/ employee focused pre and post survey methodology & reporting



Downtown Tacoma on the Go!	Consultant	Kristina Walker	Technical advice, employee/employer outreach strategy
King County Metro	Stakeholder	Sunny Knott, Penny Laura, Stacy Khalsa, Mark Konecny, Daniel Rowe	Resources, multilingual ambassadors, ORCA for business, parking resources
King County Public Health	Stakeholder	Daphne Pie, Callista Kennedy, Jenifer Covert	Process identification for ORCA LIFT, monthly meetings, access to data, ORCA LIFT procedure, LIFT event partnering
Neighborhood Farmers Market Association	Partner	Chris Curtis, Ivy Fox	Support on outreach, events at markets
SDOT, Vision Zero	Partner	Allison Schwartz, Christine Alar (Night Owl)	Educational SWAG for events
Shiga Imports	Business outreach	Alfred Shiga	ORCA for business
Sweet Alchemy Creamery	Business outreach	Lois Ko	Information share, hearing concerns (loss of parking, negative associations with public spaces, transient people and her parklet)
Sound Transit	Stakeholder	Carrie Avila-Mooney	Point of contact for information
U District Mobility Group	Partner	Cory Crocker, members of Strategy & Working groups	Shared outreach opportunities, collaboration with consultant, hired MAKERS to lead work on the U-District station area mobility plan.
U District Partnership Board/ UW External Relations	Partner/ Stakeholder	Sally Clark, Aaron Hoard	UDP support
U District Partnership	Partner	Chase Landry, Marcus Johnson & Mark Crawford (Interim ED)	Shared outreach, access to business and property owners, small businesses and shared partnership in events and outreach
University District Foodbank	Partner/ Business	Joe Gruber	Partnership opportunities for LIFT
UW Transportation Services	Partner/ Stakeholder	Zack Howard, Tam Kutzmark	Commute Planning resources, tools, collaboration



ORCA LIFT

Worked with Daphne Pie and her team on identifying how our groups would work together on ORCA LIFT registration. Together we developed a procedure to collect and relay information and get card's issued and distributed. The program manager prefers to pick-up cards from Public Health in person and to also hand deliver the cards to individuals or employers as a way to build relationships. To date, the process works smoothly and the program has already issued one card to a person in need.

(see Exhibits I)

Goals & metrics

1. Goal: Increase ORCA LIFT enrollments

Metrics: pre-program and post-program data collected from King County Public Health

2. Goal: Increase the number of U District employers that have ORCA benefits (Choice & Passport)

- *Metrics:* pre-program and post-program data collected from King County Metro specifically with regard to the # of new accounts opened in the U District, # 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:* # of commutes plans completed each month, # of people switching modes (data collected from commute plan survey, Data for Good, and at program end survey)

4. Goal: Plan 4 events in partnership with organizations

- *Metrics:* # of people in attendance (number of new people in attendance) photos, # of partnerships created/ leveraged

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.

Proposed quarterly progress template

- Month-by-month tracking against goals and metrics and timeline
- Recap on meetings (businesses & partners) held, key discoveries
- Number of LIFT cards issued/ ORCA for business accounts opened
- Events held and results

Quarter 1 looking forward

- Define outreach strategy
 - Business outreach
 - LIFT outreach
- Events identified
- First quarterly stakeholder meeting held
- Survey designed and implemented



Exhibits

Exhibit A

Logo



Exhibit B

5"X7" Program Announcement (front)





Exhibit B

5"X7" Program Announcement (back)

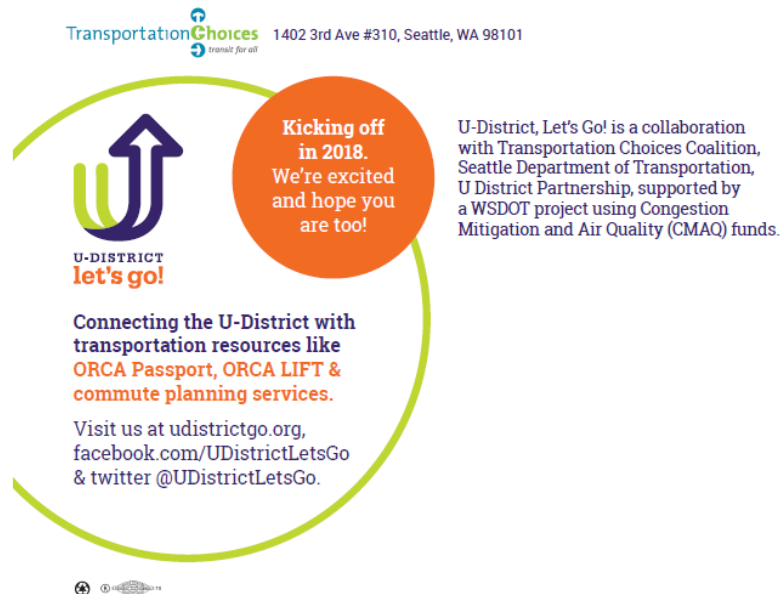


Exhibit C

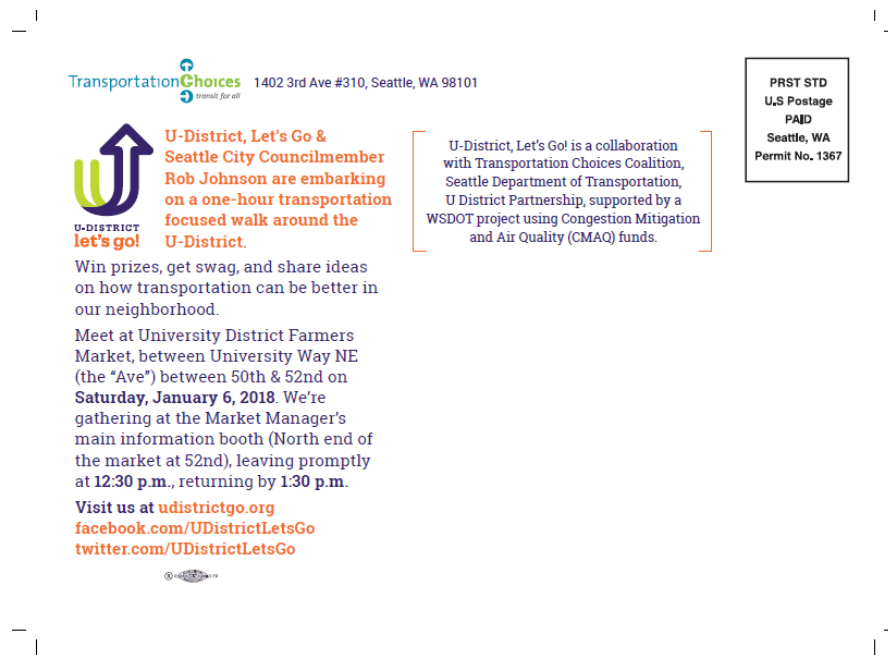
5"X7" Program Kick-Off Postcard (front)





Exhibit C

5"X7" Program Kick-Off Postcard (back)



Exhibits D-H

D. Kick off pre-walk group photo





E. 52nd Ave NE & Roosevelt Way NE (RapidRide & protected bike lane)





F. Chatting with Kate Barr from Scarecrow Video on Roosevelt Way NE (impacts to businesses during change)



G. Brooklyn Ave NE & NE 47th St. (empty lots, housing projects & Link light rail construction)





H. University Way NE (rezone & limited parking)





Exhibit I

ORCA LIFT registration procedure (side 1)



This procedure outlines the steps need to coordinate ORCA LIFT registration via the referral method.

King County Public Health point of contact	Referring organization point of contact
Callista Kennedy, Program Manager King County Public Health-Access & Outreach 401 5th Ave, Ste 1000 Seattle, WA 98104 206-263-8368 206-296-0881(Fax) callista.kennedy@kingcounty.gov	Miriam Castro, Program Manager Program: U-District, Let's Go! 1402 3 rd Ave, Suite 301 Seattle, WA 98101 Office 206-329-2338 / cell 206-465-7909, preferred miriam@transportationchoices.org

Procedure:

1. Use Orca LIFT Card Client Contact and Consent form to collect the required information about the commuter.
2. If the commuter is not on a WA Apple Health, Basic Food (EBT card) or TANF, then get a copy of their paycheck stub from the past 30 days.
3. Visually verify the person's identity, do not make a photo copy.
4. Send consent form along with paycheck stub (if applicable) to County Public Health Access & Outreach Program Manager.
 - a. Indicate which program the cards are for
 - i. Program Notes: U-District, Let's Go has SDOT funded cards in \$30 increments
5. Coordinate the pickup of ORCA LIFT cards in person or by mail
 - a. Let's Go prefers picking up in person, schedule to be identified
6. Upon card distribution, have commuter sign accompanying paperwork and return to Outreach Program Manager.



Exhibit I

ORCA LIFT registration procedure (side 2)



Orca LIFT Card Client Contact and Consent

Name (Please Print): _____ Date of Birth: _____

Address: _____

City _____ Zip _____

Contact Phone: _____

Leave message at this number? Yes ☐ No ☐

Email: _____

Contact preference: Mail ☐ Phone ☐ Email ☐

Household Gross Monthly Income \$ _____ Number of people in Household ☐

If you receive any of the Following you qualify for LIFT: (Only one is needed)

Are you on Washington Apple Health, Basic Food(EBT Card), or TANF? Yes ☐ No ☐

Please provide your Provider One Number, DSHS Client ID, OR Social Security Number* below

*Social Security Number is used ONLY to verify your benefits

**If you are not receiving any of these benefits, please provide proof of income.

Examples of proof we can accept: Pay Stubs (Last 30days)

Most Recent Tax Return (accepted for self-employed only)

Unemployment Award Letter

Labor & Industries Award Letter

SSI/Retirement Award Letter

ORCA LIFT CARDHOLDER CONSENT

I agree to and provided the following information:

- My first/last name and date of birth
- My mailing address
- My contact information
- My income documentation -or

I give my express permission to access my Medicaid enrollment through Provider One, or insurance enrollment through Washington HealthPlanFinder or for DSHS to disclose my enrollment status in Basic Food. I understand that by providing the above information I was verified as eligible for King County Metro Transit's reduced ORCA LIFT fare program, and that, except as required by law, King County may use and/or retain portions of this personal information for low income fare verification purposes ONLY.

- ORCA LIFT client consent

I also understand that my low income reduced fare ORCA card is only for my use and may not be given or sold to anyone else.

Signature

Date

OFFICE USE ONLY:

LIFT Card Number: _____

LIFT ID: _____

Provider One Number: _____

WHPF App ID: _____