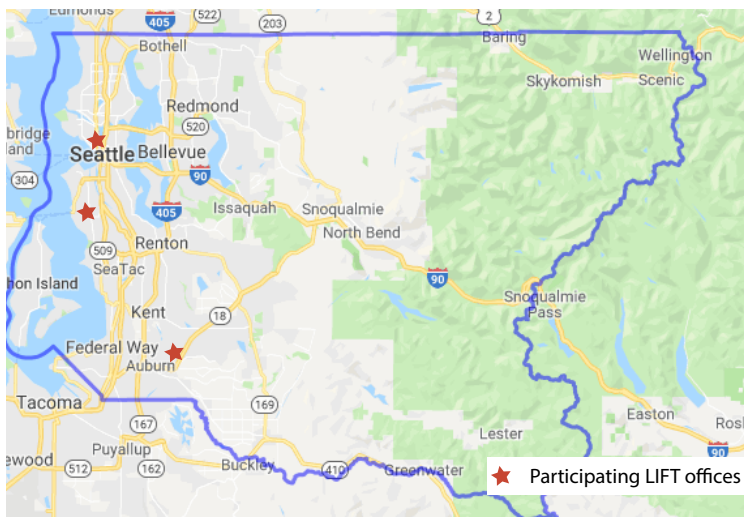


How does the level and duration of incentive (i.e., fare subsidy) affect riders' long-term enrollment in low-income transit programs?

## Background



From March 13, 2019-July 1, 2019 and December 13, 2019-April 30, 2020, King County Metro randomly assigned individuals with incomes less than or equal to 200% of the federal poverty level to receive an ORCA LIFT half-price fare card. The card was loaded with either \$10 of free trips (2/3 of participants), or up to 24 weeks of unlimited fare-free transportation (1/3 of participants) on Metro's bus system and Link light rail. Metro decision-makers are interested in learning about how the level and length of incentives impacts long-term transit use and enrollment in the ORCA LIFT discounted fare.



King County, Washington

## Data

RIDERSHIP DATA was collected through King County Metro's ORCA LIFT program. More information on current ORCA LIFT [here](#).

DEMOGRAPHIC DATA comes from the American Community Survey. More information [here](#).