



## Importance of Public Transportation

- **Mobility:**
  - Metro provides 110 million annual transit rides - 400,000 rides each day
  - 3 out of 10 riders rely on Metro for all or most of their mobility needs
  - More people are using transit in all times of day
- **Cost Reduction:**
  - Saves money – \$323 million per year for the region, \$11,600 per individual
- **Economic Vitality:**
  - Connects people to work and school - 53% of all Metro trips are to work or school
  - One out of three work trips to downtown Seattle and one out of five trips to downtown Bellevue are on transit
  - Metro moves more than 113,000 people on major state routes each weekday
- **Supports regional growth and improves air quality**
  - 95% of Metro trips serve a designated regional center
  - Provide alternatives to driving alone

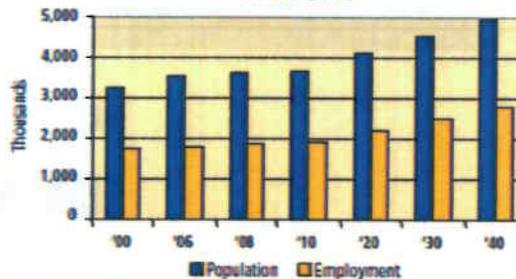
Strategic Plan for Public Transportation 2011-2021

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## Challenges

- **Meeting travel needs:**
  - Population growth of 11% 2000 - 2010
  - *Transportation 2040* suggests twice as much transit service is needed
- **Integrating with the transportation system:**
  - Sound Transit expansion
  - Major highway projects

FIGURE 2: Puget Sound region projected population and employment growth 2000-2040



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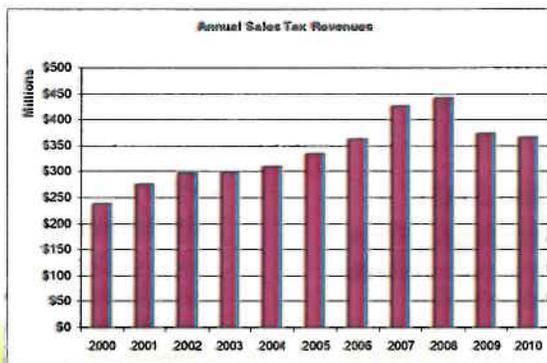
# Challenges

- **Maintaining high customer satisfaction**

- Increasing gas prices, ridership and traffic congestion

- **Addressing funding shortfall**

- Serving 10 million more boardings than in 2006
  - Focus on cost control
  - To date: few service reductions compared to peers



# Guidance

- Regional Task Force Process
- King County Strategic Plan
- Vision 2040 and Transportation 2040



## New Approach

### The Comprehensive Plan

-Long range policy framework

### The 2007 Strategic Plan

-Near-term strategies and actions



### The 2011-2021 Strategic Plan

■ Policy framework of goals, objectives and strategies

### Service Guidelines

■ Help guide service investments according to productivity, social equity and geographic value

■ Measure and monitor system and route level performance



## Metro's vision for public transportation in the future



- Safe and secure
- Available and well used
- Expanded mobility and capacity
- Contribute to improved economy and environment
- Engaged customers
- Sustainable program

## Metro “What We Deliver Goals”

**Safety:** *Support safe communities*

**Human Potential:** *Provide equitable opportunities for people from all areas of King County to access the public transportation system.*

**Economic Growth and Built Environment:** *Encourage vibrant, economically thriving and sustainable communities*

**Environmental Sustainability:** *Safeguard and enhance King County’s natural resources and environment*



## Metro “How We Deliver Goals”

**Service Excellence:** *Establish a culture of customer service and deliver services that are responsive to community needs.*

**Financial Stewardship:** *Exercise sound financial management and build Metro’s long-term sustainability*

**Public Engagement and Transparency:** *Promote robust public engagement that informs, involves, and empowers people and communities.*

**Quality Workforce:** *Develop and empower Metro’s most valuable asset, its employees.*



## **Productivity: Objectives and Strategies**

- **Plan and deliver productive services that enable Metro to control costs.**
- **Design services appropriate to the market.**
- **Explore alternative service delivery strategies.**
- **Improve speed and reliability of transit service.**
- **Manage the system through guidelines and performance measures.**
- **Support existing and encourage new development that facilitates transit use.**

## **Social Equity: Objectives and Strategies**

- **Provide travel opportunities for historically disadvantaged populations and others with limited transportation options.**
- **Empower people to play an active role in shaping Metro's products and services.**
- **Provide public transportation information that is understandable, accurate and accessible by everyone.**
- **Clearly communicate service change concepts and decision-making processes to ensure transparency.**

## Geographic Value: Objectives and Strategies

- Provide public transportation products and services throughout King County and that facilitate access to jobs, education, and other destinations.
- Preserve and maintain access to service in all communities currently served
- Expand services to accommodate the region's economy and growing population and serve new markets where financially feasible.
- Work with transit partners, WSDOT, and others to manage park-and-ride capacity needs
- Serve centers and other areas of concentrated activity, consistent with Vision 2040 and Transportation 2040

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## Service Guidelines



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## Service Guidelines...

- ...use objective, quantifiable measures
- ...incorporate factors of productivity, social equity and geographic value
- ...are applied in a transparent process



## Guidelines will identify...

- ...corridors that are under- or over-served
- ...routes that are over-crowded
- ...routes that are unreliable
- ...routes that have poor productivity



## Three Key Considerations

1. Be more productive and cost effective
2. Recognize everyone contributes, everyone benefits
3. Address growth and respond to demand

Current King County Metro All-Day Service

Everett Place for Public Transportation 2011-2012

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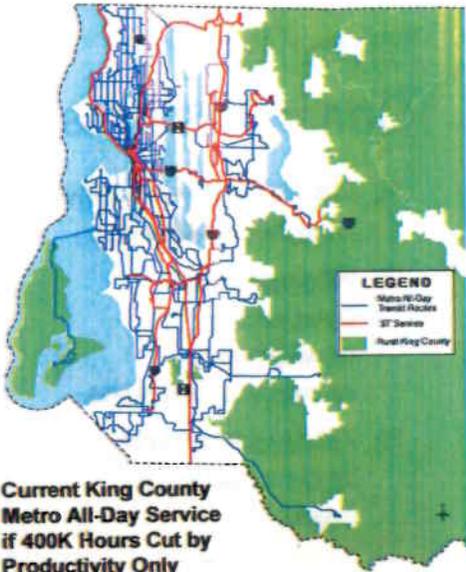
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Current King County Metro All-Day Service if 400K Hours Cut by Productivity Only

Everett Place for Public Transportation 2011-2012

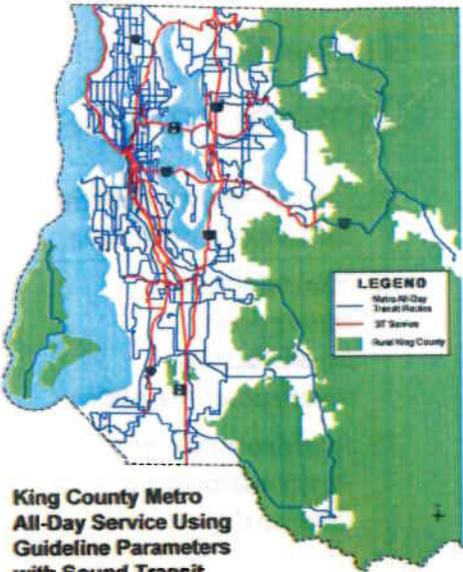
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**Current King County Metro All-Day Service if 400K Hours Cut by Productivity Only with Sound Transit**

## Three Key Considerations

1. **Be more productive and cost effective**
2. **Recognize everyone contributes, everyone benefits**
3. **Address growth and respond to demand**



**King County Metro All-Day Service Using Guideline Parameters with Sound Transit**

## Three Key Considerations

1. **Be more productive and cost effective**
2. **Recognize everyone contributes, everyone benefits**
3. **Address growth and respond to demand**

## Application of the Service Guidelines

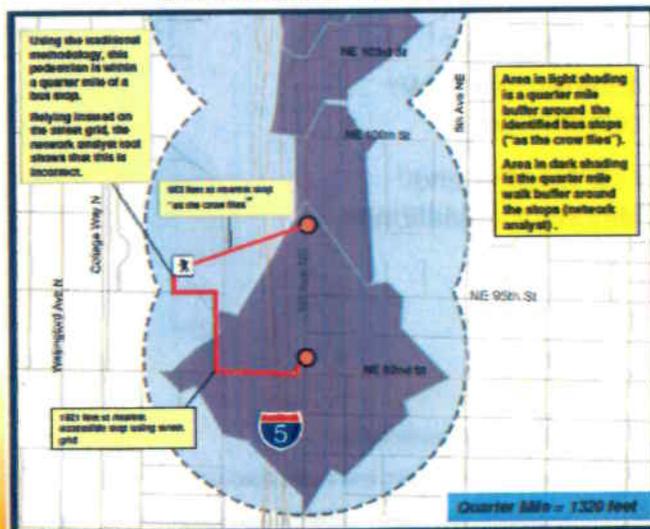
- **Qualitative Factors** become **Quantitative Measures**
- **Six Measures** used to assign a corridor to an **All-day Service Family**

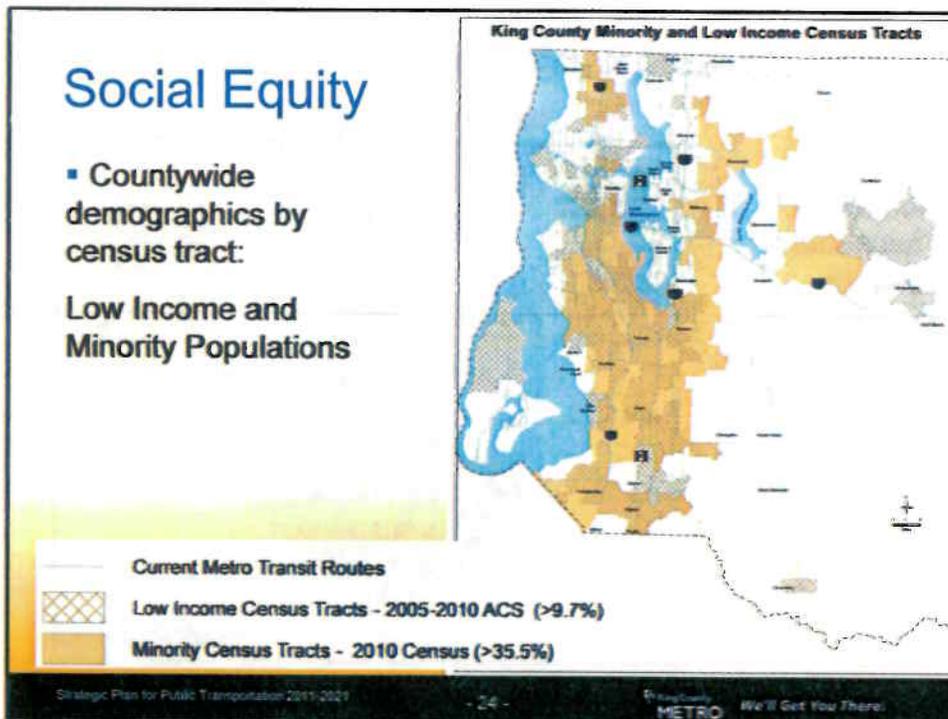
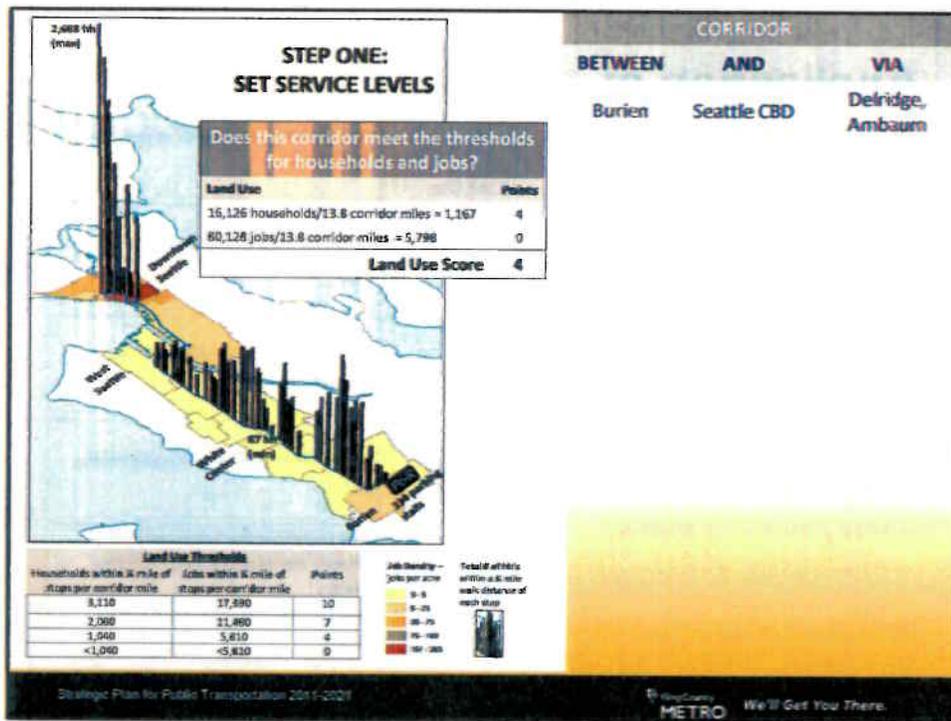
FACTOR	MEASURE
Land Use	Households within ¼ mile of stops per corridor mile
	Jobs within ¼ mile of stops per corridor mile
Social Equity and Geographic Value	Percent of boardings in low-income census tracts <sup>2</sup>
	Percent of boardings in minority census tracts <sup>4</sup>
	Primary connection between regional growth, manufacturing and industrial centers
	Primary connection between activity centers

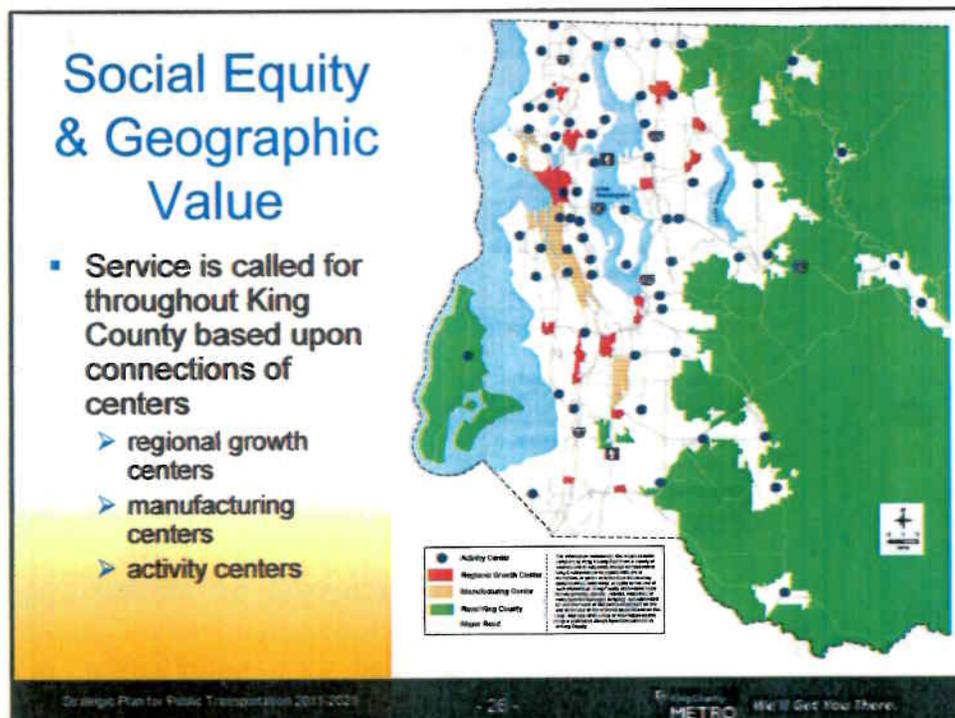
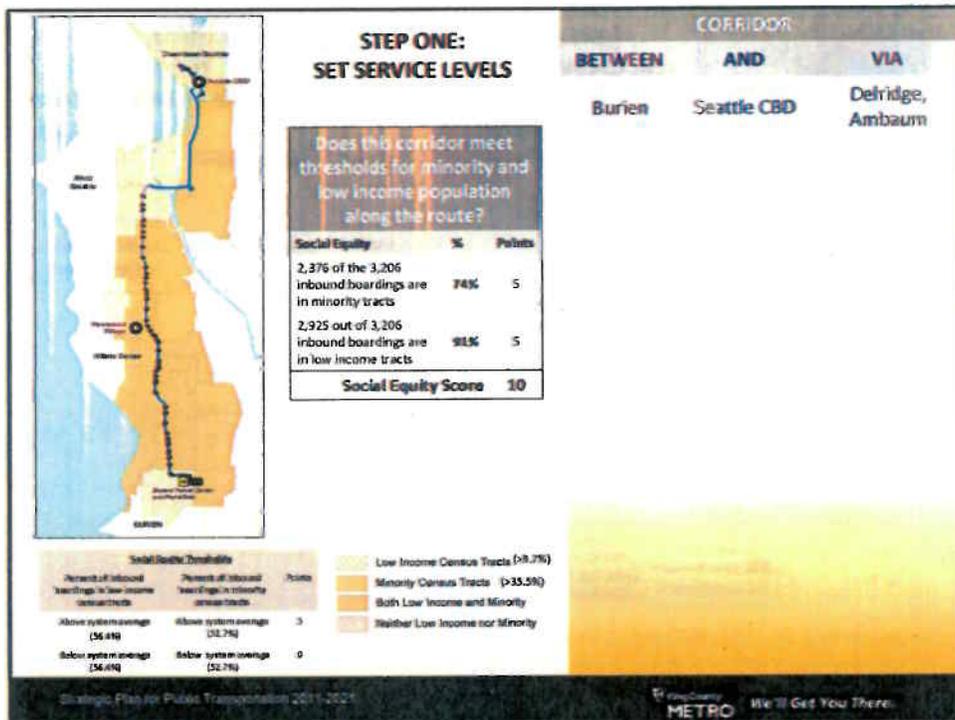
## Land Use: Household and Job Density

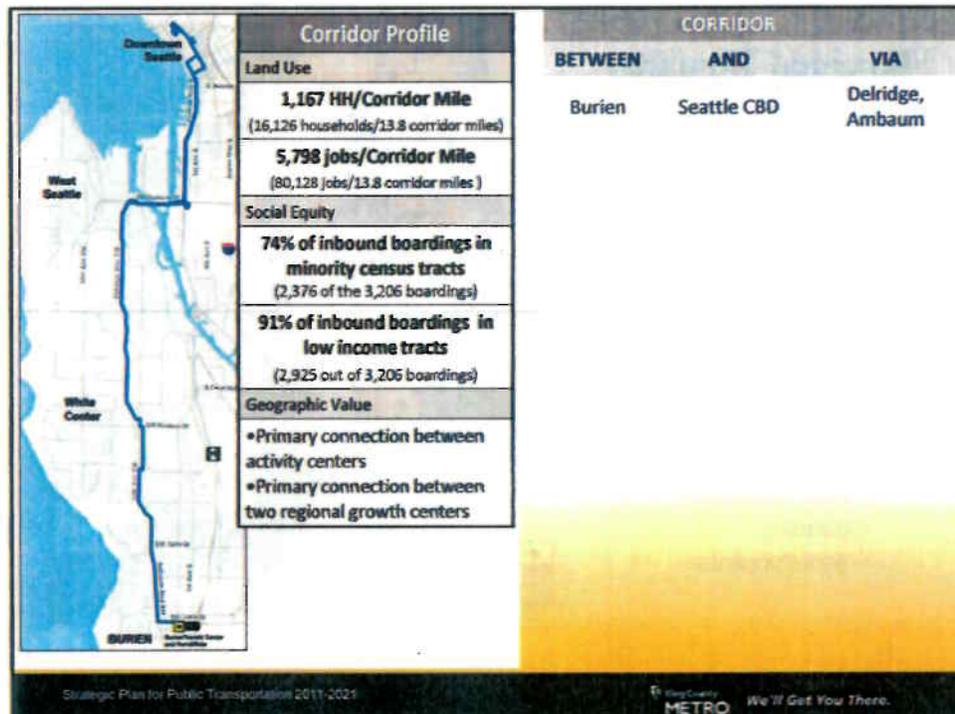
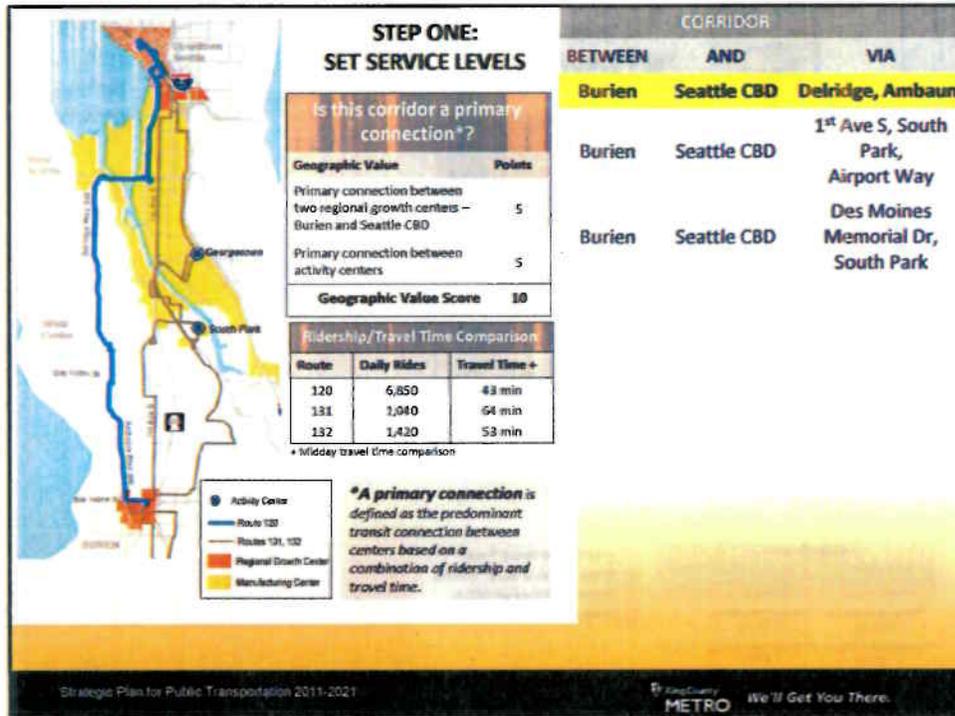
- Number of households and jobs located within ¼ mile walking distance of bus stops

### How Walk Distance is Calculated









## Service Families

- Corridors are assigned a service level by time of day

Frequency based on total score

Scoring range	Peak service frequency (minutes)	Off-peak service frequency (minutes)	Night service frequency (minutes)
25-40	15	15	30
19-24	15	30	30
10-18	30	30	--
0-9	60 or worse ( $\geq 60$ )	60 or worse	--

Summary of typical service levels by family

Service family	Frequency <sup>a</sup> (minutes)			Days of service	Hours of service <sup>b</sup>
	Peak <sup>a</sup>	Off-peak	Night		
Very frequent	15 or better	15 or better	30 or better	7 Days	16-20 Hours
Frequent	15 or better	30	30	7 Days	16-20 Hours
Local	30	30 - 60	-- <sup>a</sup>	5-7 Days	12-16 Hours
Hourly	60 or worse	60 or worse	--	5 Days	8-12 Hours
Peak	8 Trips/day minimum	--	--	5 Days	Peak

## How Do We Measure Passenger Overloads?

An acceptable level of service availability and comfort is the purpose of this measure.

- When a route operates every 10 minutes or better:
  - No trip should exceed 1.5 load factor (passenger to seat ratio)
- When a route operates less often than every 10 minutes:
  - No trip should exceed a 1.25 load factor
- No trip on a route should have a standing load for 20 minutes or longer.

## How Do We Measure Reliability?

- Metro's customer research shows the ability to rely on the bus schedule is a significant part of the choice to use transit
- People more dependent on transit are more likely to have jobs with less schedule flexibility

Time period	Lateness threshold (Excludes early trips)
Weekday average	> 20%
Weekday pm peak average	> 35%
Weekend average	> 20%

## How Do We Measure Route Productivity?

- Productivity measures identify where route performance is strong or weak as candidates for addition, reduction or restructuring
- For all service families, routes are grouped into two major markets and compared within their group:
  - Routes serving the Seattle Core (CBD/UW)
  - Routes serving the areas outside of the Seattle Core (all other areas of King County)
- Measures:
  - Rides per platform hour
  - Passenger miles per platform mile

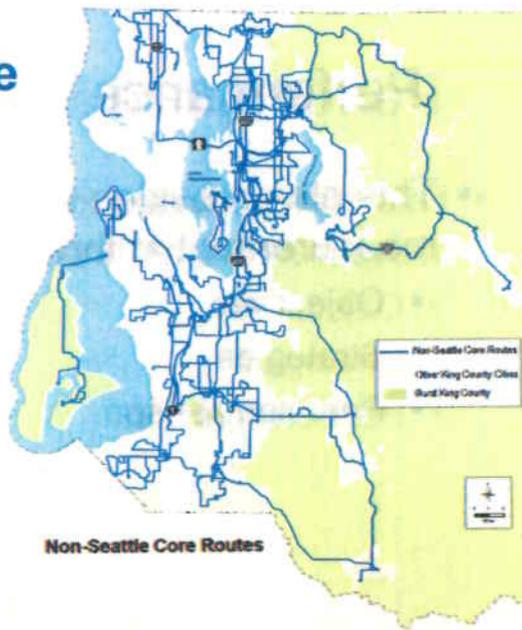
## Seattle Core Routes

- The productivity of routes connecting with the Seattle CBD and University District will be compared to each other, by time of day



## Non-Seattle Core Routes

- The productivity of routes connecting activity centers *outside* of the Seattle CBD and University District will be compared to each other, by time of day



## Performance Measurement



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## Performance Measurement

- This plan provides for performance measurement at three levels:
  - Objectives
  - Strategies
  - Peer comparison

## Measuring Objectives

- Each objective in the plan is measured by an outcome that relates to an aspect of Metro's vision

TABLE 2: Objectives and related outcomes

GOAL	OBJECTIVE	OUTCOME
1	Keep people safe and secure.	Metro's services and facilities are safe and secure.
2	Provide public transportation products and services that add value throughout King County and that facilitate access to jobs, education and other destinations.	More people throughout King County have access to public transportation products and services.

## Measuring Strategies

- Strategies in the plan will be measured with quantifiable metrics

TABLE 3: Strategies and related measures

GOAL	OBJECTIVE	STRATEGIES	MEASURES
1	1.1	1.1.1 Promote safety and security in public transportation operations and facilities. 1.1.2 Plan for and execute regional emergency response and homeland security efforts.	<ul style="list-style-type: none"> <li>Preventable accidents</li> <li>Operator and passenger incidents and assaults</li> <li>Customer satisfaction regarding safety and security</li> <li>Effectiveness of emergency responses</li> </ul>

## Peer Comparison

- Comparisons with peer transit agencies provide an additional benchmark for measuring Metro's performance.

TABLE 4: Peer comparison—key areas of performance

EFFECTIVENESS	EFFICIENCY	COST EFFECTIVENESS
1) Percent change in boardings per capita	1) Percent change in cost per vehicle hour	1) Percent change in cost per boarding
2) Percent change in boardings per vehicle hour	2) Percent change in cost per vehicle mile	2) Percent change in cost per passenger mile
3) Percent change in passenger miles per vehicle mile		