

Top Priorities that Emerged from the Focus Groups

Most participants in the focus groups expressed a belief that current funding formulae have outlived their usefulness and a desire to see a performance-based approach to allocating operating funds. There were numerous suggestions for new or restructured taxes that included the gas tax, commercial parking taxes, license tab fees and tolling revenues as potential sources of new revenue.

- Increase transit funding for Seattle
- More frequency on non-peak and cross-town routes
- Expanded rail system
- Dramatically improve Center City circulation
- Preserve existing service levels until the economy recovers
- Deliver on capital plans that already are in place, such as:
 - The First Hill Streetcar
 - Transit Priority Corridor Improvement Projects
 - Station Area and Transit Hub planning



Seattle Transit Master Plan Public Outreach Summary

From October 2010 through February 2011, SDOT reached out to commuters, neighborhood organizations, large organizations, businesses, and transit agency planners and operators to learn what they believe to be the city's greatest transit needs and to gather suggestions for improvements and ideas for the future. The outreach effort took two forms:

- **Interviews and focus groups**
(41 participants representing 26 organizations)
- **Survey**
(11,000 responses)

The survey yielded data that will be useful as SDOT develops the Transit Master Plan as respondents answered our questions about their use of transit services within Seattle:

54% of respondents use public transit five or more times per week

25% said they use public transit between one and four times per week

70% said their entire commute takes place within Seattle and does not involve a transfer

81% said that they walked to the bus or train on their most recent transit trip

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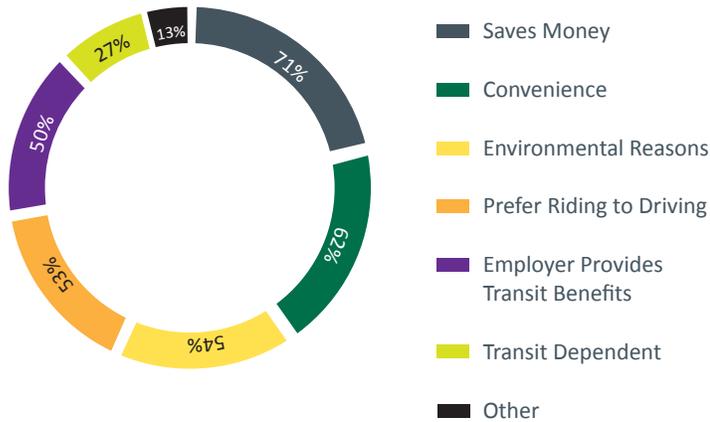
**WALK.
BIKE.
RIDE.**



<http://www.seattle.gov/transportation/transitmasterplan/survey>

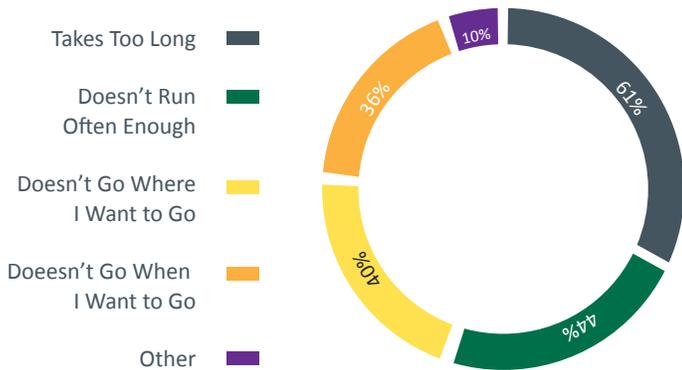
Reasons People Use Public Transportation

First, we asked people to tell us why they use transit, and let them select any and all reasons that applied. Saving money and convenience were the reasons given most often.



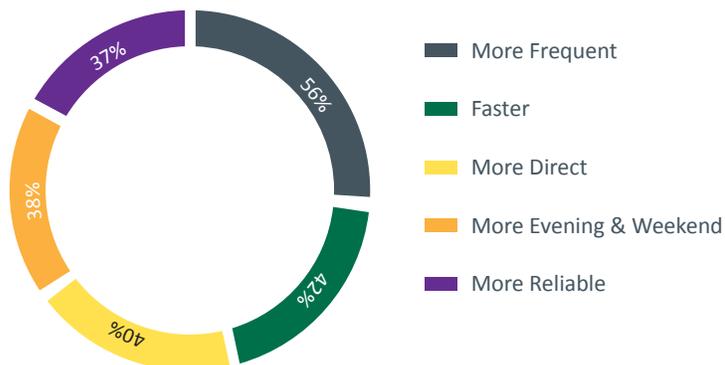
Reasons People DON'T Use Public Transportation

Next, we asked those who rarely or never ride why they didn't use transit, and, again, let them choose as many reasons as they wanted. Public transportation takes too long and that service is not frequent enough were the reasons given most.



Top Rated Service Improvements Desired

We also asked which improvements would encourage them to use transit more frequently. Again, they said they want more frequent, faster, and more direct service.



Shared Vision for Comprehensive Transit Network

Survey respondents and interview participants agreed on the improvements they want most and indicated a shared vision for a comprehensive transit network that:

- Is fast, reliable, and competitive with the auto.
- Integrates high capacity service between densely populated areas with high quality, door-to-door, local neighborhood service.
- Operates beyond peak commute periods and major centers.
- Is comparable in quality to Link Light Rail service to urban centers and major urban villages.
- Fully complements walking and bicycling.
- Supports balanced, livable street design.
- Provides access equally to all residents.
- Makes living without cars a viable option.

Additional Needs Articulated by Focus Groups

Focus group participants noted additional needs beyond those addressed in the survey:

- Transit agencies need a shared vision for the region.
- Leaders must present a unified front that generates federal funds.
- Seattle needs a government structure that supports the regional vision.
- Funding formulae or funds should be dedicated to increase transit service in Seattle.