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**Diane Sugimura**  
Director, DPD

**Marshall Foster**  
Planning Director, DPD

**Julie Bassuk**  
Chair

**Mary Fialko**

**Laurel Kunkler**

**Shannon Loew**

**Tom Nelson**

**Osama Quotah**

**Julie Parrett**

**Norie Sato**

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## **APPROVED MINUTES OF THE MEETING**

**January 5, 2012**

Convened 10:30am  
Adjourned 4:30pm

### **Projects Reviewed**

Transit Master Plan

### **Commissioners Present**

Julie Bassuk, Chair  
Julie Parrett  
Tom Nelson  
Mary Fialko  
Shannon Loew  
Osama Quotah  
Norie Sato  
Don Vehige  
Debbie Wick-Harris

### **Commissioners Excused**

Laurel Kunkler

### **Staff Present**

Valerie Kinast  
Tom Iurino



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January 5, 2012      **Project:**      **Transit Master Plan**

**Phase:**      Briefing

**Last Reviewed:**      Dec 2, 2010

**Presenters:**      Tony Mazella, SDOT  
Allison Schwartz, SDOT

**Attendees:**      N/A

**Time:** 11:00am-12:00pm

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## **Presentation**

SDOT presented its draft Transit Master Plan, a comprehensive 20-year transit system plan for Seattle to meet its transit needs through 2030. The plan includes short- and long-term policies, programs, and projects. It assumes Seattle is built-out and that all modes have to fit within the right-of-way. SDOT explained its approach and criteria to identify transit corridors and determine which mode(s) would best serve specific corridors. It recommended, for example, that a rapid streetcar serve commuters from Ballard. SDOT also presented an overview of the plan's design guidelines, which include accessibility, safety, comfort, legible spaces, spatial capacity, wayfinding, and branding components. SDOT will report to council in late January 2012 on the feedback it has received from its technical and public advisory committees and the general public.

## **SUMMARY**

**The Design Commission thanked the team for its presentation of the Transit Master Plan. The commission would have liked more details about the design guidelines and the project and program recommendations. The goals and metrics were clear and it was good to hear that the plan recognizes the importance of placemaking. The commission offered the following comments:**

- **Study the impact of the plan and its timeline on the development potential near the proposed transit improvements as the plan's projects will likely encourage development. Use this information to aid the development of the city's land use plans.**
- **Create more valuable and aspirational design guidelines that go beyond basic, barrier to entry performance requirements. Consider using broader research inputs, including qualitative research, to gain a more inspired understanding of rider needs so that SDOT may provide the best possible experience to both riders and employees at transit stops and on transit lines toward maximizing ridership and loyalty.**
- **Coordinate with the different transit service providers to develop sign and wayfinding concepts that clearly communicate to the public what transit services are offered and how to best choose among them. Make available real time arrival and departure information across all the service providers.**

**The commission requested time to review the plan in more detail, with specific emphasis on the Design Guidelines and will endeavor to provide any additional comments before the end of January.**

## **3-23-12 ADDENDUM TO 1-5-12 TRANSIT MASTER PLAN REVIEW**

**The Seattle Design Commission thanked the SDOT team for the opportunity to review the Transit Master Plan in more detail. The commission believed the strongest aspects of the plan were: the consideration of placemaking**

at intermodal connectors; the concern for long-term financial sustainability; and the clear and ambitious list of goals in Figure 2-1. However, given the importance of transit in shaping the city's sustainable economy and urban environment, the plan should be more explicitly ambitious. Specifically, the commission recommended the team:

- elevate the clear and ambitious list of goals in Figure 2-1 to guide the plan at large
- edit the policy goals to better integrate transit agencies and systems, and create an environment for innovation. The stated goals simply restate the overarching Transit Master Plan goals.
- promote more the use of the ROW for rapid transit, bike infrastructure, greenways, and improved shelter systems
- accept responsibility for bike as a mode of transit and directly design policy and infrastructure to allow it to blossom
- accept responsibility for walking as a mode of transit and directly designing policy and infrastructure to support it
- coordinate with Washington State Ferries and other agencies to explore our waterways as an important transit system and to include the various ways water transportation can contribute to the Transit Master Plan
- integrate ride sharing systems as a long-term means of augmenting service and "bridging the gap" in service and finances
- grow ridership and loyalty by making transit more desirable and a quality user experience rather than simply making it more convenient

Separately, the commission would like to see development of a short-term plan and a truly long-term plan. Specifically the commission asked the team to:

- identify near term goals and actions and "low-hanging fruit" that create strong impact quickly and easily
- most importantly, describe truly visionary ideas toward which this Transit Master Plan is pushing the city. Explore the long-term vision (e.g. new technologies; a broader regional network).