

Strategic Plan for Public Transportation 2011-2021



Regional Transit Committee
March 16, 2011



King County
METRO

We'll Get You There.

Planning Process

2010

2011



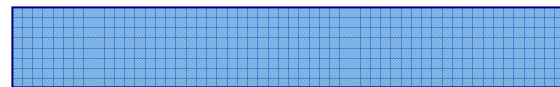
**Task Force
Recommendations**



**Guidelines / Performance Measures/ Plan
Development**



Executive Transmittal to Council



**RTC Review &
Recommendation**



**Plan
Adoption &
Incorporation
in 2012-13
Budget**

What is included

- **Metro's Strategic Plan**
 - Context and Challenges
 - Vision for the future
 - Long-range policies
 - Performance Monitoring and Reporting
- **Metro's Service Guidelines**
 - Service allocation
 - Service quality
 - System and Route design
 - Performance Monitoring and Reporting



Introduction

Background, Challenges, Plan Development



We'll Get You There

Background: Importance of Public Transportation

- **Mobility:**

- 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
- Moves more than 113,000 people on major state routes each weekday

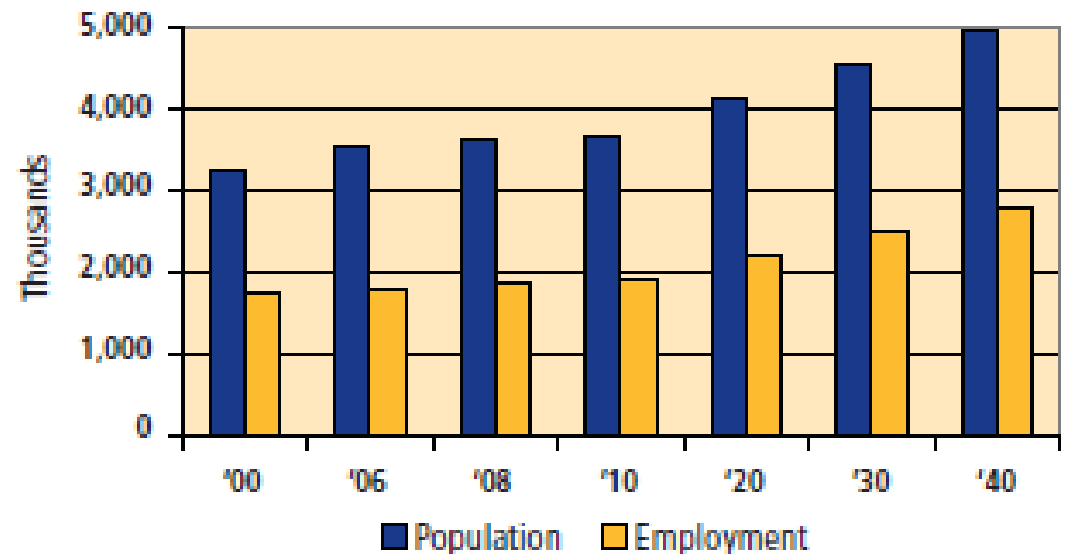
- **Supports regional growth and improves air quality**

- 95% of Metro trips serve a designated regional center
- Provide alternatives to driving alone

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



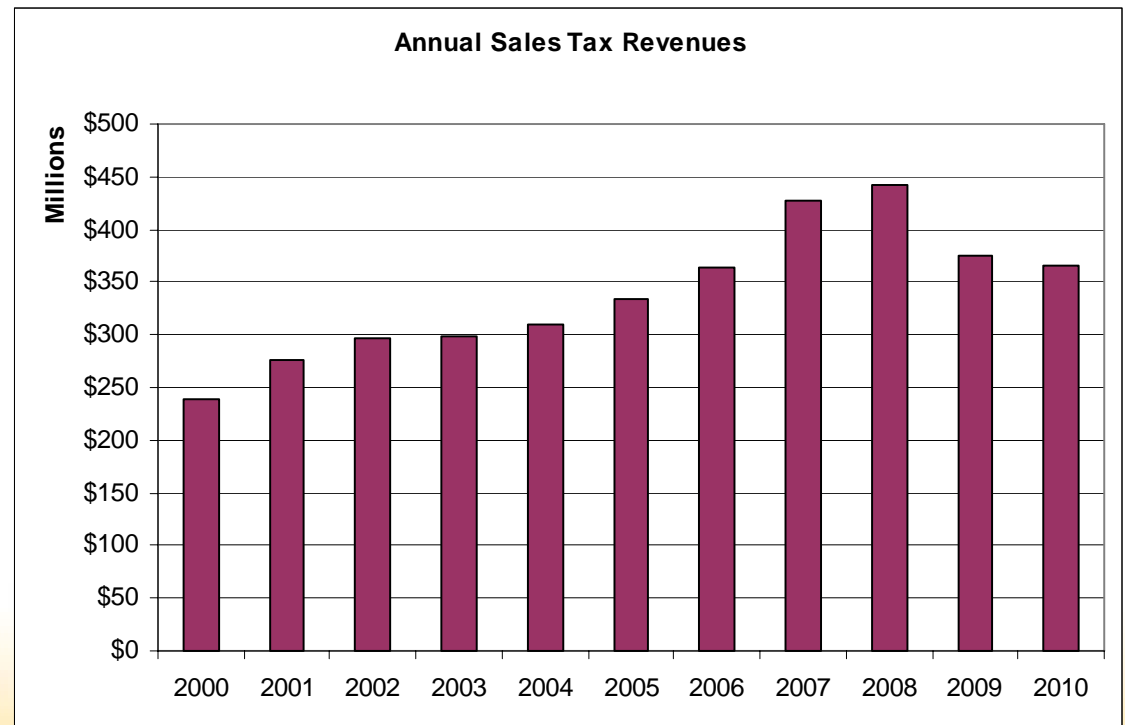
Challenges

- **Maintaining high customer satisfaction**

- Increasing gas prices, ridership and traffic congestion

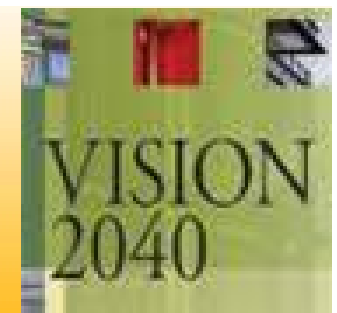
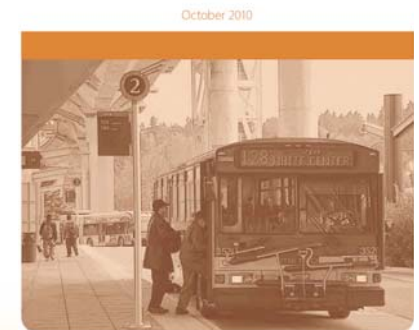
- **Addressing funding shortfall**

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



Plan Development

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



A Pathway to the Future: *Metro's Vision, Goals, Objectives and Strategies*



Metro's Vision for Public Transportation



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

Plan Elements

Goal: *A result that Metro intends to achieve*

Objective	Strategy
<p><i>A statement describing what needs to happen for the goal to be achieved</i></p>	<p><i>An approach or method that will help achieve the objective</i></p>
<p><u>Outcome</u> <i>A measurable result in the larger community related to the objective.</i></p>	<p><u>Measure</u> <i>A measurement that indicates how well the strategy is working.</i></p>

Goals Aligned with King County Strategic Plan

KING COUNTY STRATEGIC PLAN
Working Together for One King County

Vision Statement
 King County: a diverse and dynamic community with a healthy economy and environment where all people and businesses have the opportunity to thrive.

Mission Statement
 King County government provides fiscally responsible, quality-driven local and regional services for healthy, safe, and vibrant communities.

Guiding Principles
 Collaborative • Service-oriented • Results-focused • Accountable

Goals

What We Deliver	How We Deliver
Justice and Safety	Service Excellence
Health and Human Potential	Financial Stewardship
Economic Growth and Built Environment	Public Engagement
Environmental Sustainability	Quality Workforce

Immediate Priorities

- 1 Set standards and expectations for the immediate improvement of customer service
- 2 Build lasting regional partnerships
- 3 Stabilize the long-term structural budget problem
- 4 Build a culture of performance
- 5 Empower our workforce and work together as one King County
- 6 Implement the King County Strategic Plan

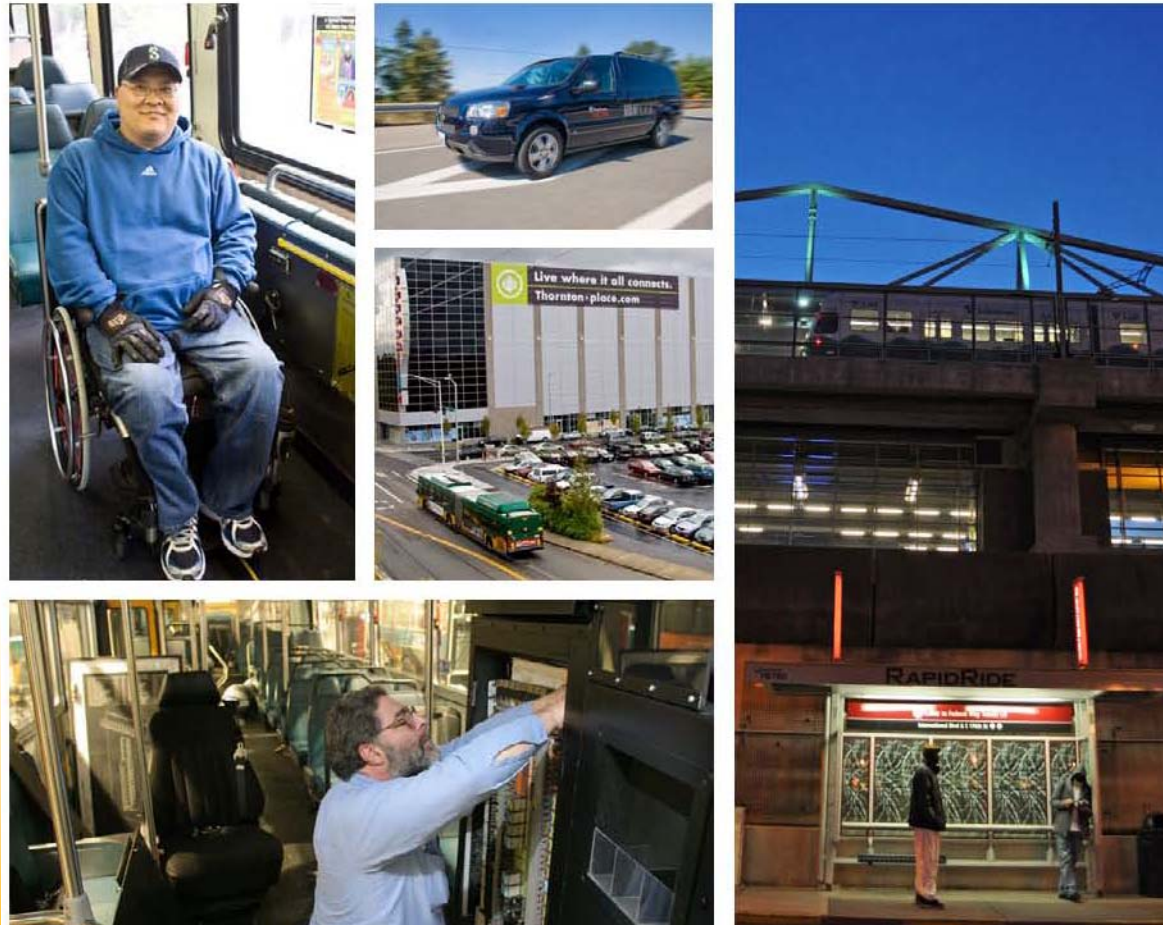
King County
 Office of Performance, Strategy and Budget
www.kingcounty.gov/strategioplan



King County Metro Goals	
What We Deliver	How We Deliver
Safety	Service Excellence
Human Potential	Financial Stewardship
Economic Growth and Built Environment	Public Engagement and Transparency
Environmental Sustainability	Quality Workforce

Plan Performance Monitoring:

Performance Measurement, Route Performance



Plan Measurement

- Effectiveness of plan is measured at three levels:
 - Objectives
 - Strategies
 - Peer comparison

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.

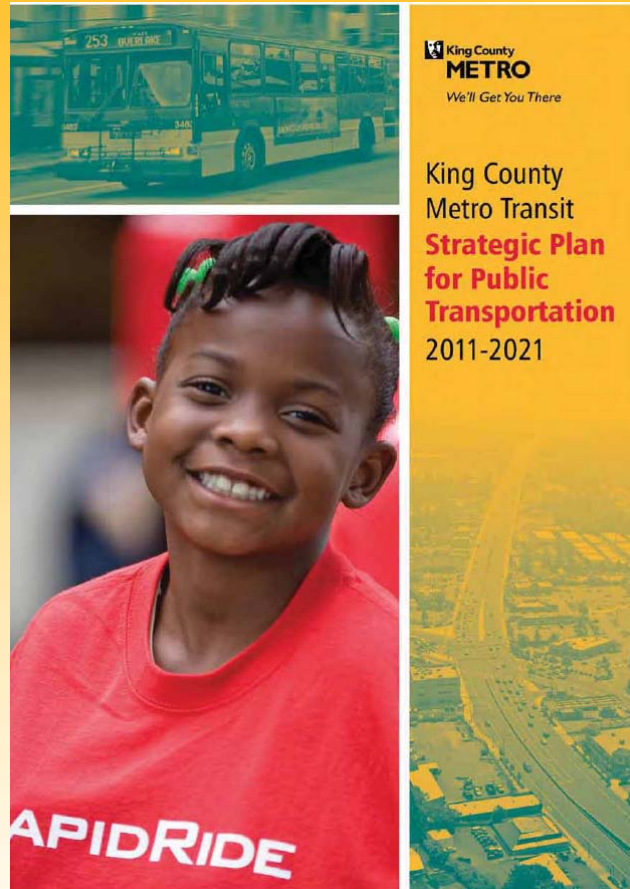
Social Equity: Objectives and Strategies

- 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

Service Guidelines

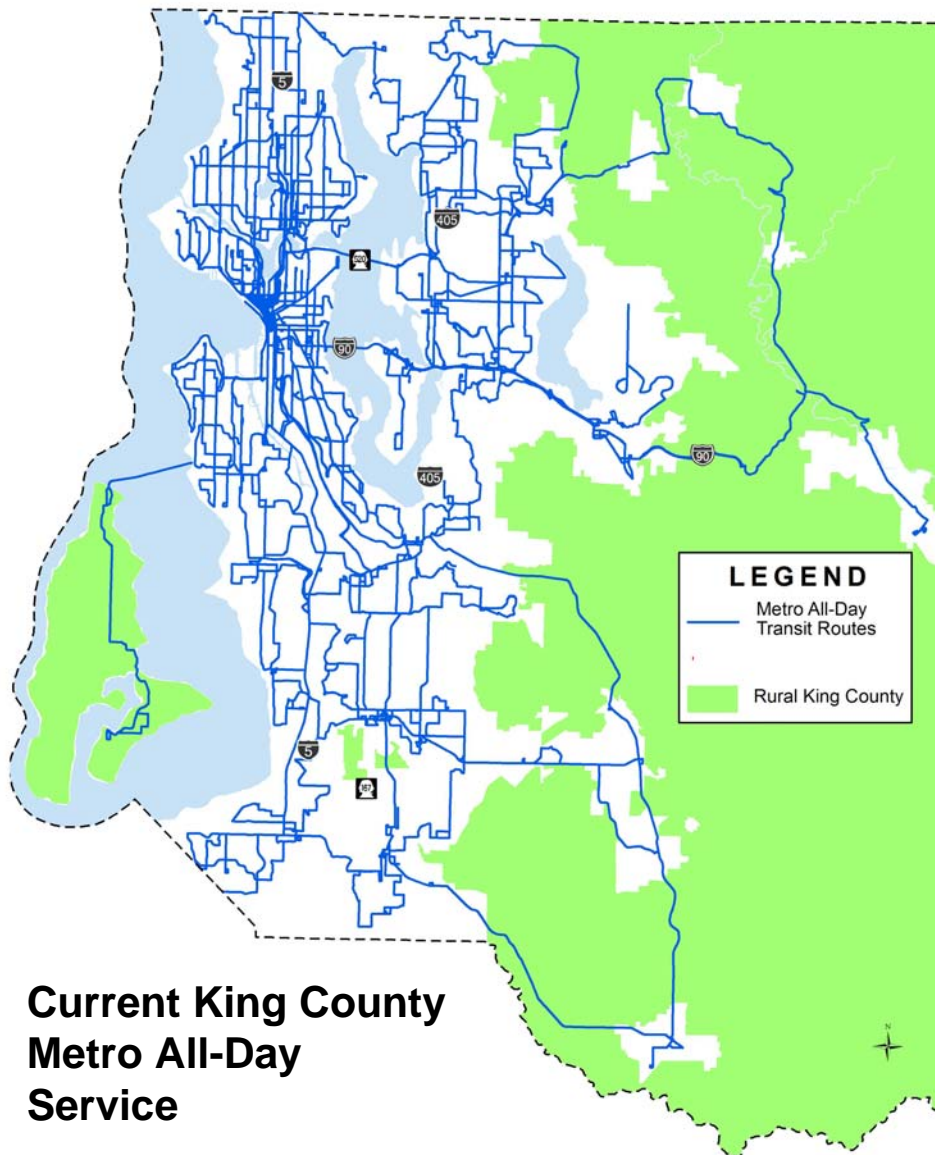


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King County
Metro Transit
**Strategic Plan
for Public
Transportation**
2011-2021

Three Key Considerations

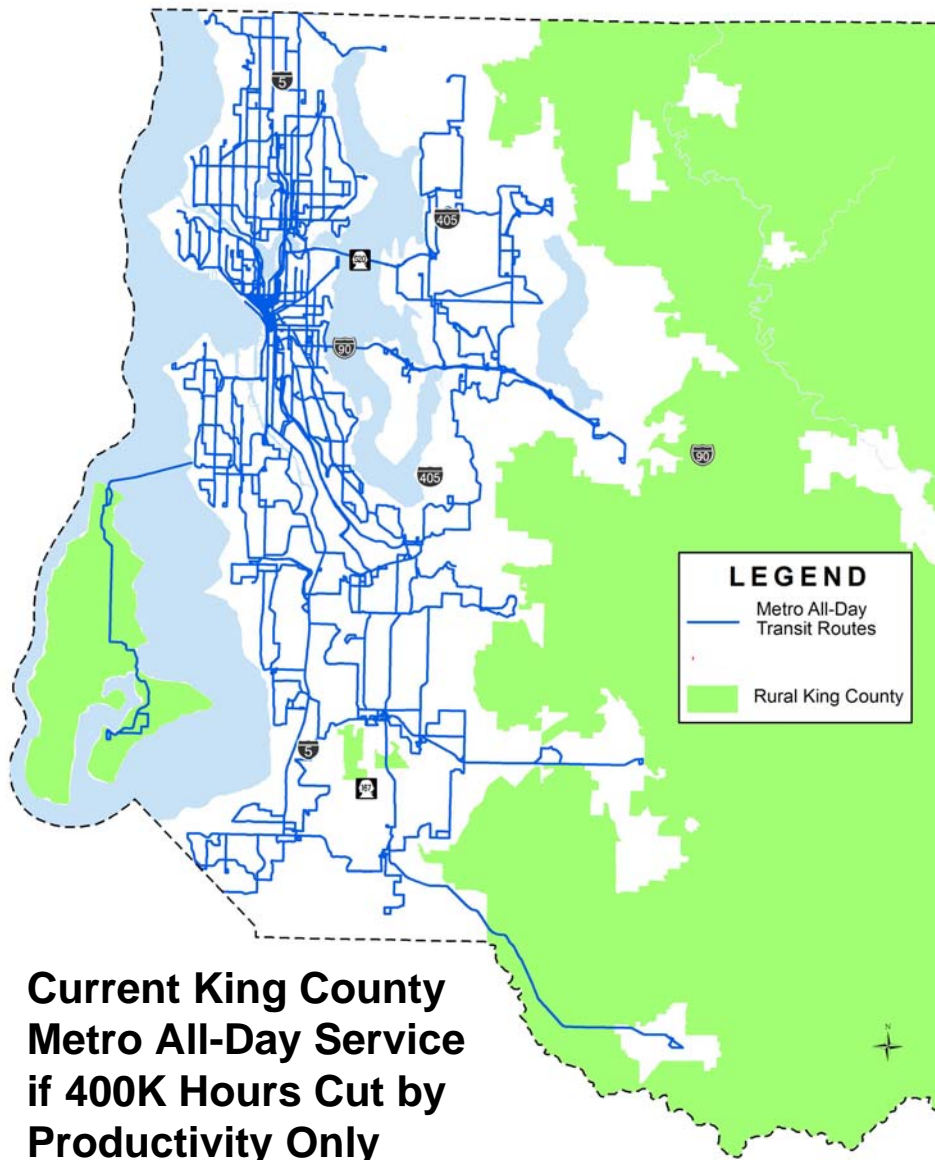
1. Be more productive and cost effective
2. Recognize everyone contributes, everyone benefits
3. Address growth and respond to demand



**Current King County
Metro All-Day
Service**

Three Key Considerations

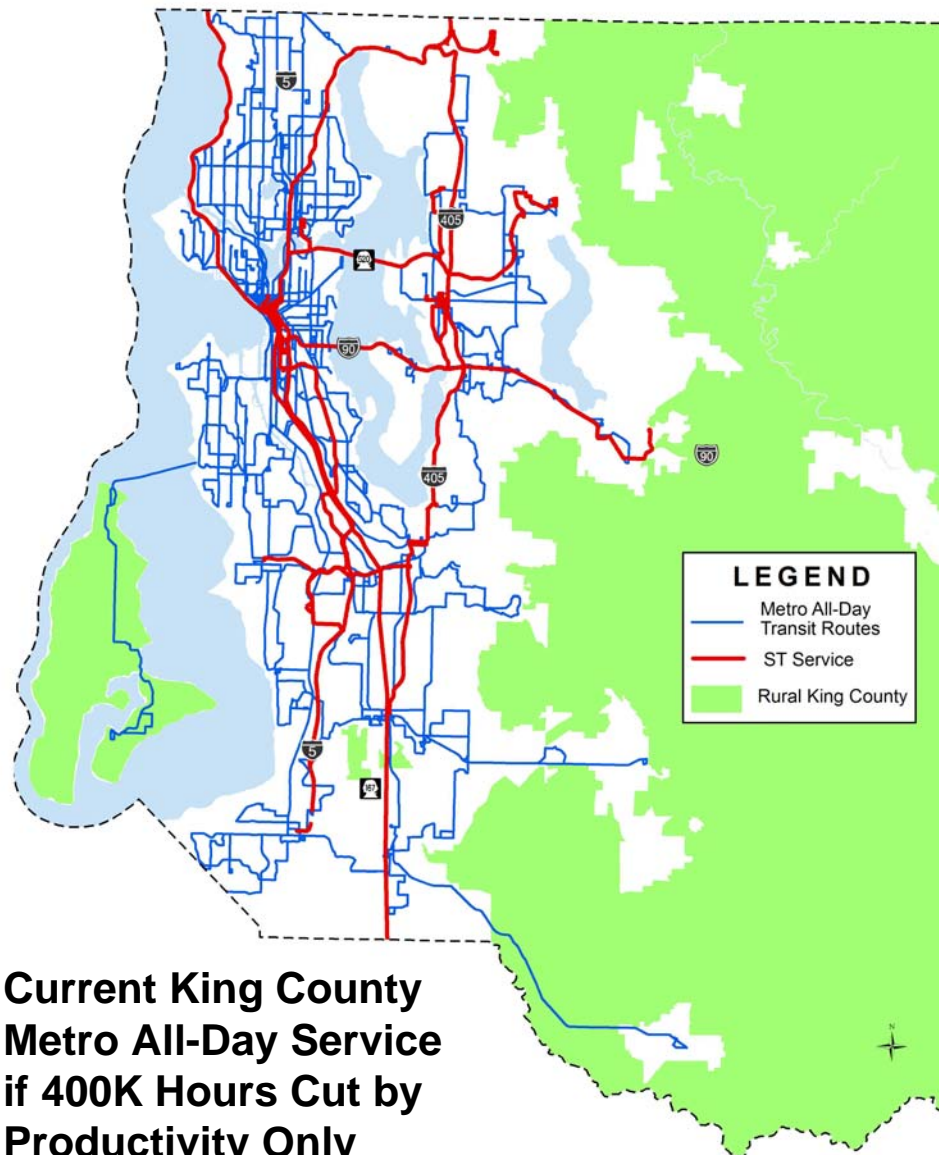
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Current King County Metro All-Day Service if 400K Hours Cut by Productivity Only

Three Key Considerations

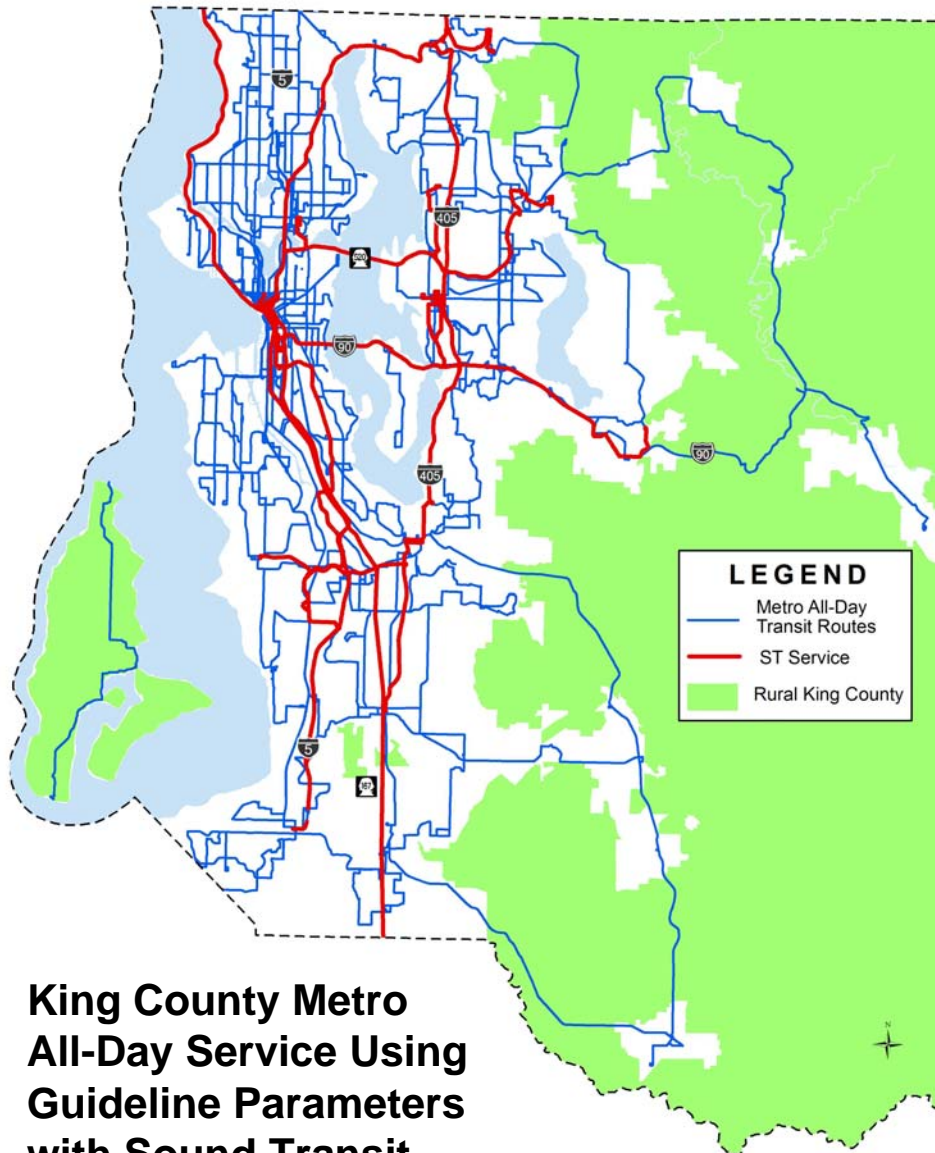
1. Be more productive and cost effective
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Current King County Metro All-Day Service if 400K Hours Cut by Productivity Only with Sound Transit

Three Key Considerations

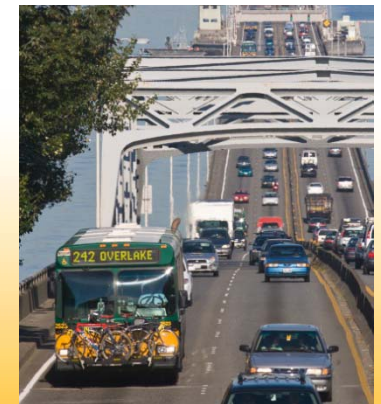
1. Be more productive and cost effective
2. Recognize everyone contributes, everyone benefits
3. Address growth and respond to demand



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

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



Productivity in the Guidelines

Is used to:	By:
Determine corridor service levels	<ul style="list-style-type: none"> ▪ Assigning points to primary connections ▪ Assigning points to service for low income/ minority populations
Encourage ridership	<ul style="list-style-type: none"> ▪ Establishing higher productivity thresholds for corridors that serve the Seattle core
Examine crowding	<ul style="list-style-type: none"> ▪ Considering both size of passenger load and length of time people stand
Examine on-time performance	<ul style="list-style-type: none"> ▪ Considering all times of the day
Help determine service reductions	<ul style="list-style-type: none"> ▪ Prioritizing over-served and lower performing corridors for reduction
Help determine service additions	<ul style="list-style-type: none"> ▪ Identifying crowding or corridors with high cost recovery ▪ Supporting existing development and demographics ▪ Supporting new development and demographics changes

Social Equity in the Guidelines

Is used to:	By:
Determine corridor service levels	<ul style="list-style-type: none"> ▪ Assigning points to primary connections for activity centers ▪ Assigning points to service for low income/ minority populations
Encourage ridership	<ul style="list-style-type: none"> ▪ Establishing higher productivity thresholds for corridors that serve the Seattle core
Examine crowding	<ul style="list-style-type: none"> ▪ Considering both size of passenger load and length of time people stand
Examine on-time performance	<ul style="list-style-type: none"> ▪ Considering all times of the day
Help determine service reductions	<ul style="list-style-type: none"> ▪ Preserving and maintaining access to service in low density communities where productivity thresholds would otherwise suggest reductions
Help determine service additions	<ul style="list-style-type: none"> ▪ Identifying routes with high concentrations of low income/minority populations ▪ Connecting activity centers/destinations for historically disadvantaged communities and those who depend on transit

Geographic Value in the Guidelines

Is used to:	By:
Determine corridor service levels	<ul style="list-style-type: none"> ▪ Assigning points to primary connections for activity centers
Encourage ridership	<ul style="list-style-type: none"> ▪ Establishing higher productivity thresholds for corridors that serve the Seattle core ▪ Including both the total riders that use the route and how full the bus is
Examine crowding	<ul style="list-style-type: none"> ▪ Considering both size of passenger load and length of time people stand ▪ Prioritizing seats for all riders on peak commute services longer than 20 minutes
Examine on-time performance	<ul style="list-style-type: none"> ▪ Considering all times of the day
Help determine service reductions	<ul style="list-style-type: none"> ▪ Preserving and maintaining access to service in low density communities where productivity thresholds would otherwise suggest reductions
Help determine service additions	<ul style="list-style-type: none"> ▪ Serving centers and other areas of concentrated activity, consistent with Vision 2040 and Transportation 2040 ▪ Providing service throughout King County – regional growth centers, manufacturing/industrial centers, and activity centers

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Application of the Guidelines



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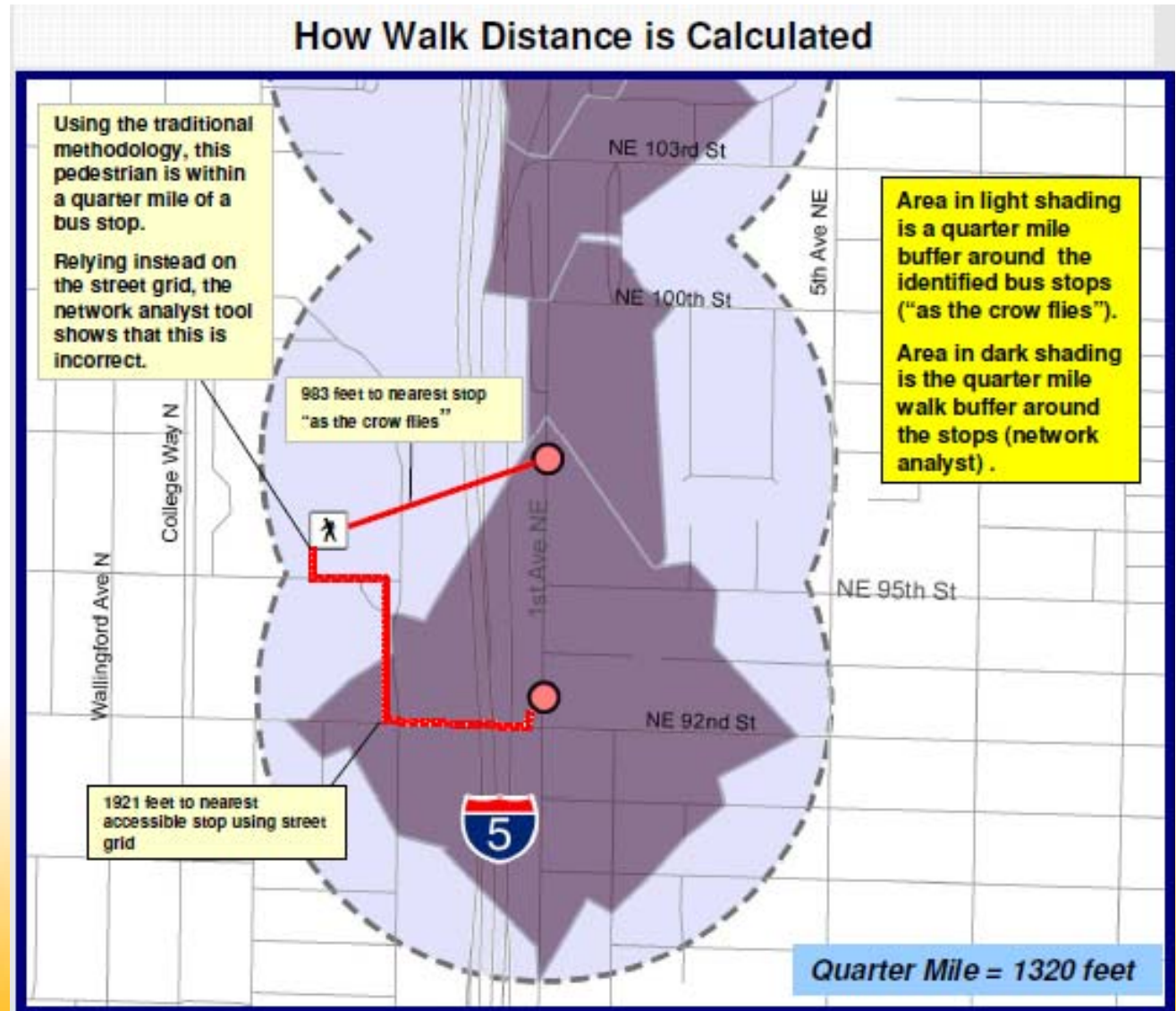
Application of the Service Guidelines

- **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 ³
	Percent of boardings in minority census tracts ⁴
	Primary connection between regional growth, manufacturing and industrial centers
	Primary connection between activity centers

Land Use: Household and Job Density

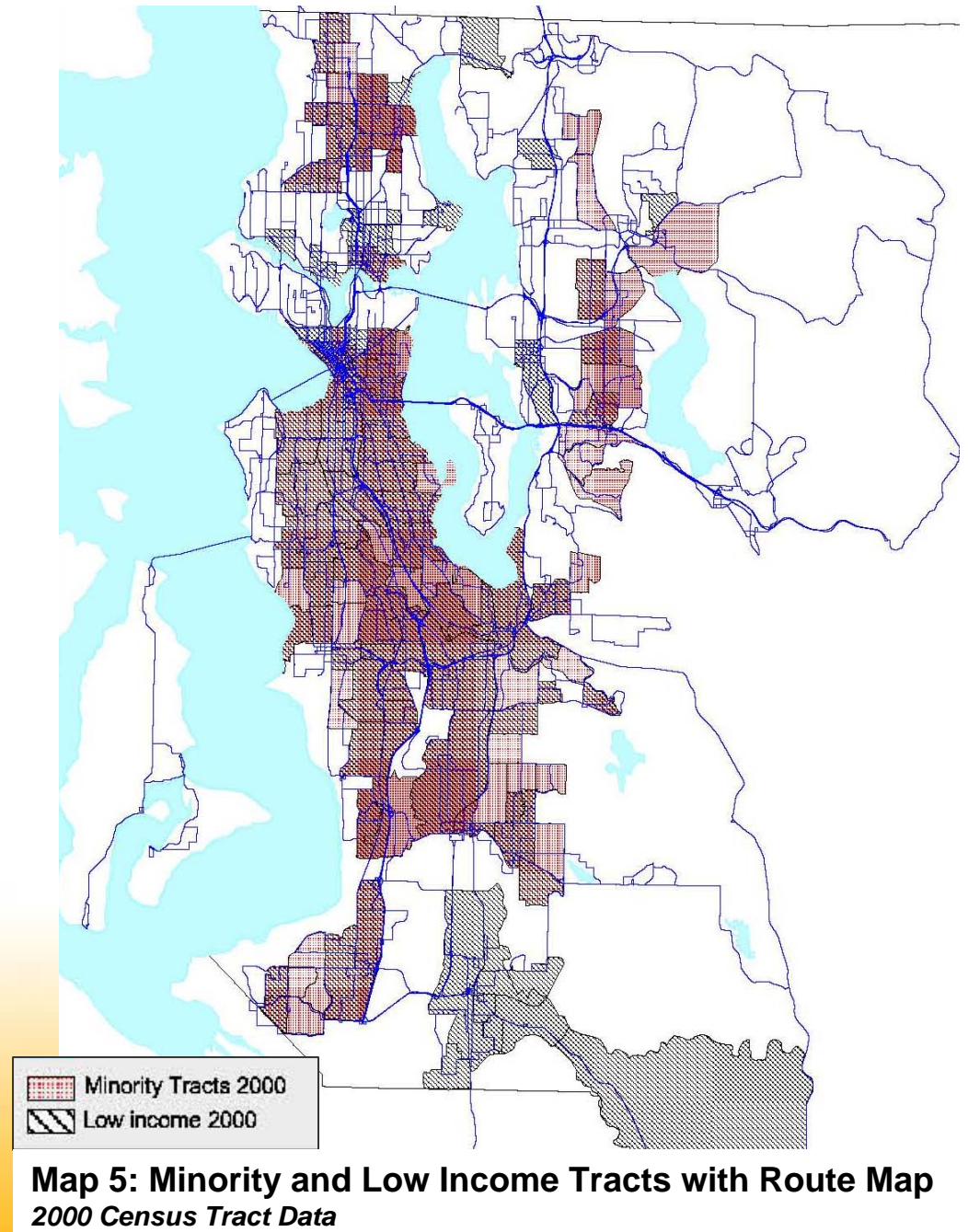
- Number of households and jobs located within ¼ mile walking distance of bus stops



Social Equity

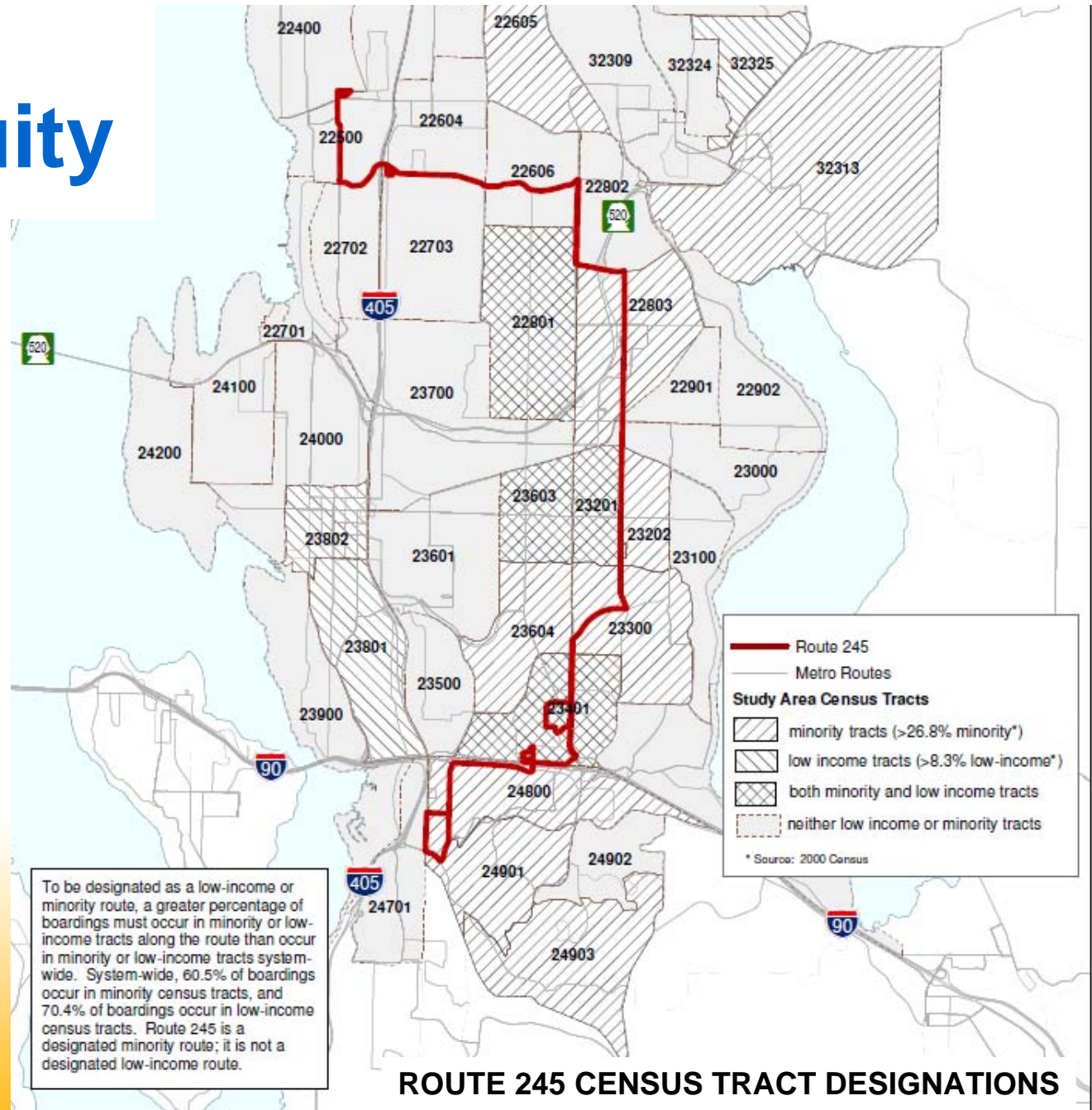
- Countywide demographics by census tract:

Low Income and
Minority Populations



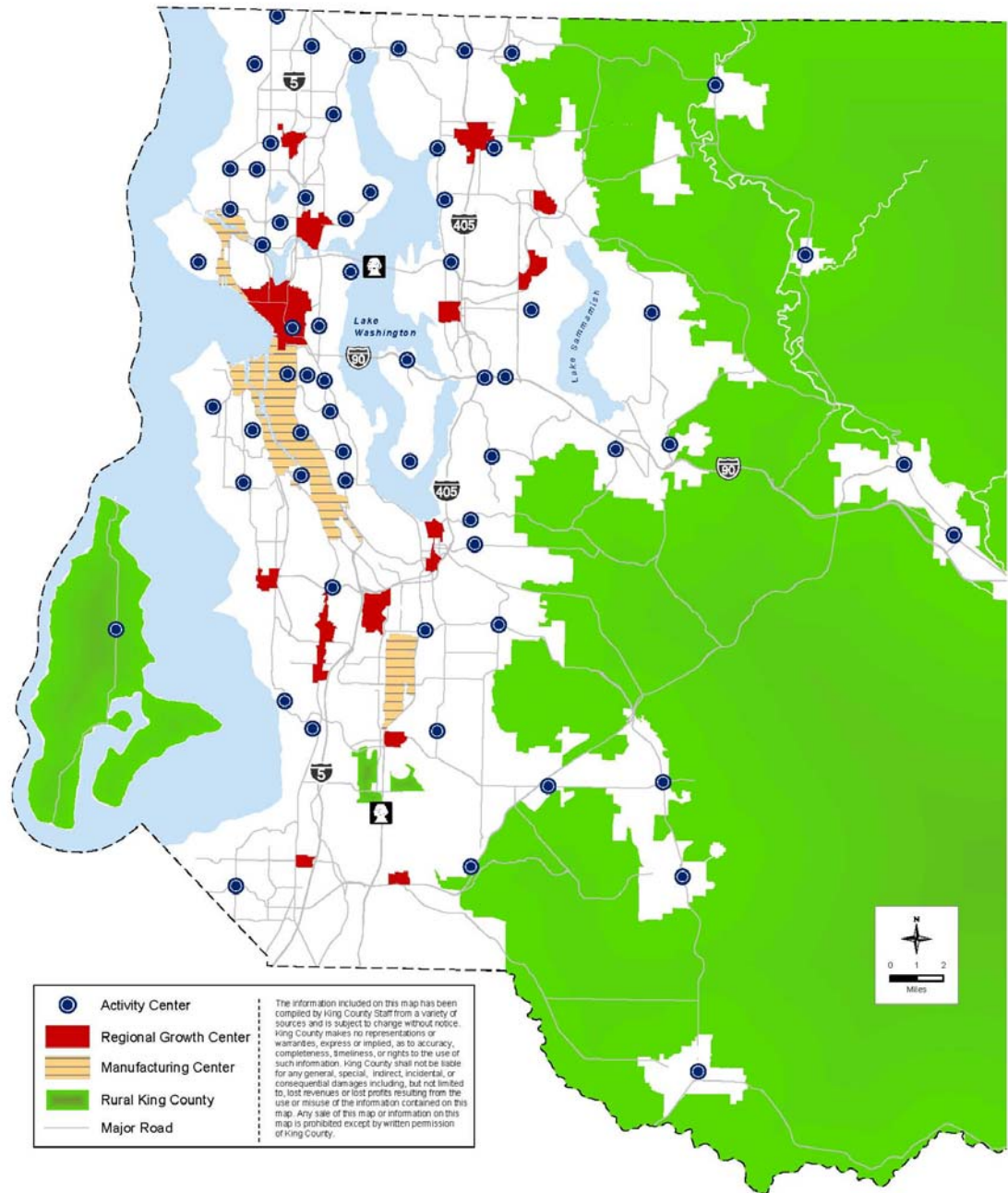
Social Equity

- Routes assessed based on boardings within designated low income and minority census tracts



Social Equity & Geographic Value

- Service is called for throughout King County based upon connections of centers
 - regional growth centers
 - manufacturing centers
 - activity centers



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 (≥ 60)	60 or worse	--

Summary of typical service levels by family

Service family	Frequency ⁶ (minutes)			Days of service	Hours of service ⁷
	Peak ⁸	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	--*	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?

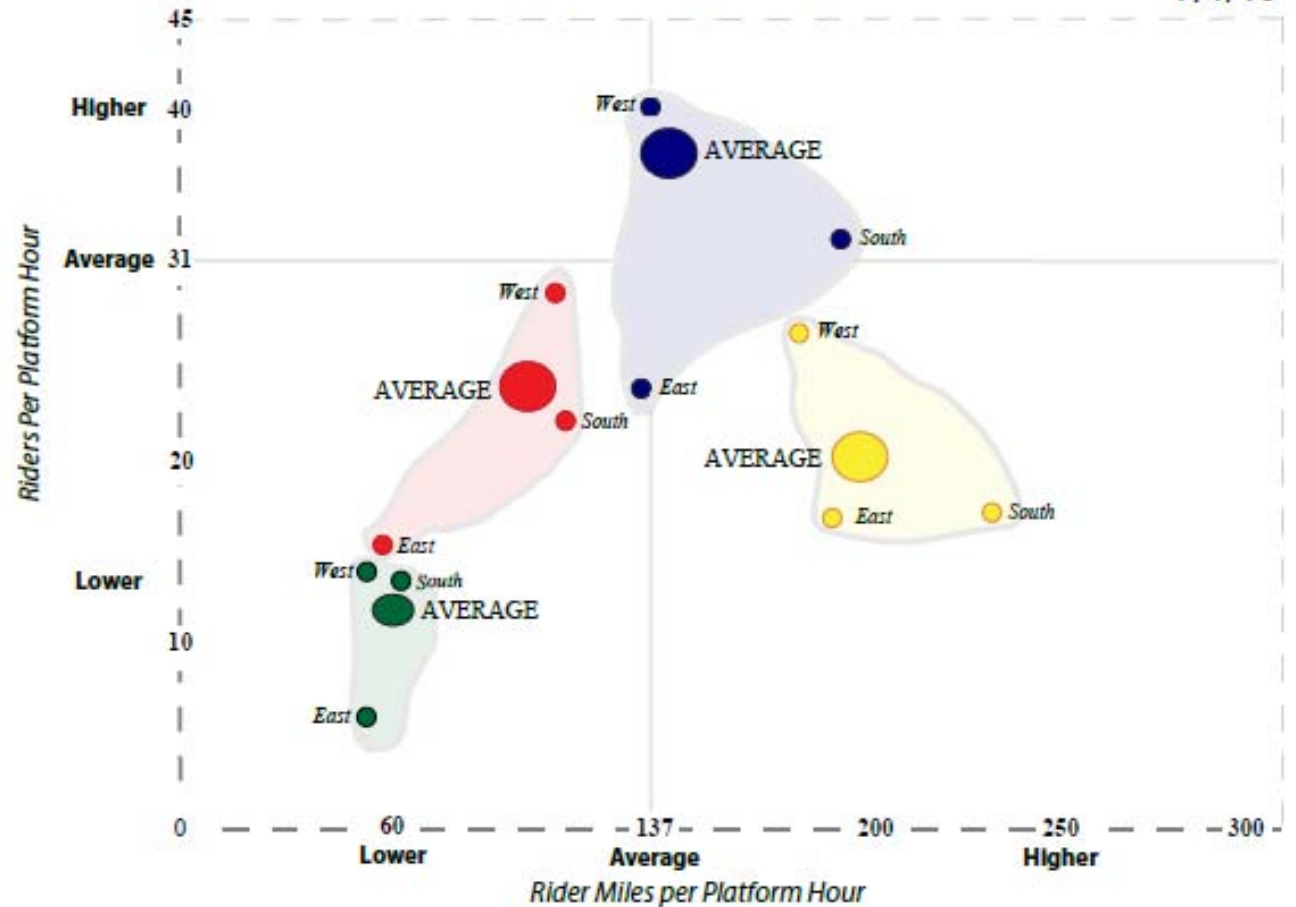
- Productivity measures identify where route performance is strong or weak as candidates for addition, reduction or restructuring
- For all service families, routes are grouped into two major markets and compared within their group:
 - Routes serving the Seattle Core (CBD/UW)
 - Routes serving the areas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

Service Families

- Service families used to match service levels to the market
- Performance comparisons are based on primary market served – Seattle Core or non-Seattle Core

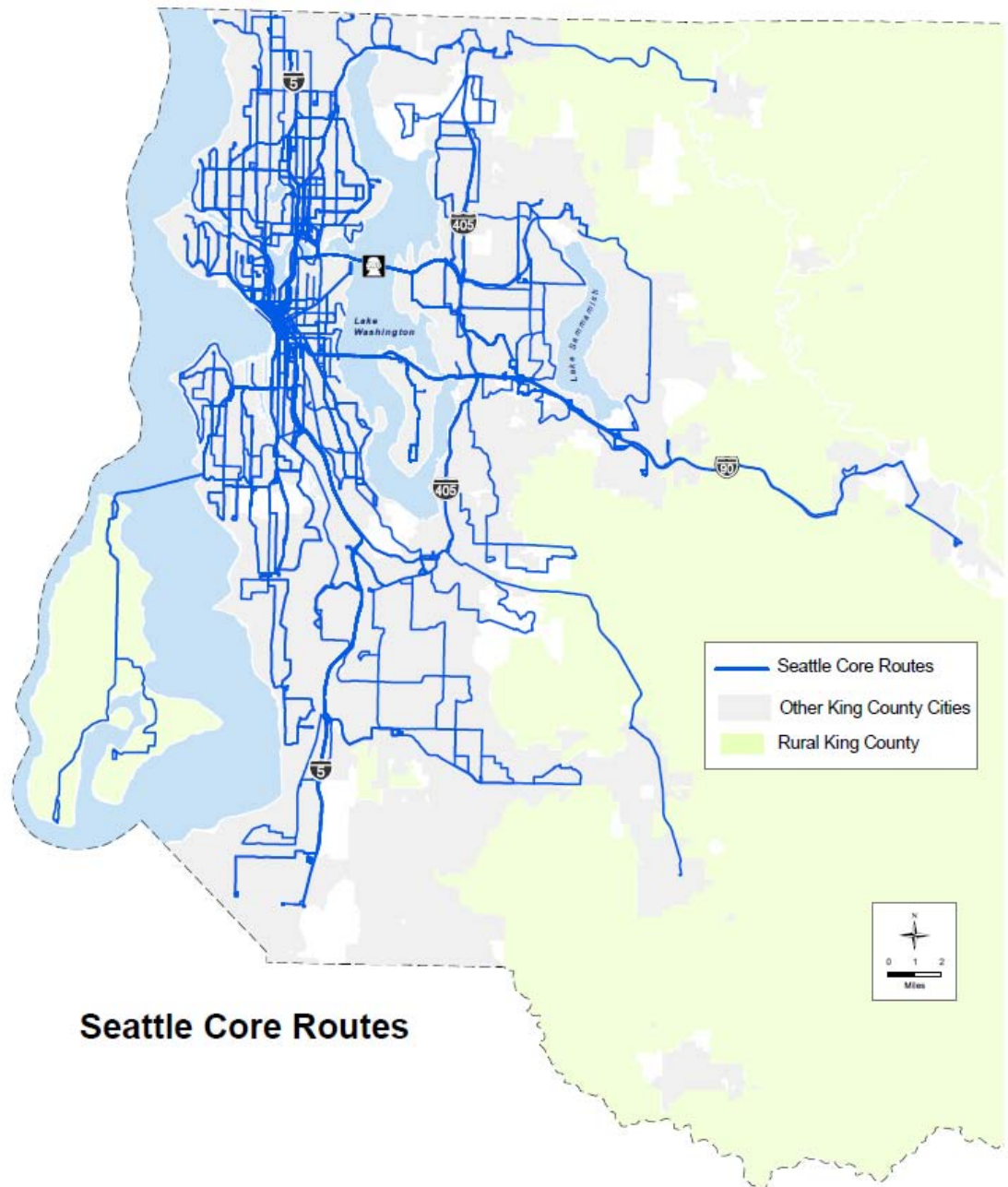
Metro Fixed Route Service Families and Productivity Measures
By Area of King County

7/1/10



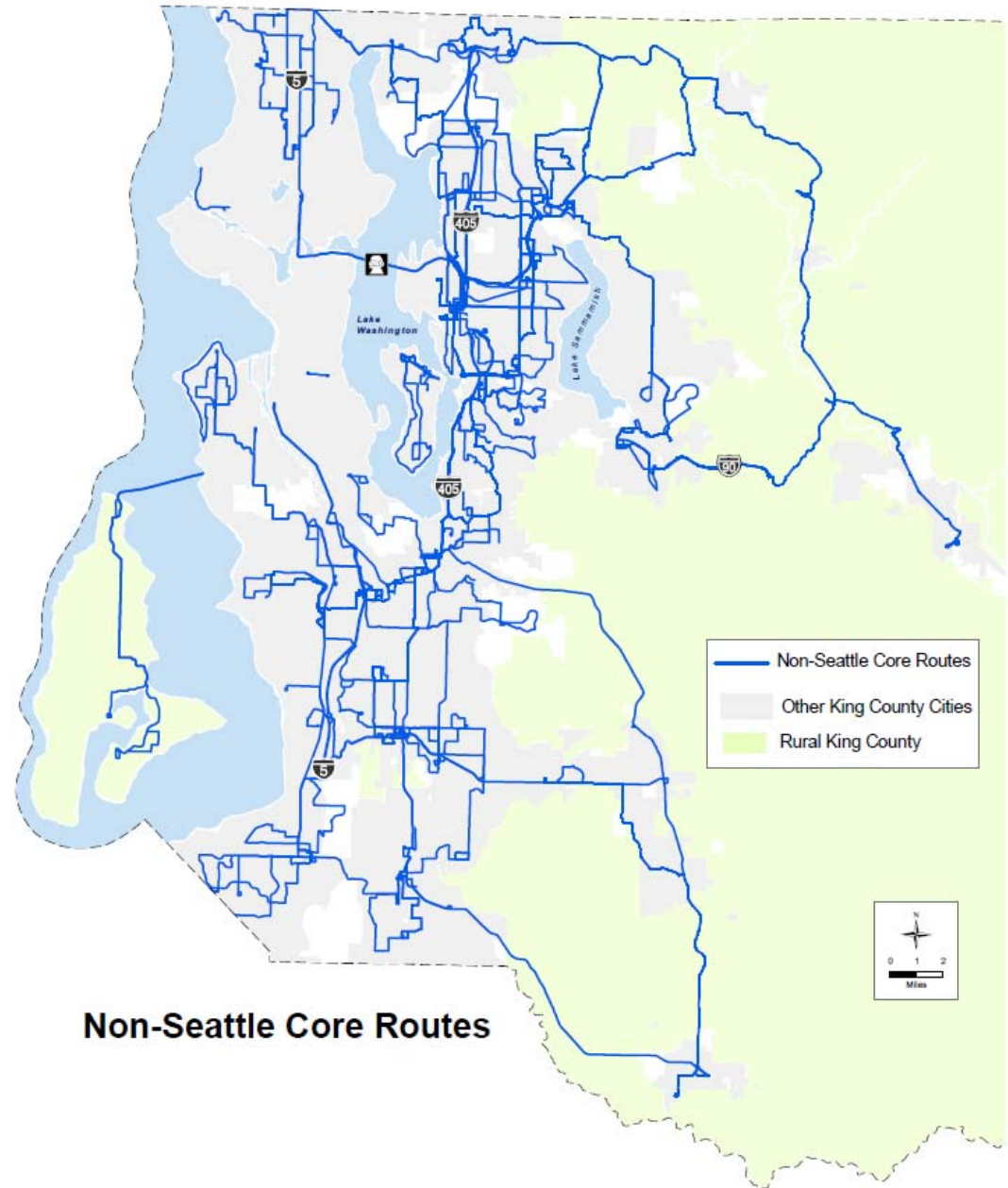
Seattle Core Routes

- 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



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