

COMMUNITY CONNECTIONS

Innovation in action

Quarterly Update: Q1 2017

Regional Transit Committee
May 17, 2017

Presented by Cathy Snow, Program Manager
cathleen.snow@kingcounty.gov



We'll Get You There

Table of Contents

- Projects in Outreach phase
- Projects in Performance Measurement phase
- 2017 Program Development – Pilot Participation Application Process
- Appendix: Performance Measures for Projects in Performance Measurement Phase

Needs-based Community Outreach

Project Planning

- **Goal:** Scope project, identify community stakeholders, and analyze current service.
- **Process:** Hold project team kickoff meeting and collect contextual information.

Needs Assessment

- **Goal:** Understand and identify transportation needs and gaps.
- **Process:** Solicit feedback from community key stakeholders via surveys, media, and Stakeholder Working Group.

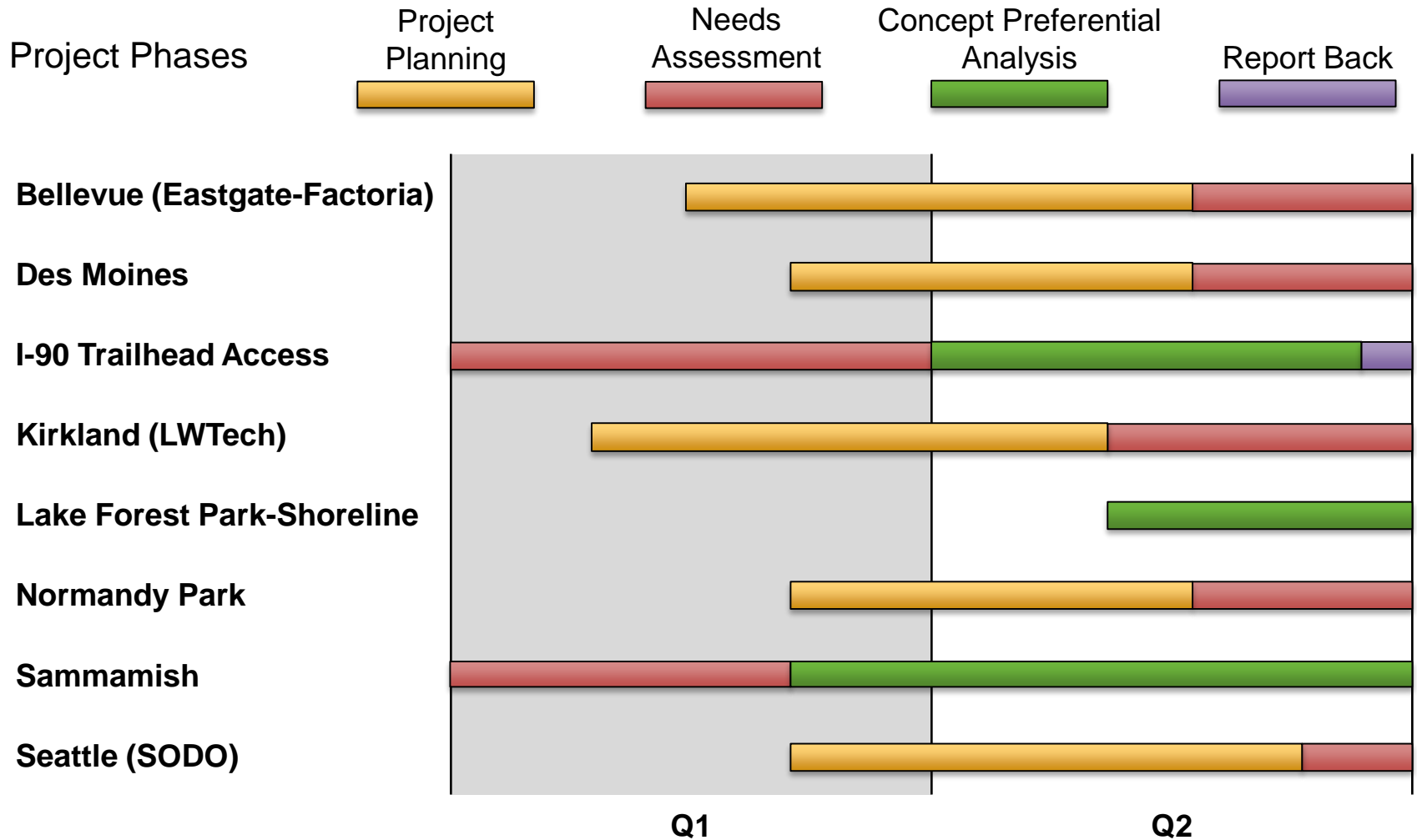
Concept Preference Analysis

- **Goal:** Develop and refine alternative service solution concepts. Understand which concept is preferred.
- **Process:** Develop solution concepts with Stakeholder Working Group using survey analysis. Present to community via surveys etc.

Report Back

- **Goal:** Communicate results to community and key stakeholders.
- **Process:** Final meeting with Stakeholder Working Group to review outcomes and next steps; report out to city councils if requested, update communication pieces, etc.

Projects in Community Outreach – Q1 and Q2, 2017



Performance Measurement – When does it start?

- Shuttles/LOOP
 - After first fare is collected
- New products
 - After a period of baseline data collection following collection of the first fare, e.g., Black Diamond Community Ride launched 3/20 but will enter performance measurement in Q2



Performance Measurement – Projects

- Projects in performance measurement*
 - Snoqualmie Community Shuttle (Route 628)
 - Snoqualmie Valley Shuttle (Route 629)
 - Mercer Island Community Shuttle (Route 630)
 - Burien Community Shuttle (Route 631)
 - Redmond LOOP
 - Mercer Island TripPool



* See appendix for performance data through March 2017. Note also that evaluation of these services is included in Metro's System Evaluation report (transmitted on October 31).

Performance Measurement – News



- Routes 628, 630, 631 pilot periods extended due to good performance
- Minor schedule/routing changes to Routes 628, 630 given priority needs identified through community outreach prior to launch and
 - analysis of ridership data
 - results of Fall 2016 Customer Satisfaction Survey

Program Development in 2017

As reported during the last quarterly update:

- In addition to project work, we will continue to further develop the Community Connections program to make it more robust, scalable and sustainable.
- One area that we will be working on is an evaluation of the prioritization criteria included in 2015 service guidelines update.
- Approach: Use experience of application of current criteria in 2017 Pilot Participation process to recommend changes to criteria.

What we found: Application Process Needs Work

- Anecdotal feedback and a review of applicants relative to eligible applicants suggests that the application process is less accessible to smaller jurisdictions.

Jurisdiction	Total in King County	# Applied	% Applied	# Accepted	% of Total Accepted
Metropolitan Cities	2	2	100%	2	25%
Core Cities	10	6	60%	2	25%
Larger Cities	8	3	38%	2	25%
Smaller Cities	19	4	21%	2	25%
Tribes	2	1	50%	0	0%
Unincorporated Areas	9	0	0%	0	0%

Note: City size defined by PSRC designation

- Only 21% of Smaller Cities applied
- No Unincorporated Areas applied

What we plan to do...

- Interview all eligible entities to get their feedback on the process
- Adjust the process for new pilot projects in 2018.
- ***Then*** evaluate the prioritization criteria included in 2015 service guidelines update.

Questions?

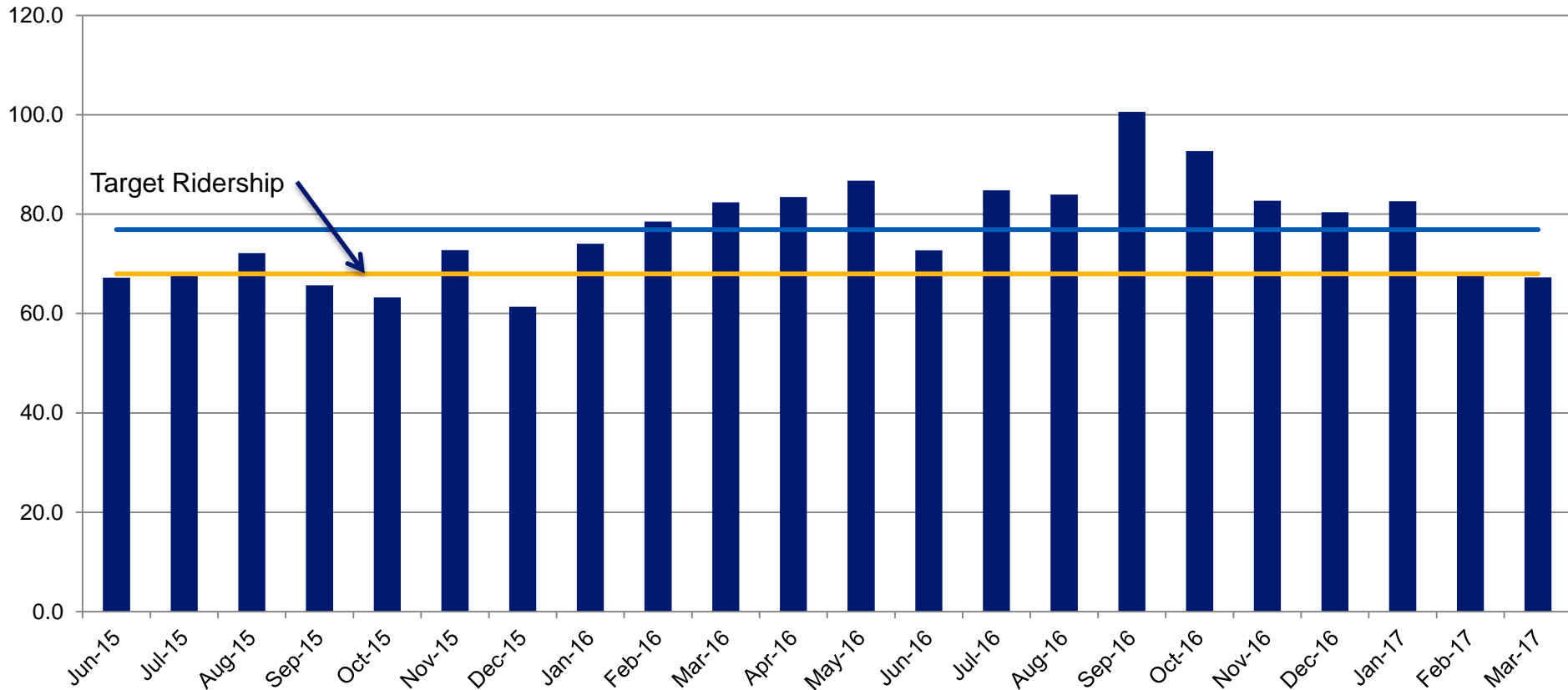
Cathy Snow
Community Connections Program Manager
206-477-5760
cathleen.snow@kingcounty.gov

Program website: <http://kingcounty.gov/depts/transportation/metro/programs-projects/community-connections.aspx>

Appendix:
Performance Measures for
Projects in Performance Measurement Phase

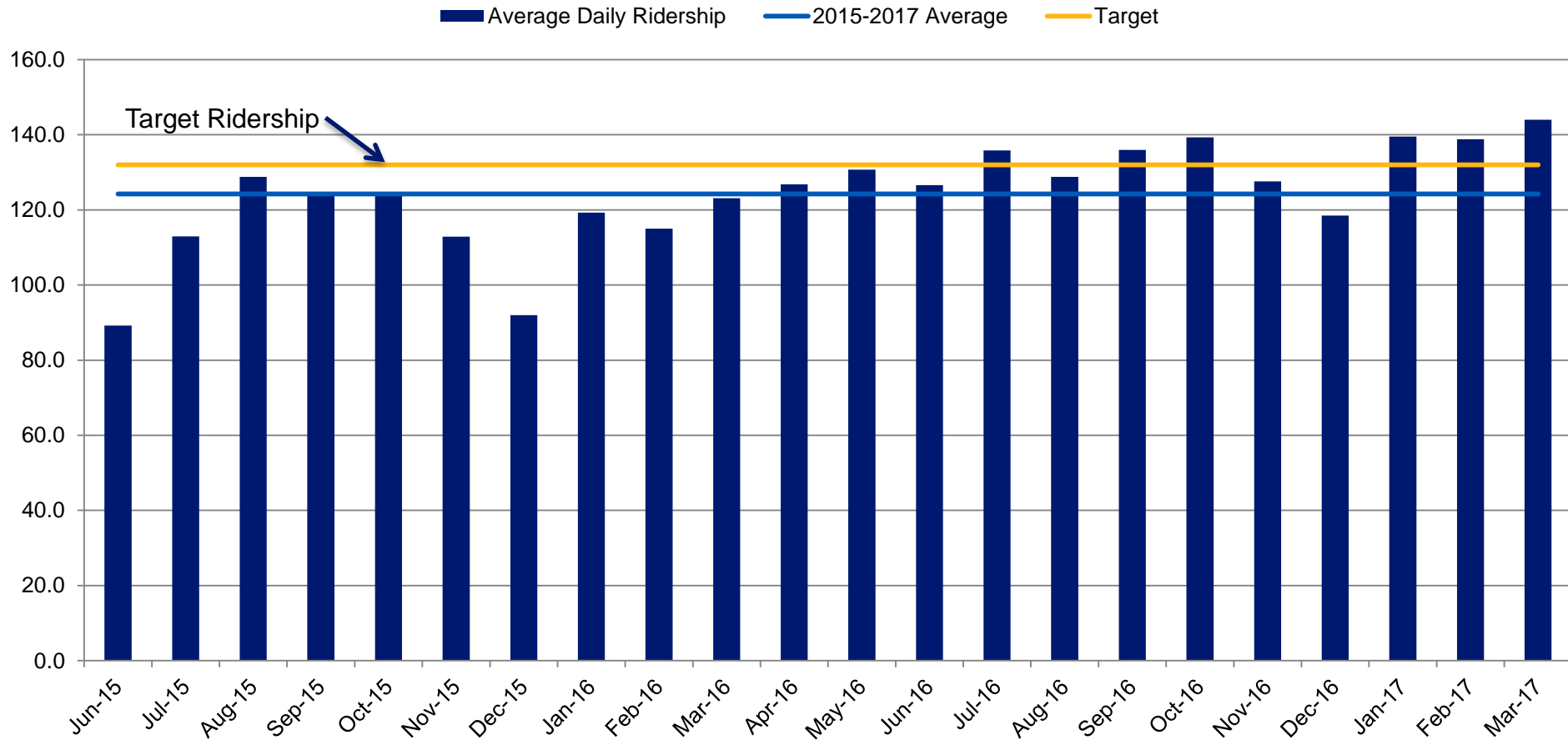
Performance Measures – Burien Community Shuttle

■ Average Daily Ridership
 — 2015-2017 Average
 — Target



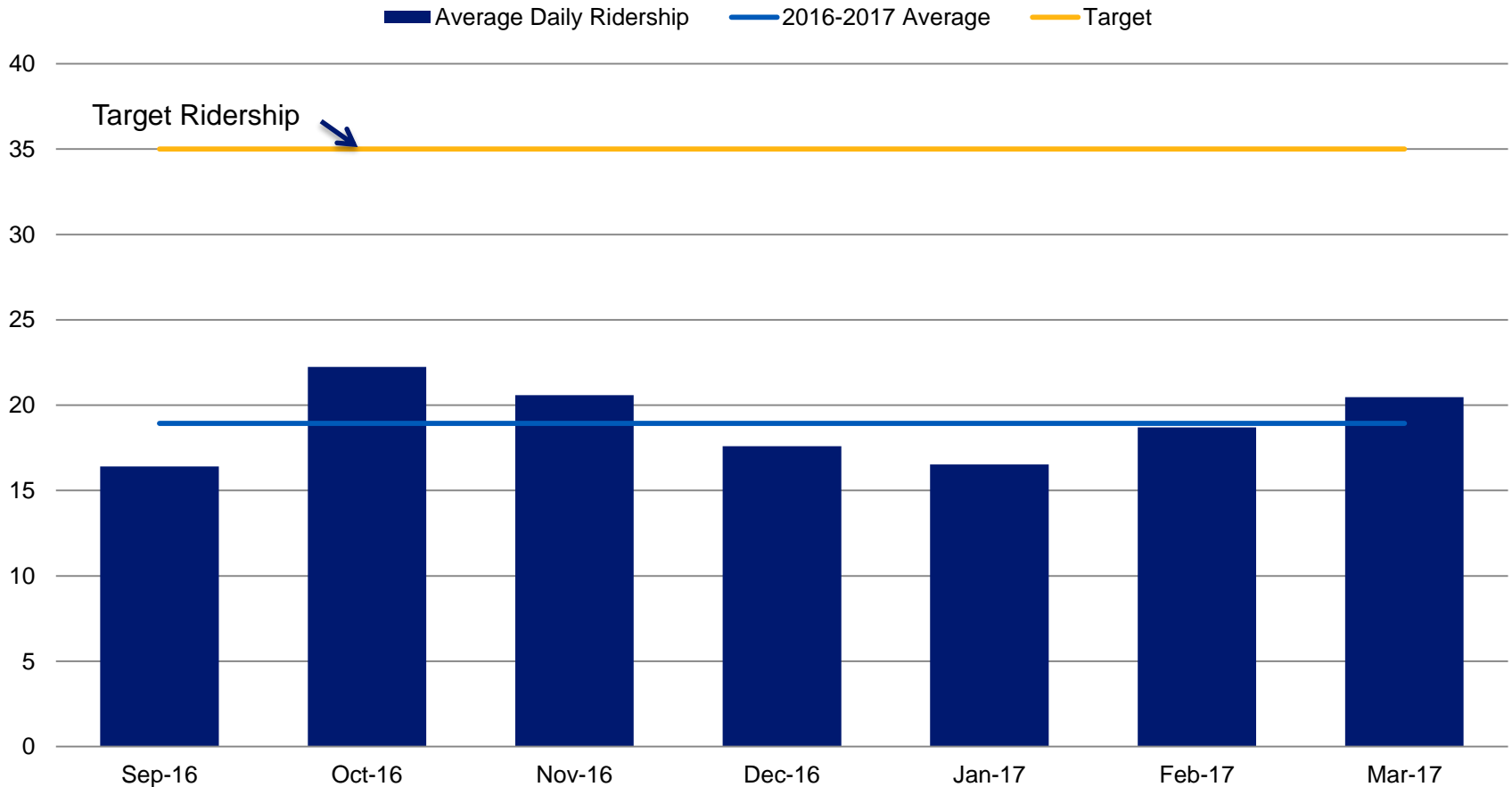
Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$7.74	\$6.48
Vehicle Utilization	31%	37%
Customer Satisfaction	88%	100%

Performance Measures – Mercer Island Community Shuttle



Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$4.79	\$5.25
Vehicle Utilization	69%	68%
Customer Satisfaction	88%	100%

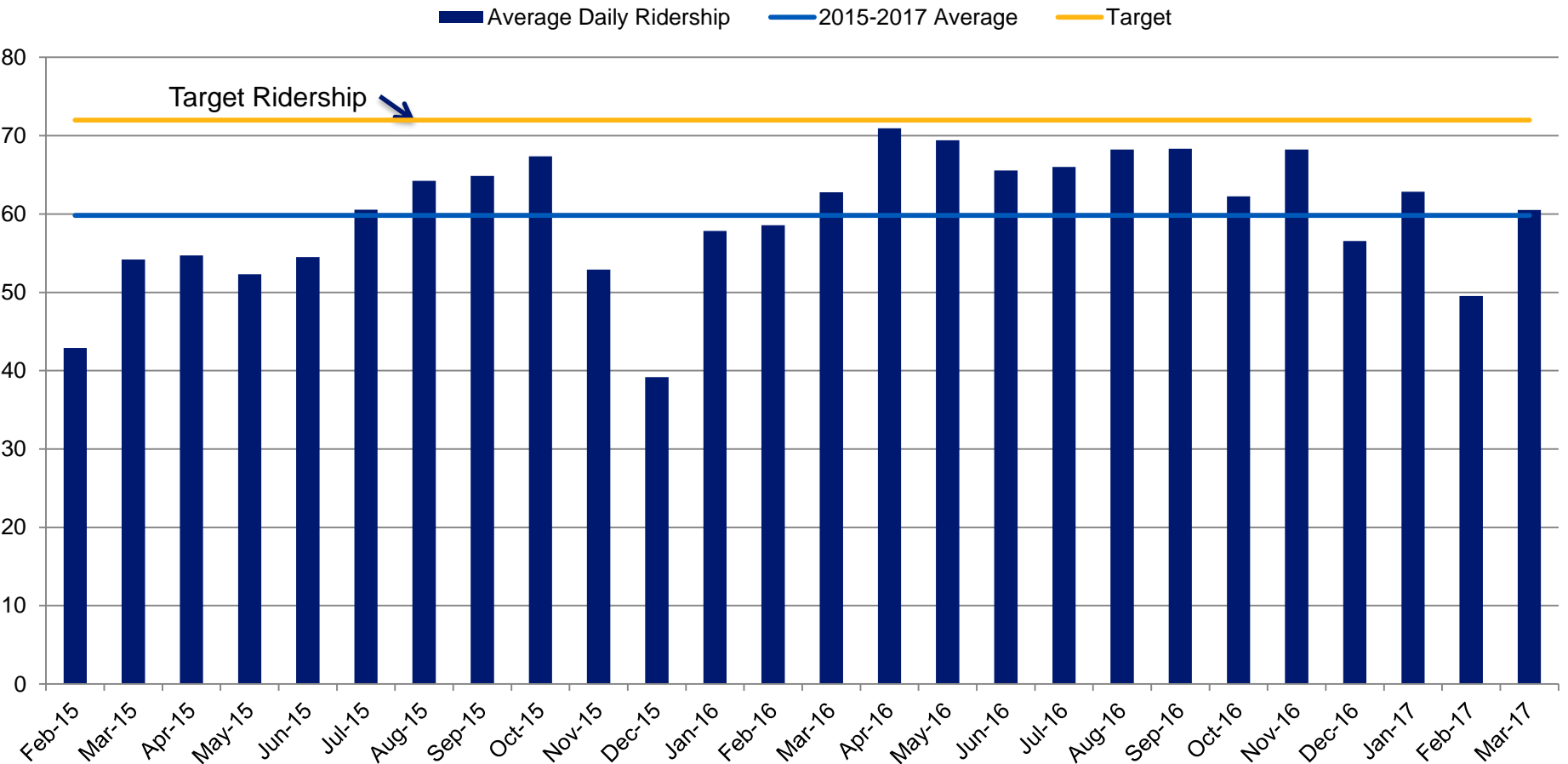
Performance Measures – Redmond LOOP



Note: September ridership includes a 7 day promotional fare-free period prior to launch on September 12

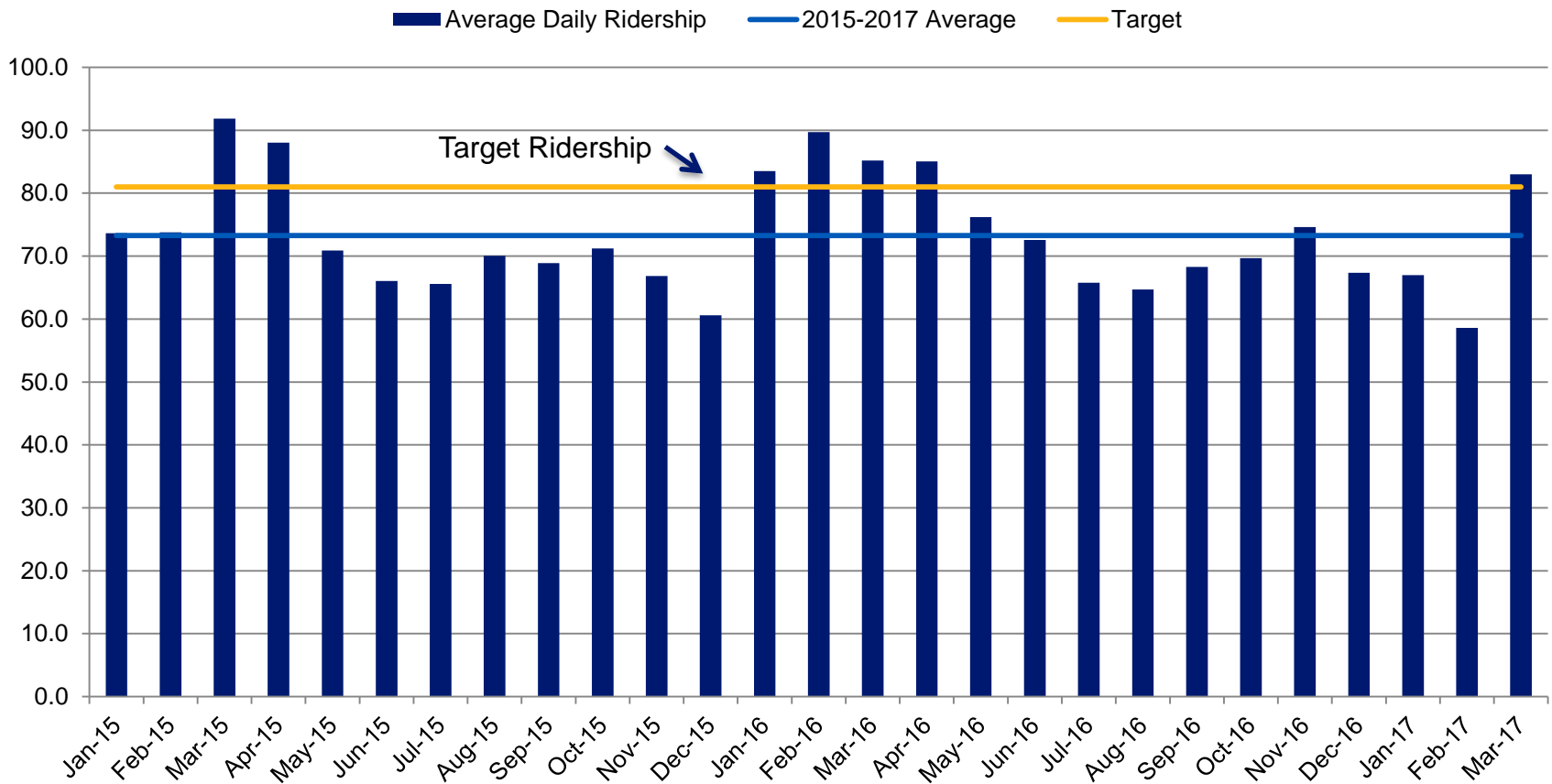
Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$16.35	\$19.58
Vehicle Utilization	78%	36%
Customer Satisfaction	88%	95%

Performance Measures – Snoqualmie Community Shuttle



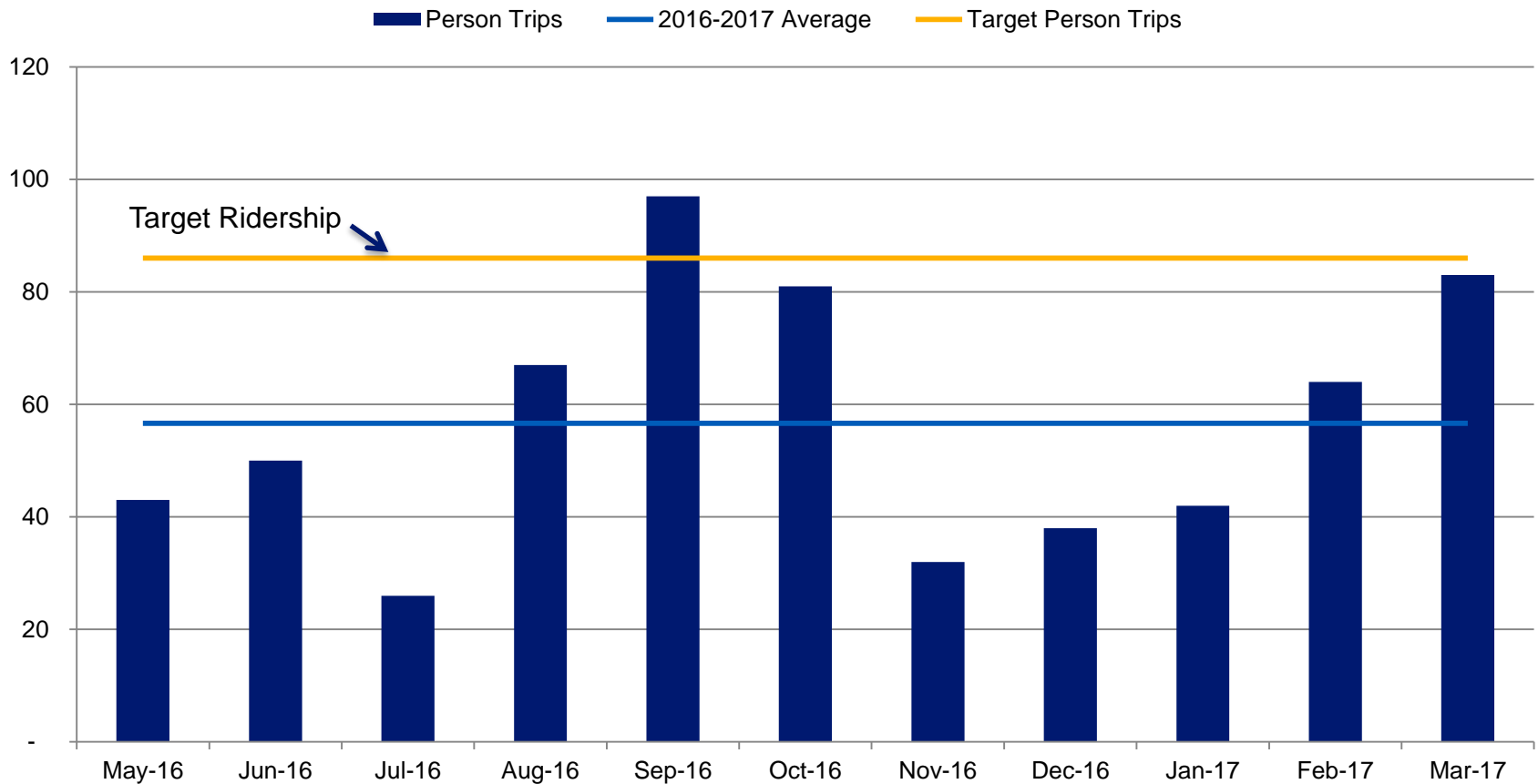
Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$15.28	\$18.20
Vehicle Utilization	46%	40%
Customer Satisfaction	88%	90%

Performance Measures – Snoqualmie Valley Shuttle



Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$12.81	\$16.29
Vehicle Utilization	69%	63%
Customer Satisfaction	88%	100%

Performance Measures – Mercer Island TripPool



Other Measures	Target	2016 - 2017 Performance
Cost per Boarding	\$2.00	\$2.90
Vehicle Utilization	33%	22%
Customer Satisfaction	88%	100%