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# COMMUNITY CONNECTIONS

*Innovation in action*

## Quarterly Update: Q2 2017

Regional Transit Committee  
September 27, 2017

Presented by Cathy Snow, Program Manager  
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*We'll Get You There*

# Community Connections Quarterly Updates

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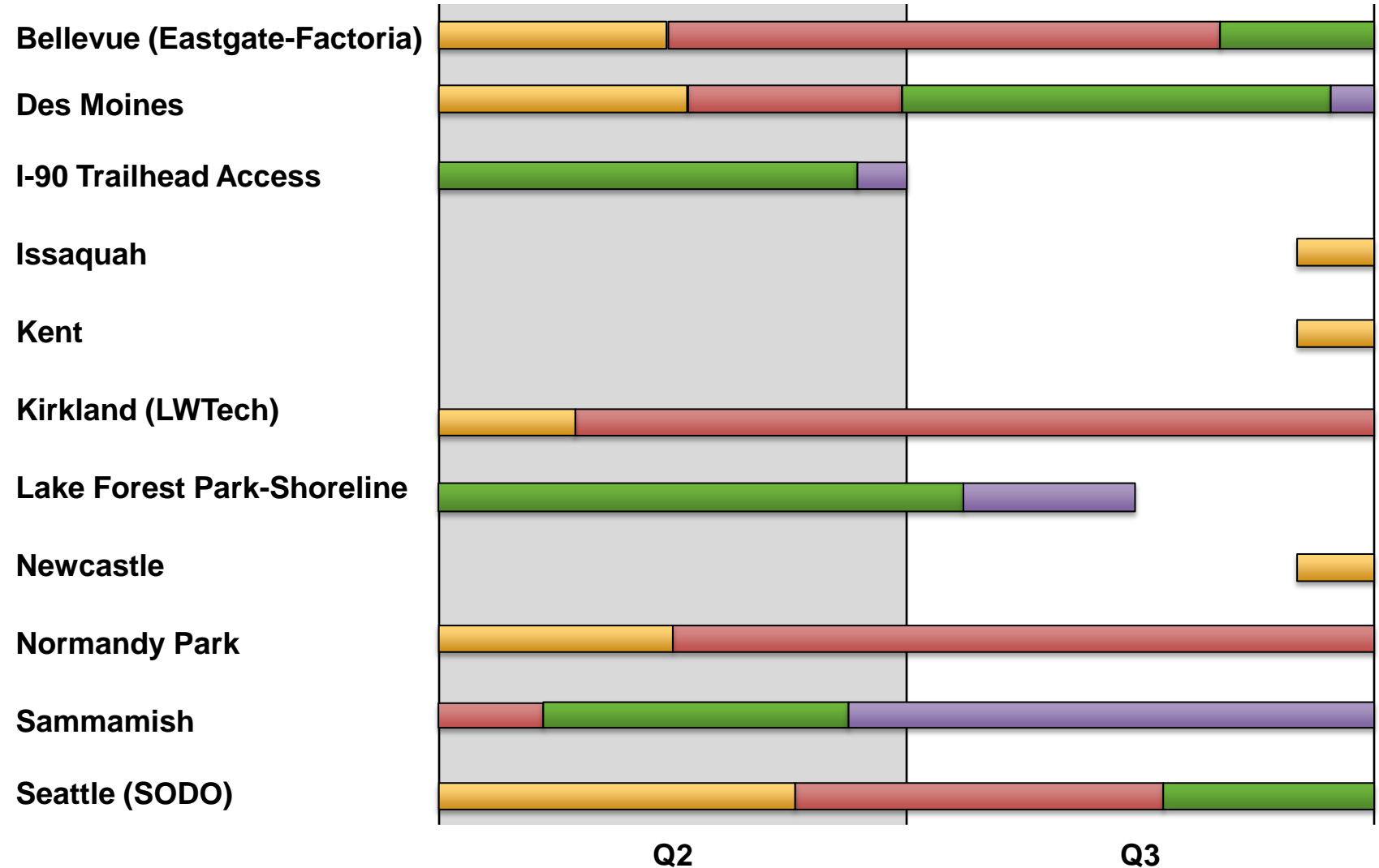
Ordinance 18301, Section 3 (Alternative Services Updates) established a quarterly update schedule for Q3 2016 through Q4 2017.

Each quarterly update provides information on

- Status of community engagement efforts
- Project implementation highlights
- Performance indicators
- Prioritization criteria evaluation

# Community Engagement – Q2 and Q3, 2017

## Outreach Phases



# Project Implementation Highlights – Q2 and Q3, 2017 REVISED 9-27-17

- Trailhead Direct
  - 2017 trial launched (8/5)
- Community Van
  - Hired CTC (8/15) and delivered vehicles for Bothell-Woodinville (8/28)
  - Implemented new Community Transportation Coordinator (CTC) model in Duvall: Hopelink fills role rather than Duvall city staff (9/1)
  - Interviewing CTC candidates for Vashon (9/25)
- TripPool
  - Driver recruitment in Auburn/Lea Hill via direct mail to households (9/6)
- SchoolPool
  - Launched pilot at Arrowhead Elementary in Kenmore (8/28)
- Education/Awareness Campaigns
  - “Try a new way to go... More choices for Bothell-Woodinville” direct mail to Bothell-Woodinville households (8/2)
  - “One Card...Eight smart ways to go” ORCA card promotion to SEKC households (9/9)



## 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 June 2017. Note also that evaluation of these services is included in Metro's System Evaluation report (transmitted on October 31).

Approach: assess 2017 Pilot Participation application process to recommend changes.

Adjust the application process first to attract smaller jurisdictions and unincorporated areas:

- Interview eligible entities to get their feedback on the process
- Adjust the process for 2018
- Evaluate prioritization criteria based on results of 2018 Pilot Participation process



## Interview Objectives

- Better understand regional experiences with METRO and Community Connections.



Figure 1. Word cloud depicting responses from all interviewees with key words or phrases that describe Community Connections.

- Understand user experience and accessibility of application materials.
- Gain insight into the decision-making process around whether to apply.
- Gain insight into which aspects of the application and process were most challenging and easiest to approach.

# Application Process Interviews – Participants

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- All 15 applicants for 2017 Pilot Participation contacted; 14 completed interviews
- 15 non-applicants with emphasis on small cities and unincorporated areas contacted; 11 completed interviews

Completed Interviews (25)				Contacted/ No Interview (5)
Bellevue	Mercer Island	Kenmore	Four Creeks UAC	Upper Bear Creek CC
Kent	Redmond	Des Moines	Snoqualmie/North Bend	White Center CDA
Kirkland	Renton	Enumclaw	SeaTac	Muckleshoot Tribe
Newcastle	Burien	Issaquah	Carnation	Snoqualmie Tribe
Normandy Park	Covington	Algona		Duvall
Seattle	Skyway Solutions	Black Diamond		
Federal Way	Tukwila	Maple Valley		

**Legend**  
 Application selected for 2017  
 Application not selected for 2017  
 Application not submitted for 2017



# Application Process Interviews – Preliminary Findings REVISED 9-27-17

- Non-applicants, especially small entities, felt they lacked the necessary demographic data, service level data and community feedback to support a competitive application.
- Although only one non-applicant felt that small and large entities have the same chance of being selected, there was not consensus on how to level the playing field for smaller entities.
- All applicants cited a previously identified need or gap as the most important factor in deciding to apply.
- The equity and social justice question presented the biggest challenge for applicants.
- Sixteen interviewees expressed appreciation for Metro’s communication during the process.
- Nearly half of all interviewees said that the application process improved their perception of Metro.

- KC Council and RTC member interviews
- Share final recommendations
- Initiate Fall/Winter application process

# Questions?

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Appendix:  
Performance Charts  
Projects in Performance Measurement Phase

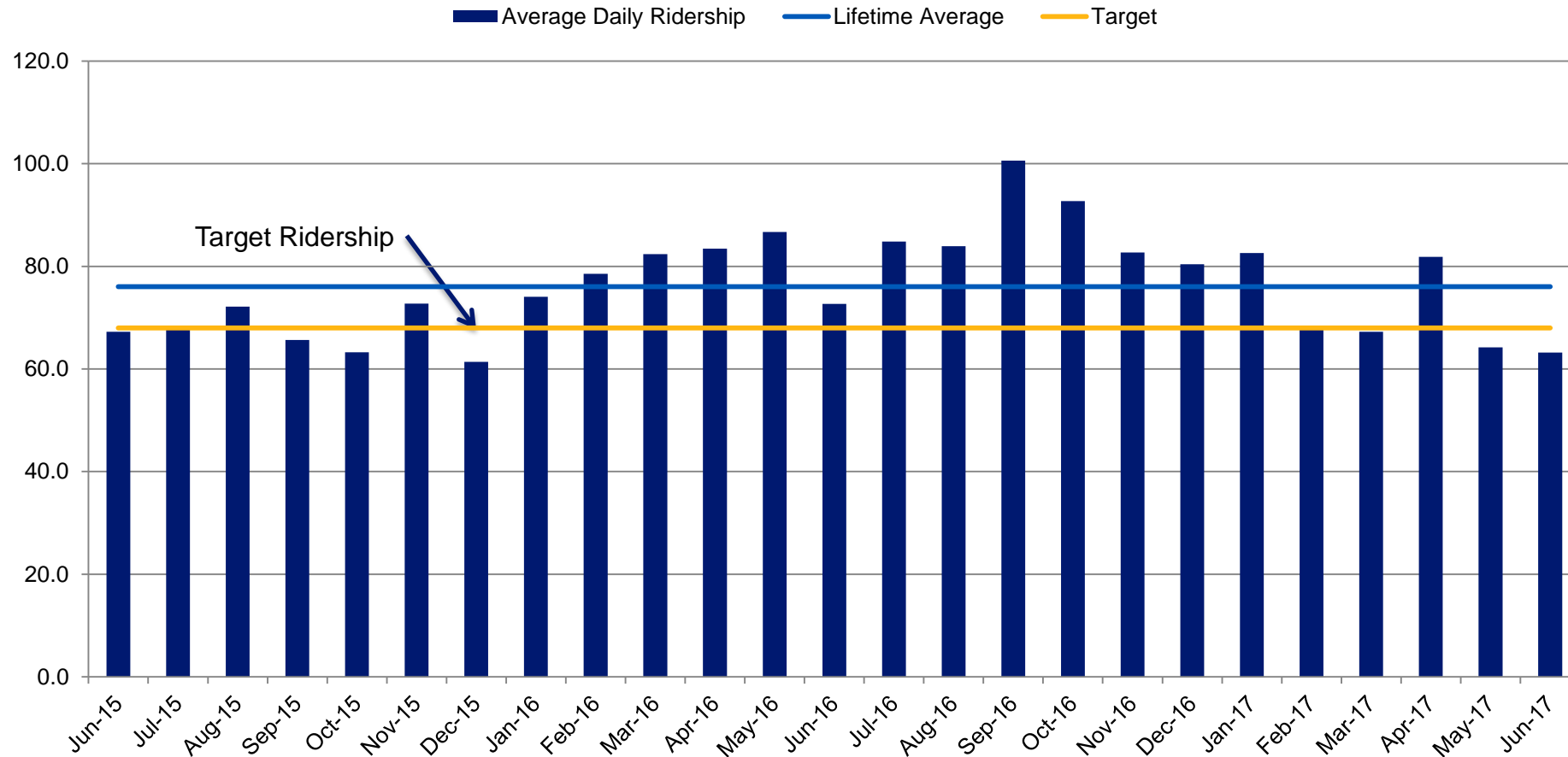
# Performance Measurement – When does it start?

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- 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



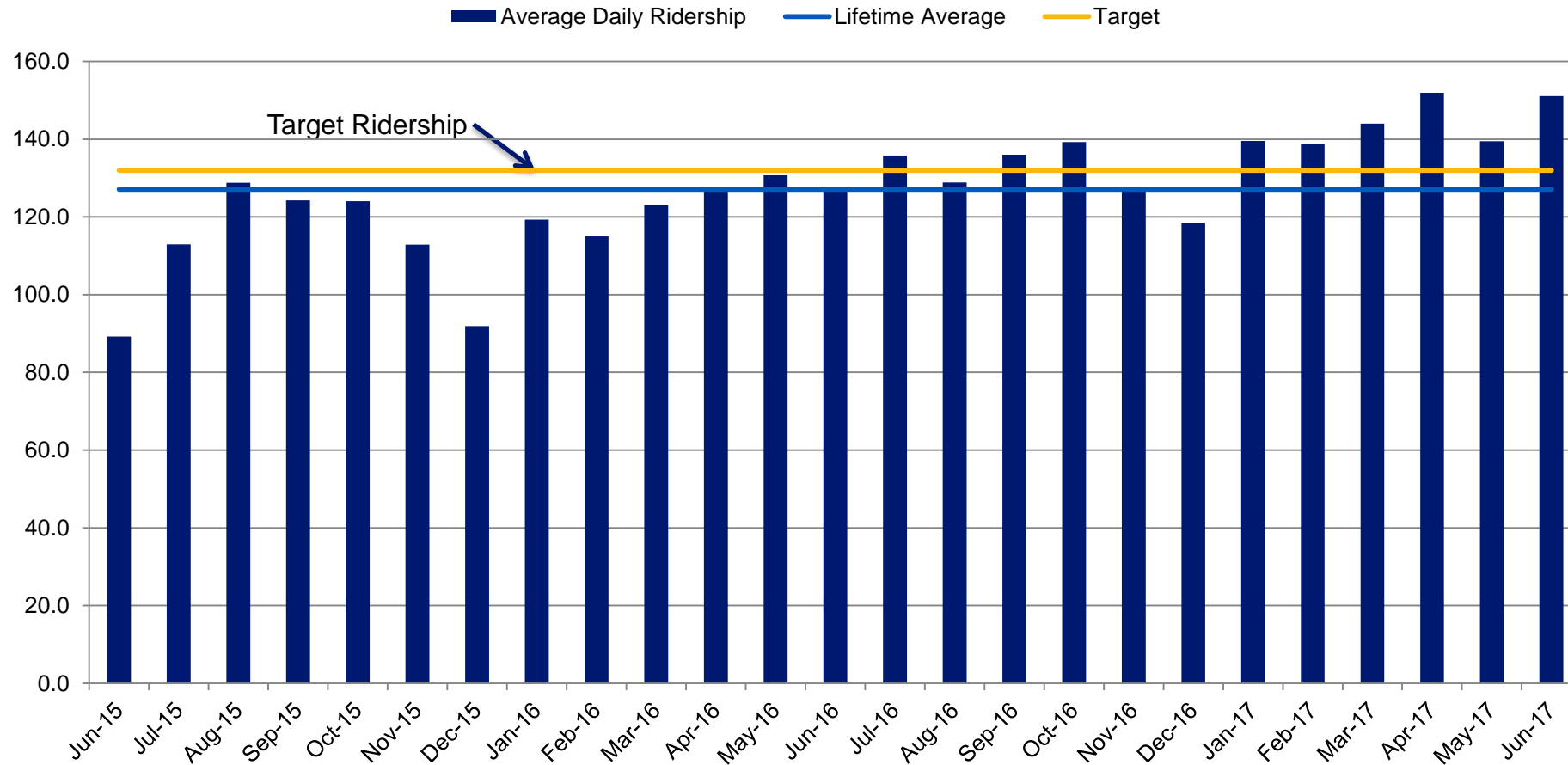
# Performance – Burien Community Shuttle/Route 631



Other Measures	Target	Lifetime Performance
Cost per Boarding	\$7.74	\$6.90
Vehicle Utilization	31%	35%
Customer Satisfaction	88%	100%

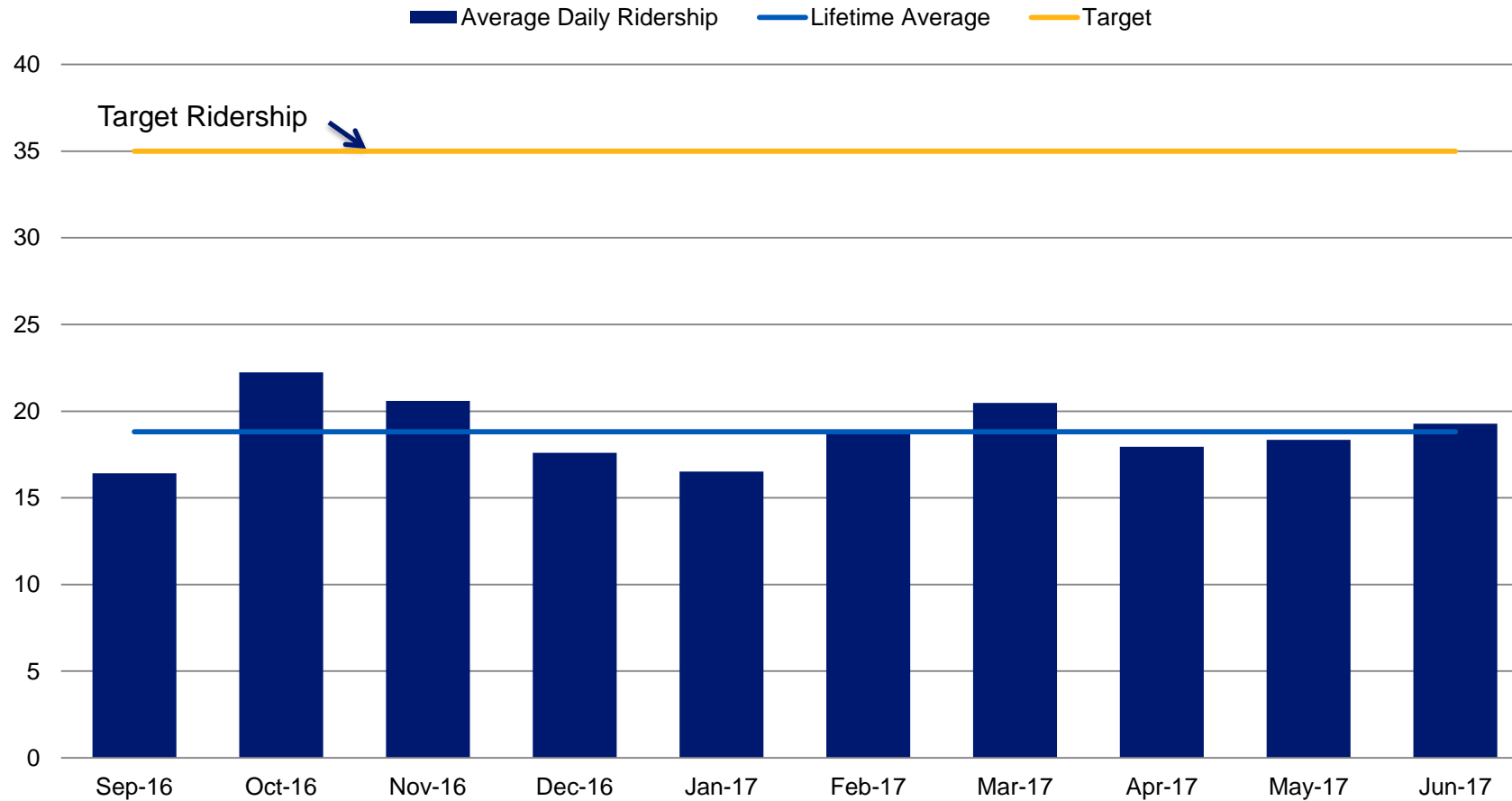


# Performance – Mercer Island Community Shuttle/Route 630



Other Measures	Target	Lifetime Performance
Cost per Boarding	\$4.79	\$5.41
Vehicle Utilization	69%	68%
Customer Satisfaction	88%	100%

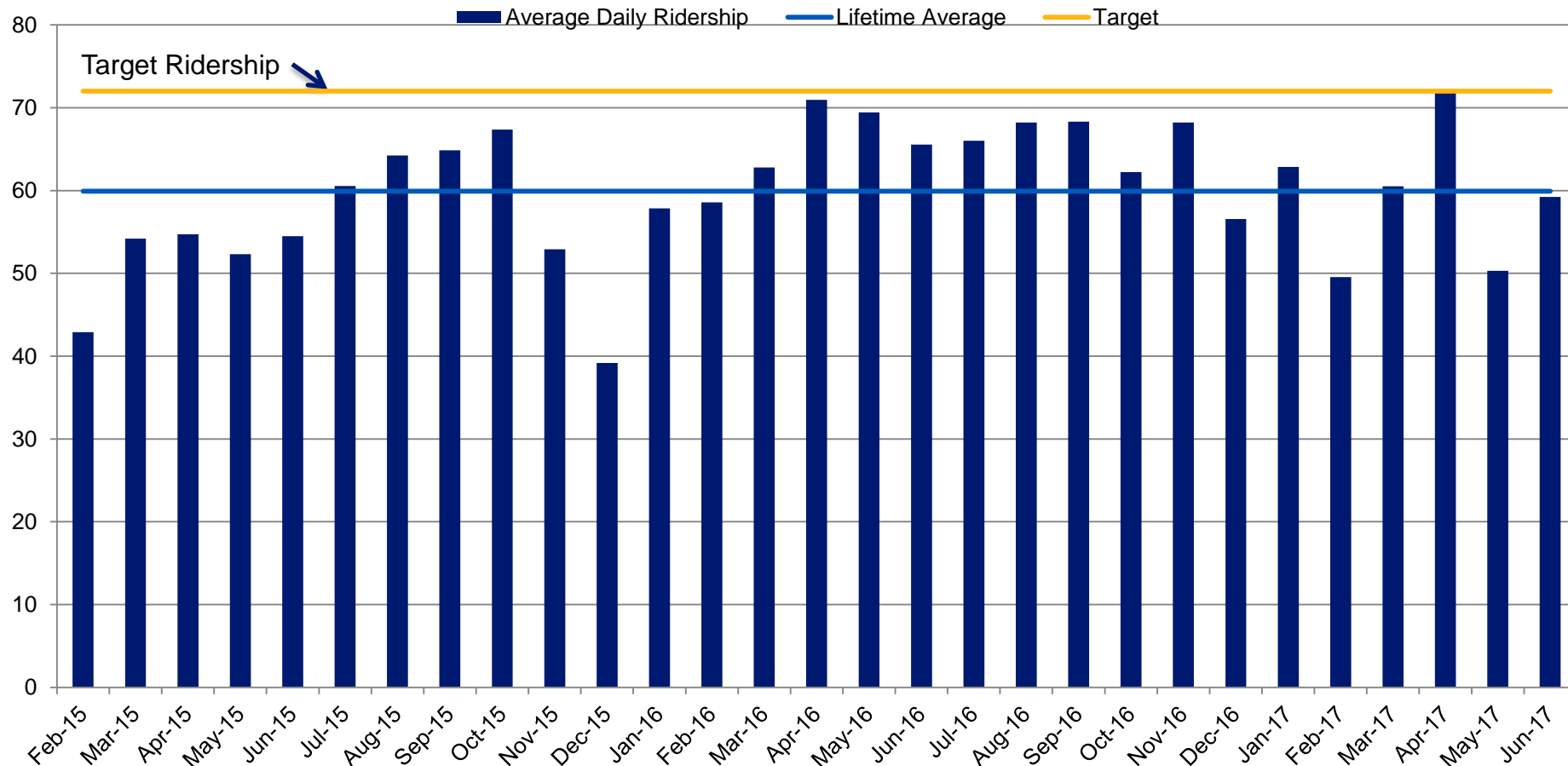
# Performance – Redmond LOOP



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

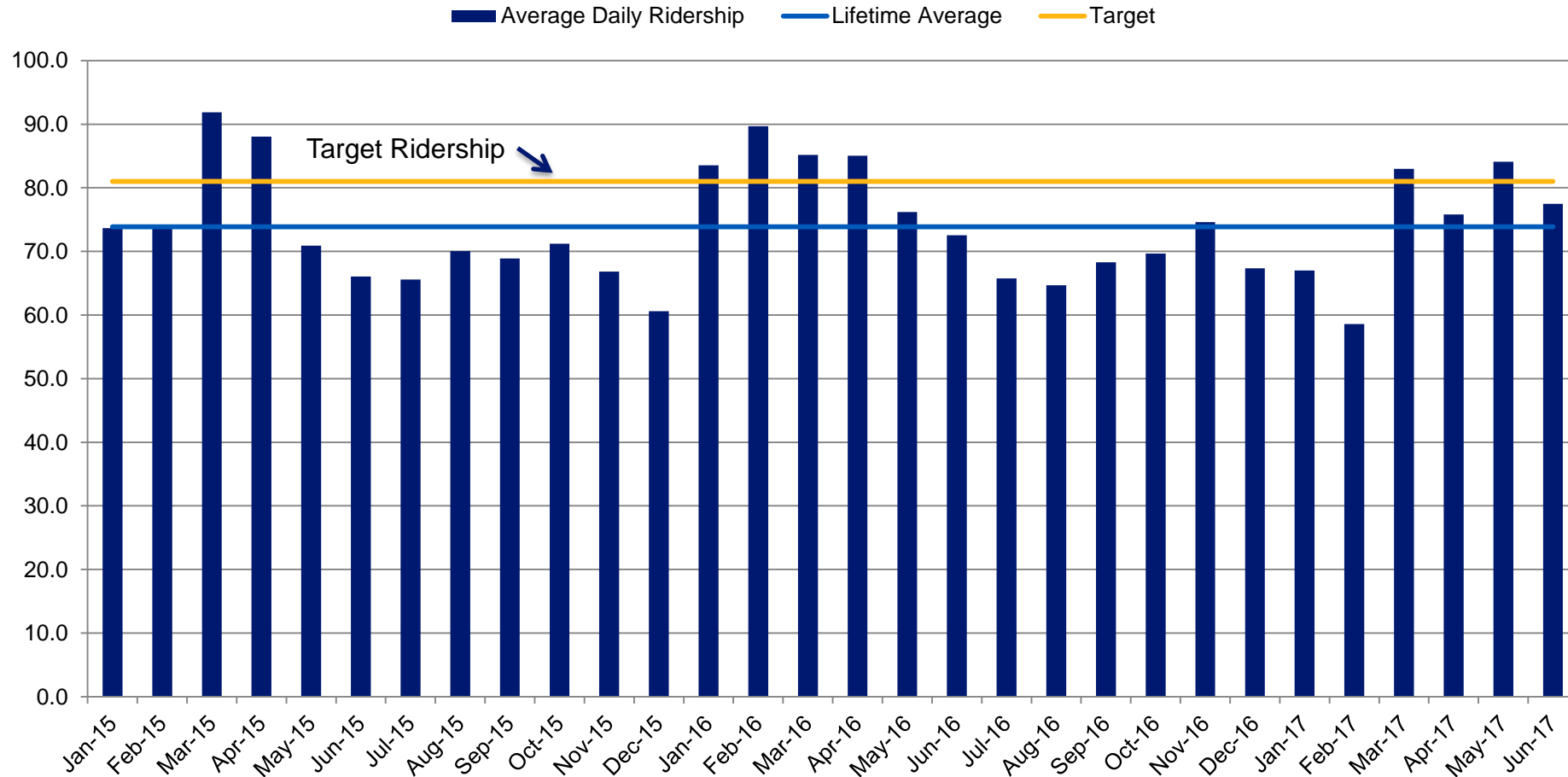
Other Measures	Target	Lifetime Performance
Cost per Boarding	\$16.35	\$19.93
Vehicle Utilization	78%	42%
Customer Satisfaction	88%	95%

# Performance – Snoqualmie Community Shuttle/Route 628



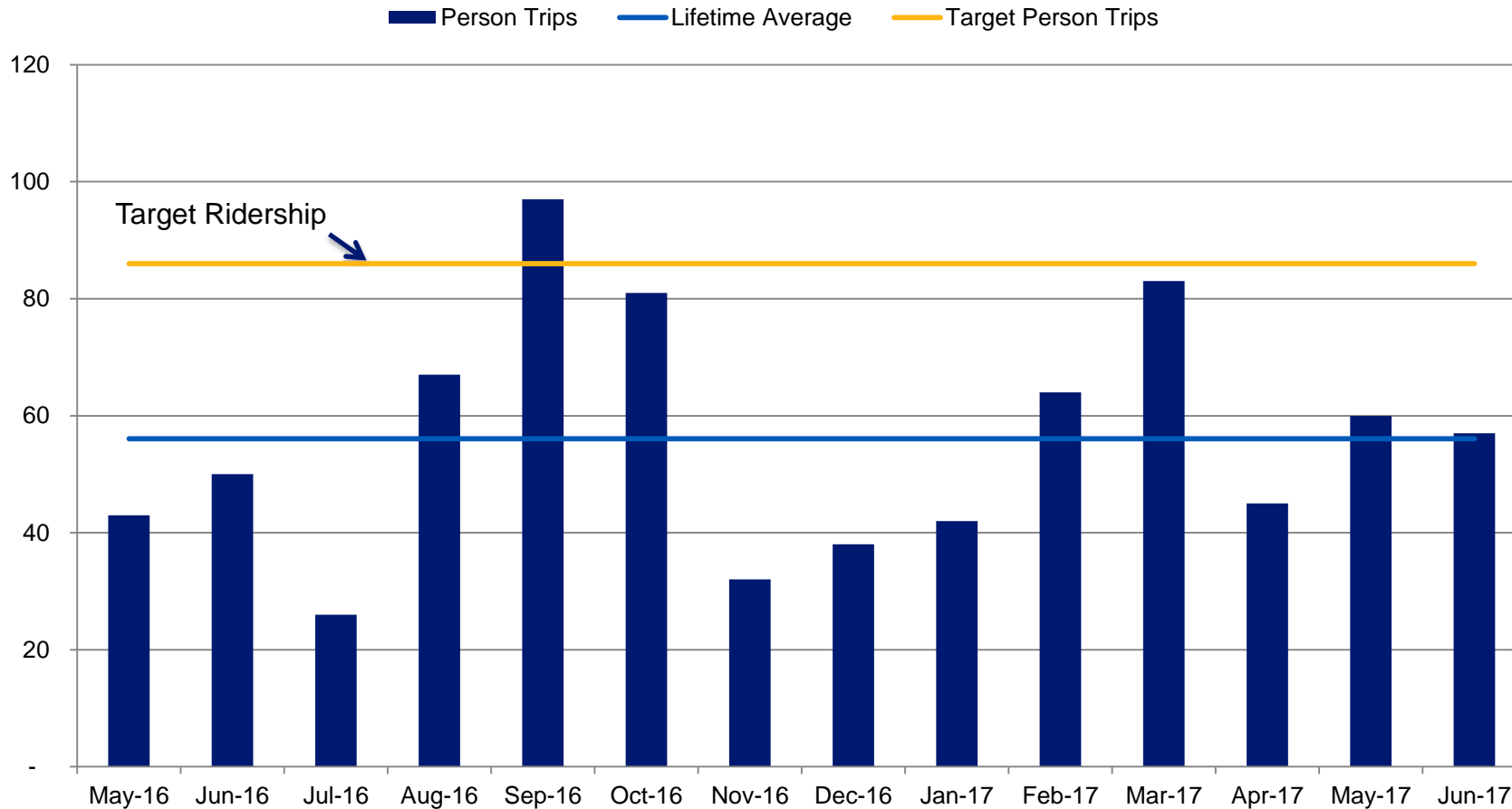
Other Measures	Target	Lifetime Performance
Cost per Boarding	\$15.28	\$19.26
Vehicle Utilization	46%	39%
Customer Satisfaction	88%	90%

# Performance – Snoqualmie Valley Shuttle/Route 629



Other Measures	Target	Lifetime Performance
Cost per Boarding	\$12.81	\$15.81
Vehicle Utilization	69%	63%
Customer Satisfaction	88%	100%

# Performance – Mercer Island TripPool



Other Measures	Target	Lifetime Performance
Cost per Boarding	\$2.00	\$2.72
Vehicle Utilization	33%	23%
Customer Satisfaction	88%	100%