

COMMUNITY CONNECTIONS

Innovation in action

Quarterly Update: Q2 2017

Regional Transit Committee
September 27, 2017

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



We'll Get You There

Community Connections Quarterly Updates

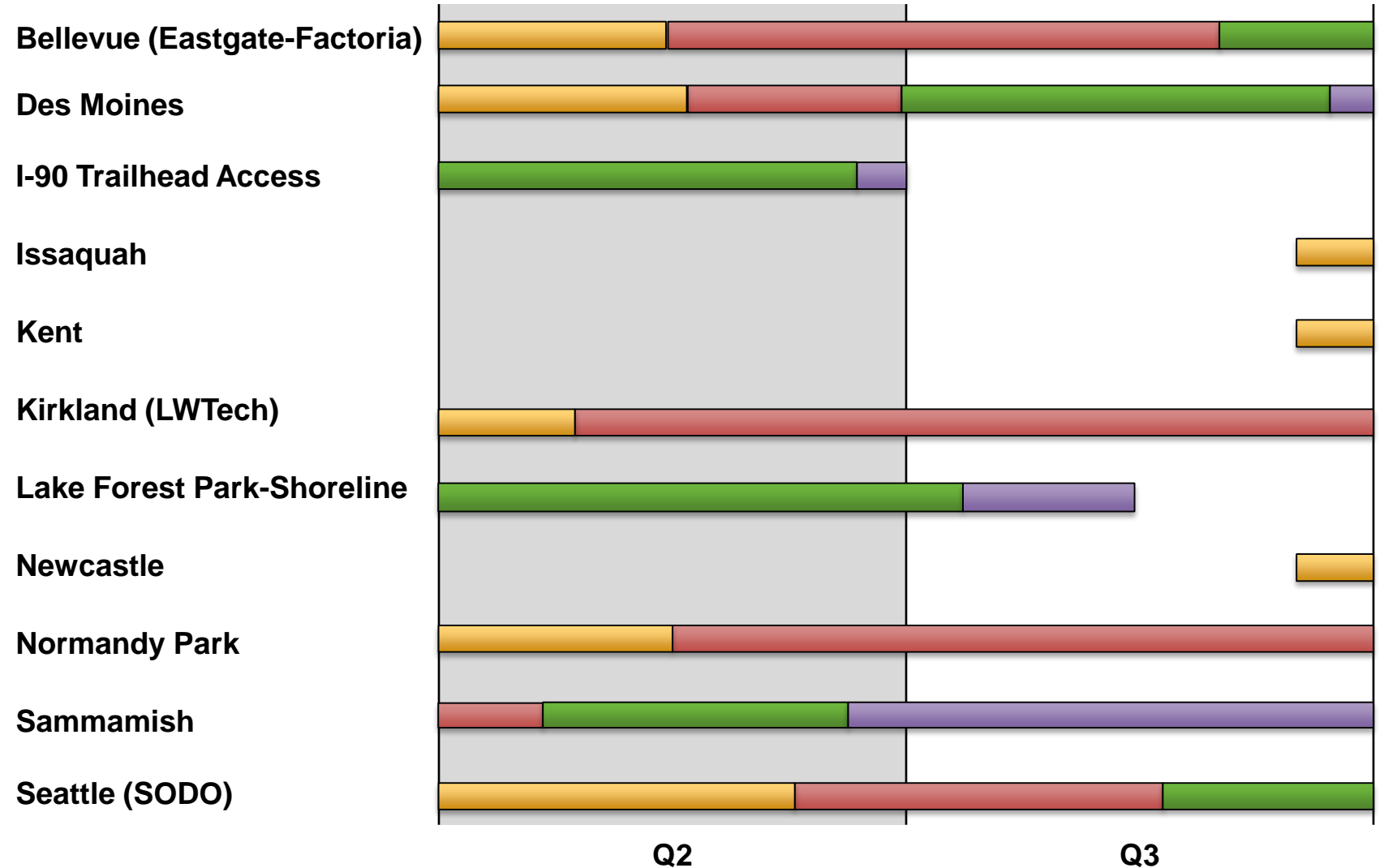
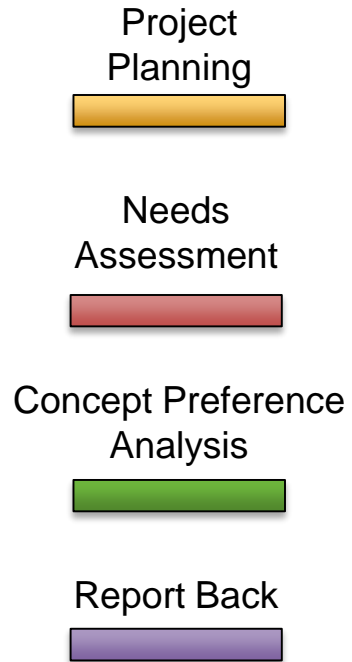
Ordinance 18301, Section 3 (Alternative Services Updates) established a quarterly update schedule for Q3 2016 through Q4 2017.

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

- 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)



Performance Measurement – Q2, 2017

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).

Prioritization Criteria Evaluation

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

Application Process Interviews - Objectives

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

- Interview all 15 applicants for 2017 Pilot Participation
- Interview a sample of eligible applicants who chose not to participate in the 2017 application process; over-sample small cities and unincorporated area councils

Completed Interviews (24)				Contacted/ Not Yet Scheduled (6)
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	<div style="border: 1px solid black; padding: 5px;"> <p>Legend</p> <p>Application selected for 2017</p> <p>Application not selected for 2017</p> <p>Application not submitted for 2017</p> </div>	Snoqualmie Tribe
Normandy Park	Covington	Algona		Carnation
Seattle	Skyway Solutions	Black Diamond		Duvall
Federal Way	Tukwila	Maple Valley		

Application Process Interviews – Preliminary Findings

[Preliminary findings & recommendations report due to Metro on Monday, September 25; highlights from this report will be included on September 27 for discussion]

Next Steps

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

Questions?

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

Program website: <https://kingcounty.gov/metro/communityconnections>

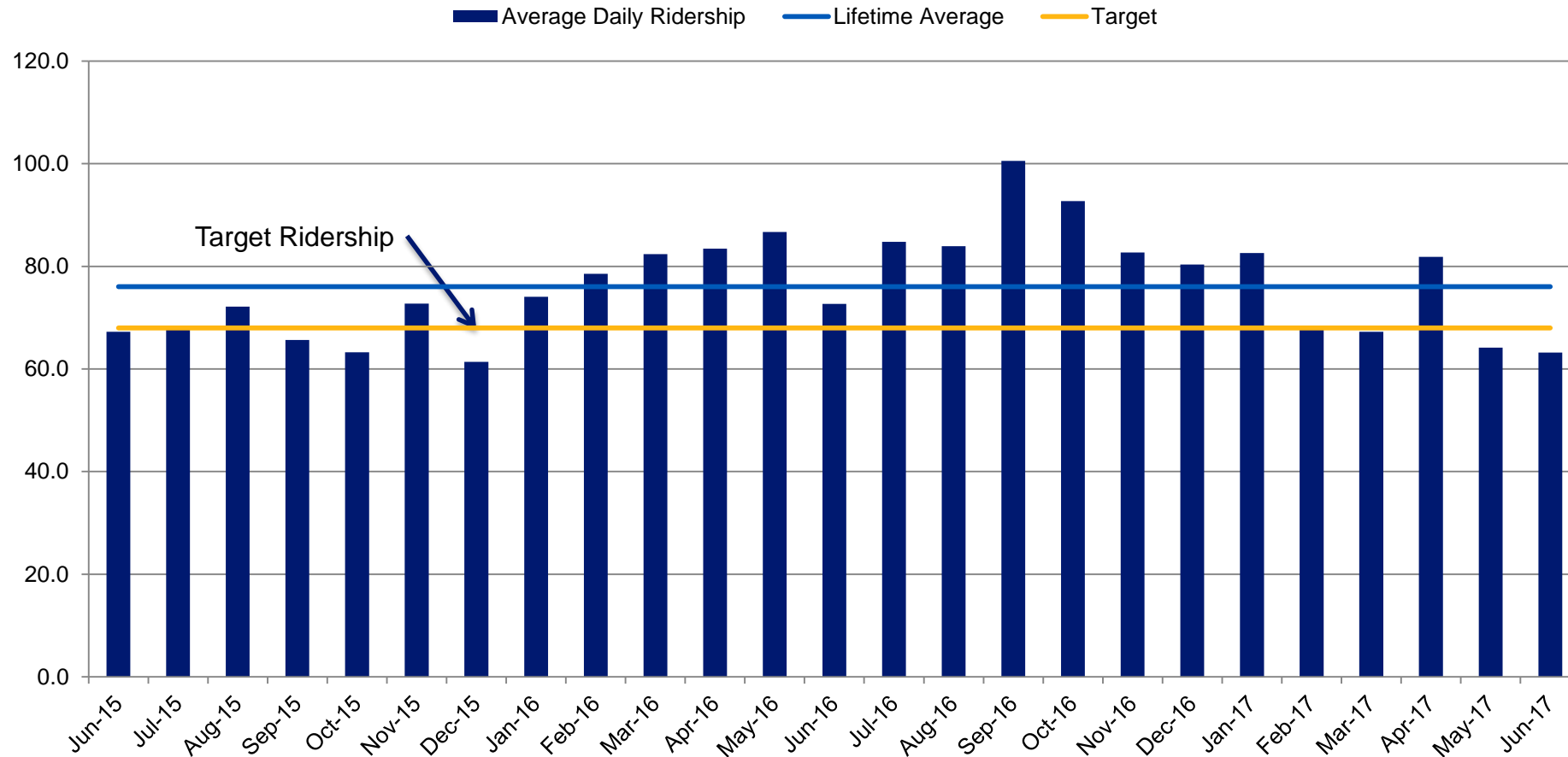
Appendix:
Performance Charts
Projects in Performance Measurement Phase

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

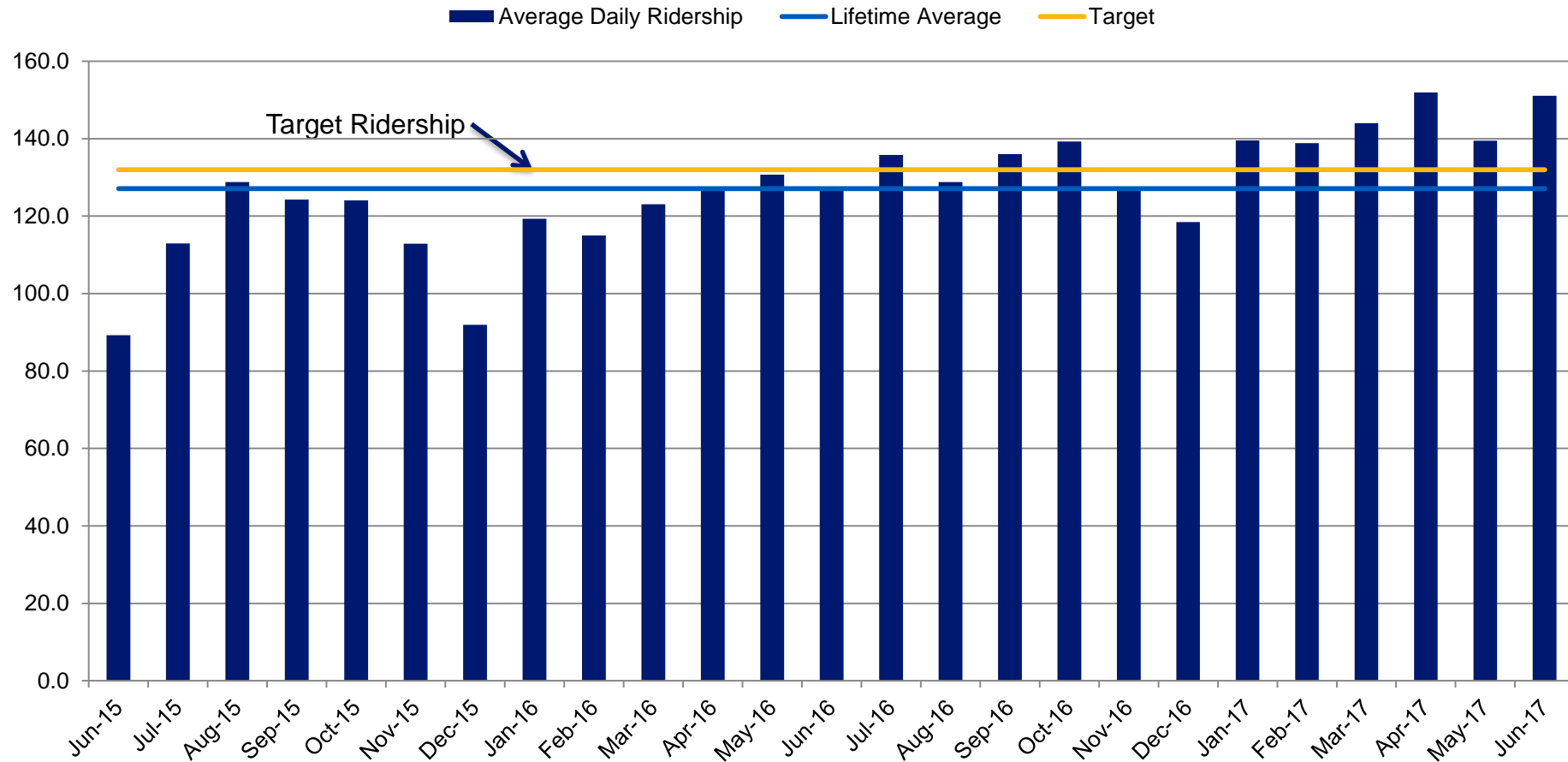


Performance – Burien Community Shuttle/Route 631



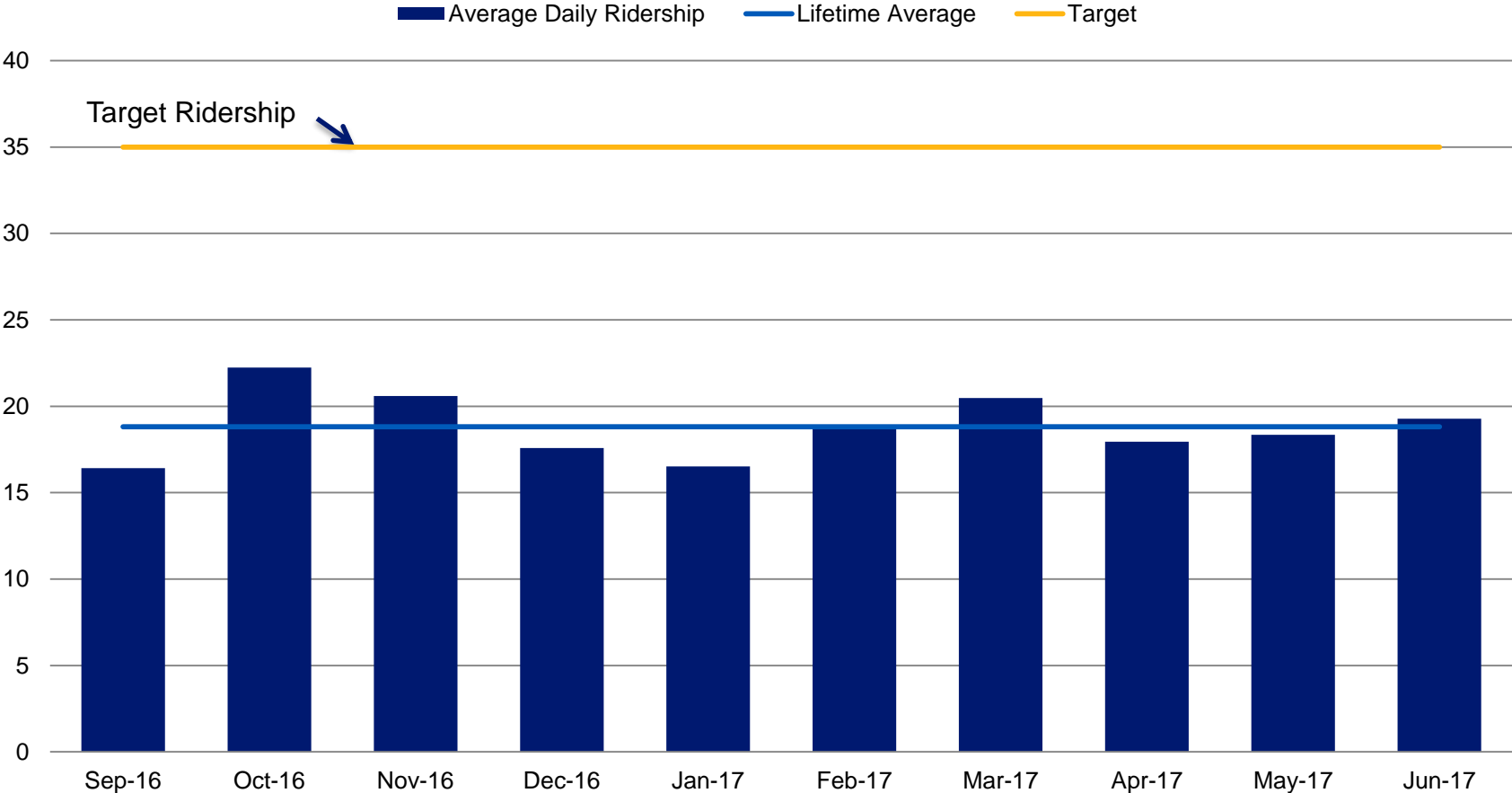
Other Measures	Target	Lifetime Performance
Cost per Boarding	\$7.74	\$6.90
Vehicle Utilization	31%	35%
Customer Satisfaction	88%	100%

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%

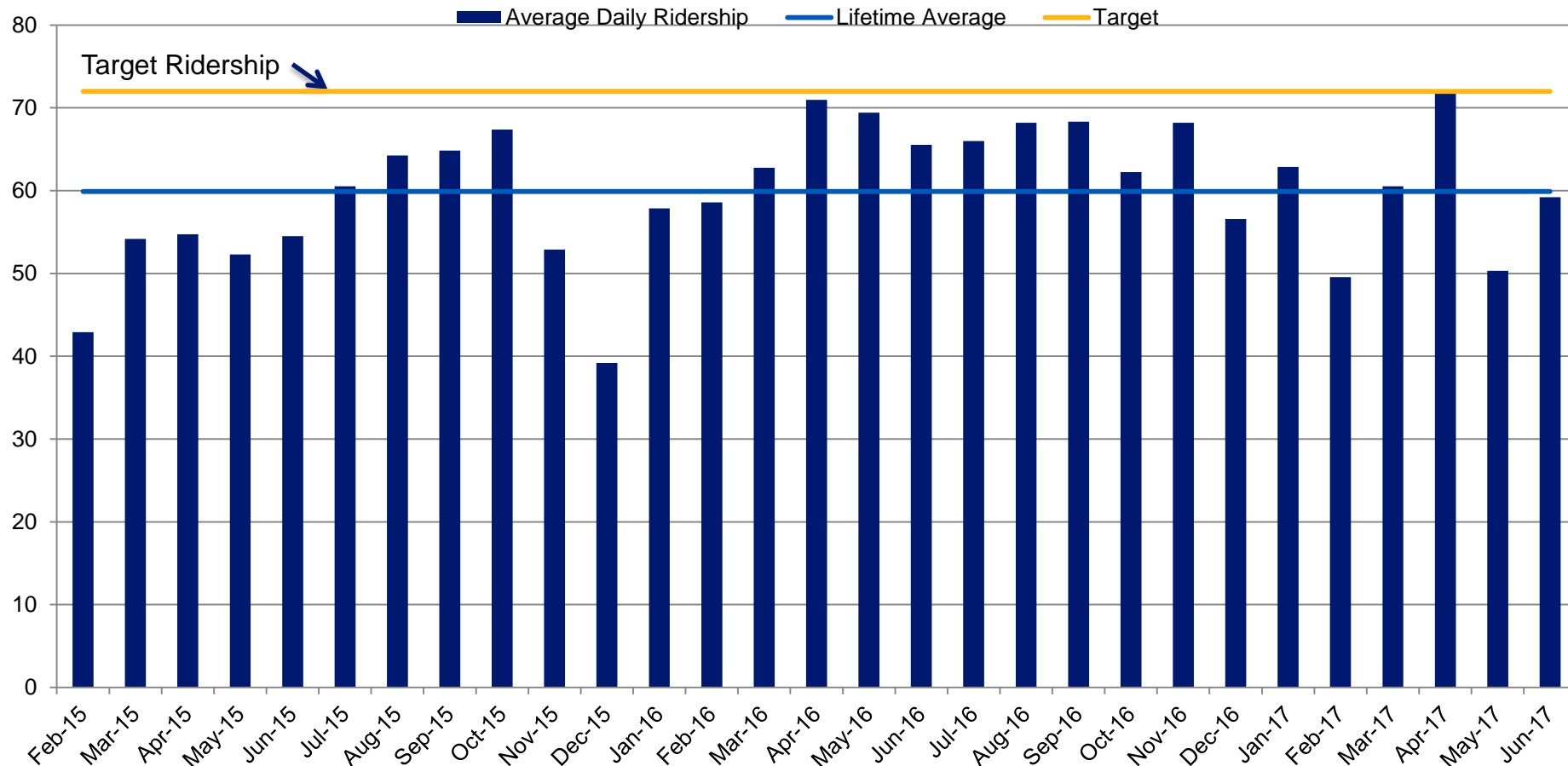
Performance – Redmond LOOP



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

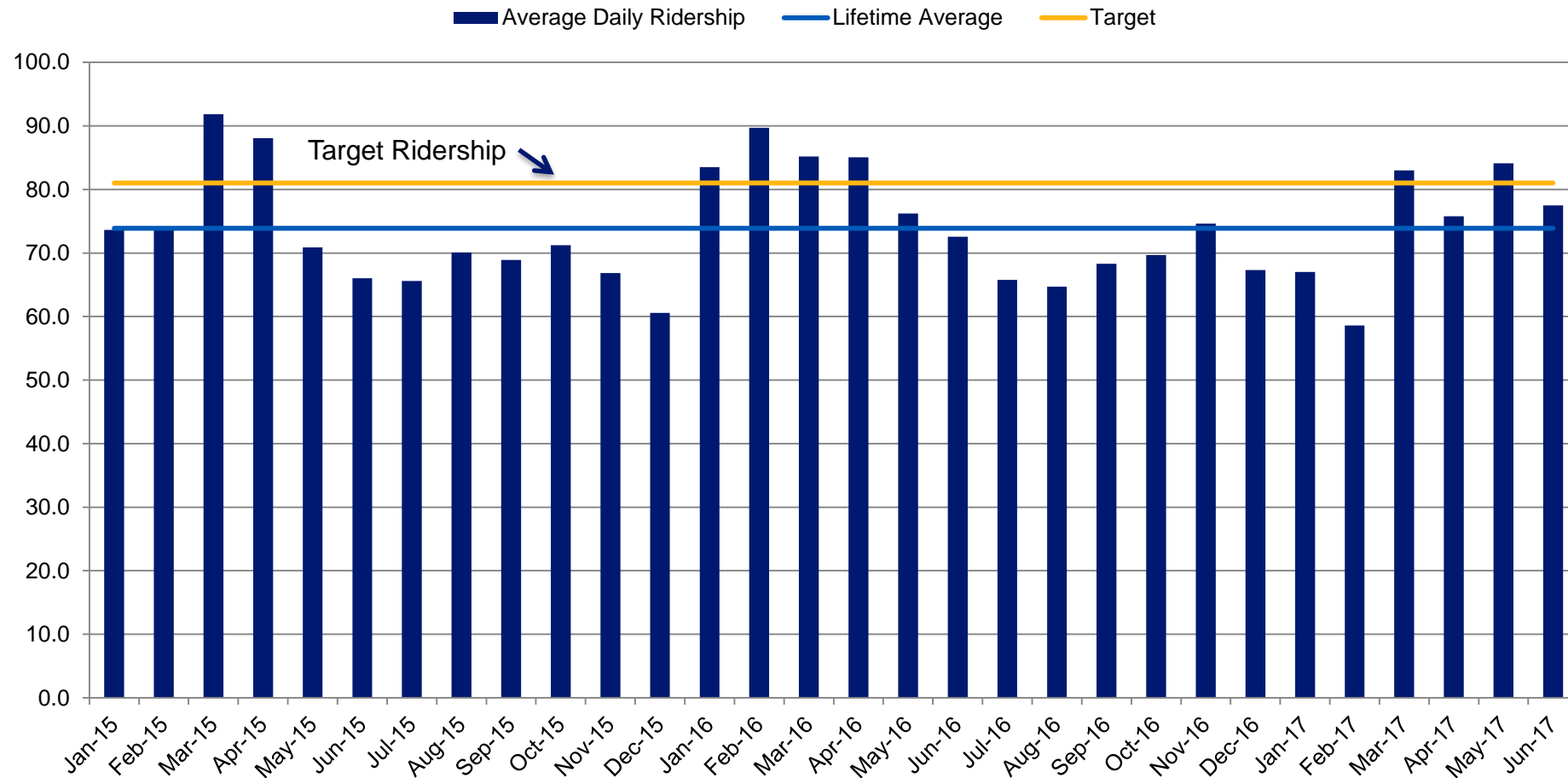
Other Measures	Target	Lifetime Performance
Cost per Boarding	\$16.35	\$19.93
Vehicle Utilization	78%	42%
Customer Satisfaction	88%	95%

Performance – Snoqualmie Community Shuttle/Route 628



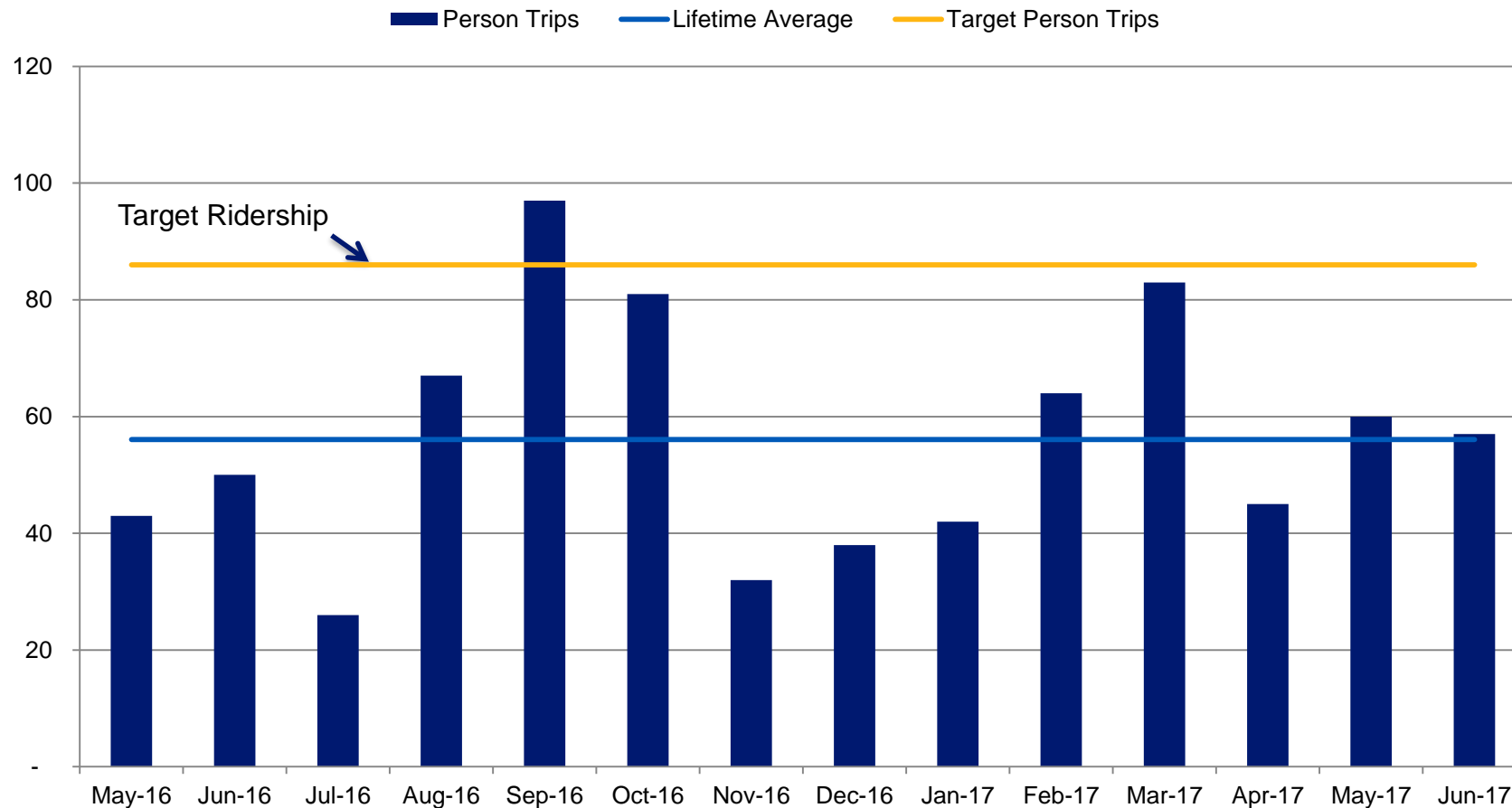
Other Measures	Target	Lifetime Performance
Cost per Boarding	\$15.28	\$19.26
Vehicle Utilization	46%	39%
Customer Satisfaction	88%	90%

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%