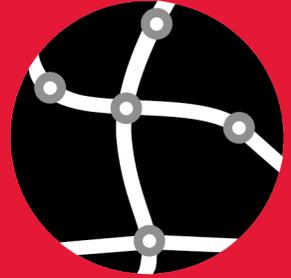


KING COUNTY METRO

Service Guidelines



2015 UPDATE

April 27, 2016



We'll Get You There



PLANNING ALTERNATIVE SERVICES

King County is a diverse county with different travel demands in different parts of the county. The King County Metro Alternative Services Program brings a range of mobility services to parts of King County that do not have the infrastructure, population density, or land use to support traditional fixed-route bus service.

Prioritization criteria

The Alternative Services Program aims to right-size and complement existing fixed-route and Dial-A-Ride Transit (DART) service. Right-sizing may include restructuring underperforming fixed-route bus services and mitigating the impact of lost or reduced fixed-route service. Complementary alternative services may address: the need to serve rural communities, the need to seed emerging markets, and gaps in time-of-day service or geographic coverage of existing fixed-route services. These time-based or geographic coverage gaps might include areas with a concentration of shift jobs, industrial locations, or areas of potential transit activity that are geographically isolated. By employing Alternative Services products like TripPool or Community Vans to fill service gaps, right-size services, or complement existing services, Metro will enhance mobility options for residents while making optimal use of finite transit dollars. The diagram below shows the current range of alternative services. As new potential alternative services products, such as Trip Pool, become available, Metro will explore how best to implement these products and consider how subsidies, fares and promotional efforts can expand these programs and ensure their success.

 <p>Existing Alternative Services</p> <p>VanShare VanPool Rideshare Matching DART and CAT</p>	 <p>Community Shuttle</p> <p>Metro route with a Flexible Service Area, provided through community partnerships.</p>	 <p>Community Van</p> <p>A fleet of Metro vans for local group trips that are scheduled by a local transportation coordinator to meet locally identified transportation needs.</p>	 <p>Real-Time Rideshare</p> <p>Leveraging mobile applications to enable private carpool ridesharing to take place in real-time.</p>	 <p>TripPool</p> <p>Real-time ridesharing between home neighborhood and a transit center. Uses Metro Vans and ORCA fares.</p>
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Alternative service projects may be initiated by Metro identifying communities that meet one or more of the prioritization criteria listed below or by a competitive process involving a letter of interest by local jurisdictions or community organizations, evaluated against the prioritization criteria listed below. When considering where to implement alternative service projects, Metro will give special consideration to communities with high proportions of low-income or minority populations who depend on public transportation. Prioritization criteria for alternative service efforts in communities include:

- 1 Fixed-route transit service performs below service guidelines performance standards (measured in rides/platform hour, and passenger miles/platform mile)

- 2 Time-based service gaps
- 3 Geographic coverage service gaps
- 4 Rural communities or emerging transit markets (as identified through land-use targets, designated growth areas, demonstration of local transportation needs, and Metro's Long-Range Public Transportation Plan)
- 5 Market potential, considering jobs, student enrollment, household density, park-and-rides, high concentrations of low-income or minority populations, and proximity to centers, the regional transit network, and major institutions
- 6 Partnership opportunities for service or infrastructure with jurisdictions or communities as described in the "Working with Partners" section, p. 25.

Metro will use the Alternative Services Program's community planning process to better identify the needs of transit riders and potential riders, including traditionally isolated or disadvantaged communities, such as those with limited English proficiency, low-income and homeless populations, minorities, people with disabilities and Access users, youth, elderly people, and those who are currently unserved or underserved by transit (within the context of applicable federal laws, such as Americans with Disabilities Act and others). This community planning process will consider needs identified by riders and potential riders for access to social service agencies, health care facilities, jobs, education, and other destinations.

Community partnerships

Demonstrated partner participation is a key component of a successful alternative services project. A local partner organization, such as a municipality or nonprofit organization, must be actively engaged and contributing to the development and implementation of the project. Partnerships may include sharing the cost or staffing of community engagement, planning, equipment, contracted services, promotions, or other project elements and may involve either cash or in-kind contributions from the partner organization. Local jurisdictional partners may also enact transit-supportive land-use policy or may make infrastructure investments that support transit. Types of partnership are further described in the partnership section, p 25.

Performance evaluation

The Alternative Services Program conducts demonstration projects that are intended to identify new service offerings. These may include a range of transportation options that cannot be compared directly with each other or with fixed-route service. Each service needs to be evaluated independently. Given the experimental nature of the different projects under the Alternative Services umbrella, performance evaluation efforts will focus on product testing and continuous service improvement.

Metro will identify performance measures that reflect the unique nature of each service and different performance measures may be used to evaluate different types of services. Performance will be measured against the market potential for each project area. The market potential will be estimated prior to project launch based on the project's stated goals and the community's market characteristics, including population and demographic, land-use, and employment statistics. Past transit performance will also be factored into the development of market potential goals.

Metro will monitor and evaluate performance of all alternative service projects to ensure that service quality, customer satisfaction, and cost effectiveness objectives are being met. Performance measures may include usage/ridership rates and cost per boarding/ride. To the extent possible, performance of alternative services will be measured against similar services.

Conversion to fixed route

Communities with successful alternative service partnerships could transition to fixed-route bus service under certain circumstances. If funding is available, the partner jurisdiction or community is supportive, the alternative service is regularly over capacity, the density has increased, and the cost per boarding justifies a greater investment in transit, then Metro can consider converting an alternative service into fixed-route bus service.