



By becoming a mobility agency that both provides public transportation and integrates new travel options, Metro can lead the way in reducing congestion and improving people’s ability to get to work, school, services and more.

With rapid population and job growth, King County has an urgent need to lower congestion and improve regional mobility.

Meanwhile, the transportation landscape itself is undergoing a transformation. Technological advances such as connected and autonomous vehicles, and new mobility models like e-hailing, ridesharing and microtransit, are beginning to offer new, convenient, and flexible ways to get around.

Despite all the change underway, transit will continue to be the most effective way to move the most people in dense urban environments. High-capacity fixed-route bus and light rail service therefore must remain the backbone of regional mobility. New and innovative mobility services will complement transit by offering riders first- and last-mile connections to and from transit and by creating cost-effective ways to serve low-density areas. The integration of these emerging services with transit will transform regional mobility.

Metro is the region’s largest public transportation provider, with expertise in service planning, operations, capital delivery, regional partnerships, and meeting our diverse customers’ needs. We are uniquely positioned to lead our region’s mobility transformation in a way that advances social equity and opportunity, ensures universal accessibility, and enables people to travel farther, faster, and more easily throughout King County.

Becoming a mobility agency will position Metro to fulfill our mission: Provide the best possible public transportation services and improve regional mobility and quality of life in King County.

Our strategy for transforming mobility



Continually evaluate and adjust Metro’s mix of services to maintain our focus on the services we deliver best while partnering with others to deliver complementary mobility options.



Work with regional partners to improve and expand the high-capacity fixed-route bus and rail network, strengthening the role of public transit as the backbone of regional mobility.



Improve the quality and cost-effectiveness of flexible route and demand response services by adopting new approaches and by collaborating with private mobility providers.



Adopt open and interoperable systems to enable customers to seamlessly plan, pay for, and transfer along their multimodal journeys.



Help develop regulations, incentives and subsidies to ensure that both public and private mobility services are safe and provide equitable access for disadvantaged populations.



Proactively transform our workforce through development and training programs so that employees benefit from the higher-skill and higher-wage opportunities created by the mobility transformation.

METRO'S STRATEGY FOR

Delivering More and Better Mobility Solutions



Demand for transit is rising throughout King County, driven both by job and population growth and by the increasing number of people living in poverty or near-poverty who rely on public transportation.

To help meet the demand, Metro needs to make the most of our funding, operational know-how, and new technology and business models to provide more and better transit options in a cost-effective and equitable way.

This four-part strategy will guide us. As we move toward becoming a King County department, we will organize our internal structure and the work we do around this strategy.

The targets will help us by defining the achievements we should aim for. The targets are bold and will not be realized quickly. We will continually strive to reach them over the years ahead.

Metro's 4-part strategy and targets (near term by close of 2019; five years by close of 2022)



1 MAKE TRANSIT EASY TO USE, AVAILABLE TO ALL

Provide integrated, equitable and accessible mobility service

WHAT WE'LL DO:

- ▶ Provide faster and more frequent and reliable fixed-route service to more places
- ▶ Find creative ways to serve less-dense areas, using new technology and business models and partnerships
- ▶ Integrate our services with Sound Transit and other transit agencies to give our customers seamless travel



TARGETS:

- ▶ Near term: 135 million Metro rides
- ▶ Five years: 235 million rides in King County across all Metro-operated or partnered services



2 GET THINGS BUILT

Accelerate the development of transit infrastructure that is critical to service growth

WHAT WE'LL DO:

- ▶ Develop the needed infrastructure (bus base, layover, corridor improvements, etc.)
- ▶ Streamline our organization and processes to get things done quickly and efficiently



TARGETS:

- ▶ Near term: Cut in half the capital planning and delivery process; deliver projects at twice the rate we do today
- ▶ Five years: Eighth base built



3 PARTNER WITH OTHERS

Amplify the capacity of our system through partnerships

WHAT WE'LL DO:

- ▶ Collaborate with others to deliver service growth, build infrastructure, offer innovative mobility services
- ▶ Strengthen our reputation for being out-front, being easy to work with, and moving quickly



TARGETS:

- ▶ Establish a clear definition of "partnership" and a template for use throughout Metro, and launch five private/public mobility partnerships
- ▶ Five years: Using METRO CONNECTS Development Program, deliver 20 transit corridors—RapidRide, express and frequent



4 ENABLE EMPLOYEES TO DO TOP QUALITY WORK

Deliver by building a highly motivated and high-performing workforce.

WHAT WE'LL DO:

- ▶ Hire skilled, motivated employees
- ▶ Offer training and development opportunities
- ▶ Promote health and well-being
- ▶ Reward high performance
- ▶ Work proactively



TARGETS:

- ▶ Near term: Increase employee well-being and performance by starting one wellness center in 2019; have wellness centers in all bases in five years
- ▶ Five years: Partner with local colleges and training centers to develop five internship programs



CUSTOMER FACING TECHNOLOGY TARGET:

- ▶ Near term: A unified mobile tool that enables customers to plan, track in real-time, and pay for mobility services