

DRAFT OF POTENTIAL STRATEGIC PLAN GOALS, OBJECTIVES, STRATEGIES & MEASURES
Aligning the Strategic Plan for Public Transportation with the Mobility Framework

NEW GOALS (Mobility Framework Guiding Principle)	NEW OBJECTIVES & STRATEGIES (Mobility Framework Recommendations)	POTENTIAL MEASURES
<p align="center">#1 Invest where needs are greatest</p>	Prioritize areas where needs are greatest so people can easily get to jobs and opportunities	<ul style="list-style-type: none"> • Average number of jobs and households accessible within 30 minutes
	Develop an income-based fare and other means to ensure affordability	<ul style="list-style-type: none"> • % ORCA LIFT (or income-based fare) enrollees vs. eligible enrollees • Number ORCA LIFT (or income-based fare) trips
<p align="center">#2 Address the climate crisis and environmental justice.</p>	Reduce demand for single-occupancy and high-emissions transportation modes.	<ul style="list-style-type: none"> • VMT per capita
	Help King County achieve its GHG emissions reduction goals	<ul style="list-style-type: none"> • Overall CO2 emissions vs target
<p align="center">#3 Innovate equitably and sustainably</p>	Implement and partner on innovative new services and emerging technologies in ways that complement transit and use public space equitably and efficiently.	<ul style="list-style-type: none"> • Cost per ride: Community Connections, Community Ride, Community Shuttle • Number of rides: Community Connections, Community Ride, Community Shuttle
<p align="center">#4 Ensure safety</p>	Provide a safe and secure experience for passengers, communities, and Metro employees.	<ul style="list-style-type: none"> • Preventable accidents per million miles • Customer perception of safety (from Rider/Non-Rider survey)

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#5 Encourage dense, affordable housing near transit	Work to minimize displacement and increase affordable housing options in urban areas near transit by partnering with local jurisdictions and other organizations.	<ul style="list-style-type: none"> • Total number of housing units within ¼ mile of transit areas • Affordability of units within ½ mile of existing and planned frequent transit service
#6 Improve access to mobility	Ensure equitable and efficient use of public space to prioritize access to mobility services	<ul style="list-style-type: none"> • Accessible bus stops as % of bus stops
	Partner to increase access to and awareness of transportation choices to increase ridership.	<ul style="list-style-type: none"> • % of households within ¼ mile walk to transit stop • % of households within ½ mile of frequent service
#7 Provide fast, reliable, integrated mobility services	Partner to grow and deliver an integrated regional network of traditional and innovative transportation services that moves people quickly and reliably and increases ridership.	<ul style="list-style-type: none"> • Ridership • On-time performance • Crowding • Trip delivery (trips completed)
#8 Support our workforce	Attract, recruit and retain quality employees.	<ul style="list-style-type: none"> • Employee engagement specified by type of job

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#9. Align our investments with equity, sustainability and financial responsibility	Budget and invest in a way that advances equity and sustainability, while upholding Metro's responsibility to spend public dollars wisely.	<ul style="list-style-type: none"> • Cost per: <ul style="list-style-type: none"> ○ Boarding ○ Vehicle Hour ○ Revenue Mile ○ Vehicle Mile
	Exercise sound financial management and ensure Metro's long-term financial sustainability.	<ul style="list-style-type: none"> • Farebox recovery
	Track delivery of capital assets. Track adherence to budget targets.	<ul style="list-style-type: none"> • Capital budget variance • Capital schedule variance
#10 Engage deliberately and transparently	Use meaningful, inclusive, and community-driven approaches to develop, provide, and evaluate mobility choices and supporting infrastructure	<ul style="list-style-type: none"> • Customer satisfaction (from Rider/Non-Rider survey)