



**KING COUNTY**  
**Signature Report**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**August 1, 2012**

**Ordinance 17386**

**Proposed No. 2012-0181.2**

**Sponsors Dunn, Phillips and von Reichbauer**

1           AN ORDINANCE relating to public transportation;  
2           adopting an update to the Strategic Plan for Public  
3           Transportation 2011-2021.

4           STATEMENT OF FACTS:

- 5           1. The King County council adopted the King County Metro Strategic  
6           Plan for Public Transportation 2011-2021 ("the strategic plan") and the  
7           King County Metro Service Guidelines ("the service guidelines") in July  
8           2011.
- 9           2. The regional transit task force recommended that the strategic plan and  
10          service guidelines focus on transparency and clarity, cost control and  
11          productivity.
- 12          3. In July 2010, the King County council adopted the first-ever  
13          countywide King County Strategic Plan 2010-2014, establishing  
14          prioritized goals, objectives and strategies for the programs and services of  
15          King County government. The countywide plan was also intended to  
16          provide a framework for all agency-level strategic planning, including  
17          planning for the transit division.
- 18          4. The strategic plan and service guidelines build on the King County  
19          Strategic Plan 2010-2014 and the policy framework and recommendations

20 of the regional transit task force and are also guided by the challenges  
21 King County Metro faces: regional growth; the evolving transportation  
22 system; climate change; diverse customer needs; and a structural funding  
23 deficit.

24 5. The strategic plan and service guidelines are meant to be living  
25 documents setting the policy for and guiding the implementation of the  
26 Metro transit service network while responding to growth throughout the  
27 county, while also incorporating regular review of policies by the regional  
28 transit committee.

29 6. Ordinance 17143, Section 6, which adopted the strategic plan and  
30 service guidelines, directs that by April 30, 2012, 2013 and 2015, and as  
31 necessary thereafter for the purpose of validating policy intent of the  
32 strategic plan, the executive shall transmit to the council an ordinance to  
33 update the strategic plan and service guidelines. The legislation and  
34 updates should include:

35 A. Changes necessary to account for separately adopted transit policy  
36 documents including updating the strategic plan and service guidelines;

37 B. Any proposed changes to address unanticipated issues associated with  
38 implementing the strategic plan and service guidelines;

39 C. Changes that may be necessary to achieve the five-year  
40 implementation plan for alternatives to traditional transit service delivery.

41 The five-year implementation plan is required by Ordinance 17143,

42 Section 7, consistent with the recommendations from the 2010 regional  
43 transit task force and guidance from the service guidelines;

44 D. Changes necessary to address the results of the collaborative process  
45 required in Ordinance 17143, Section 8; and

46 E. Additional substantive changes that may also be proposed following  
47 regional transit committee discussion.

48 7. Ordinance 17143, Section 7, requires that by June 15, 2012, the  
49 executive shall transmit to the council, for acceptance by motion, a five-  
50 year implementation plan for alternatives to traditional transit service  
51 delivery consistent with the recommendations from the 2010 regional  
52 transit task force and guidance from the service guidelines. The plan  
53 should, at a minimum, include:

54 A. Review of alternative service delivery best practices in the transit  
55 industry;

56 B. Consideration of local service needs;

57 C. Stakeholder involvement;

58 D. Costs and benefits of all evaluated alternative service delivery  
59 options;

60 E. A summary of constraints to implementation and methods to reduce  
61 barriers for change;

62 F. Strategies to build ridership, such as through marketing, where  
63 resources are available to do so;

64 G. Recommendations for alternative service delivery; and

65 H. A timeline for implementation actions.

66 8. The proposed update meets the requirements of Ordinance 17143,  
67 Section 6, and provides the basis for policy changes necessary to achieve  
68 the five-year implementation plan for alternative services that will be  
69 transmitted on June 15, 2012.

70 BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

71 SECTION 1. The King County Metro Strategic Plan for Public Transportation  
72 2011-2021 is hereby updated to incorporate two new strategies, which is Attachment A to

73 this ordinance, to address policies necessary to facilitate achievement of the five-year  
74 implementation plan for alternatives to traditional service.

75

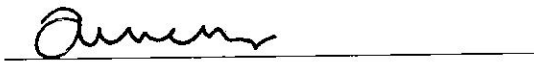
Ordinance 17386 was introduced on 5/7/2012 and passed by the Metropolitan King  
County Council on 7/30/2012, by the following vote:

Yes: 8 - Mr. Phillips, Mr. von Reichbauer, Mr. Gossett, Ms. Patterson,  
Ms. Lambert, Mr. Ferguson, Mr. Dunn and Mr. McDermott  
No: 0  
Excused: 1 - Ms. Hague

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

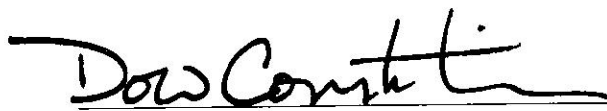
  
Larry Gossett, Chair

ATTEST:

  
Anne Noris, Clerk of the Council

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APPROVED this 10 day of AUGUST, 2012.

  
Dow Constantine, County Executive

**Attachments:** A. Proposed new strategies 2.1.4 and 6.2.4 dated 6-27-12

## **Attachment A: Proposed new strategies 2.1.4 and 6.2.4**

**Strategy 2.1.4: Seek to provide to the general public an extensive range of transportation alternatives to regular fixed route-transit, such as ridesharing and other alternative or “right-sized” services.**

Innovative public transportation services and delivery strategies can keep costs down while providing mobility to people throughout King County. Metro is exploring opportunities to expand alternative service options to a broader range of users as effective and lower-cost alternatives to fixed-route bus service. Metro currently provides services such as the Community Access Transportation and Taxi Scrip programs for riders who meet certain age, income and/or disability requirements. If Metro had the ability to provide these types of mobility options to the general public in addition to people who meet eligibility criteria, it could have more opportunities to offer cost-efficient alternatives to fixed-route bus service. By increasing the flexibility and convenience of other programs, such as Vanpool, Metro could also make these options available to a wider range of customers.

To provide an extensive array of services to the general public, changes may be necessary to current code provisions that limit a service to certain eligible populations. Metro should pursue code changes that clarify eligibility criteria for special programs yet allow the general public to use the programs in other circumstances.

**Strategy 6.2.4: Provide alternative or “right-sized” services in the context of overall system financial health and the need to reduce, maintain or expand the system.**

Metro will extend alternative service delivery products to communities according to market characteristics and resources available. Alternative or “right-sized” services can provide cost-effective mobility options for communities. Depending on Metro’s financial standing and six to 10 year financial outlook, it may provide these services as a cost-effective alternative to a fixed-route service or as a complement to the public transit network.

When financial challenges require Metro to consider service reductions, alternative services can provide a lower-cost service option in low-density areas that are surrounded by or adjacent to rural areas, or to provide a lower cost service in place of an existing fixed route in other areas. When revenues are stable or growing, Metro will consider alternative services in other corridors where it provides a cost-effective addition to fixed-route service or as a complement to existing public transit services where appropriate markets exist.