



King County

Regional Transit Committee

STAFF REPORT

AGENDA ITEM: 9

DATE: June 27, 2012

PROPOSED ORDINANCE NO. 2012-0181

PREPARED BY: Paul Carlson

SUBJECT

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

SUMMARY

Proposed Ordinance 2012-0181 proposes an update to the Strategic Plan for Public Transportation 2011-2021 (Strategic Plan). This proposed ordinance was transmitted by April 30, 2012 as directed by Ordinance 17143, Section 6 and was introduced on May 7, 2012.

At its May meeting, the Regional Transit Committee (RTC) reviewed and discussed the proposed ordinance, which recommends the addition of two strategies to the Strategic Plan. The Chair directed that the proposed ordinance be brought back to the Committee at the June meeting for action.

Councilmember Kimberly Allen recommended a change in one of the proposed new strategies. An amendment to make this change is Attachment 3 to this staff report. The amendment includes an "effects" statement showing the words proposed to be deleted and added.

BACKGROUND

Ordinance 17143 requires that an update to the strategic plan and service guidelines be transmitted by April 30, 2012, 2013 and 2015, and as necessary thereafter in order to validate the policy intent of the strategic plan. Section 6.C specifically requires submittal of changes "that may be necessary to achieve" the five-year implementation plan for alternatives to traditional transit service delivery. Proposed Ordinance 2012-0181 focuses on providing a policy foundation for the five-year implementation plan for alternative transit service that will be discussed during the following agenda item.

The Strategic Plan includes eight Goals with 17 associated Objectives and 36 Strategies. Chapter 2: A Pathway to the Future, discusses each Goal with its Objectives and Strategies. Goals, Objectives and Strategies are also listed, together with Measures, in the Executive Summary and Chapter 3: Plan Performance Monitoring.

Proposed New Strategy 2.1.4

Proposed Ordinance 2012-0181 would add a new Strategy to Goal 2, Human Potential (Provide equitable opportunities for people from all areas of King County to access the public transportation system), Objective 2.1, Provide public transportation products and services that add value throughout King County and that facilitate access to jobs, education, and other destinations.

The proposal would add the following new Strategy and explanatory narrative:

Strategy 2.1.4: Seek to provide to the general public a broader 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 a broader 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.

Proposed New Strategy 6.2.4

The second new Strategy would be added to Goal 6: Financial Stewardship (Exercise sound financial management and build Metro’s long-term sustainability), Objective 6.2: Control Costs. Because new Strategy 6.2.4 would immediately follow existing Strategy 6.2.3, which also addresses alternative service delivery, Strategy 6.2.3 is included here for reference:

Strategy 6.2.3: Develop and implement alternative public transportation services and delivery strategies.

Fixed-route transit service is most cost efficient in areas of King County where housing and employment are concentrated. Land uses that support walking as a mode choice encourage the use of fixed-route transit services. Fixed-route transit service is not cost-effective in some areas of King County because of the type of land uses, infrastructure, or density. However, people in these areas still have mobility needs and, by circumstance or choice, require public transportation services. Metro provides public transportation products such as ridesharing, community vans, Dial-a-Ride Transit, and Community Access Transportation in these areas. Metro will continue to augment its fixed-route system with these and other innovative public

transportation services and delivery strategies that keep costs down while providing mobility to people throughout King County.

NEW LANGUAGE:

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.

ATTENDING:

Victor Obeso, Manager of Service Development, King County Transit Division
Christina O’Claire, Supervisor of Strategic Planning and Analysis, King County Transit Division

ATTACHMENT:

1. Proposed Ordinance 2012-0181
2. Executive’s transmittal letter
3. Amendment 1

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KING COUNTY
Signature Report

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

June 20, 2012

Ordinance

Proposed No. 2012-0181.1

Sponsors Dunn and Phillips

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

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

Larry Gossett, Chair

ATTEST:

Anne Noris, Clerk of the Council

APPROVED this ____ day of _____, _____.

Dow Constantine, County Executive

Attachments: A - Proposed new strategies 2.1.4 and 6.2.4

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ATTACHMENT 2

April 27, 2012

The Honorable Larry Gossett
Chair, King County Council
Room 1200
C O U R T H O U S E

Dear Councilmember Gossett:

As required by Ordinance 17143, Section 6, I am transmitting for your consideration the enclosed ordinance to update the King County Metro Strategic Plan for Public Transportation 2011-2021 (strategic plan) and the King County Metro Service Guidelines (service guidelines). Ordinance 17143 requires that an update to the strategic plan and service guidelines be transmitted by April 30, 2012, 2013 and 2015, and as necessary thereafter in order to validate the policy intent of the strategic plan.

The strategic plan lays out a vision and mission for public transportation in King County, as well as strategies and guidelines that Metro is actively following. It is a living document, and regular reviews and updates are important steps in the process of using the strategic plan to achieve the County's vision.

Since 2012 is the first year the strategic plan and service guidelines are being applied, Metro has not yet had the opportunity to fully assess the impacts. As a result, this initial update focuses on providing the foundation for policy changes necessary to achieve the five-year implementation plan for alternatives to fixed-route bus service that is due to the King County Council on June 15, 2012, as required by Ordinance 17143. Additional work required under Ordinance 17143 will inform future updates of the strategic plan. For example, on October 31, 2012, I will transmit to the Regional Transit Committee a preliminary report developed through a collaborative process that examines factors, methodology and prioritization of service additions, as well as the process for designating service levels of the All-Day and Peak Network and the creation of additional service priority where jurisdictions have taken actions to support transit.

This update to the strategic plan adds two new strategies. Strategy 2.1.4 seeks to broaden opportunities to make alternative services available to the general public. Strategy 6.2.4 identifies the role alternative services play in Metro's system depending on whether the system is growing, stable or facing reductions.

The Honorable Larry Gossett

April 27, 2012

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The proposed update moves Metro toward the goals of the King County Strategic Plan, in particular the goals of Human Potential, Economic Growth and Built Environment, and Financial Stewardship. Providing services appropriate to different markets and mobility needs is key to Metro's ability to both respond to transportation needs in communities throughout the County and to do so in a cost effective manner. In meeting these goals, Metro is also furthering the "fair and just" principle by promoting cost-efficiency and effectiveness while emphasizing social equity and geographic value. The changes to the plan also support delivery of "right-sized" services, as called for in Ordinance 17169, Section 10, which imposed a congestion reduction charge.

Thank you for your consideration of this ordinance. This update draws on work being completed for the five-year alternative services implementation plan. The proposed update will increase opportunities for Metro to provide alternative services that are more cost-effective than fixed bus routes in meeting the public transportation needs of local markets. It is estimated that the work devoted specifically to this update required roughly 18 staff hours to develop, at a cost of \$1,000.

If you have any questions, please contact Christina O'Claire, Supervisor of Strategic Planning and Analysis, at 206-263-4753, or via email at christina.oclaire@kingcounty.gov.

Sincerely,

Dow Constantine
King County Executive

Enclosures

cc: King County Councilmembers
ATTN: Michael Woywod, Chief of Staff
Mark Melroy, Senior Principal Legislative Analyst, BFM Committee
Anne Noris, Clerk of the Council
Fred Jarrett, Deputy County Executive, King County Executive Office (KCEO)
Joe Woods, Deputy Chief of Staff, KCEO
Carrie S. Cihak, Chief Advisor, Policy and Strategic Initiatives, KCEO
Dwight Dively, Director, Office of Performance, Strategy and Budget
Harold S. Taniguchi, Director, Department of Transportation (DOT)
Kevin Desmond, General Manager, Metro Transit Division, DOT
Jim Jacobson, Deputy General Manager, Metro Transit Division, DOT
Victor Obeso, Manager, Service Development, Metro Transit Division, DOT
Chris O'Claire, Supervisor, Strategic Planning and Analysis, Service Development,
Metro Transit Division, DOT

1



June 27, 2012

pc/an

Sponsor: Kimberly Allen

Proposed No.: 2012-0181

2 **AMENDMENT TO PROPOSED ORDINANCE 2012-0181, VERSION 1**

3 Delete Attachment A. A - Proposed new strategies 2.1.4 and 6.2.4 and insert Attachment

4 A. A - Proposed new strategies 2.1.4 and 6.2.4 dated 6-27-12

5 **EFFECT: Amends proposed strategy 2.1.4 to clarify the role of non-fixed route**
6 **services in meeting strategy 2.1.1., which directs Metro to “Design and offer a**
7 **variety of public transportation products and services appropriate to different**
8 **markets and mobility needs.” The revised wording better meets this goal. The**
9 **proposed changes are as shown below:**

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

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

24

25 To provide ~~((a broader))~~ an extensive array of services to the general public, changes
26 may be necessary to current code provisions that limit a service to certain eligible
27 populations. Metro should pursue code changes that clarify eligibility criteria for special
28 programs yet allow the general public to use the programs in other circumstances.
29

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

32 Metro will extend alternative service delivery products to communities according to
33 market characteristics and resources available. Alternative or “right-sized” services can
34 provide cost-effective mobility options for communities. Depending on Metro’s financial
35 standing and six to 10 year financial outlook, it may provide these services as a cost-
36 effective alternative to a fixed-route service or as a complement to the public transit
37 network.
38

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

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.

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