



North Eastside Mobility Plan

Public Engagement Report

Prepared by

King County Metro Transit Department

January 2019

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Executive Summary

Context

When evaluating options to revise, improve, and expand the north Eastside transportation network, King County Metro Transit (Metro) with Sound Transit conducted an extensive three-phase inclusive outreach and public engagement process between March and December 2018. Metro made an informed decision to conduct a more expansive evaluation of service for those who live, work, or take transit to, from, or within Bothell, Kenmore, Kirkland, Woodinville, and Redmond based on prior outreach about cross-Lake Washington bus service as a part of the Link SR-520 Connections Project in 2017 and the Link Connections Project in 2015.

Metro considered changing north Eastside service in order to

- Explore reorienting Route 255 to high-speed, high-capacity Link light rail.
- Lay the groundwork for connections to future Link and Bus Rapid Transit (BRT).
- Minimize impact of the end of bus operations in the Downtown Seattle Transit Tunnel.
- Maintain bus connections between the Eastside and University District when Montlake Freeway Station closes.
- Increase service efficiency, frequency, dependability, and convenience.
- Add more service with alternative, flexible transportation choices.
- Expand how early or late service operates and improve weekend service.
- Offer more direct connections to local and regional activity centers and amenities.

Metro is focused on responding to critical challenges facing our region, such as how to accommodate growth and changing conditions and promote social equity. Creating a more complete, connected, and integrated mobility network reflects our Metro CONNECTS vision to improve community conditions by better connecting people to opportunity. Updating the north Eastside transportation network can provide more service, more choices, and more integrated access to the regional transportation system.

Tremendous change has occurred since the last major service restructure in the north Eastside about 20 years ago, and community mobility needs have evolved. In March 2019, the end of bus operations in the Downtown Seattle Transit Tunnel and the permanent closure of the Montlake Freeway Station will create new challenges for north Eastside transit riders.

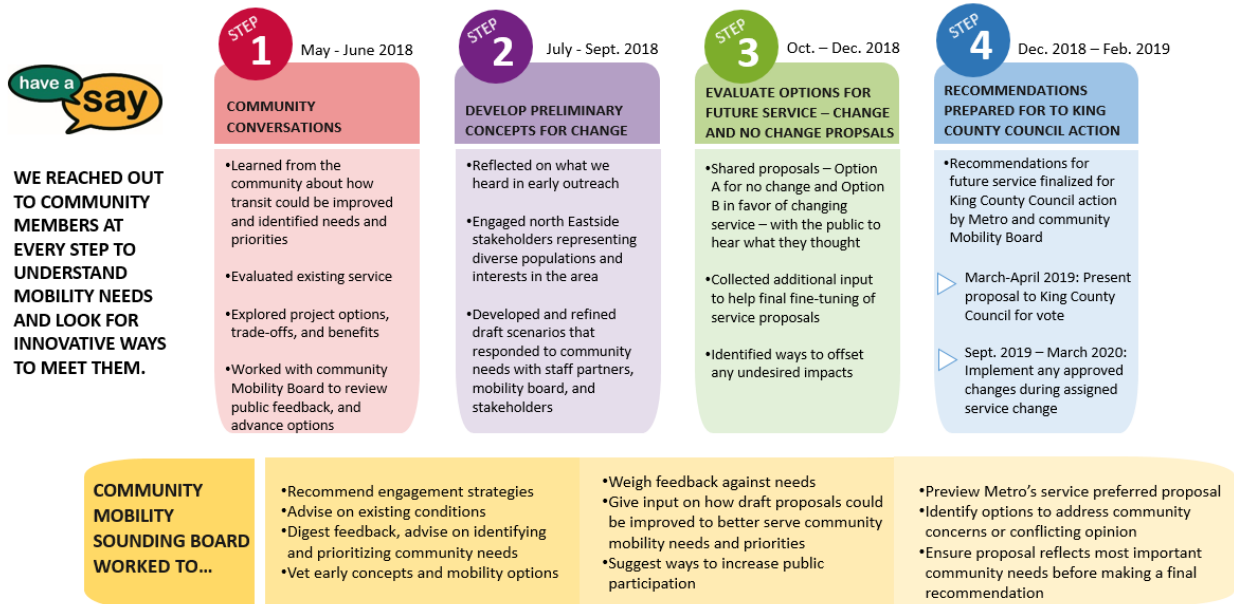
Currently, the North Eastside network does not benefit from the full array of flexible and fixed-route service options available. New alternative services offer more choices to conveniently get riders of all ages and abilities to local destinations, transit centers and park-and-rides. Updating service for efficiency allows for reinvestment of those resources to increase span and frequency of service throughout the week and on weekends, and ensures future connections to expanding Bus Rapid Transit and Link light rail networks.

The following report describes how we informed communities about the project and future options for transit service, how we invited people to have a say, and how that input shaped the final proposal.

Engagement framework to develop options for future service

Community outreach and engagement was done in three phases from May to December of 2018. We worked to engage the public in shaping bus and flexible mobility service change proposals that, if approved, would take effect as a part of the September 2019 service change. (Note that at the time of the writing of this report, the implementation date has been moved to March 2020 due to Link light rail construction disruptions expected in early 2020.) As a final fourth step, Metro and the project's mobility board analyzed community input to make a final recommendation for future service.

- **Phase 1: May – June.** Facilitated community conversations to identify community needs, priorities, and to evaluate existing service to understand what is and is not working.
- **Phase 2: July – September.** Conducted targeted stakeholder engagement to inform and invite input from major stakeholders representing diverse populations affected by changes being considered. Reviewed preliminary concepts with Mobility Board, staff partners, and stakeholders.
- **Phase 3: October – December.** Provided opportunity for communities, riders and future riders, stakeholders, and staff partners to review and evaluate options for future service review and evaluation. Gathered feedback on tradeoffs, benefits, and how well proposals for change and no change met community needs for mobility and transit service.



Overview of options proposed

- Option A: Take no further action to revise or adapt service after March 2019.
- Option B: Expand, improve, and revise service as-soon-as September 2019.

Option A

- Use all available resources to operate Route 255 on surface streets in downtown Seattle related to these changing conditions beginning March 2019:
 - [Permanent closure of the Montlake Freeway Station](#) (buses will no longer serve this destination) to accommodate SR-520 construction.
 - [The end of bus operations in the Downtown Seattle Transit Tunnel](#) (buses will move to surface streets with other traffic) to accommodate an expanding light rail system.

Option B

- Redirect Route 255 to integrate with Link light rail at University of Washington Station and reallocate resources to invest in improving and expanding service throughout the entire north Eastside service network. In addition, add new flexible transit options to complement fixed route bus service to:
 - Reflect community needs and priorities for future service.
 - Build a more complete and connected network.
 - Streamline and expand local service to improve mobility.
 - Make the most of today's travel options and lay the groundwork for future Bus Rapid Transit and light rail connections
 - Respond to changing conditions to keep transit reliable and dependable.

Summary of audiences and participants

Metro focused engagement on reaching audiences that include people who currently use north Eastside bus service, or those who might use it in the future as well as non-transit users. This included the general public, staff partners, our equity engagement partner – the Chinese Information and Service Center – and the project’s community Mobility Board. We also engaged north Eastside stakeholders such as employers, service providers, community organizations and neighborhood groups, educational institutions, and human service providers who serve diverse and underserved populations. Metro studied area demographics to inform planning for equity-based inclusive outreach and identify translation needs in Chinese and Spanish. This study also indicated a need to use engagement methods to hear from seniors, low-income, and transit-dependent populations.

Government relations and staff partners approach

Metro adopted a transparent, inclusive communication strategy with staff from five affected jurisdictions and the University of Washington, which resulted in local and King County elected officials receiving timely progress updates. Working collaboratively helped avoid unexpected surprises while also uncovering shared opportunities to deliver more reliable and frequent mobility solutions. Metro and jurisdiction partners were able to leverage feedback from the communities we serve to facilitate cooperative decision-making, and ensure the project considered and balanced the priorities and needs of the entire community given the unique conditions in each jurisdiction.

Community Mobility Board

Metro recruited 18 community members who live, work, and travel within north Eastside communities to serve on the North Eastside Mobility Planning Board (NEMP). Mobility Board members brought their expertise and knowledge of the project area. NEMP Mobility Board members included representatives from Lake Washington Institute of Technology, Bastyr University, Northshore Senior Center, Chinese Information and Service Center, Metro’s Transit Advisory Commission, and the University of Washington Bothell. Ten also served on the SR-520 Link Connections project sounding board in early 2017.

Board members lived in the following communities:

- Kirkland-7 representatives
- Kenmore-2 representatives
- Medina-1 representative
- Woodinville-1 representative
- Bothell-1 representative
- Seattle-1 representative
- Redmond-4 representative
- Bellevue-1 representative

The board met regularly and participated in community meetings and briefings to hear directly from the local community and advise Metro on planning and outreach. Mobility Board meetings were open to the public, and comment forms were available at meetings to invite participation from non-board member attendees. As part of their responsibilities, members helped identify and prioritize mobility needs, examine inefficiencies in current service, weigh-in on preliminary concepts, evaluate tradeoffs, and develop a final recommendation for future service.

Public engagement approach

For the purposes of this document, public involvement describes the overall process of including the community in the project. Our approach for public engagement aimed to be customized, equitable, informative, transparent, and responsive.

We sought to reach out to a diverse range of community members and stakeholders in meaningful ways. Metro invited the community to “Have-a-Say” with focus on learning about mobility needs, educating and informing the community about changing conditions that pose mobility challenges, and exploring benefits and tradeoffs of future mobility options. We worked to achieve equitable distribution of resources and fair opportunity for all to influence decisions.

Equity and Social Justice approach

King County is a great place for many to live, learn, work and play, but it is important to remember that we have deep and persistent inequities, especially by race and place. Each new mobility evaluation and service planning project represents an opportunity and investment in communities. Restructuring and expanding service changes how people get around, and impacts service reliability – especially so for our most transit-dependent riders. The outcome is improved access and connection to opportunity, which positively impacts determinants of equity.

A key equity and social justice consideration in the north Eastside was the size, scale, and diversity of the project area. Our community engagement approach sought to engage a diverse array of community members to better inform the decision-making process. To achieve this, we partnered with Chinese Information and Service Center (CISC), a non-profit community-based organization that supports immigrant and limited English populations. Since its founding in 1972, CISC has grown to become one of the area's most effective providers of referral and direct services to multicultural families and individuals – and works to ease and enrich the lives of youth, parents, and elders.

CISC joined the NEMP project team to co-develop and implement inclusive and accessible outreach and public engagement strategies targeting historically under-engaged populations speaking Spanish and Chinese. Important project information materials, notifications, and surveys were translated into both languages, and in-language media outreach included canvassing, social media ads on Facebook, and four foreign language feedback forums, which also targeted key groups such as youth, senior, and low-income.

Summary of engagement and feedback gathering methods

We informed riders, stakeholders, and the public about the opportunity to participate and provide feedback in a variety of ways throughout the public outreach process:

- **A website** (www.kingcounty.gov/metro/north-eastside) outlined project information and provided change proposal details, with translated content in Spanish and Chinese and real-time translation for over 100 languages.
- **Earned, owned, and paid media** also helped us inform people about their opportunity to learn and participate. News releases garnered media coverage and social media posts were made to Metro-owned channels. Paid Facebook ads in English, Spanish, and Chinese garnered 511,464 impressions, 6,193 clicks, and 97 shares.
- **Transit alerts** were sent at the launch of each questionnaire to encourage riders to provide feedback. Alerts to evaluate future service options were sent to more than 11,500 subscribers and were opened by over 3,700 recipients.
- **Canvassing, farmers market booths, and intercept street teaming events** with multilingual staff and materials helped us connect face-to-face with transit riders at farmers markets, the transit center and Park & Ride locations, and at over 40 restaurant, retail, and local businesses adjacent to the Kirkland Transit Center. We staffed nine events to answer questions and left posters behind in the community to let them know about ways people could share their feedback.
- **Printed rider alert signs and posters** in English, Spanish and Chinese were placed at almost 200 of the busiest bus stops.
- **Community stakeholder's outreach engaged** a network of 80+ community partners, interest groups, and service providers by email, online briefing, "talk to

a transit planner” drop-in information sessions, and distribution of partner toolkits. Staff also attended numerous stakeholder briefings and community-hosted transit events.

- **Echo notifications** by our partners and community stakeholders shared project information via their channels and networks extended our reach.

We gathered input through

- **In-person discussions** at stakeholder meetings, “talk to a transit planner” information drop-in events, and large public events hosted by Metro.
- **Online open house forums** hosted in English, Spanish, and Chinese, with real-time Google translation to over 100 languages.
- **Online and print survey** opportunities in English, Spanish, and Chinese.
- **Community conversation forums** facilitated by CISC to reach diverse groups of Spanish and Chinese language speakers.
- **Phone calls or email exchanges.**
- **Meetings with elected leaders, staff partners, and the community Mobility Board.**
- **Social media comment threads** in English, Chinese, and Spanish Facebook ads generated over 80 comments about the project.

In total, we received more than **2,900** comments either directly in outreach activities or through online questionnaires and email.

Summary of feedback – key themes from what we heard

People living, working, and traveling to, from, and within the north Eastside asked for a mobility network that operates later at night and earlier in the morning and provides service more often, including nights and weekends, with better synchronized transfers. Communities also asked for Metro to keep service convenient by improving access to important local and regional destinations, making service more efficient to reduce unnecessarily long travel times, and finding ways to ensure they can rely on service schedules and depend on consistent travel times. North Eastside communities also want to benefit from forthcoming investments through improved connections today to future BRT and Link light rail network expansions.

We conducted extensive outreach in these communities to learn about their mobility needs. People told us they want mobility services that

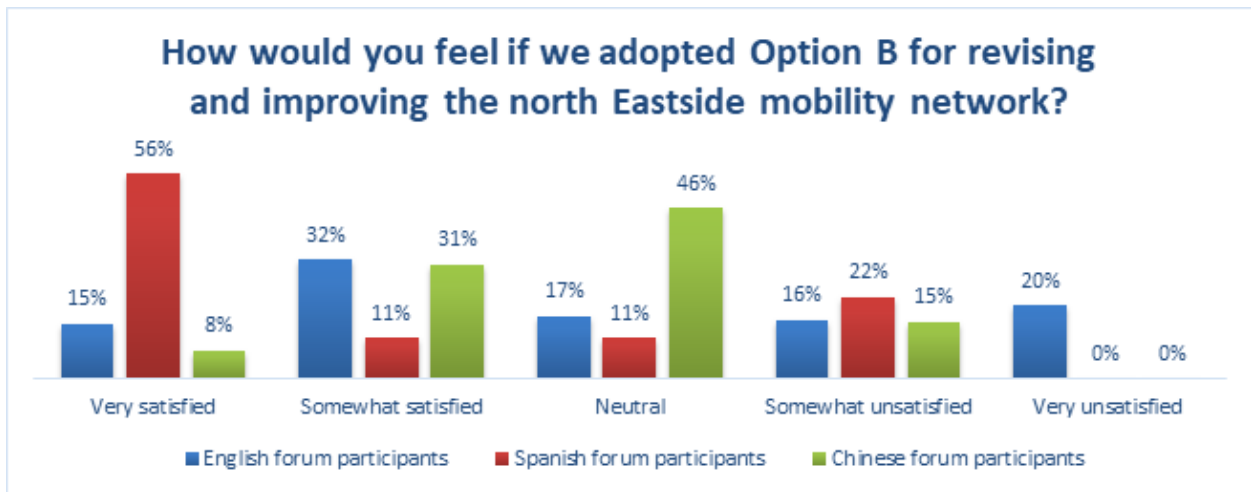
- Are reliable and dependable.
- Improve options for those working both traditional and non-traditional hours.

- Improve connections and access to local amenities and urban nodes, and to regional destinations beyond the north Eastside.
- Come more often, run earlier and later daily.
- Are convenient for riders of different ages and abilities.
- Improve connections to options like BRT and light rail.
- Provide access to schools.
- Offer more first and last mile solutions.
- Better coordinate transfers.

People expressed concern about

- Less reliable service when buses move to surface streets after joint bus-rail operations end in the Downtown Seattle Transit Tunnel.
- WSDOT’s plans to close the Montlake Freeway Station, eliminating an important connection between the Eastside and the University District.
- Loss of one-seat rides – and, if transfers are required in the future, a request for frequency and well-synchronized transfers to avoid long waits.
- Impacts of change for seniors, riders with disabilities or medical issues, or those with limited English proficiency.
- Transfer environment improvements at Montlake Triangle for safer integration of Eastside bus routes with light rail at University of Washington Station.
- Transit travel times being competitive with driving to attract more riders.

People generally support revising and restructuring service



*Data showing 0 percent indicates no response provided to question/answer not selected

We asked for feedback about well the proposal for change addressed community-expressed needs, here's what we heard

Community Needs	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Access to local destinations	21%	37%	22%	8%	11%
Availability at both traditional & non-traditional hours	24%	37%	26%	6%	7%
Convenience & ease of use	22%	29%	22%	11%	16%
Dependability & reliability	25%	29%	27%	9%	11%

Adjustments made prior to finalizing the recommendation

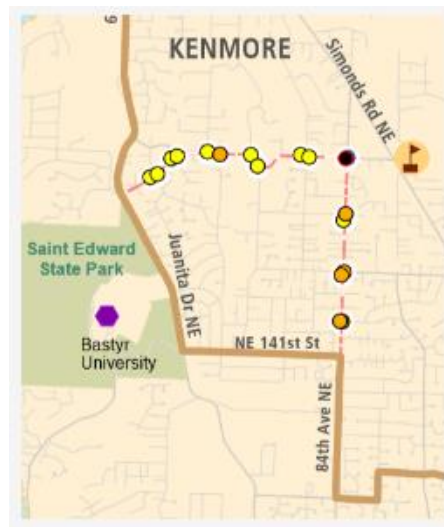
The final recommended set of changes forwarded to the King County Executive incorporates adjustments, detailed below, made in response to what we heard during the last phase of outreach.

Accommodating Link light rail expansion construction

After the close of engagement, an updated project delivery schedule for Sound Transit’s East Link extension was released. Sound Transit now anticipates a 10-week temporary construction impact for track integration and systems work in the Downtown Seattle Transit Tunnel beginning in January of 2020. This impact is expected to significantly reduce service capacity and frequency on Link light rail, making the transfer from bus to rail at University of Washington Station. With a goal to provide excellent customer service, and in light of concerns from customers about providing a high-quality transfer environment, Metro recommends postponing implementation of the restructure until March 2020 (after construction has ended).

Routing in Kenmore

During engagement, Option B for change proposed moving service from an existing pathway in Kenmore to a new alignment. Instead of heading east on NE 155th Street from Juanita Drive NE, new Route 225 would continue south on Juanita Drive NE to provide access to Saint Edward State Park and Bastyr University. Community feedback was mixed, and City of Kenmore staff shared concern that it would create a mobility barrier for existing riders. Metro will retain the original routing in favor of continued performance evaluation, according to service guidelines, with the option to revisit the proposed new pathway in the future.



Service near Lake Washington High School

Community members and stakeholders requested Metro find ways to mitigate a longer walk distance between Lake Washington High School and new routes proposed in the area. Metro service planners collaborated with the school district to identify ways to boost service around bell times, and minimize trip deviations that add travel time and confuse riders not destined for the high school.

Outreach Planning Details

Background

For the North Eastside Mobility Project, Metro planners built upon a public engagement effort in fall 2017 focused on gathering feedback from riders about integrating cross-lake, SR-520 service with Link light rail at University of Washington Station. This early engagement, catalyzed by changes occurring in March 2019, prompted Metro to develop a new project scope that expanded the project size to cover the entire north Eastside service network. The revised NEMP scope proposed restructuring both local service and cross-lake SR 520 service. Some current routes operating in the Kirkland and Totem Lake areas are circuitous and reflect old development patterns, leading to slow and unreliable trips that do not perform at acceptable service levels. Many local routes in the area have also seen declining ridership. By reallocating transit resources no longer serving the community well, Metro can refashion a mobility network that adapts to changing needs of our rapidly-growing communities. In addition, local connectivity improvements and more mobility choices, can create and improve access to major job markets in Overlake and Redmond.

Community Connections

Metro's Community Connections program develops innovative mobility solutions in communities in areas of King County that don't have the infrastructure, density, or land use to support regular, fixed-route bus service. The program partners with jurisdictions and stakeholders to identify needs and develop tailored solutions. By taking a more integrated approach to our planning and outreach, we can identify opportunities for innovative solutions that complement fixed-route service and better serve our customers.

COMMUNITY CONNECTIONS IN THE NORTH EASTSIDE

Community Van
 Group trips to local destinations throughout the day, evening and weekend.
 ▶ Available 7 days a week, 24 hours a day
 ▶ Requires 2 or more passengers
 ▶ Driven by volunteer drivers
 ▶ Trips and stops are planned by a Community Transportation Coordinator (CTC)
 ▶ Call or email the CTC to join or schedule a trip
 ▶ Riders pay standard Metro fare, volunteer drivers ride for free

Existing Community Vans:
 Kenmore/Kirkland:
 To Use: 425-420-6514 or commvan@uw.edu
 Bothell/Woodinville:
 To Use: 425-587-3924 or commvan@kirklandwa.gov

PROPOSED Community Van for September 2019:
 South Kirkland (south of NE 116th Street).

TripPool
 Share an on-demand ride to a local park & ride.
 ▶ Volunteer drivers use a free mobile app (iCarpool) to match with commuters using the app in their area
 ▶ Matched commuters are driven to the park & ride in the morning, and can schedule a return trip from the park & ride in the evening
 ▶ Vehicles have reserved parking spots at the park & ride
 ▶ Metro provides the van, gas, insurance, maintenance and a Guaranteed Ride Home
 ▶ Riders pay with iCarpool ride credits—\$1.50 for first five miles, drivers ride for free
 ▶ Link your RideshareOnline.com and iCarpool accounts to get your TripPool charges reimbursed for charges above \$2.75
 ▶ ORCA monthly pass holders can add their number and get reimbursed 100%

Existing TripPool Park & Rides:
 Kingsgate, Kenmore, Bothell and Woodinville
 To Use: download the iCarpool app

Community Ride
 A reservation-based service that travels within a specified service area, instead of along a route.
 ▶ Request trips over the phone or online, during established hours of service
 ▶ ADA accessible vehicles
 ▶ Paid drivers
 ▶ Riders pay standard Metro fare

PROPOSED Community Rides for September 2019:
 Kenmore/Kirkland area: weekdays 7am–7pm
 Bothell/Woodinville area: weekends 10am–6pm

King County METRO

Engagement goals and milestones

Goals

Our “Have a Say” public involvement approach seeks to achieve the following goals:

- **Customized.** How many phases, what we ask, and how we ask it are tailored to the size and scope of the potential changes and who will be affected.
 - Use qualitative and quantitative data to inform the types of stakeholders to engage and appropriate methods.
 - Where possible, partner with community-based organizations, social service providers, local jurisdictions, and transportation agencies to expand our reach.
- **Equitable.** We strive to inform and hear from all communities that will be affected in an equitable manner to improve access to the determinants of equity.
 - Demonstrate process equity to create outcomes that achieve distributional equity and cross-generational equity.
 - Ensure all stakeholders, particularly historically underserved and limited English proficient (LEP) populations, are afforded equitable consideration and meaningful opportunities to participate.

- Ensure people who will be affected can influence and help shape the final service change proposal and the public outreach process itself.
- **Informative.** Information is clear, understandable, and accessible to all.
 - Ensure project communities, stakeholders, and project partners understand the scope of the project and opportunities to participate and influence outcomes.
 - Follow clear writing standards, and translate where needed.
- **Transparent.** We describe our input, planning, and decision-making process.
 - Communicate the vision of METRO CONNECTS, our guiding vision for mobility.
 - Appoint a Mobility Board (community advisory group) that is reflective of those who will be affected by the changes being considered and help shape what was shared with the public at each stage.
- **Responsive.** At each step, we show how public feedback has informed our decisions.
 - Respond to community input to build and sustain trusting and accountable relationships.
 - Demonstrate that community input is valued; report back about what was heard and how input shaped the direction of the project.
 - Work with the community to explore options to mitigate any potentially undesired impacts, and discover how to support riders through change.
 - Provide guidance based on outreach and engagement to tailor other related project elements and needs (i.e., rider education and marketing).

Milestones

- **May - June 2018.** Public outreach on local needs and priorities. Metro reached out to riders, the public, and stakeholders in north Eastside communities to gather input about current transit service.
- **July 2018.** Metro developed draft mobility concepts based on public input received during our public outreach.
- **August - September 2018.** Public outreach on community priorities and future transit network options with stakeholders, businesses, service organizations, and neighborhood groups in north Eastside communities.
- **Mid October – early December 2018.** Public outreach (options analysis) to share proposals for future with stakeholders, businesses, service organizations, and neighborhood groups in north Eastside communities and gathers feedback.
- **December 2018 – early February 2019.** Metro and project Mobility Board finalize their separate and independent recommendations based on public input.
- **Spring 2019.** King County Council considered Metro’s recommendation.
- **If approved by King County Council,** Metro begins process to prepare riders and community members for any approved changes (planning and

implementation work for things like travel training and transit instruction programs to engage supported transit riders, public awareness and education campaign, new service marketing campaign and In-Motion campaign).

- **March 2020.** Any adopted changes to service take effect aligned to one of Metro's twice-a-year service change dates.

Who helped inform and shape recommendations

The following groups participated in informing and shaping recommendations:

- **Jurisdictional staff partner advisory group.** Metro convened an inter-agency working group that included staff representatives from Sound Transit, University of Washington (Seattle and Bothell campuses), Bothell, Kenmore, Kirkland, Redmond and Woodinville. This group met throughout the planning and engagement process to discuss options, reflect on public feedback, participate in the design of service concepts and proposals, and collaborate to engage the public in providing feedback.
- **Community Mobility Sounding Board.** A community advisory group of 18 people representing various mobility interests from the project area. The board's purpose was to advise Metro and Sound Transit service planners on service change concepts and proposals and on the outreach process. This group met five times during 2018. They wrote their own consensus recommendation, included in this report that reflects their thinking on changes.
- **General public.** We invited north Eastside community members, potential future riders, and current riders of potentially affected Metro and Sound Transit service, such as residents, students, and employees who travel in the project area, to provide feedback via online surveys and at face-to-face outreach events during each phase of outreach.
- **Stakeholders.** We invited more than 85 businesses, institutions, service providers and community-focused interest groups and organizations serving overarching mobility interests, including those of underrepresented populations and transit riders, to participate as community partners, and invited them to provide feedback and spread the word about opportunities to provide feedback during all three phases of outreach.
- **King County Transit Advisory Commission.** We provided regular briefings and gathered feedback from the King County Transit Advisory Commission, whose focus is to improve mobility by advising Metro's staff members and general manager, the King County Executive and Council concerning transit service and planning efforts, policy issues, and Metro projects and programs.
- **Elected officials and city staff.** Representatives from NEMP area jurisdictions participated in engaging their communities, received status briefings on the project and procedural steps, and offered guidance on local transit and mobility priorities.

- **Equity and Social Justice (ESJ) engagement partners.** Metro partnered with the Chinese Information and Service Center (CISC) to consult on engagement methods, help promote outreach and engagement opportunities, and facilitate feedback forums for historically under-engaged groups represented by 5 percent or more in the project area as linguistically isolated. CISC staff also participated as a representative of historically underrepresented people on the project's Mobility Board.

Language and demographic considerations

Given the diversity of Metro Transit's bus riding population, our community engagement sought to provide opportunities for diverse perspectives to influence decisions. The north Eastside has several pockets of Spanish and Chinese speaking populations meeting or exceeding our language access and translation requirement. We provided materials and information in languages spoken by five or more percent of the population and identified as speaking English "less than very well" in the project area.

CISC contacted Chinese and Spanish speaking stakeholders in the area (who also represented seniors, youth, and low-income groups) via word of mouth, in-language social media channels, community feedback forums and surveys.

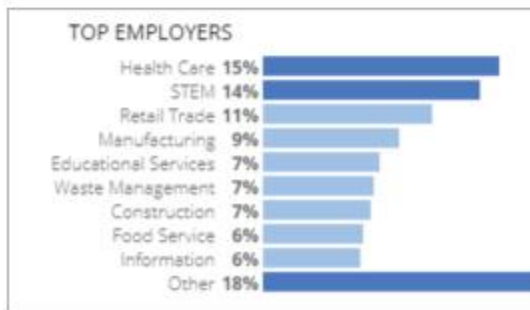
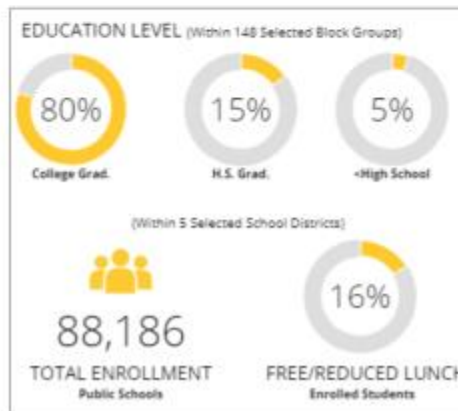
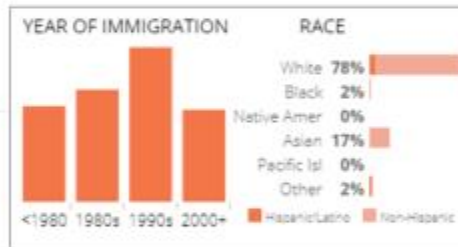
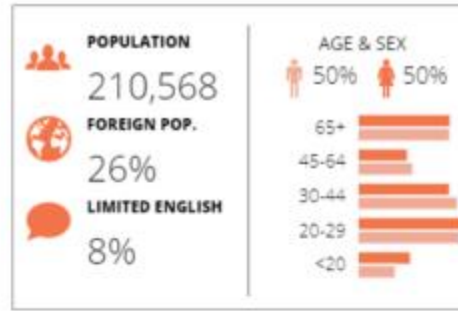
Demographic information in the project area showed diversity in race, ethnicity, age, and income as well as significant percentages of people who are foreign-born and for whom English is a second language. Several census blocks throughout the area have over 5 percent of the population for whom Spanish or Chinese are their first language.

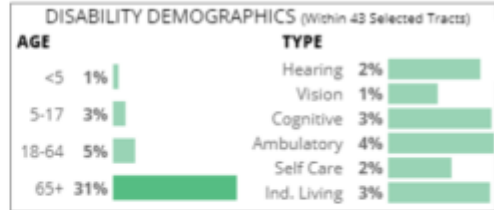
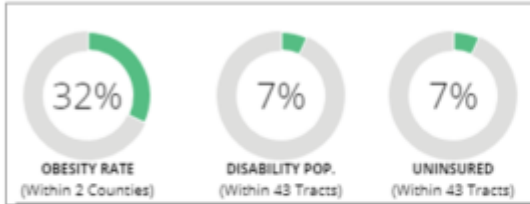
Other efforts to engage in all identified languages for our outreach (English, Spanish and Chinese) included paid advertising which also targeted low-income, people of color, youth and senior, and with an interest in or reliance on transit. While canvassing at retail and restaurant businesses, and when hosting public meetings, materials and participation packets were offered in-language, and public transit educators, were available for conversations in both Chinese and Spanish. To further extend reach, we intercepted riders at high-volume transit stops using multilingual materials and staff. Translation and interpretive services, and project materials, were offered upon request for other languages

We also disseminated community partner toolkits to organizations who represent, serve, or have established trusted relationships in diverse or underserved communities to broaden awareness of participation opportunities.

We conducted Chinese and Spanish focus group feedback forums in Phase 1 and Phase 3 in partnership with CISC. Metro’s Phase 2 and Phase 3 engagement also targeted key stakeholder groups representing specific or diverse populations – this included workers and employers, and organizations representing the interests of businesses; educational institutions; health and human service providers representing the interests of often disadvantaged populations (by indicators such as age, race, national origin, education, income, unhoused or housing insecure, transit dependent, or limited English language proficiency); and community organizations and neighborhood interest groups.

For engagement planning, we considered the project demographics outlined below:





Demographic sources: *US Census Bureau, American Community Survey (ACS) 5-year dataset, 2011-2015, National Center for Education Statistics, 2014. Office of Superintendent of Public Instruction, 2017, Longitudinal Employer-Household Dynamics, 2014, Institute for Health Metrics and Evaluation 2010*

Public Feedback by Phase

Phase 1 engagement overview: May 31 - June 30, 2018

Metro held three phases of public engagement in 2018 to gather input about mobility needs, priorities, and opportunities to make improvements in Kirkland, Kenmore, Bothell, Woodinville, and Redmond. The first phase was focused on listening, learning, and identifying shared goals.

Notification methods – how we informed people

How we let people know about the opportunity to participate

- Street Team in-person outreach at Kirkland Transit Center:
 - Approximately 1,700 information cards distributed to riders.
- Electronic notifications to bus route subscribers:
 - 5,500 alert subscribers received notices, with an average of more than 700 recipients who opened the messages.
- Signs at bus stops:
 - Rider Alert signs posted at 106 highest ridership stops along all routes being considered and 170 people used the signs QR code to click through to the project website.
- Participation at Farmers Markets:
 - Handed out information and spoke to attendees at three farmers markets.
- Employer outreach:
 - 87 Eastside employers contacted through Metro's Employee Transportation Partnership program.
- Coordination with local jurisdictions, employers, and community organizations to promote the information through their communications channels.
- Outreach through CISC, jurisdictions, employers, and community organizations that serve Chinese and Spanish speaking communities.

Participation methods – how people shared their opinions

How people participated

- Five Community Conversation focus groups:
 - 48 English-language participants.
 - 39 Chinese-language participants (facilitated by CISC).
 - Seven Spanish-language participants (facilitated by CISC).
- Feedback at eight briefings/in-person events (see list of events below).
- Online survey: 1,019 people took our online survey between May 31 and June 24.
- Community Mobility Board: 18 members of the public were recruited and began meeting regularly to advise Metro staff.

- Jurisdictional Staff Partners Group: Representatives from jurisdictions and UW met regularly with Metro staff.

Working with the Mobility Board

During phase 1 the Mobility Board helped

- Recommend engagement strategies.
- Advise on and help evaluate existing conditions and service.
- Digest feedback, provide input on identifying and prioritizing community needs.
- Vet early concepts and mobility options.

Needs statements

As the project transitioned to Phase 2, the NEMP Mobility Board spent the July 19, 2018 meeting developing mobility needs statements. Board members developed these statements based on their knowledge of needs in their communities, and following a presentation of the feedback from the first phase of public outreach. These statements guided Metro planners as they developed service concepts and solutions.

North Eastside communities need transit solutions that

- Are reliable and dependable ways to get to, from, and within the area.
- Improve access to homes, workplaces, schools, and other local destinations.
- Are available more often throughout the day and later into the evening, every day of the week.
- Are convenient for riders of different ages and abilities.
- Improve connections to regional transit options like bus rapid transit and light rail.
- Improve or synchronize transfers and connections in the north Eastside.

Briefings and events

- June 1: Kirkland City Council Transportation Committee
- June 5: Woodinville City Council
- June 6: Street Teams at Kirkland Transit Center
- June 6: Kirkland Farmer's Market
- June 12: Community Conversation meeting at UW Bothell
- June 13: Kirkland Alliance of Neighborhoods
- June 13: Community Conversation meeting at Kirkland Library
- June 14: Mobility Board meeting #1
- June 16: Woodinville Farmer's Market
- June 19: Kenmore Farmer's Market
- June 20: Community Conversation meeting at Kingsgate Library
- June 25: Kenmore City Council

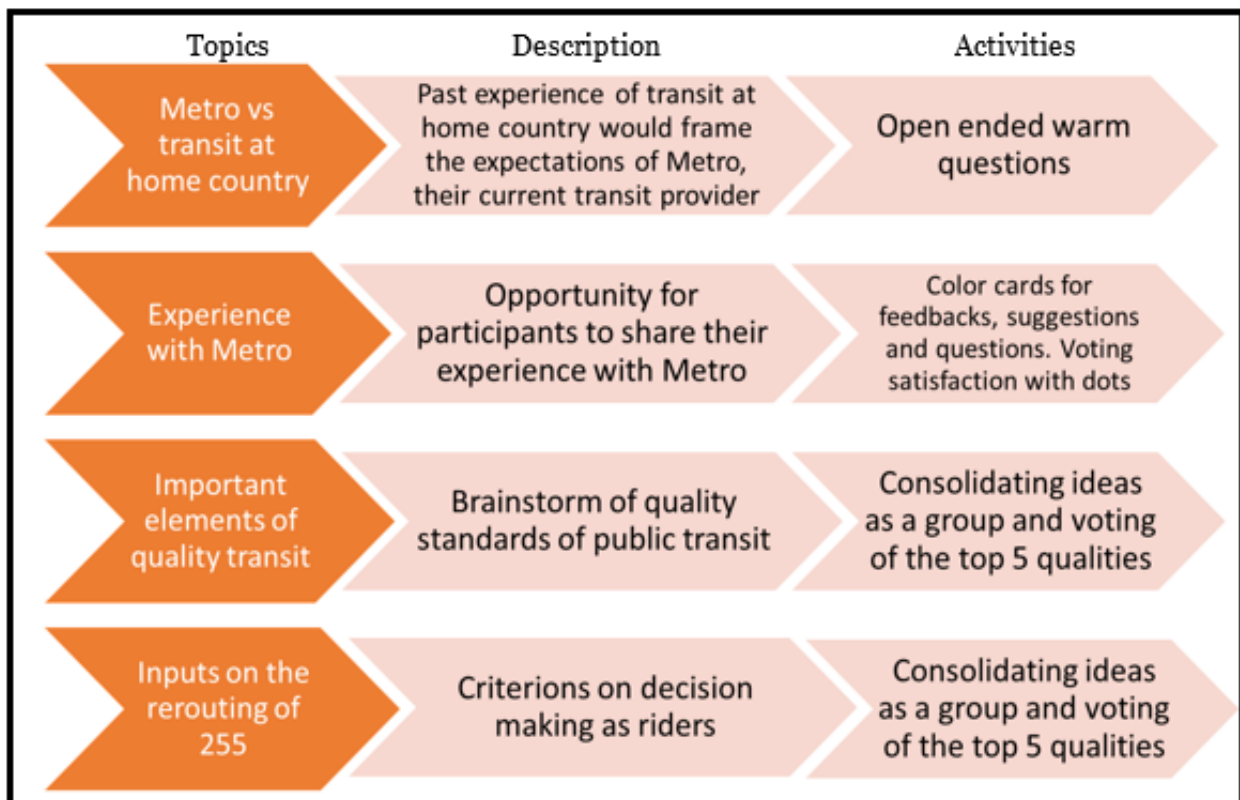
- June 26: Chinese language focus group (Kirkland City Hall)
- June 28: North King County Mobility Coalition
- July 3: Bothell City Council
- July 12: Spanish Language Focus Group (Bothell United Methodist)

Chinese and Spanish Community Conversation forums with CISC

With CISC’s current footprints in Kirkland and Redmond and connection with Center for Human Services, another community based organization in Bothell, CISC was able to conduct one community meeting in Chinese with 40 participants and one focus group in Spanish with eight participants.

CISC designed a series of interactive activities to assist participants to focus on the discussion topics and encourage participants to share their personal experience, needs, and priorities for transit service.

Design of the focus group



Chinese community meeting

- Participants were part of the CISC program at Peter Kirk Community Center.
- 39 immigrants were from China.
- 92 of the participants were over 60 years old.
- None of them had heard about Access paratransit and other Metro programs/service except the bus.
- Nearly all of them were limited or non-English speaking.
- 1/4 of them had limited mobility or in need of walking aids.
- Majority of them were Metro riders.
- Many were willing to travel/take long commute for cultural appropriate activities/services.



Spanish focus group

- Participants of a Play & Learn group hosted by Center for Human Services in Bothell.
- Group included seven mothers and one grandmother.
- All participants were caregivers for at least one child who was under five years old.
- None of them had heard about ORCA LIFT and other Metro programs/service except the bus.
- Nearly all of them were limited English speaking while about half of them had moderate English skills.
- While all of them were not Metro riders, the majority of their spouses rode buses to work.
- Many were willing to travel/take long commute for cultural appropriate activities/services.
- Childcare was provided during the focus group discussion.



Phase 1 key themes and comments by activity – what we heard

Community Conversation feedback

Metro held five Community Conversation meetings during the month of June where staff facilitated small group discussions and took notes from the discussion. There were three main topic areas that we asked about:

- How do you currently use transit?
- Feedback on potential transfer of Route 255 to Link light rail at University of Washington Station.
- What improvements or reinvestments would you like to see?

The following provides an overview of the key themes that came out of those discussions:

From our Spanish and Chinese language community conversations

- About 60 percent of participants in both groups complained about infrequent bus service in their neighborhoods.
- About 40 percent of participants reported inadequate bus service in their neighborhood and lack of service to their preferred destinations.
- Participants suggested investing in more and better weekend service because current schedules created a mobility barrier.
- Both groups noted unpleasant experiences while waiting for buses at stops, and reported the amount of time spent waiting for connecting buses was too long.
- Both groups reported service reliability was a top priority.
 - The majority of Chinese participants or their families relied on public transportation for their transportation needs.
 - Spanish participants reported greater utilization of personal vehicles because of transit travel time and bus reliability.
- Nearly all elderly participants and all of the Spanish participants were unaware of Metro's other service or programs that operate in addition to bus service, such as Access paratransit, Community Connections, and ORCA LIFT.
- Both groups considered streamlining service to be important when making a decision on the rerouting of 255.
 - Chinese immigrants, age 65 or older with limited mobility, indicated increased walking distances would be a barrier.
 - Chinese participants were concerned about the fees or fares associated with the rerouting and transferring between Metro and Sound Transit.
 - The primary concern of the Spanish participants was additional travel time and indicated it would be a negative for their spouses or families.

From our English language community conversations

How do you currently use transit?

Routes Most Used	255	234	235	245	248	252	ST 540
Works Well	<ul style="list-style-type: none"> • Commuter-based services • Going to downtown Seattle • Being out of the weather in bus tunnel in downtown Seattle • Like speed and ease of ORCA cards for boarding 						
Concerns	<ul style="list-style-type: none"> • Punctuality and reliability of buses • Need more connections to SLU, Capitol Hill, First Hill • Using transit on weekends or in the evenings • Need ORCA cards for transfers outside of Metro • Connections at off-peak times 						

Feedback on potential transfer from Route 255 to Link light rail at University of Washington Station.

Potential Benefits	<ul style="list-style-type: none"> • Light rail is reliable • UW Station transfer preferred over downtown Seattle surface streets
Potential Drawbacks or Challenges	<ul style="list-style-type: none"> • Prefer single-seat ride • Added time due to transfer • Montlake Blvd. traffic • UW Station infrastructure • Outdoor transfer/weather • Missed last connections to Eastside* • Connections to SLU/areas of downtown Seattle not along light rail

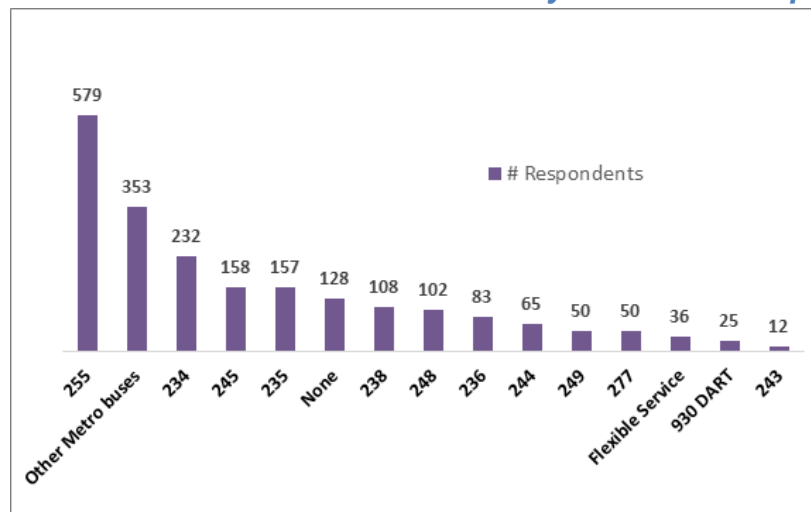
What improvements or reinvestments would you like to see?

Would like to see Improvements	<ul style="list-style-type: none"> • Better connections to UW Bothell, Totem Lake, Redmond, Evergreen Hospital & downtown Kirkland • Better communications/messaging around alternatives to fixed-route buses (i.e., VanPool, TripPool) & fares • Better coordination with large events and possible impacts (baseball & football games, concerts) • Simplify transfers and connections • Getting home in late evenings, on weekends*
Potential Areas for Reinvestment	<ul style="list-style-type: none"> • Increase frequency of 255 & other peak period routes • More evening & weekend service • Longer spans for peak service

Online survey

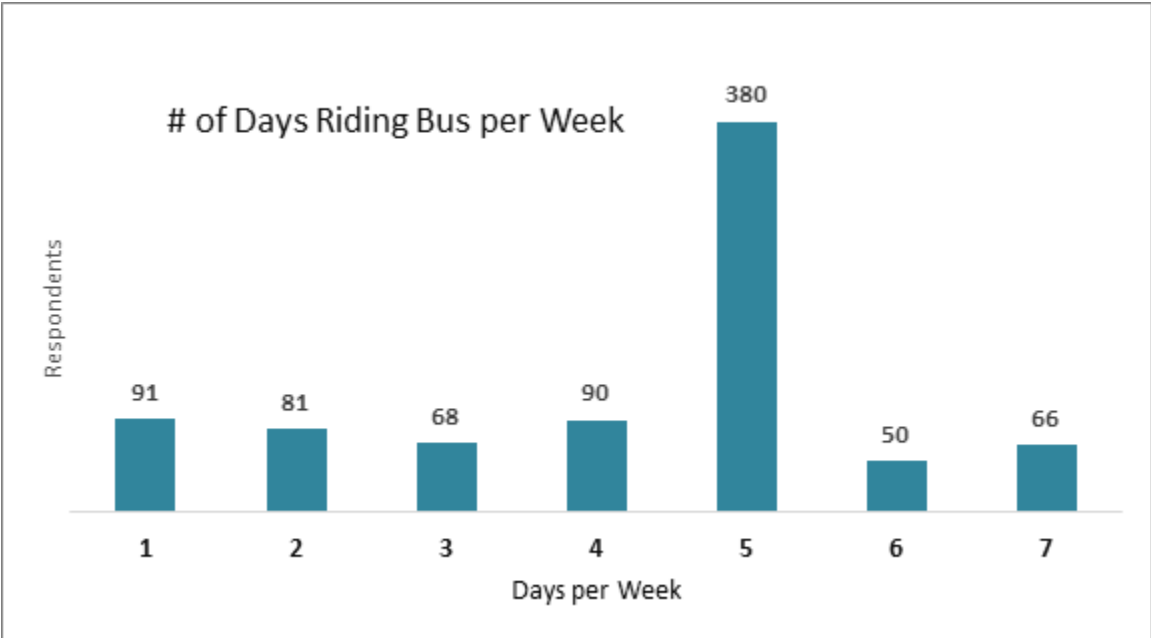
Metro invited the public to complete an online needs assessment survey from May 31, 2018 to June 24, 2018. The survey was intended to gather feedback about how existing mobility services were meeting their needs and priorities for investment. More than 1,000 people took this survey. The following provides detail about the feedback we received in the survey.

Survey Question: Which Metro services have you used in the past month?

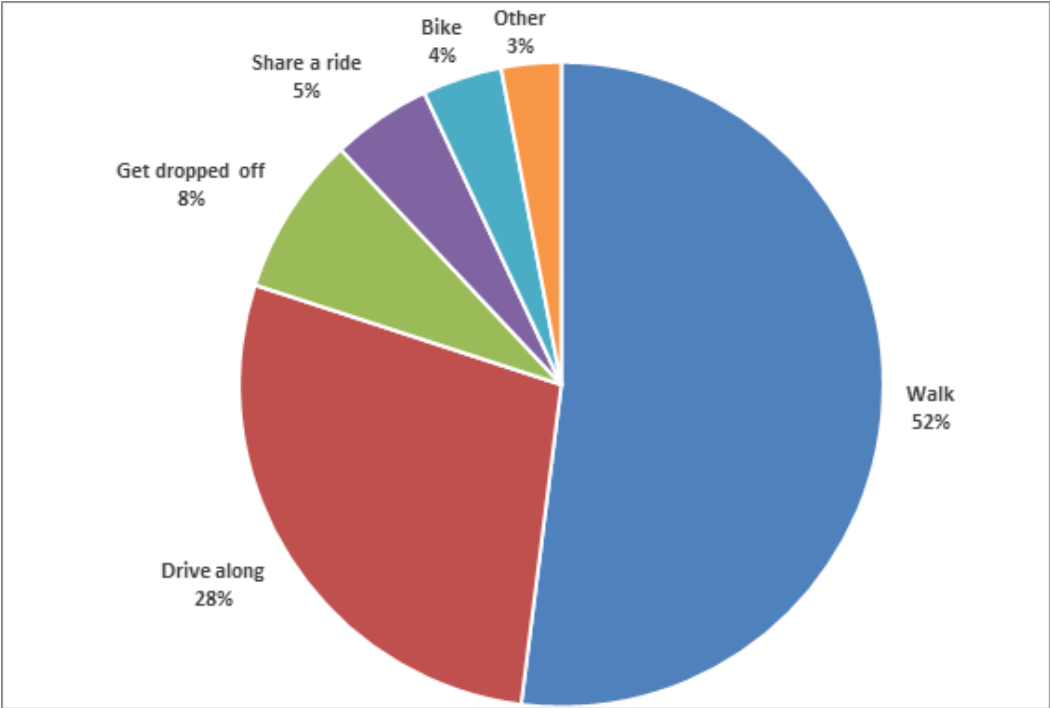


(Flexible Service includes RedmondLOOP, VanPool, TripPool, SchoolPool, etc.)

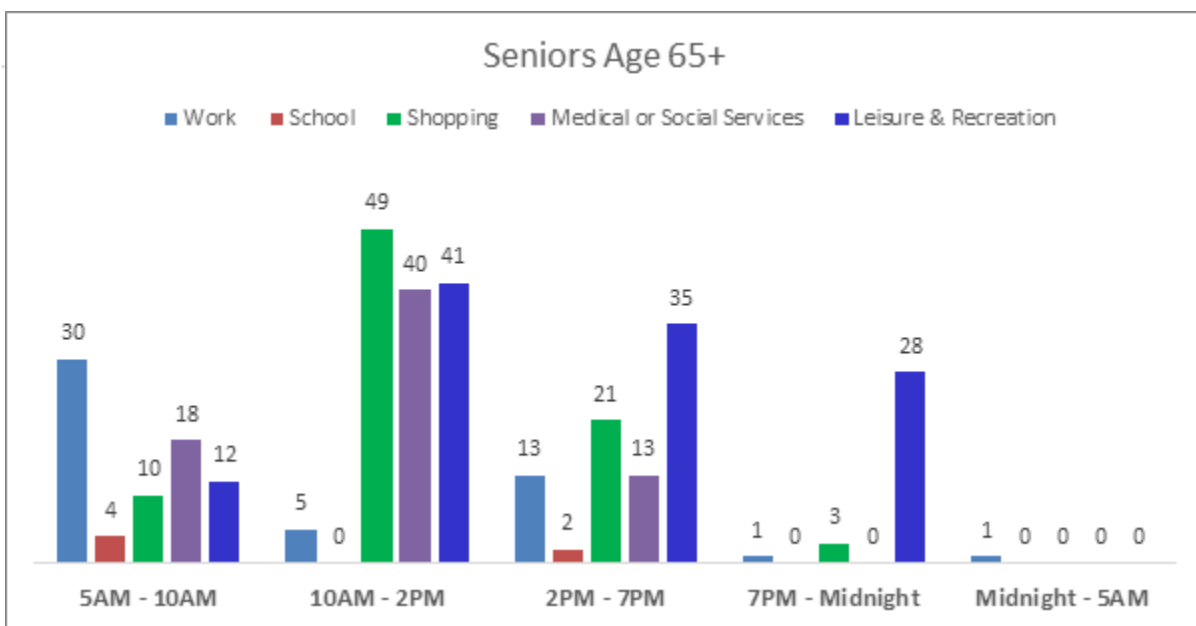
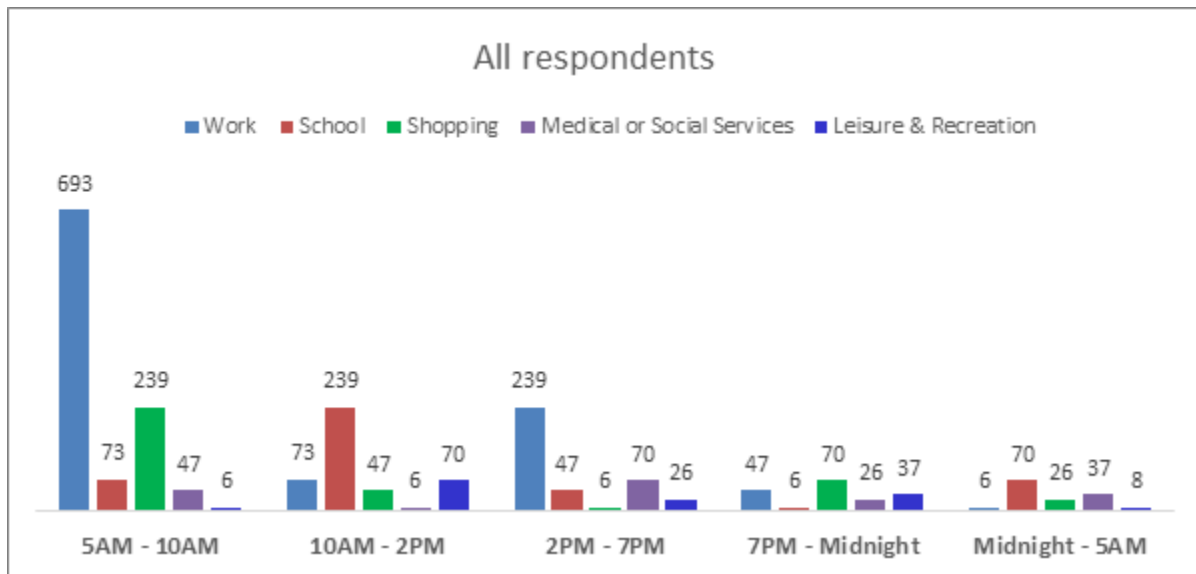
Survey Question: During a typical week, how many days do you ride the bus?



Survey Question: How do bus riders access their stop? (Primary-mode 4-7 day per week bus riders)

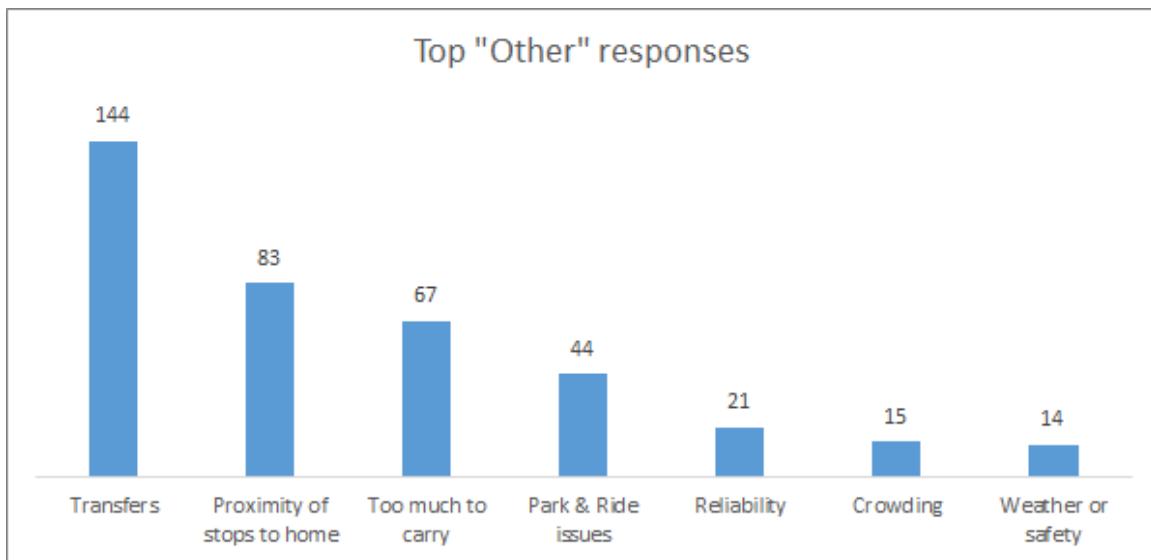
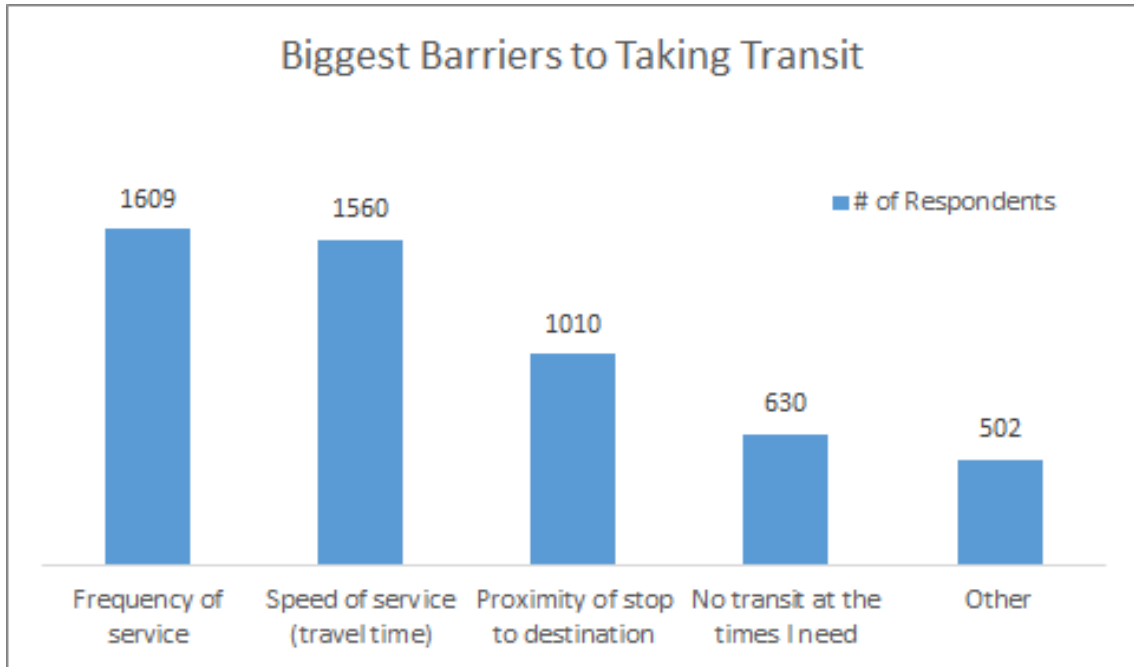


Survey Question: What times of day do you travel, by any mode, to these types of destinations?



Survey Question:

Please tell us what the biggest barriers are to your taking transit.



Survey Question: Which of the following would help you get to, from, or around your community without driving alone?



Survey question: Please consider the transit trip you take most frequently. How would you rate your level of satisfaction with the following features?

	Least Satisfied (1)	Somewhat Unsatisfied (2)	Neutral (3)	Somewhat Satisfied (4)	Most Satisfied (5)	Average Rating
Ease of getting on and off the bus	3%	3%	9%	27%	56%	4.4
How safe I feel while traveling	3%	4%	14%	35%	42%	4.1
Proximity of stops to my destination	8%	11%	24%	33%	23%	3.5
Hours when services is available	10%	14%	19%	31%	25%	3.5
The places I can travel to	9%	16%	28%	30%	15%	3.3
Amount of time I have to wait for a bus (frequency of service)	10%	17%	27%	31%	14%	3.2
How fast I can reach my destination (speed of service/travel time)	11%	16%	28%	30%	13%	3.2

Online survey respondent demographic responses

16. Which of the following do you identify with? (please select all that apply)

	Response Percent	Response Count
Asian-American/Pacific Islander	12.1%	117
American Indian/Alaska Native	0.5%	5
Black or African-American	1.8%	17
Spanish, Hispanic, Latino (Mexican, Mexican-American, Chicano, or Latino)	2.6%	27
White or Caucasian	70.6%	685
Multiple ethnicities	4.3%	42
I prefer not to say	13.2%	128

18. What is your annual household income?

	Response Percent	Response Count
Less than \$25,000	3.9%	38
\$25,001 to \$50,000	8.3%	81
\$50,001 to \$75,000	8.9%	87
\$75,001 to \$100,000	10.8%	105
\$100,001 to \$150,000	16.0%	156
More than \$150,000	24.9%	243
I don't know	2.4%	23
I prefer not to say	24.7%	241

15. If you have any disabilities, please tell us which kinds.

		Response Percent	Response Count
Mobility		9.9%	54
Vision		5.3%	29
Hearing		4.6%	25
Cognitive		1.8%	10
Other		4.9%	27
Not applicable / I'd rather not say		79.7%	436

17. What is the primary language you speak at home?

		Response Percent	Response Count
English		93.7%	388
Spanish		0.2%	1
Chinese (Mandarin, Cantonese, etc.)		2.4%	10
Vietnamese		0.2%	1
Korean		0.2%	1
Russian		1.0%	4
Arabic		0.2%	1
Other		5.1%	21
I prefer not to say		2.4%	10

14. What is your age?

		Response Percent	Response Count
10 - 12 years		0.2%	2
13 - 19 years		1.6%	16
20 - 24 years		5.9%	59
25 - 34 years		23.2%	231
35 - 44 years		20.2%	201
45 - 54 years		18.2%	181
55 - 64 years		17.0%	169
65 or older		11.0%	109
prefer not to say		2.7%	27

Next steps

Metro developed preliminary concepts for change that responded to the needs identified during the first phase of public outreach. Then, during a second phase of engagement, Metro shared these preliminary concepts with stakeholders for feedback in August and September, and refined the concepts to share with the broader public in a third phase of engagement in the fall 2018. Based on feedback received, one set of proposed changes will be finalized and submitted to King County Council in early 2019 for their review and possible adoption.

Phase 2 engagement overview: July through September 2018

During Phase 2, Metro asked for project area stakeholders representing the diverse interests of the community for input on how we can provide mobility services that meet the needs of people who live, work, and visit Bothell, Kenmore, Kirkland, Redmond, and Woodinville. Our Commute Trip Reduction program notified over 85 CTR affected worksites of the opportunity to learn more and provide feedback during this phase of the project.

Metro and Sound Transit used the feedback gathered during Phase 1 to create three network concepts that showcased possibilities for the future service.

- **Preliminary concept 1 – no change option** focused on maintaining the service plan adopted for March 2019, which would continue to have Route 255 bypass Montlake, and run on surface streets in downtown Seattle after closure of the freeway stop and end of bus operations in the Downtown Seattle Transit Tunnel.
- **Preliminary concept 2 – moderate change option** focused on maintaining existing geographic coverage that had stronger north to south connections, but few strong east to west routes. This option integrated with Link at the University of Washington Station, and preserved future opportunities to add new BRT connections.
- **Preliminary concept 3 – Metro CONNECTS vision option** focused on more service, more choices, and one integrated system. This option featured stronger north to south and east to west connections, provided more current and future opportunities to connect to an expanding network Link light rail and BRT lines, and streamlined routes to make alignments more efficient with faster, or more reliable and dependable travel times, extended span (mornings, nights, and weekends) and frequency of service, and synchronized transfers for added convenience.

Notification methods – how we informed people

How we let people know about the opportunity to participate


- Phone calls and direct email notification to 90+ stakeholder groups
 - **We focused on organizations with the follow areas of focus:**
 - Providing housing or social services
 - Serving youth, families, seniors, and people with disabilities
 - Serving the interests of area hospitality, tourism, restaurant and retail businesses (i.e., chambers, and business associations)
 - Employers
 - Educational institutions

- Healthcare and mental health service providers
- Community Based Organizations (CBS's) and neighborhood interest groups
- Providing assistance to low-income and unhoused or housing insecure populations
- Serving limited English speakers
- Electronic notifications to commute trip reduction worksites in the project area
- Via the NEMP Mobility Board and staff partners who echoed our notifications to encourage participation

How we invited feedback

- Provided letter of introduction, and requested they share the information with other stakeholders who may be interested in the project.
- Directed stakeholders to an online briefing and opportunity to complete a survey about the mobility needs of their worksite, employees, patients, students, patrons, residents or populations they serve.
- Invited people to receive an in-person briefing, speak by phone, or invite us to a transportation-related event they were hosting.
- Provided stakeholders with the option to join us in the community at one of two informal “talk to a transit planner” drop-in sessions.
 - Tuesday, August 21st from 3:30 - 4:30 p.m., Kirkland City Hall
 - Tuesday, August 28th from 10:30 - 11:30 a.m., Kirkland Public Library

View the presentation and take the survey



To view the North Eastside Mobility briefing presentation

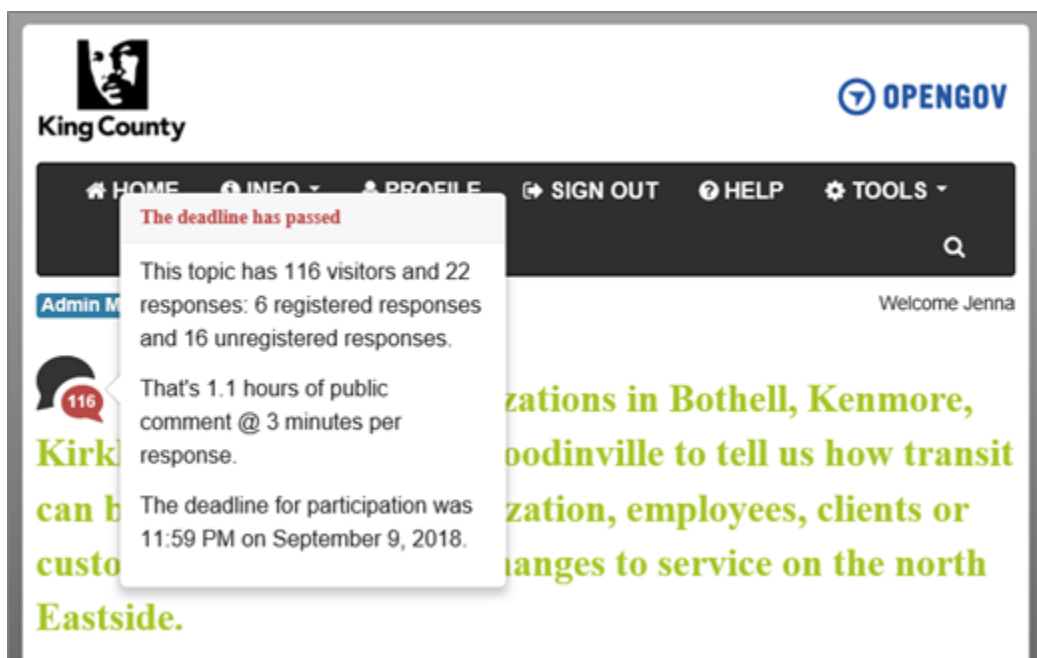
- Click play to watch the video within the forum page
- Or **open the project presentation in YouTube** to view in a separate window
 - <https://youtu.be/dWebTvpBFEQ>
- Provide feedback – select the "Take the Survey" button below to get started

Participation methods – how people shared their opinions

How we received feedback from the public, riders, and stakeholders

- **Feedback at “talk with a transit planner”** events was received from St. Vincent de Paul in Kenmore on behalf of low-income, people of color, Spanish-speaking, and senior communities.
- **Questions and comments were received by email from**
 - Lake Washington School District
 - Evergreen Hospital
 - Eastside Easy Riders
 - Google
 - Hopelink
 - Encompass Northwest
 - UW Bothell
 - Wild Rover Restaurant

- **Feedback via community events, briefings, presentations**
 - 9/18 Briefing to Metro Transit Advisory Commission
 - 9/26 Info table at Tableau Transportation Fare, Kirkland
 - 9/26 Staff partners meeting
- **Online briefing forum visited 116 times**
- **Feedback and comment by survey**
 - 22 participants from August 17 - September 9, 2018.



Working with the Mobility Board

During Phase 2, Metro weighed feedback against needs, jurisdictional interests and opportunities, including those identified during stakeholder engagement and from our equity engagement partner – the Chinese Information Service Center. The board put great consideration into reviewing and evaluating draft concepts, and identified ways proposals could be improved to better serve community mobility needs and priorities. The Mobility Board and staff partners preferred preliminary concept 3 and felt the work done to localize the Metro CONNECTS vision would be the best future change option for improved mobility in the north Eastside and cross-Lake Washington service.

Phase 2 key themes and comments

The following provides an overview of key themes from feedback received via the online survey and in-person meetings.

- Serving community hubs and providing access to local shopping and amenities by transit is vital.
- Workers at late night businesses need service to run later throughout the week and especially on weekends.
- Integration means added cost of transfers (between agencies) for cash paying riders.
- More service is desired in Totem Lake with coordinated transfers.
- Better access to Bastyr University in Kenmore would be a benefit, particularly for students living on campus without access to a car.
- Current transit travel within the north Eastside is inefficient and takes too long
- Integrating with Link at University of Washington Station adds important connection options.

“Our residents in Totem Lake have very poor transit access; it is very difficult with the current system to get between Eastside cities by bus; it is very difficult and slow to get between Seattle neighborhoods outside of downtown and Eastside by bus.”

“It is very expensive to transfer between bus and Link light rail; fare system needs to be integrated if Metro's strategy is to encourage/force transfers from bus to light rail.”

“Bastyr would benefit from a bus route that has a stop closer to the entrance of our campus. Our closest bus stop still is a 20-minute walk through the forest to get onto campus. We also really need bus service available on the weekends and regular service during the day on weekdays. Not only are we a university, but we have on campus housing for 130 students, many that do not have cars.”

“Most of our low-income clients are driving on the Eastside because things are so far away and there is NO frequent, quick transit from places like Issaquah or Bothell to Redmond. If you are not already in the downtown of an Eastside town, you would have to take one bus to a downtown core, then another bus to downtown Redmond, and you'd be lucky if a one-way trip was an hour. That's why people drive. They're trying to take care of

their families and access services in an expedient way. They shouldn't have to take an entire day off work just to travel to the non-profit that's helping them not get evicted. The need on the Eastside isn't about getting people to Seattle. The need is getting people from one part of the Eastside to another. “

“Better connection between P&R's in Seattle and Eastside; more north-south routes; later service in the evening; more consistent service during the day (sometimes people drive just because they need their car for meetings during the day, because they can't get around during the workday by other modes).”

“A bus stop that is closer to our buildings and connects to local stores (Fred Meyer, QFC, Safeway, Goodwill), medical buildings (urgent care, Emergency Room, clinics) public buildings (libraries, DSHS, Social Security) services (Hopelink, St. Vincent de Paul, salvation army) and also can connect to Seattle at various times of the day and night would help to keep our residents safe and stable. Currently it is a .4 mile walk, which requires crossing a very busy street and not everyone is able to do this especially while carrying groceries.” (in Kenmore)

“I think the option of having the 255 bus go to the UW Link light rail station would be helpful to help commute between Kirkland and Wallingford for Tableau employees. Also, personally since I live in North Rose Hill, I would like to see the schedule improve on the 277 route since it's the only one that connects with the Link light rail from the Rose Hill area.”

How many people participated by survey

- **61 percent** of survey takers found the online briefing was helpful and informative.
 - Suggested improvements were for more online information, travel time projections once March 2019 changes begin, and for more maps showing route alternatives being considered.
- **68 percent** declined regular email updates about the project, instead electing to stay informed on their own.




98034 and 98033 were the most frequently provided zip codes – associated to communities in north Juanita and surrounding the Houghton Park & Ride in Kirkland.

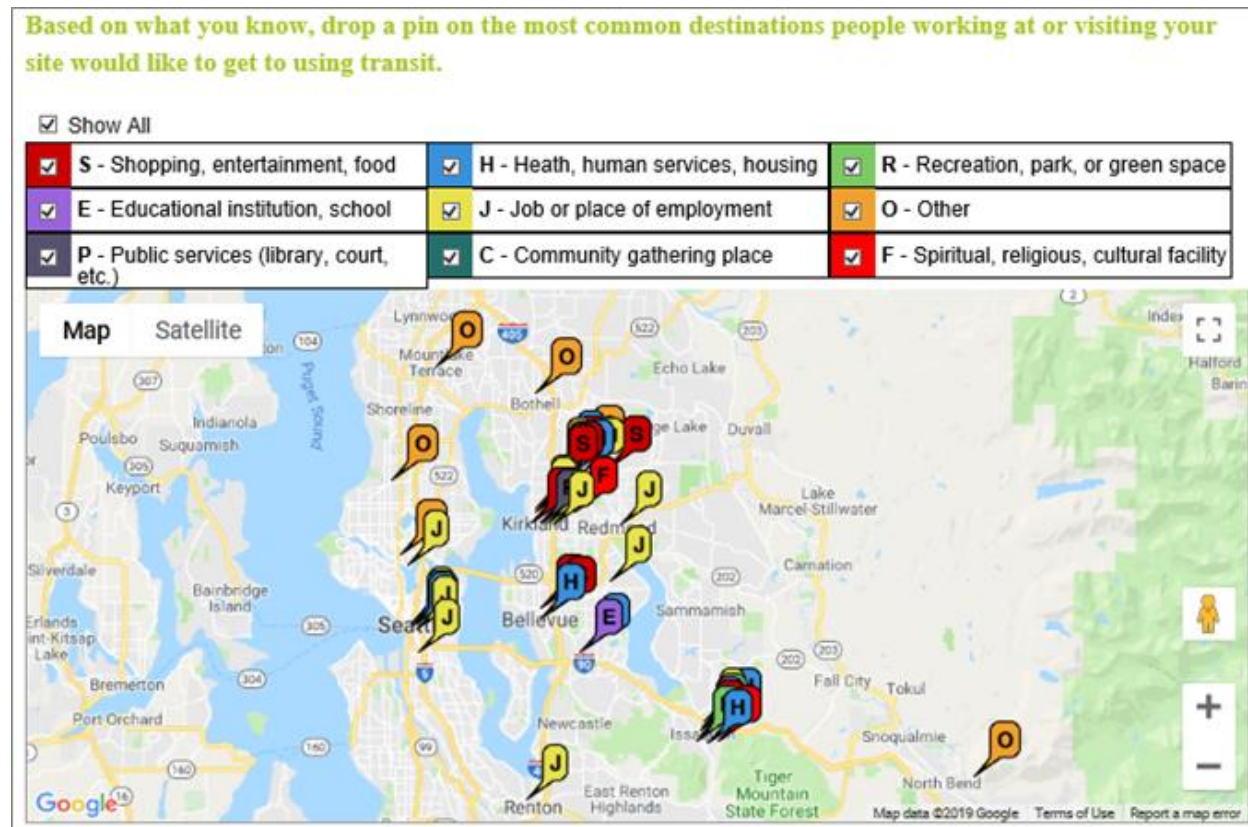
In the online survey, we asked stakeholders about how we could improve mobility to serve the needs of their business, clients, customers, or populations they serve. The following tables display those results.

How would you categorize your business or organization?






		Response Percent	Response Count
Housing		42.9%	9
Health or human services		9.5%	2
Youth or family services		4.8%	1
Educational institution		9.5%	2
Community based organization		9.5%	2
Large business/company		33.3%	7
Other		19.0%	4

Is your organization or business currently a Commute Trip Reduction (CTR) worksite?

		Response Percent	Response Count
Yes, we are currently CTR affected		30.0%	6
No, we are not currently CTR affected		35.0%	7
I don't know or prefer not to say if we are currently CTR affected		35.0%	7



When do employees and visitors need transit to serve your site/location?

		Response Percent	Response Count
Weekdays		90.5%	19
Saturdays		47.6%	10
Sundays		42.9%	9
Overnight (midnight - 5:00 a.m.)		4.8%	1
I do not know/prefer not to say		9.5%	2

We asked about the most frequent ways employees and visitors arrive at stakeholder sites/locations.

The most common methods for **employees**

- Most frequent: 86 percent reported driving alone in a car.
- Second most frequent: 43 percent reported riding with others (carpool, vanpool, etc.).
- Followed by bus, walking, and bicycle.

The most common methods for **visitors**

- Most frequent: 65 percent reported driving alone in a car.
- Second most frequent: 30 percent reported riding with others (carpool, vanpool, etc.).
- Followed by a tie between bus and rideshare service.



Which routes or services provide the best access to your site/location (hold the Ctrl key to select more than one, select up to three options)?

		Response Percent	Response Count
Route 234		5.6%	1
Route 234		5.6%	1
Route 236		11.1%	2
Route 238		5.6%	1
Route 245		5.6%	1
Route 248		5.6%	1
Route 255		38.9%	7
Route 277		5.6%	1
VanShare		5.6%	1
Do not know		55.6%	10








Does anyone rely on transit when visiting your site/location due to parking constraints (select all that apply)?

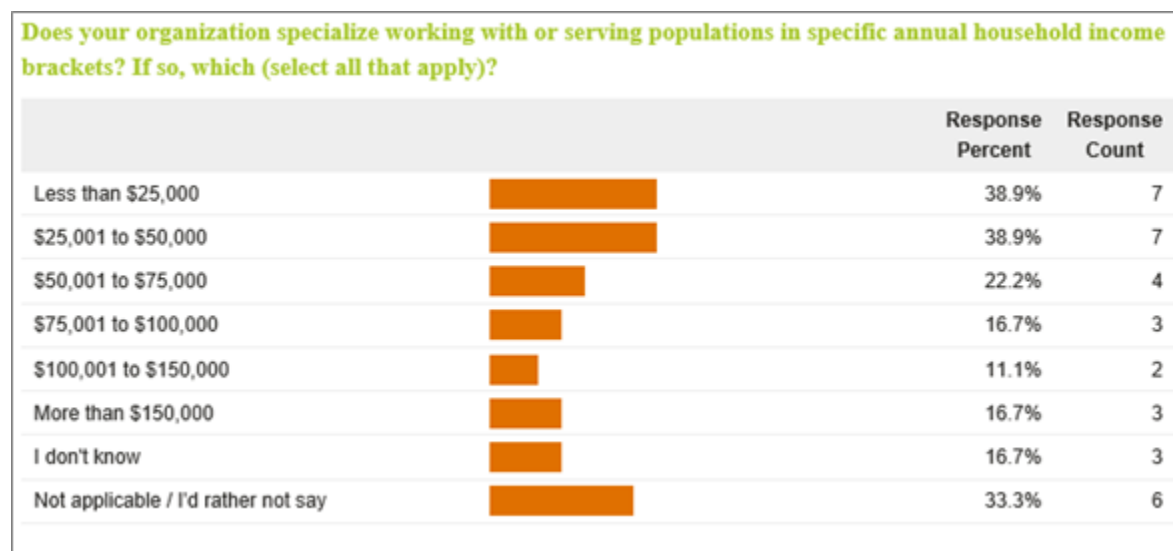
		Response Percent	Response Count
Yes, employees		40.0%	8
Yes, customers and/or people we serve		30.0%	6
Yes, business partners and/or associates		20.0%	4
Other		5.0%	1
No		35.0%	7
I don't know/prefer not to say		5.0%	1

What are the biggest barriers to taking transit to or from your site/location faced by employees and visitors (select up to 3)?












		Response Percent	Response Count
How fast someone can reach their destination (speed of service)		45.0%	9
The reliability of current transit options (how certain they can be that trips are on schedule)		20.0%	4
Amount of time they have to wait for a bus (frequency of service)		25.0%	5
Transit service is not available during the hours needed		15.0%	3
Transit stops are too far away		30.0%	6
Concerns about safety getting to or waiting for transit		15.0%	3
Cost to take transit		20.0%	4
Available options are inconvenient (select other and tell us more below)		5.0%	1
Other		10.0%	2
I don't know/prefer not to say		10.0%	2

Does your organization specialize in serving or working with people disabilities, if so which kinds (select all that apply)?

		Response Percent	Response Count
Mobility		33.3%	6
Vision		11.1%	2
Hearing		16.7%	3
Cognitive		11.1%	2
Other		16.7%	3
I don't know		22.2%	4
Not applicable / I'd rather not say		44.4%	8



How do you think your employees, clients, or customers would like to hear about the North Eastside Mobility Project, and opportunities to provide input? (check all that apply)

		Response Percent	Response Count
News media or neighborhood blog		44.4%	8
Metro email or text alert		27.8%	5
Sign at my/their bus stop		50.0%	9
Handout given at transit center or community event		11.1%	2
Poster inside the bus		38.9%	7
Friend, neighbor, co-worker		16.7%	3
Social Media (Facebook, Twitter, Nextdoor, etc)		16.7%	3
Metro webpage or blog		27.8%	5
An organization I/they are involved with		5.6%	1
My city's webpage or newsletter		5.6%	1
Other		11.1%	2

Next steps

Metro and Sound Transit integrated the feedback of stakeholders, the project Mobility Board, and staff partners by fine-tuning change proposals route-by-route. Some of the service areas for proposed Community Connections services were adjusted to improve connections or offer more benefit to area communities.

Phase 3 overview: October through December 2019

Proposed options analysis

During this final phase of outreach from October to December of 2018, Metro invited the community to weigh-in on two options for future service, a no change option and a proposal to revise, expand, and improve service. We asked the public to evaluate the broad benefits, tradeoffs, and overall potential of future options for the north Eastside, and participation helped Mobility Board, Metro and Sound Transit staff shape independent recommendations for a revised north Eastside mobility network, to be considered for implementation by the King County Council and the Sound Transit Board.

Partnering with Chinese Information and Service Center (CISC) to expand our reach

During Phase 3, Metro continued our partnership with CISC, who developed outreach activities and assisted in promoting and recruiting limited English speakers for in-person community conversations in Spanish and Chinese. CISC also promoted the project on social media channels popular with communities they work to serve, like WeChat.

Notifications methods – how we informed people

- **Social media ads – 28 days of targeted paid social media advertising** all languages on Facebook and affiliated channels.

Target Groups					
	People identifying Bothell, Kenmore, Kirkland, Woodinville, or Redmond as their home				
	People under 50 percent income level as defined by Facebook Ads				
	People who work at business/organizations based on organizational stakeholders list				
	People who track Metro on social				
	People who track youth or senior content				
Targeted Languages	Impressions	Clicks	Comments	Shares	Click Through Rate
Spanish language	297,392	5,066	70	88	1.70%
Chinese language	159,090	729	10	6	0.46%
English Language	54,982	398	3	3	0.72%
All Languages Total	511,464	6,193	83	97	2.89%

- **Signs at bus stops – 200 rider alert information signs** in English, Spanish, and Chinese placed along affected routes at the busiest bus stops in north Eastside cities notifying riders of the project, affected routes, and online survey. The QR code on our bus stop signs were used 404 times during phase 3.
- **Eight canvassing and street teaming events over three days** intercepted transit riders and potentially impacted community members at area transit centers and placed information inviting participation onboard buses and at north Eastside area businesses.
 - 1,950 Informational cards, flyers and posters distributed.
 - Information and notifications to area businesses: handed out information and spoke to employers and employees at local small businesses.
 - Intercepted transit riders and potentially impacted community members at area transit centers and placed information inviting participation onboard buses and at north Eastside area businesses.
- **Stakeholder organization outreach** (Employers, educational institutions, social and community service providers)
 - **85+** Eastside employers contacted through Metro’s Employee Transportation and Commute Trip Reduction program or by direct email.
 - **75 Community partner toolkits** emailed to jurisdictions, employers, and service providers, community and neighborhood organizations to promote the information through their communications channels.
- **Electronic notifications to transit alert subscribers by email and text**
 - **10/18: 11, 496 Recipients** *“Changes proposed to transit service in Bothell, Kenmore, Kirkland, Redmond, and Woodinville”*
 - Subscribers of DART 930, DART 931, Link Connections: SR-520, Metro - Route 255, Metro - ST 545, North Eastside Mobility Plan, RapidRide B Line (672), Route 221, Route 226, Route 234, Route 235, Route 236, Route 237, Route 238, Route 243, Route 244, Route 245, Route 248, Route 252, Route 257, Route 271, Route 277, Route 311, Route 312, Route 342, Route 372, ST 522, ST 540, ST 541, or ST 542
 - **10/27: 7,930 Recipients** *“Redmond transit riders come talk with us today about changes proposed to transit service in the north Eastside”*
 - Subscribers of DART 930, DART 931, Link Connections: SR-520, Metro - Route 255, Metro - ST 545, North Eastside Mobility Plan, RapidRide B Line (672), Route 219, Route 224, Route 232, Route 234, Route 235, Route 236, Route 238, Route 243, Route 244, Route 248, Route 268, Route 277, ST 540, ST 541, or ST 542

- **11/5: 11,526 Recipients** *“Comment by Nov. 13 on proposal to change transit service in Kirkland, Woodinville, Bothell, Kenmore, and Redmond”*
 - Subscribers of DART 930, DART 931, Link Connections: SR-520, Metro - Route 255, Metro - ST 545, North Eastside Mobility Plan, RapidRide B Line (672), Route 221, Route 226, Route 234, Route 235, Route 236, Route 237, Route 238, Route 243, Route 244, Route 245, Route 248, Route 252, Route 257, Route 271, Route 277, Route 311, Route 312, Route 342, Route 372, ST 522, ST 540, ST 541, or ST 542
- **11/7: 10, 314 Recipients** *“Last public meeting tonight on proposal to change bus routes 234, 235, 236, 238, 243, 244, 248, 255, 277, DART 930 , and ST Express routes 540, 541, and 545 serving Kirkland, Woodinville, Bothell, Kenmore, and Redmond”*
 - Subscribers of DART 930, DART 931, Link Connections: SR-520, Metro - Route 255, Metro - ST 545, North Eastside Mobility Plan, Route 234, Route 235, Route 236, Route 237, Route 238, Route 243, Route 244, Route 245, Route 248, Route 252, Route 257, Route 309, Route 311, Route 312, Route 331, Route 342, Route 372, ST 522, ST 540, ST 541, or ST 542
- **11/13: 11,544 Recipients** *“North Eastside transit survey closing today: What do you think about changes proposed to bus routes 234, 235, 236, 238, 243, 244, 248, 255, 277, 930, ST 540, ST 541, ST 545”*
 - Subscribers of DART 930, DART 931, Link Connections: SR-520, Metro - Route 255, Metro - ST 545, North Eastside Mobility Plan, RapidRide B Line (672), Route 221, Route 226, Route 234, Route 235, Route 236, Route 237, Route 238, Route 243, Route 244, Route 245, Route 248, Route 252, Route 257, Route 271, Route 277, Route 311, Route 312, Route 342, Route 372, ST 522, ST 540, ST 541, or ST 542

Media coverage

Media coverage

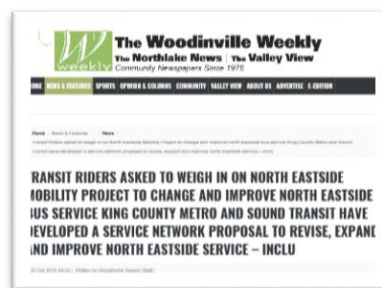
- [Oct. 22 Mass Transit Magazine](#)
- [Oct. 27 Seattle Transit Blog](#)
- [Oct. 30 Woodinville Weekly](#)
- [Nov. 1 The Urbanist](#)

Twitter coverage

<https://twitter.com/danjryan/status/1052412095701180416>

Metro tweets promoting

- [Open house Oct. 23](#)
- [Open house Oct. 23](#)
- [Open house Oct. 27](#)
- [Open house Oct. 27](#)
- [Open house Nov. 1](#)



Partner tweets

City of Kirkland

<https://twitter.com/kirklandgov/status/1060268104280768512>

<https://twitter.com/kirklandgov/status/1059506485657358336>

City of Redmond

<https://twitter.com/CityOfRedmond/status/1054445467793309698>

Microsoft Commute

<https://twitter.com/mscommute/status/1054419843062075392>

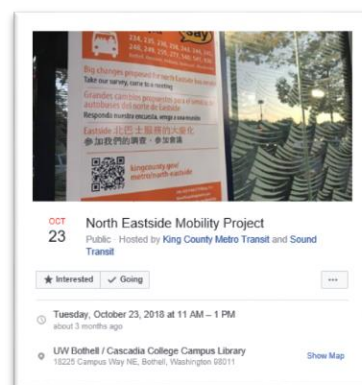
King County C Balducci

https://twitter.com/KCC_Claudia/status/1052567254515118081



Facebook posts promoting open houses

- [Oct. 23 Facebook event](#)
- [Oct. 27 Facebook event](#)
- [Nov. 6 Facebook event](#)
- [Nov. 7 Facebook event](#)
- [Nov. 10 Facebook post](#)



Participation methods – how people shared their opinions

Staff partners and Mobility Board

During Phase 3, staff partners and the Mobility Board previewed Metro and Sound Transit’s preferred proposal for future service. Both groups helped identify options to address community concerns or conflicting opinions, and each worked to ensure the proposals reflected the most important community needs before making a final recommendation.

- 10/4/18 Mobility Board
- 12/5/18 Staff Partners
- 12/6 Mobility Board

Community or jurisdictional partners hosted events and briefings

- 10/8 Kenmore City Council Briefing
- 10/19 Kirkland City Council (subset) Briefing
- 10/9 Redmond City Council Planning and Public Works Committee Briefing
- 10/10 Kirkland Alliance of Neighborhoods Briefing

- 10/16 Bothell City Council Briefing
- 10/16 Woodinville City Council Briefing
- 10/24 Kirkland City TAC Briefing
- 10/26 Kirkland Ad Hoc Committee
- 10/26 UW Bothell Commuter Advisory Committee
- Three North Eastside Mobility Board meetings (August, October, December) held with community advisory committee – open to the public
- Briefing in October provided to Metro Transit Advisory Commission – open to the public

ESJ Community Conversations – hosted in partnership with Chinese Information Service Center

Forums in Redmond, Kirkland, and Bothell:

- Two Community Conversation forums in Chinese **62 attendees and surveys** or comments collected.
 - 10/30 in Kirkland and 11/8 in Redmond
- Two Community Conversation forums in Spanish, **22 attendees and 20 surveys** or comments collected.
 - 11/9 in Kirkland and 11/29 in Bothell

Direct comment via email and phone

- Over 115 emails exchanged between staff and community members

Four public meetings – community open houses

- 10/23 Bothell/Kenmore – UW Bothell Campus
- 10/27 Downtown Redmond – Redmond Senior Center
- 11/5 NE Kirkland/Woodinville – Kingsgate Library
- 11/7 Downtown Kirkland – Kirkland City Hall
 - Over 100 attendees – 53 written comments submitted.
 - Primary information and feedback materials provided in English, Spanish, and Chinese: comment cards, participation packets with surveys, key improvement and proposed network maps, fact sheets summarizing changes by type or route, information and maps explaining new community connections services and locations.

Online open houses – survey with information forums in English, Chinese, and Spanish, and real-time Google translation to over 100 languages

- English
 - 3,680 Visitors
 - 1,570 Respondents (651 registered, 919 unregistered)
 - 78.5 total hours of public comment @ 3 minutes per response
- Chinese
 - 112 Visitors
 - 15 Respondents (4 registered, 11 unregistered)
 - 45 minutes of public comment @ 3 minutes per response
- Spanish
 - 131 Visitors
 - 12 Respondents (6 registered, 6 unregistered)
 - 36 minutes of public comment @ 3 minutes per response

Phase 3 key themes and comments by activity – what we heard

The following summarizes input and feedback received by online survey forums (English, Spanish, Chinese), person-to-person or written comments at public meetings, community conversations in Spanish and Chinese with CISC, and by email.

People living, working, and traveling to, from, and within the north Eastside asked a mobility network that operates for longer hours and comes more often, including on nights and weekends, with better synchronized transfers.

- Communities also asked for Metro to keep service convenient by improving access to important local and regional destinations, making service more efficient to reduce unnecessarily long travel time, and finding ways to ensure they can rely on service schedules and depend on consistent travel times. Overall, about 80 percent of community members are concerned about how changes March of 2019 will impact their mobility.
 - About 25 percent of riders say that the no change scenario will decrease their transit use beyond March 2019.
- Riders are most excited about investments in weekday and evening service, connecting to Link light rail at University of Washington Station, stop improvements at UW, and connecting to new destinations on Route 225.
- North Eastside communities also wanted to lay the groundwork for forthcoming investments by improving connections today to an expanding BRT and Link light rail network.

- About 40 percent of riders noted that a Link light rail connection will increase their transit use, only 10 percent felt it would decrease their use of transit.
- Over 40 percent rated street and stop improvements at UW a top priority.
- 48 percent of survey takers felt the connection to University of Washington Station to access downtown Seattle was their top reliability and dependability investment for future service.
- Around 85 percent of respondents support or are indifferent about the ST 540 reorienting to SLU if Route 255 is redirected to the University of Washington Station.
- Communities also expressed anxiety about learning how to use new service options, and want to be supported through changes to how they use existing service.
 - Riders with medical issues, disabilities, and those who have less experience using transit identified a need for more support if changes occur. Transit instruction will be an important element of preparing the community for change.
 - About one-quarter expressed interest in learning more and trying new flexible services, but many riders also indicated they didn't fully understand how all the new flexible options work, and highlighted the importance of education and marketing for new services.
 - The majority of English second language riders also wanted to receive more information in their preferred language, and would like to make sure new services are accessible to those have limited English proficiency.

Themes and comments from public meetings (summarizing 53 comment forms)

- Feedback and comments about proposed changes:
 - **25 comments** expressed direct overall **support** for the option to change and revise service for north Eastside Communities.
 - **29 comments** expressed direct **opposition** to the proposal for change.
- General comments about connections, access to destinations, and mobility needs include:
 - Loss of Route **277** will be a hardship.
 - The area around 116th in Kingsgate is going to be unserved and needs a connection to the Kirkland Transit Center.
 - Proposed changes increase transfers and travel distance for Finn Hill residents.
 - A dislike for the need to transfer and preference for a one-seat ride.
 - Sound Transit connections are key.
 - Happiness about proposed connections north to Bothell and Woodinville.

- New routes **230** (Bothell – Juanita – Kirkland TC) and **231** (Woodinville – Juanita – Kirkland TC) – **5 comments** include:
 - Excitement about these routes.
 - Route 230 could be improved by continuing to Overlake.
 - Suggestions for an alternate alignment where both routes share a common pathway beginning at NE 132nd Street until the Kirkland Transit Center. For example, a request to consider moving from proposed path to NE 116th (east/west) and then 124th Ave NE (north/south) instead.
- Existing Route **232** – **1 comment** (no change proposed):
 - Peak only route -- making it more frequent and expanding hours would be helpful.
- Replaced routes **234** (Kenmore – Kirkland – Bellevue), **244** (Kenmore – Totem Lake – Overlake) replaced by new Route **225** (Kenmore – Overlake via Totem Lake) – **15 comments** include:
 - Angst over the proposed change to routing in Kenmore.
 - Concern over loss of direct service and added transfers to downtown Kirkland or Seattle, and loss of a one-seat connection to Bellevue.
 - Support for the proposed change, specifically that the new Route 225 would be an improved transit option and increasing frequency would improve this route even more.
- Replaced Route **236** (Woodinville – Kingsgate – Totem Lake - Kirkland) – **4 comments** include:
 - Prefer existing Route 236 service to new options proposed and cited increased walk distance and loss of connection to local destinations.
- Replaced Route **238** (Woodinville – Bothell – Juanita – Totem Lake – Kirkland Transit Center) **1 – comment**:
 - Comments in favor of mitigating loss of service impact to Lake Washington High School
 - Metro has addressed this request in partnership with the school district and provided mitigation in the recommendation submitted to the King County Executive.
- Revised Route **255** (proposed Totem Lake – Kirkland – University of Washington Station) and **Link** light rail **62** – **comments** include:
 - Concern about University of Washington Station escalators being a mobility barrier. Request for the station to have access improvements

- such as stairs and another elevator to assist riders with limited mobility and manage increased ridership.
 - Desire to retain direct routing to downtown Seattle, especially on nights and weekends.
 - Excitement about the proposed changes to Route 255 and more frequent, reliable service with improved connections to downtown Seattle, the airport, and other destinations served by Link light rail, particularly with the Downtown Seattle Transit Tunnel closing to buses.
 - Happiness about more frequent service, especially on nights and weekends.
 - Happiness about improvements to the Montlake Triangle. These changes were considered essential by those who commented.
 - Concern about the loss of service within the UW campus with the new Route 255 terminus, and concern about added traffic and travel time delay in Montlake.
 - Worry about added transfers and increased travel time for people who ride Route 255.
- Replaced Route **ST 540** (Kirkland Transit Center – University District) and new Route **ST 544** (peak only Overlake Park-and-Ride – South Kirkland Park-and-Ride – South Lake Union) – **8 comments** include:
 - Support for service that connects people in the north Eastside to South Lake Union.
 - Riders want to know where the terminus of the route will be, and suggested the route exit on Mercer Street or Stewart Street and serve Denny Way.
 - Suggestion that this route be an all-day route instead of peak-only.
 - Concern about loss of ST 540 to the U. District, riders liked the University of Washington Station and direct option with no transfers.
- Community Ride and DART vs. fixed-route – **1 comment**:
 - Happiness with the Community Ride options in Kingsgate and Totem Lake.
 - Preference for fixed-route to alternative services, but if DART is the only option, request Community Ride service be added along 124th in Totem Lake.
- Park & Rides and Transit Centers – **6 comments** include:
 - South Kirkland Park & Ride needs more capacity.

- Houghton Park & Ride walking distances are too far to the bus, the facility is also underutilized by buses – riders felt more service could be added at this location.
- Totem Lake needs additional weather protection to make transfers more comfortable (additional amenities like Wi-Fi and seating would be nice).
- Kingsgate Park & Ride isn't walkable for the majority of people. Consider a hub location near the Safeway or library, too.

Themes from comments submitted by email

The majority of email contacts related to **Route 255** or **Route 234**.

- Retain **Route 255**:
 - Key concerns were added transfers and the loss of a one-seat ride, increased travel times, or people with mobility barriers feeling confident that they would be able to navigate the transfer to light rail and UW Station.
 - Most people were not aware of the changes coming in March of 2019 and were also worried about reliable and dependable service if buses were going to operate on surface streets in downtown Seattle.
 - *"I appreciate the background information provided concerning the upcoming closure of the Montlake Freeway bus station and the elimination of bus service from the downtown transit tunnel as significant factors in the proposed changes."*
 - People were also concerned about the added cost for cash paying riders when they transfer between Metro and Sound Transit.
 - *"Passengers should be able to use cash, bus tickers, transfer and ORCA for any of the public transportation in the Seattle area."*
- Retain the existing alignment of **Route 234** in Kenmore:
 - Key concerns were supported riders with mobility challenges and disabilities not being able to access fixed-route bus service.
 - *"We received a letter from City of Kenmore. It says King County Metro is poised to make changes to its Kenmore service. Our parents live along the NE 153rd Place and NE 155th Street. They are in their 80s. They really rely on the Metro to go places instead of driving. 234 and 244 are their only ways to be out of their house. Juanita Drive NE and NE 141st Street are a little bit too far for them to walk. They will be devastated if 234/244 got canceled!"*
 - Loss of fixed-route service, not mitigated by new Community Connections options.

- *“I have the recommendation that you shouldn’t change the route of the 234 and 244 buses. When that happens I will have a longer ways to walk from my house to get to a stop to catch a bus.”*

Themes from community conversation forums hosted by CISC for Chinese and Spanish speakers with limited English proficiency

- Generally participants are very satisfied with the quality of the Metro service.
 - Metro offers clean buses and good customer service by the drivers. They appreciated being greeted when boarding the bus.
- Most frequently expressed concerns were long wait times between buses and the additional time needed for transfers when no direct buses are available.
 - Participants were encouraged about the more frequent service and synchronized transfers that are part of the new plan.
- Most participants were unaware of alternative flexible mobility services available today and proposed in the future in the north Eastside.
- More than half of the Chinese participants were neutral about potential negative impacts of the upcoming changes in March.
- More than half of the Spanish-speaking participants expressed concerns about March and noted traffic congestion and longer wait time for buses.
- Most participants from the Chinese- and Spanish-speaking groups were not aware of the future BRT and light rail connections.
 - Participants were very excited about the East Link, and Sound Transit and Metro BRT lines coming.

During the meeting, participants were asked to indicate their priorities in addressing the transit needs — each participant was given 10 stickers.

Community Mobility Priorities	
Invest in making service to, from, and within the north Eastside reliable and dependable	104
Invest in improving access to homes, workplaces, schools and other local destinations	124
Invest in offering service more often throughout the day, later into the evening, and every day of the week	149
Invest in adding more flexible and convenient options for riders of different ages and abilities	108
Invest in improving connections to regional transit options like bus rapid transit and light rail.	92
Invest in improving transfers and connections to and within the north Eastside	110
Note: There is not enough time for second Spanish group to complete this activity. Results are based on the first and second Chinese groups and first Spanish group.	

- **Route 234** was the most frequently used route among the participants.
 - The biggest concern of the proposed change plan is the replacement of this route.
 - Participants were concerned about the actual transfer process as this route is going to be replaced by Routes 225, 230, 231 and 250.
 - Participants were worried because they would run into different types of situations, such as boarding the wrong bus, and not knowing which bus to board and where to board.
- Nearly half of Chinese participants relied on **Route 255**.
 - Destination trips were to UW Medical Center and Chinatown.
 - Potential change caused concern, especially related to the walking distance increasing, and pick up/drop off locations of stops and navigating transfers where language barriers to request assistance exist.
 - Participants still saw the community benefits of this proposed change, which balanced out the anxiety about learning how to navigate new options and the transfer process.

- Spanish-speaking participants did not express many concerns or identify tradeoffs about the changes proposed for September 2019.
 - They considered themselves as potential future riders, but service today did not meet their needs sufficiently, so most advocated for improvements that would make transit an option in the future.
- Community Connections -- the majority of the participants saw the benefits of Community Ride.
 - Liked that the service can come to their neighborhood and pick them up near their homes.
 - Expressed concerns about using the service because they worry that they cannot request the rides over the phone or online due to language barriers.

Participants expressed support for Option B

Based on what they learned, participants were asked if they would agree that the community needs will be addressed by the proposed plan. See results in the table below.

Spanish Groups: Based on the information you have heard about the proposed changes for September 2019, to what degree do you agree or disagree that the needs from the community were addressed?					
	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Access to local destinations	22	3	0	0	0
Availability at both traditional and non-traditional hours	20	0	0	0	0
Convenience and ease of use	15	0	0	0	0
Reliability/dependability of the service	19	0	0	0	0
Each participant was given 10 dots to put on an easel paper to indicate their preference.					

For both Spanish groups who completed the print survey

Overall, how satisfied do you think you would be with Metro services if the September 2019 proposal were implemented?

	Response Percent	Response Count
Very satisfied	53.3%	8
Somewhat satisfied	26.7%	4
Neutral	20.0%	3

First Chinese Group:

Based on the information you have heard about the proposed changes for September 2019, to what degree do you agree or disagree that the needs from the community were addressed?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Access to local destinations	47	5	0	0	0
Availability at both traditional and non-traditional hours	49	0	0	0	0
Convenience and ease of use	46	0	0	0	0
Reliability/dependability of the service	45	0	0	0	0

Remarks:

Due to time concern and mobility of the participants, instead of conducting a dotting activity, participants raised their hands to indicate their level of agreement as to whether the proposed changes would address community needs.

In addition, some of the participants from the second Chinese group expressed that they were not confident enough to vote on it because they don't have in-depth knowledge about the new plan.

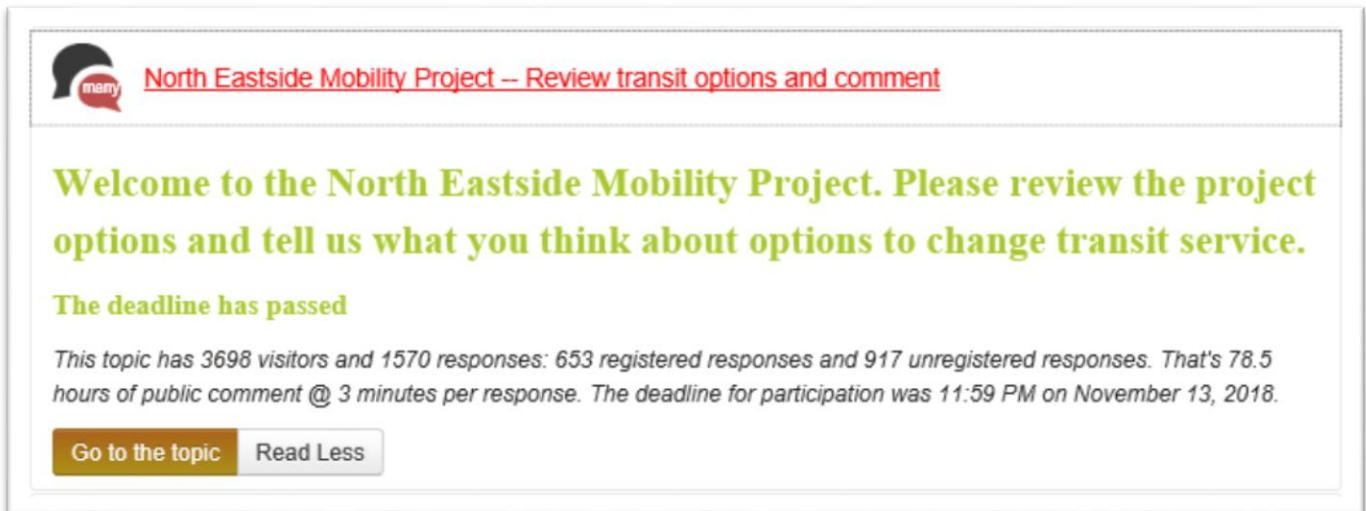
For both Chinese groups who completed the print survey

Overall, how satisfied do you think you would be with Metro services if the September 2019 proposal were implemented?

	Response Percent	Response Count
Very satisfied	57.1%	24
Somewhat satisfied	40.5%	17
Somewhat unsatisfied	2.4%	1

Online open house and survey forums

Our online survey forums in English, Spanish, and Chinese were the primary way people provided feedback about proposed changes. Across all three forums we hosted 3,923 visitors and had 1,597 survey participants.




many [North Eastside Mobility Project – Review transit options and comment](#)

Welcome to the North Eastside Mobility Project. Please review the project options and tell us what you think about options to change transit service.

The deadline has passed

This topic has 3698 visitors and 1570 responses: 653 registered responses and 917 unregistered responses. That's 78.5 hours of public comment @ 3 minutes per response. The deadline for participation was 11:59 PM on November 13, 2018.

[Go to the topic](#) [Read Less](#)

 [Español - North Eastside Mobility Project](#)

Bienvenido al Proyecto de movilidad para la zona norte del Eastside. Gracias por visitar la jornada de puertas abiertas en línea. Lo invitamos a aprender sobre opciones, oportunidades y soluciones intermedias, y a darnos su opinión

The deadline has passed

This topic has 131 visitors and 12 responses: 6 registered responses and 6 unregistered responses. That's 36 minutes of public comment @ 3 minutes per response. The deadline for participation was 11:59 PM on November 13, 2018.

[Go to the topic](#) [Read Less](#)

 [擬對Eastside北部公車服務進行重大調整. Bothell, Kenmore, Kirkland, Woodinville, Redmond](#)

調查：對於Eastside北部社區 - Metro Transit擬議的Bothell、Kenmore、Kirkland、Redmond和Woodinville調整。您對調整和擴大公車服務的選項有何看法？請在11月13日前參加調查。

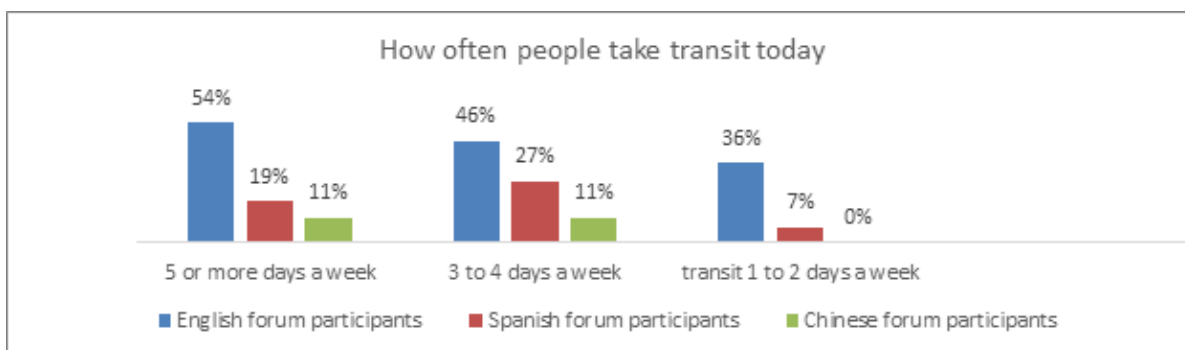
The deadline has passed

This topic has 112 visitors and 15 responses: 4 registered responses and 11 unregistered responses. That's 45 minutes of public comment @ 3 minutes per response. The deadline for participation was 11:59 PM on November 13, 2018.

[Go to the topic](#) [Read Less](#)

We began by asking people about their current transit use to learn how satisfied they were, find out about their travel patterns, and see if they were aware of some of our flexible travel options that promote riding together.

- The majority of people ranked service in the north Eastside today as somewhat satisfactory to somewhat unsatisfactory.
 - **Only 19 percent** of English forum participants said they were **very satisfied** with service today.
 - **8.3 percent of Spanish, and 21.7 percent** of Chinese forum participants also reported feeling **very unsatisfied** with service today.

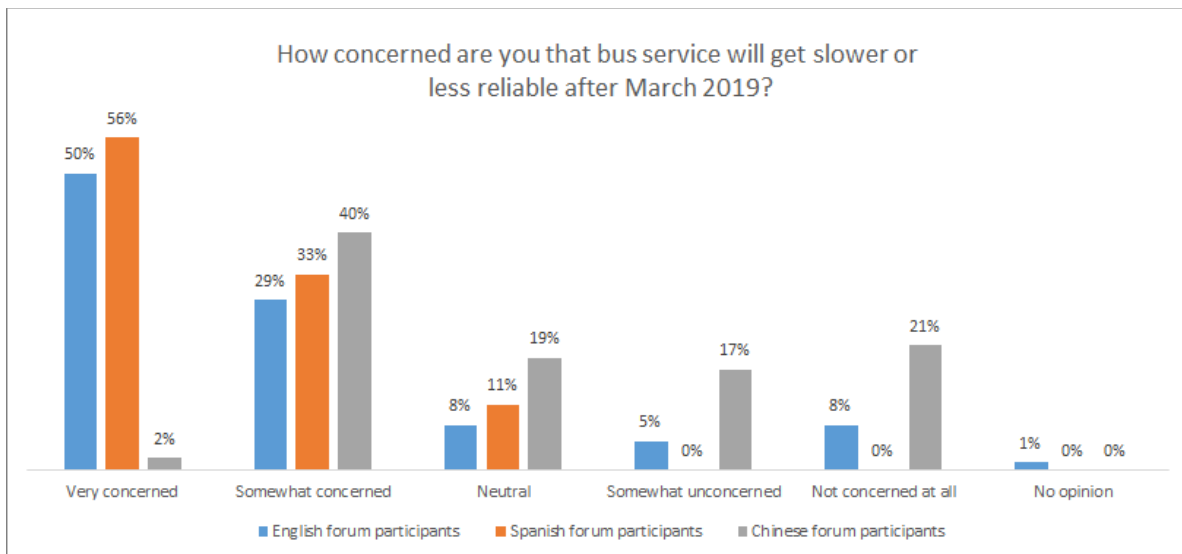


*Data showing 0 percent indicates no response provided to question/answer not selected

We asked people which bus routes they use						
	1 st most used route	2 nd most used route	3 rd most used route	4 th most used route	5 th most used route	
English forum participants	255 63.1%	234 23.8%	ST 540 14.9%	235 14.1%	ST 542 12.7%	
Spanish forum participants	Tie between routes 545 and 234 41.7%	Tie between routes 255 and 235 33.3%	Tie between routes 245, 248, 540, and 542 16.7%	Tie between routes 238, 244, 249, and 311 8.3%	“Other” 25.0%	
Chinese forum participants	Tie between routes 255 and 234 42.9%	Tie between routes 235 and 245 21.4%	Tie between routes 540, 238 and 244 14.3%	Tie between routes 236, 248, 542 7.1%	“Other” 28.6%	
We asked people how familiar or interested they were with some of our flexible service options that promote riding together						
		Community Van	Trip Pool	Van Pool	Van Share	Redmond LOOP
English forum participants	Unaware	34.4%	42.3%	17.7%	28.7%	47.1%
	Uninterested	58.8%	51.9%	70.5%	63.7%	44.8%

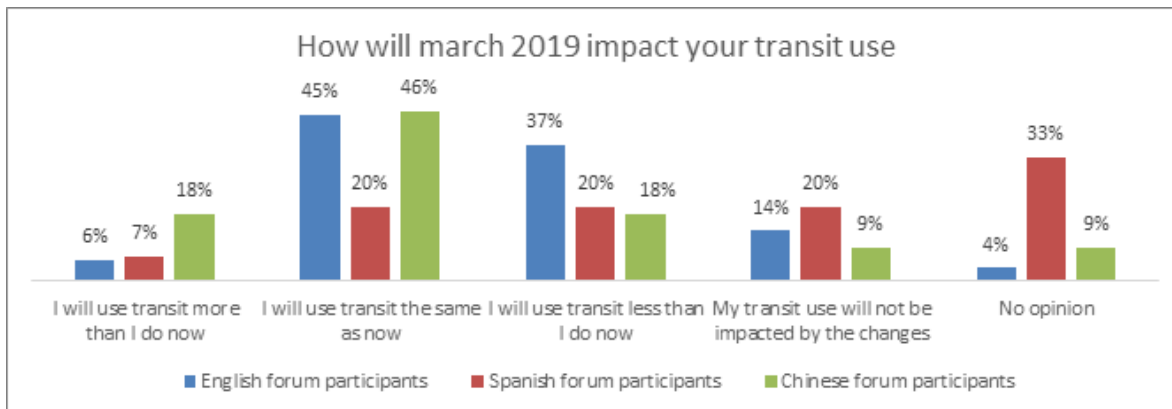
Spanish forum participants	Unaware	33.3%	33.3%	33.3%	33.3%	44.4%
	Uninterested	66.7%	66.7%	66.7%	66.7%	55.6%
Chinese forum participants	Unaware	54.5%	63.6%	36.4%	63.6%	54.5%
	Uninterested	18.2%	18.2%	36.4%	18.2%	27.3%

We asked people how concerned they were about reliability of transit service after March 2019.



*Data showing 0 percent indicates no response provided to question/answer not selected by one (but not all groups).

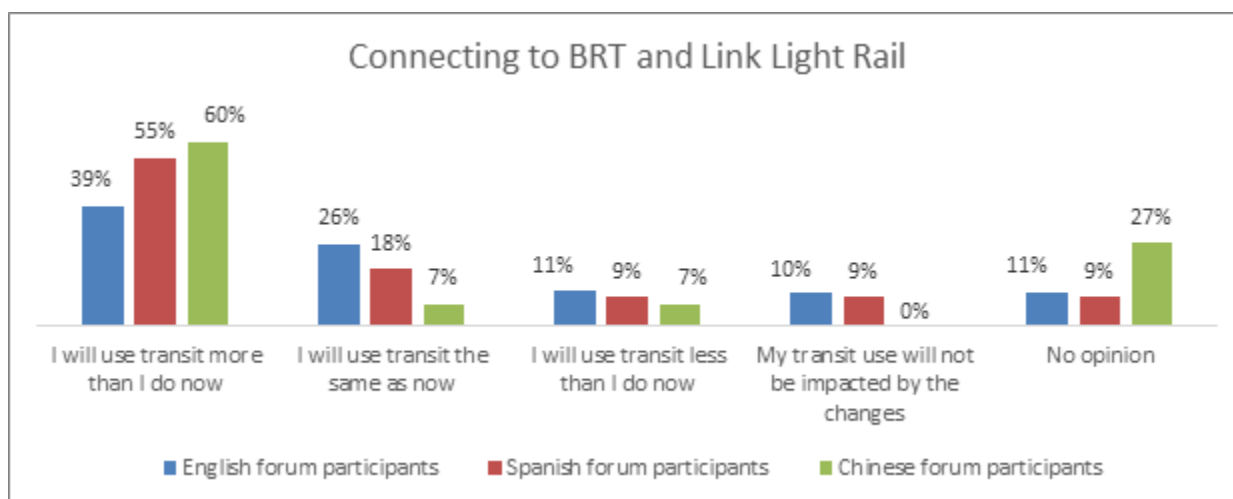
We asked people how March 2019 changes would affect their transit use.



Given the level of anxiety expressed about the concern over negative impacts to travel times and reliability, we asked people how the changes in March of 2019 would affect their use of transit.

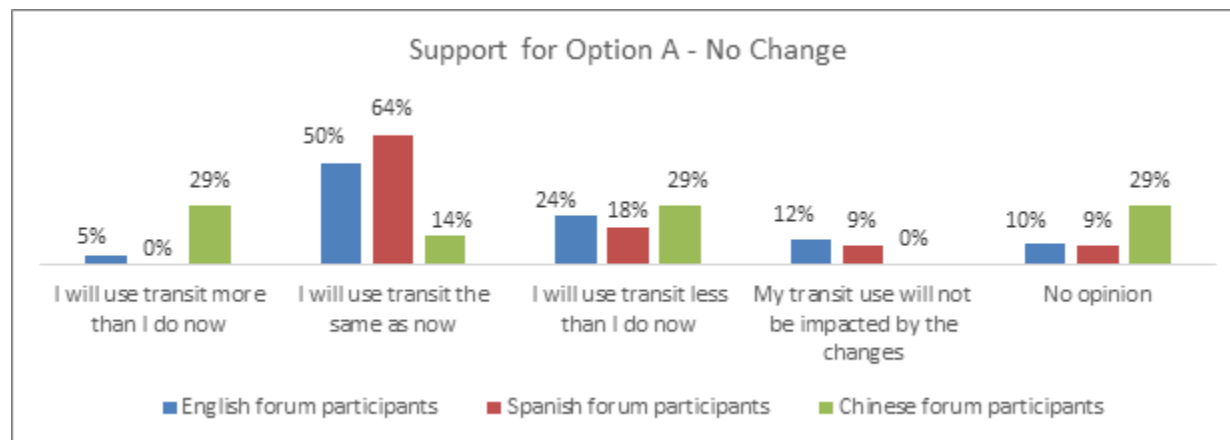
- The majority of people indicated they would use transit the same amount, which may reflect they are dependent on transit and don't have another option.
- Many indicated their use of transit would decline if service gets less dependable and reliable after March 2019.

The majority of people felt adding or improving connections to future Bus Rapid Transit or Link light rail would improve their mobility.



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

We asked how taking no further action after March 2019 (Option A for no change or additional improvements) affect people’s transit use.



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

We asked people to consider community mobility needs, and then prioritize where they would most want to invest resources to improve north Eastside service	English forum	Spanish forum	Chinese forum
Invest in making service to, from, and within the north Eastside reliable and dependable	1 st	2 nd	3 rd
Invest in improving access to homes, workplaces, schools, and other local destinations	4 th	5 th	1 st
Invest in offering service more often throughout the day, later into the evening, and every day of the week	2 nd	1 st	5 th
Invest in adding more flexible and convenient options for riders of different ages and abilities	6 th	7 th	6 th
Invest in improving connections to regional transit options like bus rapid transit and light rail	3 rd	3 rd	2 nd
Invest in improving transfers and connections to and within the north Eastside	5 th	4 th	4 th
Other	7 th	6 th	7 th

About changes to proposed by route to fixed-route bus

Changes By Route	Existing Service	March 2019 Adopted	Sept. 2019 or March 2020 Proposed
New routes	N/A	N/A	225, 230, 231, 239, 250, ST 544, Kirkland-Kenmore Community Ride, Bothell-Woodinville Community Ride, Additional Community Van in South Kirkland
Unchanged routes	B Line, 221, 226, 237, 252, 257, 271, 311, 312, 342, 372, 931, ST 522, ST 532, ST 535, ST 540, ST 541, ST 542, ST 545, 234, 234, 236, 238, 243, 244, 255, 277	N/A	B Line, 221, 226, 237, 252, 257, 271, 311, 312, 342 372, 931, ST 522, ST 532, ST 535, ST 542
Route revisions	N/A	252, 255, 257, 268, 311, ST 542, ST 545, ST 550, ST 555 see note	255, ST 545, 930 DART
Routes replaced by others:	N/A	N/A	234, 235, 236, 238, 243, 244, 248, 277, ST 540, ST 541
Other mobility services:	Community Connections	Community Connections	New Community Connections services added to existing options







*View map of [proposed improvements](http://www.kingcounty.gov/metro/north-eastside) shown during outreach: www.kingcounty.gov/metro/north-eastside

We filtered survey responses to see what specific feedback was received from Route 255 rider about proposed changes.






Of Route 255 riders only:

Overall, how satisfied are you with Metro’s north Eastside service today?			
		Response Percent	Response Count
Very Satisfied		19.0%	289
Somewhat satisfied		45.0%	684
Neutral		12.5%	190
Somewhat unsatisfied		17.1%	260
Very unsatisfied		6.4%	98






How concerned are you that March 2019 changes may make the transit service you use slower or less reliable?

		Response Percent	Response Count
Very concerned		49.9%	773
Somewhat concerned		28.7%	444
Neutral		7.6%	118
Somewhat unconcerned		4.9%	76
Not concerned at all		7.6%	117
No opinion		1.3%	20






How will March 2019 changes affect your transit use?

		Response Percent	Response Count
I will use transit more than I do now.		5.6%	86
I will use transit the same that I do now.		44.7%	690
I will use transit less than I do now.		32.6%	503
My transit use will not be impacted by these changes.		13.5%	208
I have no opinion.		3.7%	57






How would adding or improving connections to future BRT or Link light rail impact your transit use?

		Response Percent	Response Count
I will use transit more than I do now.		38.8%	599
I will use transit the same that I do now.		26.3%	406
I will use transit less than I do now.		10.9%	168
My transit use will not be impacted gaining access to these options		13.4%	206
No opinion/do not know		10.6%	164

You've got 10 dots to 'spend'. Based on the improvements proposed below to make service more dependable, which best address mobility needs and priorities in the north Eastside? (Spend as many or as few dots on each improvement as desired until they are gone)

		Response Percent	Response Count
Direct connection to the UW Link Station for trips into Downtown Seattle that are faster and more reliable		44.3%	5,574
Service every 15 minutes between Downtown Kirkland and Redmond Town Center weekdays on Route 250		14.9%	1,869
Improved travel times for more reliable connections from Bothell and Woodinville to Juanita, Totem Lake, and Kirkland on new Routes 230, 231, and 239		15.3%	1,929
Service every 15 minutes between Juanita and Downtown Kirkland by coordinating staggered schedules on new Routes 230 and 231		11.6%	1,460
Route 930 DART service (flexible pickup zone along Willows Road between Totem Lake and Redmond) expanded to 6am-7pm weekdays, every 30 minutes.		5.9%	742

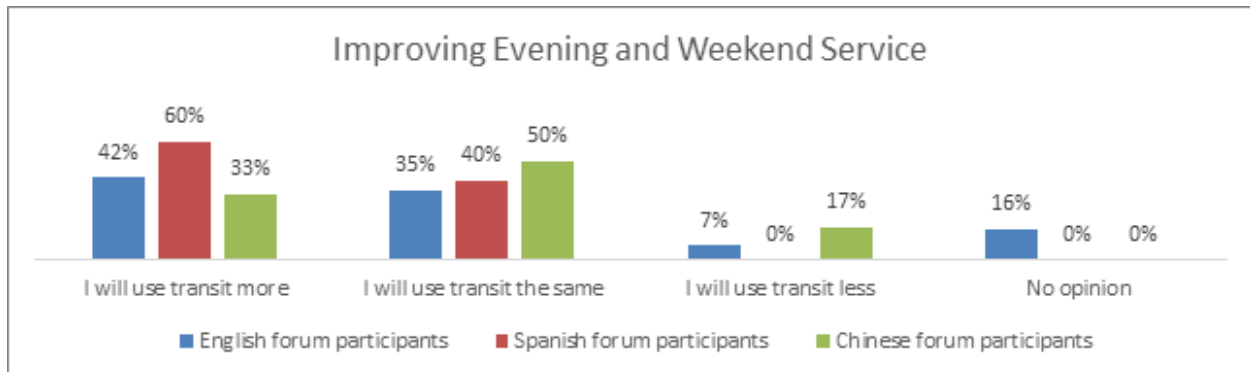
Overall, how satisfied do you think you would be with Metro services if the September 2019 proposal were implemented?

		Response Percent	Response Count
Very satisfied		14.8%	210
Somewhat satisfied		32.2%	457
Neutral		17.1%	243
Somewhat unsatisfied		15.9%	226
Very unsatisfied		19.9%	283

Making service more frequent throughout the day and week, and extending hours to offer service later at night.

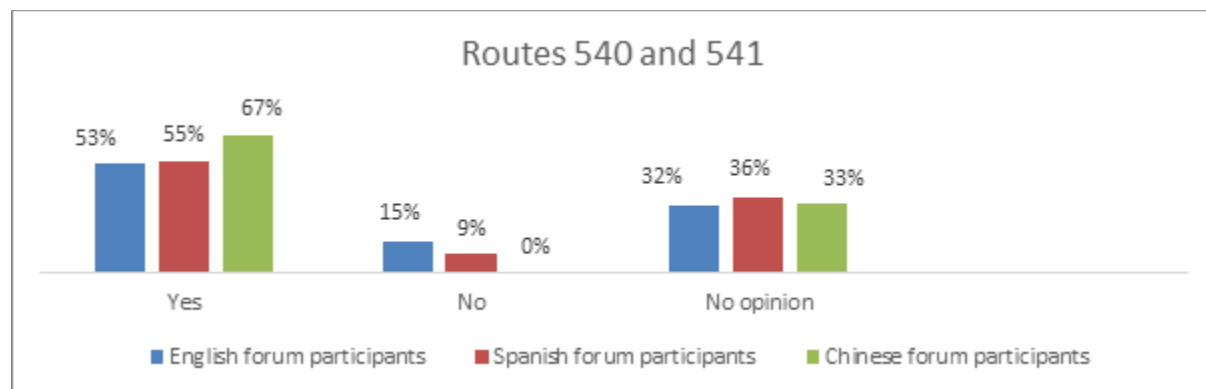
We asked people to rank their priorities adding frequency and extending the hours of service for north Eastside transit users	English forum	Spanish forum	Chinese forum
More frequent evening service on Route 255 (Totem Lake - Kirkland - UW Seattle) and new Route 250 (Redmond to Kirkland)	1 st	2 nd	1 st
Extended evening hours of service on Route 255 and new Routes 230 (Downtown Bothell to Downtown Kirkland), 231 (Downtown Woodinville to Downtown Kirkland), 239 (UW Bothell - Totem Lake - Downtown Kirkland), 250, and 930 DART (Totem Lake to Redmond)	2 nd	Tied for 3 rd	3 rd
More frequent weekend service on Route 255 and new Route 239	3 rd	Tied for 3 rd	2 nd
Extended weekend evening hours of service on Route 255 and new Routes 225 (Kenmore - Totem Lake - Overlake), 230, 231 and 239	4 th	1 st	4 th

We also asked how improving evening and weekend service would affect people’s transit use.



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

We asked if Route 255 is reoriented to UW Station instead of downtown Seattle, would people support changing Routes 540 and 541 to create a new route ST 544 between Overlake, South Kirkland P&R, north Downtown Seattle, and South Lake Union?



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

Comments from those who did not support changing Routes 540 and 541 if Route 255 is reoriented cited the following common reasons:

Concern about the cost – riders may require more education about ORCA products and showed confusion about how the transfer between Metro and Sound Transit works.

“I need direct service to Seattle. The UW train costs more.”

“If I wanted to connect from Kirkland to the UW Station, I would already be taking the 540. Changing the 255 to make me take the Link will double my transit cost. Not a fan.”

Added transfers – riders were frustrated that they may no longer have a one-seat-ride.

“I live in North Kirkland. This plan removes my way to get to Seattle without transferring, which I don't do.”

“I think having a DIRECT bus between Kirkland (in particular Juanita) and DT Seattle is very important.”

“I'm very concerned about eliminating bus routes that have direct service from the Eastside to UW Campus. Only getting people the light rail station is NOT

sufficient. If people work on the UW main campus or elsewhere in the U-District you are asking them to transfer when they are 80-90 percent of the way through their commute.”

Loss of Route 540 service to UW if is reoriented to serve South Lake Union as new route

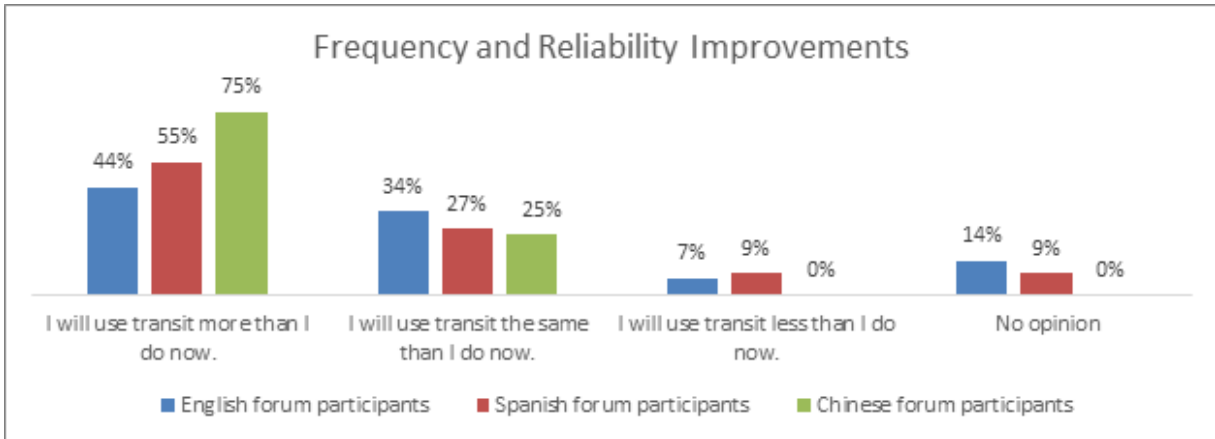
“I rely on the 540 from Northwest University to get to University of Washington. PLEASE, please, PLEASE do not get rid of the express service from Kirkland to University of Washington.”

“Route 540 is my preferred bus when traveling between UW and Kirkland.”

“Routes 540 and 541 currently provide overflow service with direct access along SR-520 to Redmond via a bus lane. It’s important to keep both routes as options especially with the permanent closure of the Montlake Freeway Station because commuters will still be able to have a “one seat” commute into the Eastside.”

We asked people to rank their priorities for making service more dependable for north Eastside transit users	English forum	Spanish forum	Chinese forum
Direct connection to the UW Husky Stadium Link Station for trips into Downtown Seattle that are faster and more reliable	1 st	1 st	1 st
Service every 15 minutes between Downtown Kirkland and Redmond Town Center weekdays on Route 250	3 rd	2 nd	2 nd
Improved travel times for more reliable connections from Bothell and Woodinville to Juanita, Totem Lake, and Kirkland on new Routes 230, 231, and 239	2 nd	3 rd	3 rd
Service every 15 minutes between Juanita and Downtown Kirkland by coordinating staggered schedules on new Routes 230 and 231	4 th	5 th	Not selected
Route 930 DART service (flexible pickup zone along Willows Road between Totem Lake and Redmond) expanded to 6am-7pm weekdays, every 30 minutes.	5 th	4 th	Not selected

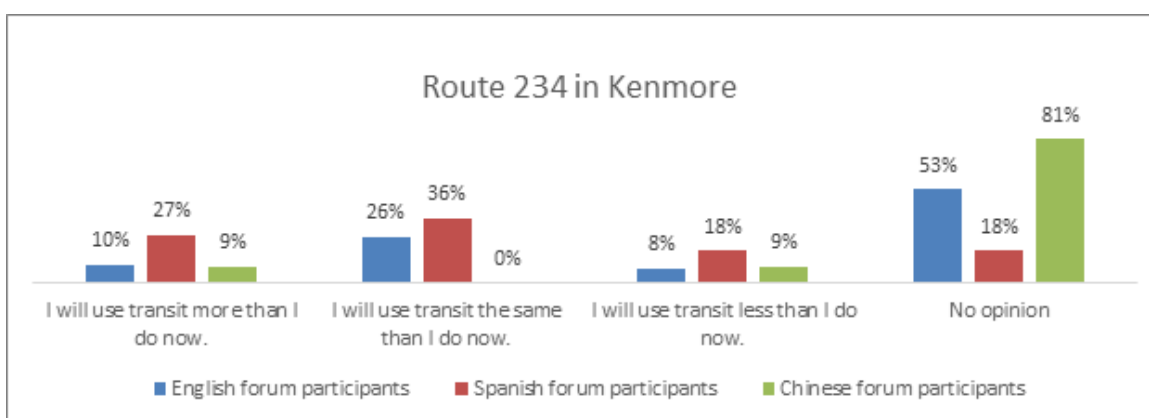
We also asked how the proposed frequency and reliability service improvements affect people's transit use.



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

Option B proposes changing service in Kenmore by replacing routes 234 and 244; both serve the same stops today with a new route (Route 225, Kenmore - Totem Lake - Overlake, weekday service every 30 minutes until 7 p.m., and hourly from 7–9 p.m., and service hourly from 8 a.m. - 9 p.m. on weekends). This change also moves the route west to serve future stops along Juanita Drive NE, and provide access to Saint Edward State Park and Bastyr University instead of the current stops along N155th Street on the north and 84th Ave NE.

We asked what people thought about moving the Route 225 in Kenmore to serve new stops along Juanita Drive NE instead NE 153rd / NE 155th.

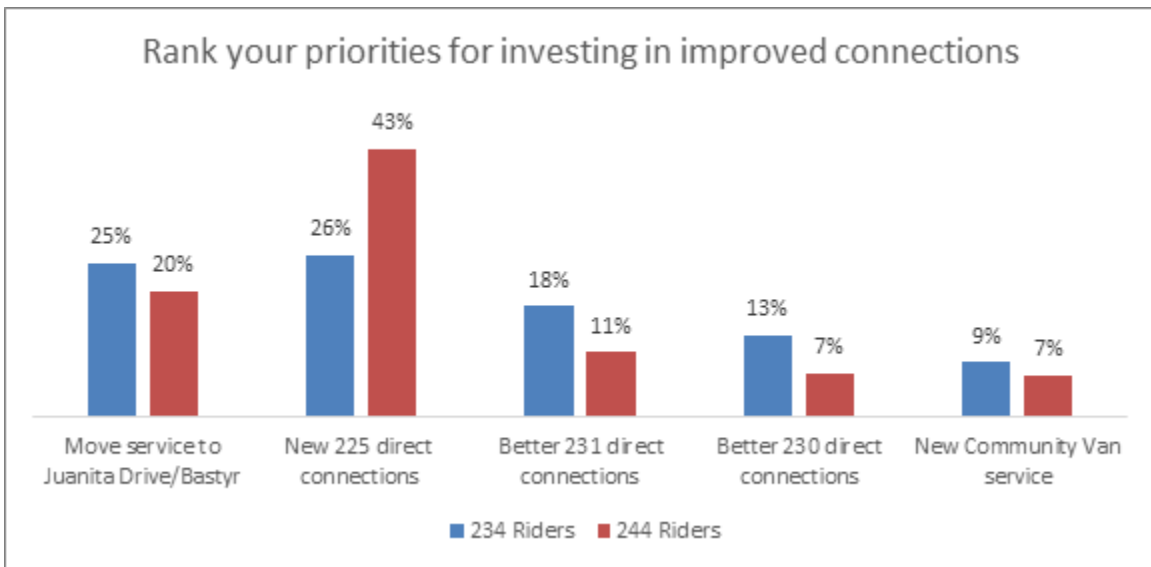
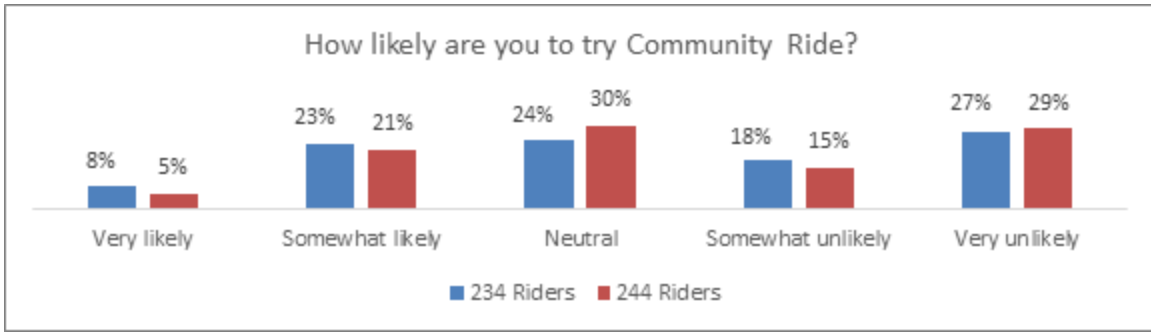


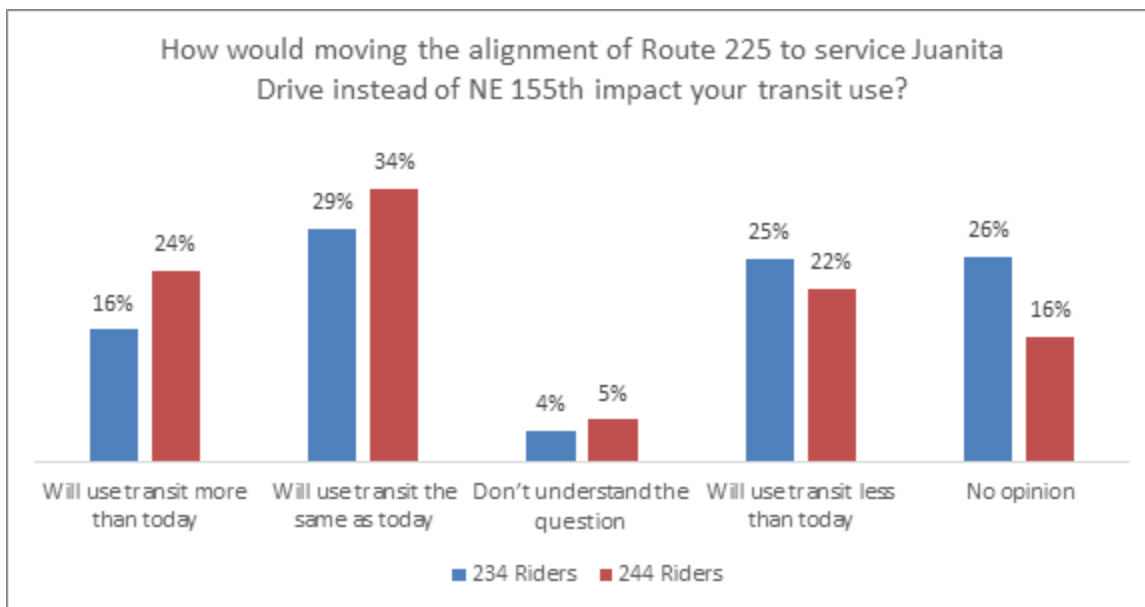
*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

Metro has proposed new Community Connections services in Kenmore as well; Community Ride and Community Van options would be added to compliment fixed-route bus service.

We filtered survey results to show feedback of Route 234 and 244 riders only. This enabled us to understand how changes in service to that route, and proposed new community connections options were received by those most impacted.

Among Route 234 and Route 244 riders only





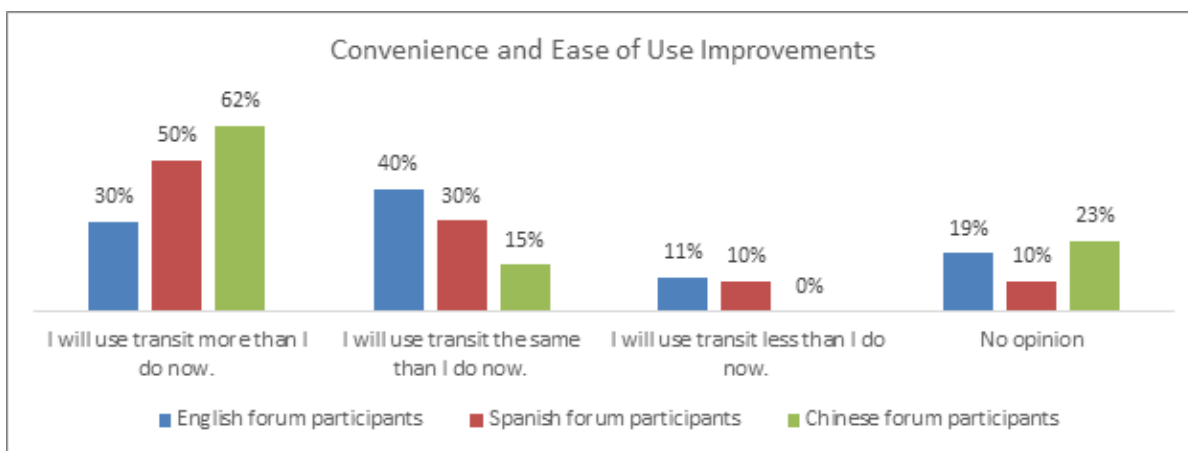
We asked people to rank their priorities for making service more convenient and easy to use, with coordinated transfers for north Eastside riders	English forum	Spanish forum	Chinese forum
Street and bus stop improvements at the UW Link Station for an easier transfer to Route 255	1 st	1 st	1 st
Simplification of Route 255 to begin all trips at Totem Lake	3 rd	5 th	4 th
Schedule revisions to coordinate transfers between new Route 239 (serving Kingsgate and Rose Hill) and Route 255 at Kirkland Transit Center.	4 th	3 rd	3 rd
Schedule revisions to better coordinate transfers between UW Bothell and Redmond	7 th	2 nd	5 th
Schedule revisions to better coordinate transfers between Kenmore and Juanita to transit services on I-405 to Bellevue	2 nd	4 th	6 th
A weekday Community Ride* service in Kenmore and North Kirkland to serve the Juanita/Finn Hill/Bastyr University area between 7am - 7pm	5 th	7 th	2 nd
A weekend Community Ride* service in Bothell and Woodinville to serve Downtown Bothell, UW Bothell and the Woodinville Tourist District areas between 10am-8pm	6 th	6 th	7 th

*Community Ride is a new option in the north Eastside. This is a reservation-based transportation service that travels within a specified service area, instead of along a route. Riders request rides over the phone or online for the established hours of service.

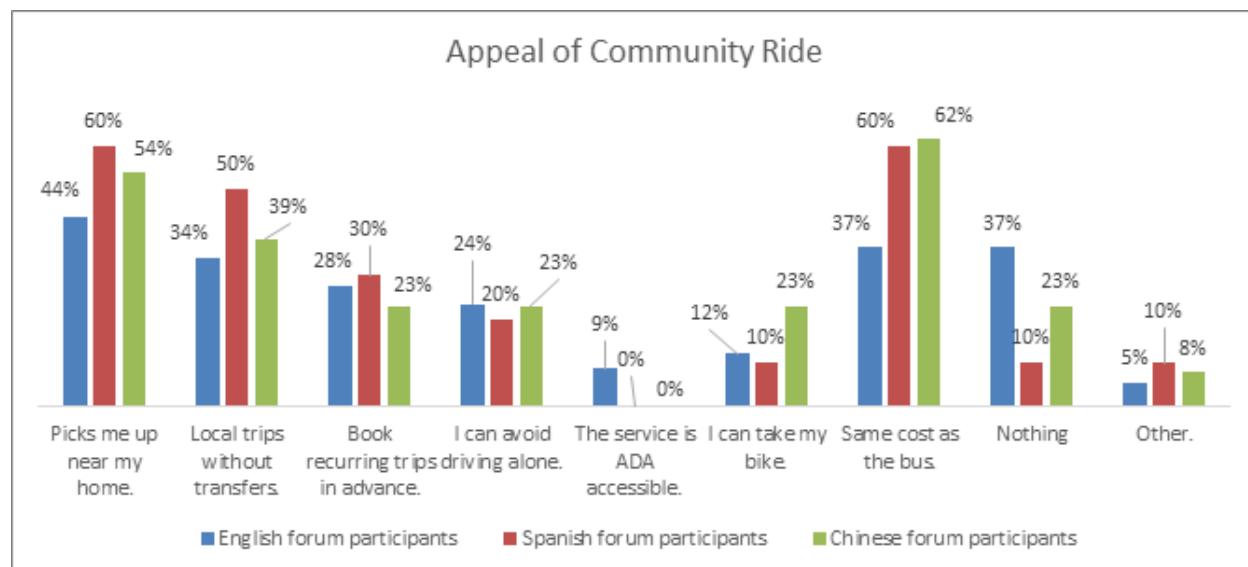
The vehicles are operated by paid drivers and riders pay a standard Metro fare (\$2.75).

- Many face-to-face conversations with mobility limited riders and seniors identified an interest in Community Ride as an option for curb-to-curb service that feels safe and easy to use. People liked the option to book the service by calling a phone number and speaking to a transportation coordinator, and felt the ease of on an app-based system would be beneficial as well.

We asked people how the convenience and ease of use service improvements affect their transit use.

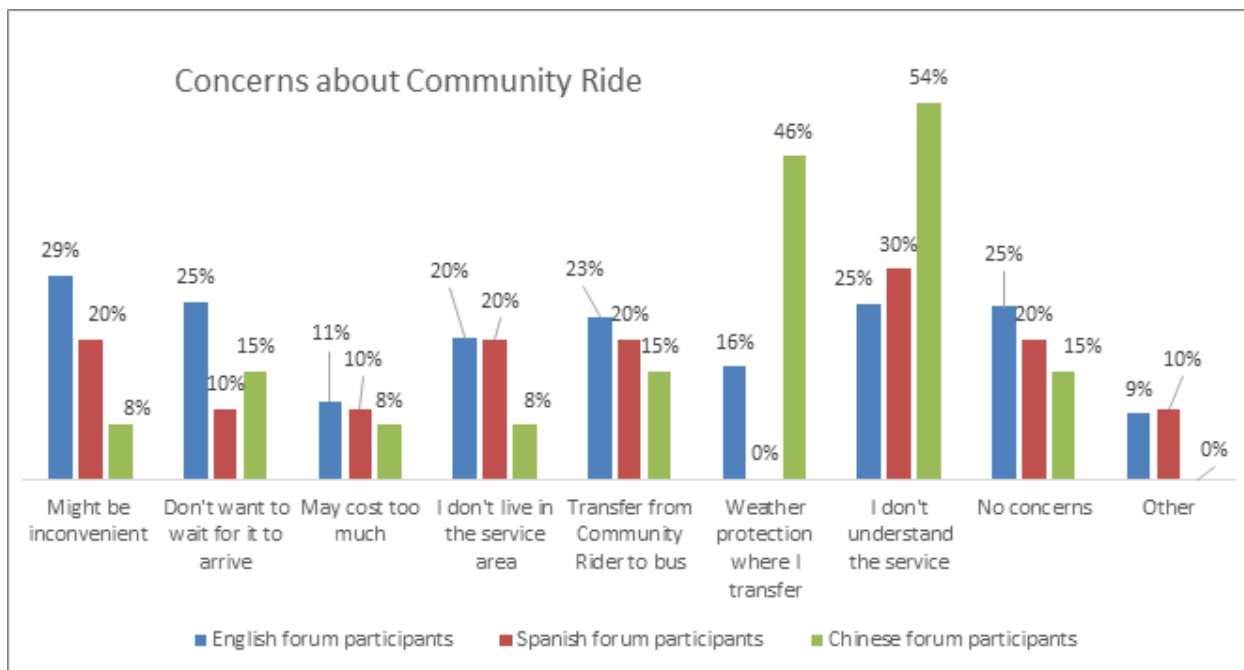


We asked people to tell us what appeals to them about Community Ride.

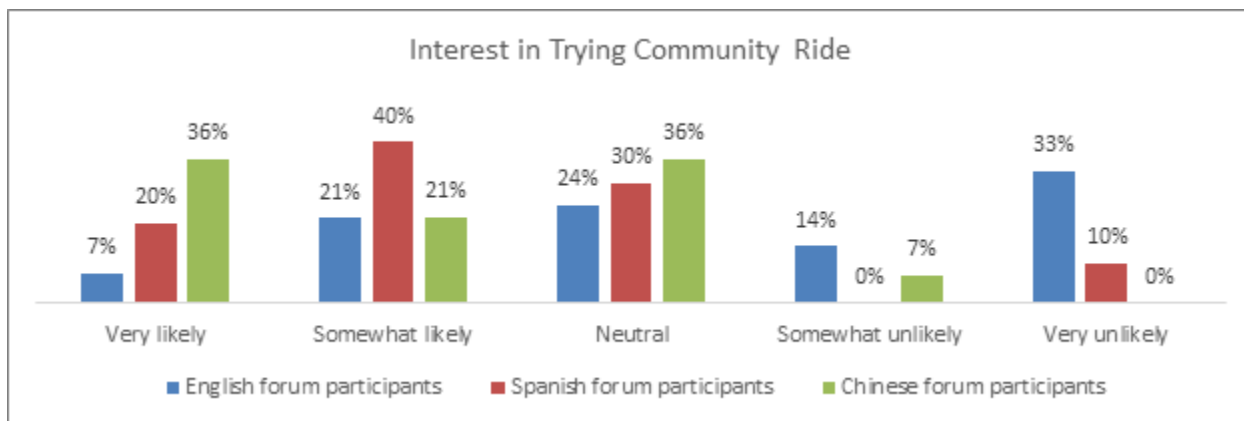


*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

What concerns do you have about Community Ride?



How likely are you to try Community Ride?



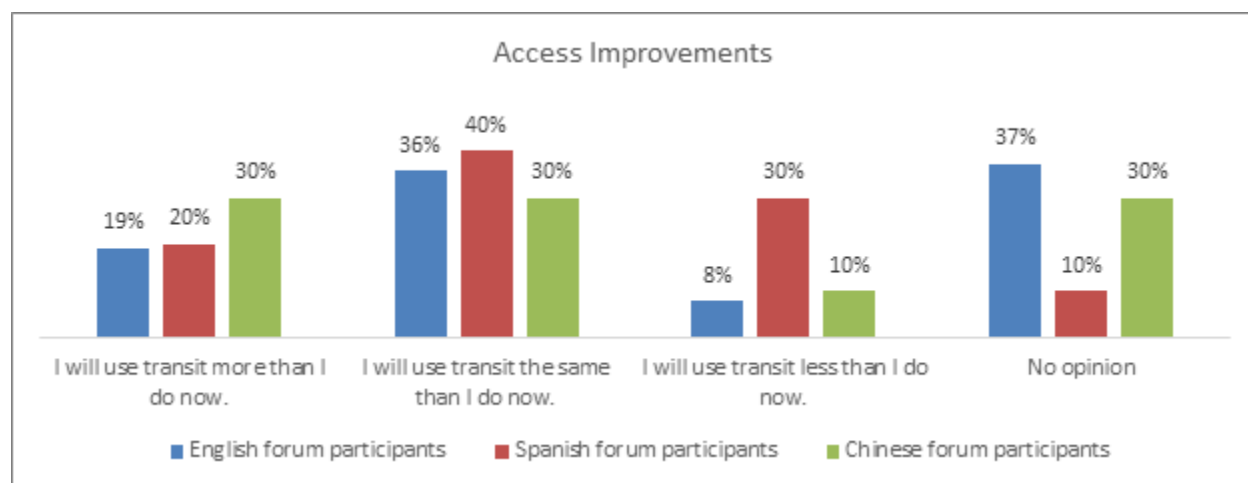
*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

Improving access to schools and local destinations, especially for those with limited mobility

We asked people to rank their priorities for improving connections to schools and local destinations for north Eastside transit users	English forum	Spanish forum	Chinese forum
New access to destinations along Juanita Drive south of 155th St, such as Bastyr University and the Inglewood Village Shopping Center	3rd	1st	3rd
More direct connections between Downtown Kenmore, Kingsgate P&R, Lake Washington Institute of Technology, and Overlake Transit Center on new Route 225	1st	5th	1st
More direct connection between Woodinville Town Center and Downtown Kirkland on Route 231	2nd	3rd	2nd
More direct connection between UW Bothell/Cascadia College and Downtown Kirkland on Route 230	4th	2nd	4th
A Community Van* in Kirkland to serve residents south of NE 116th St	5th	7th	5th

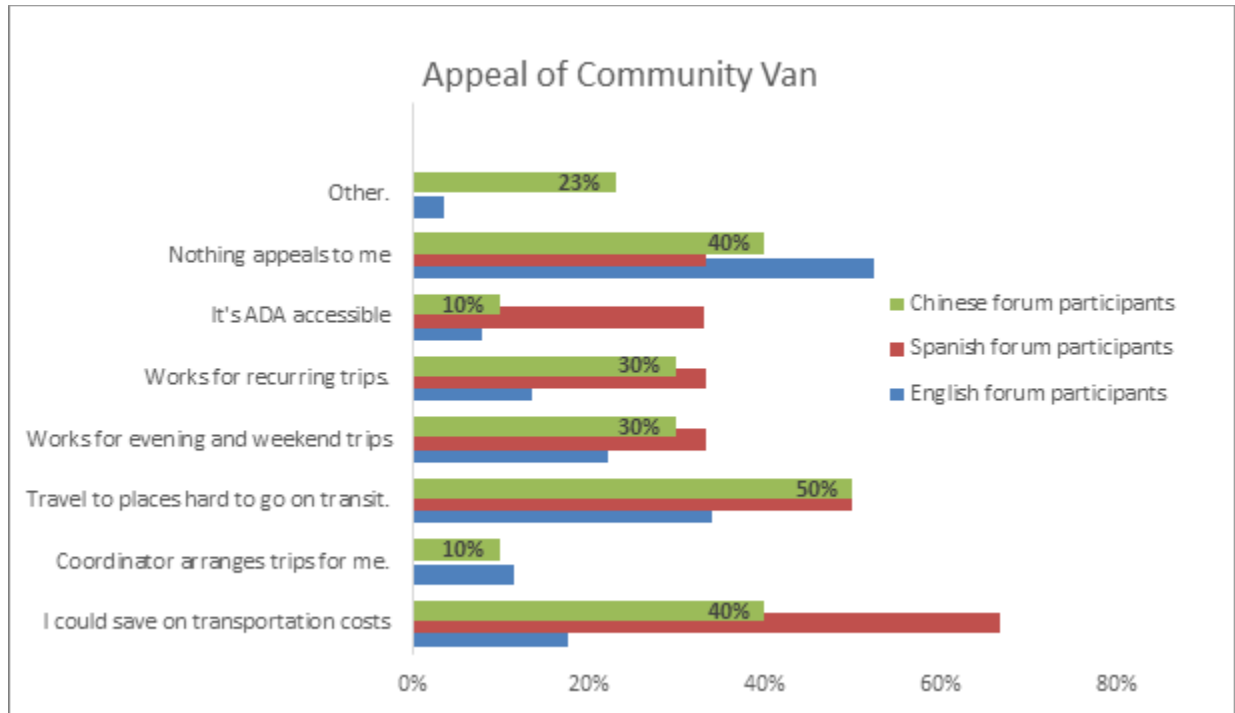
*Community Van provides prearranged, recurring, or one-time group trips. Volunteer drivers pick up riders at prearranged stops. Trips are arranged by a Community Transportation Coordinator. Riders pay a standard Metro fare.

We also asked how the access improvements affect transit use.

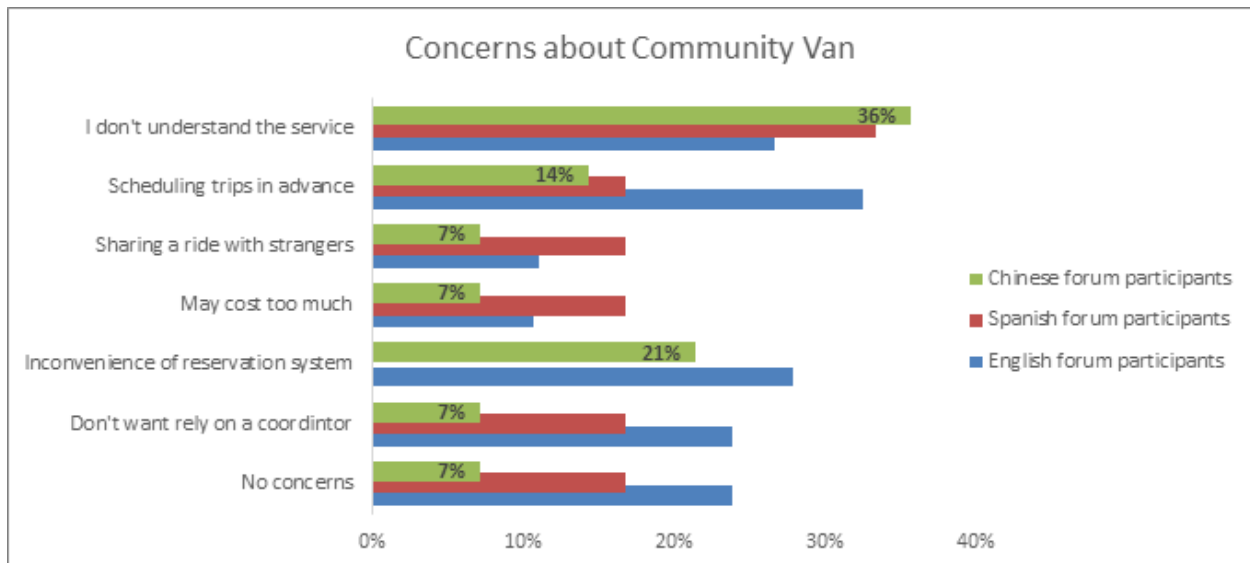


*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

We asked what appeals to people about Community Van.

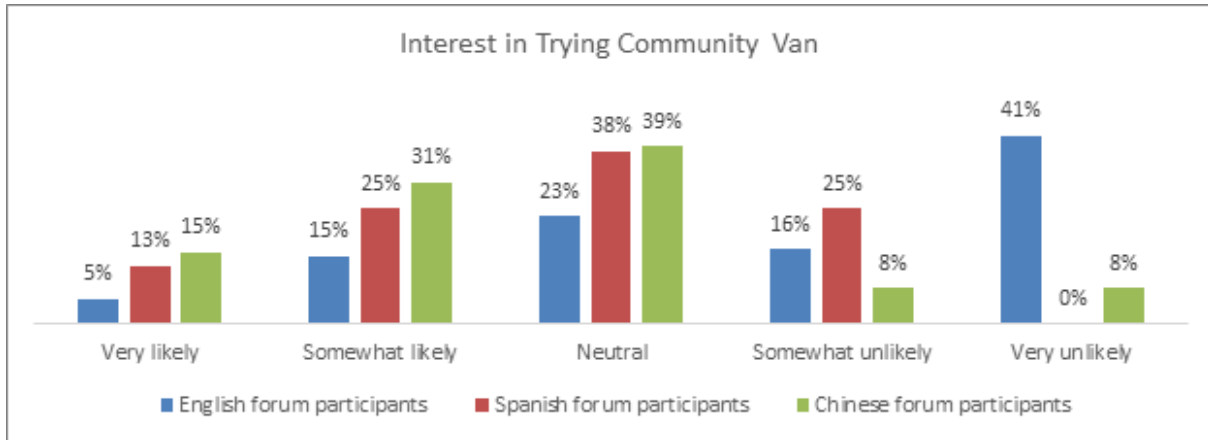


We also asked about people's concerns related to Community Van.

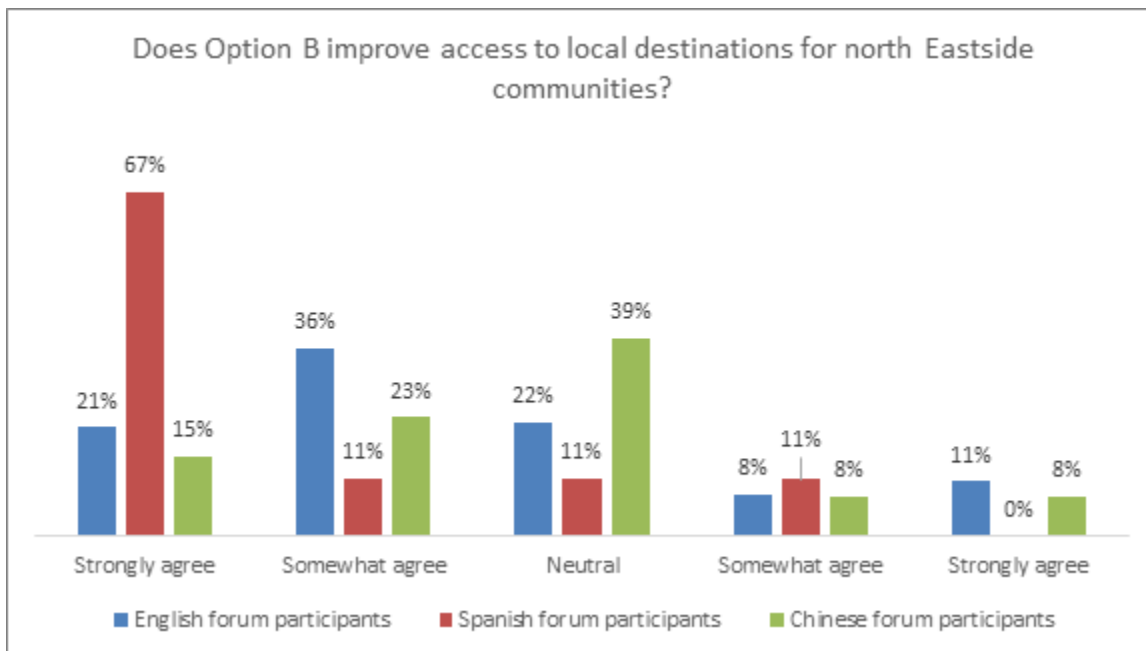


*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

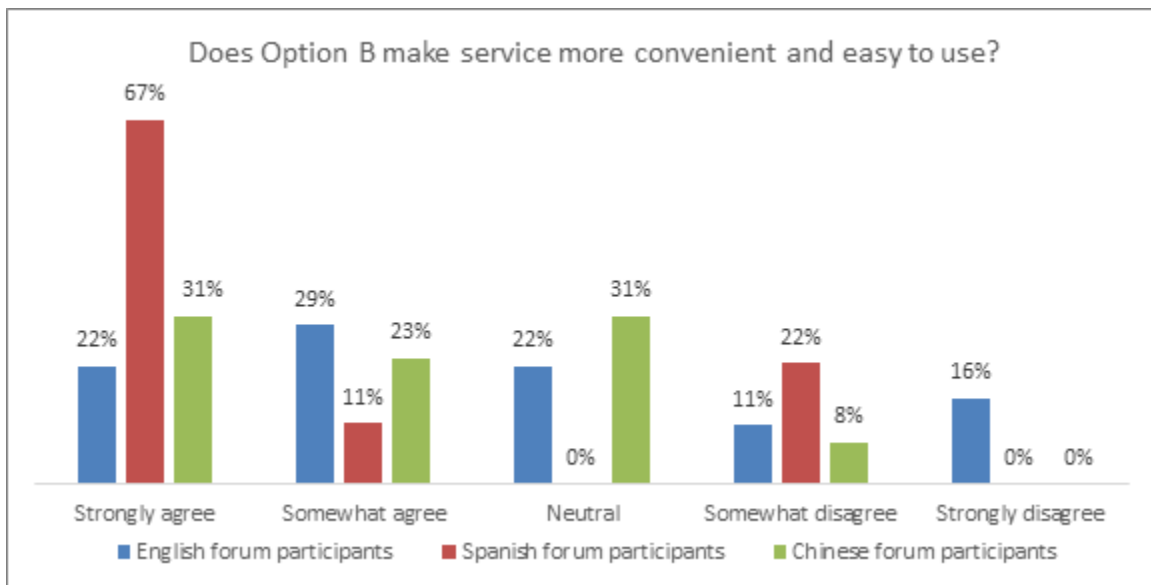
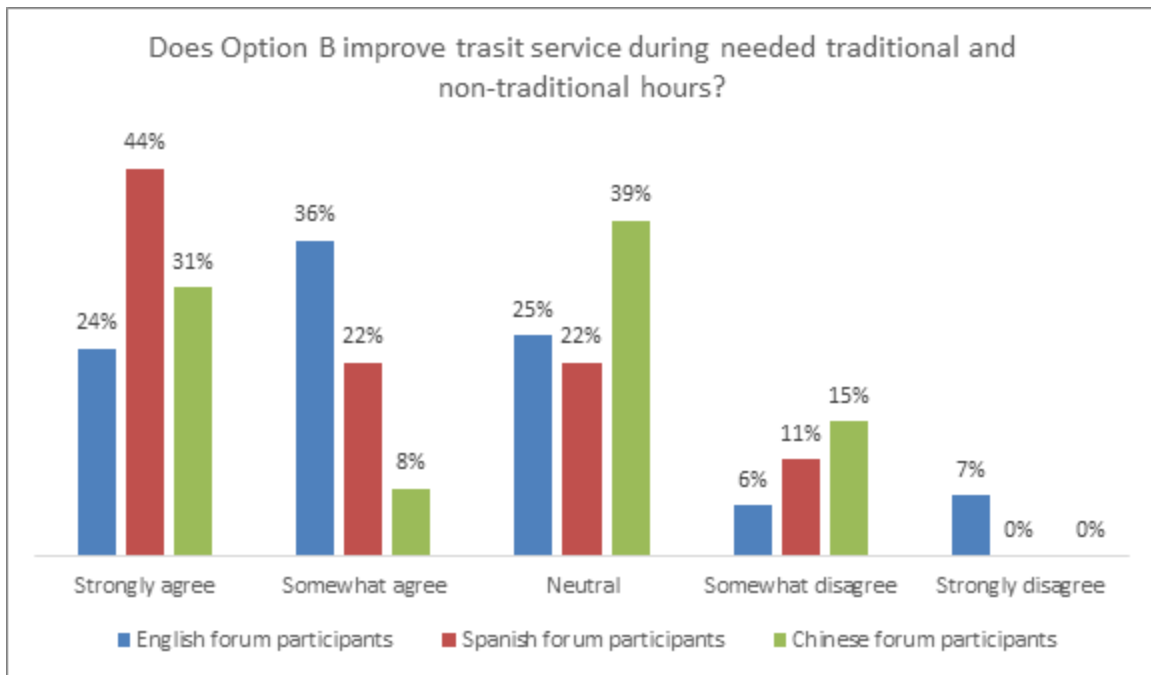
We asked how likely people would be to try Community Van.



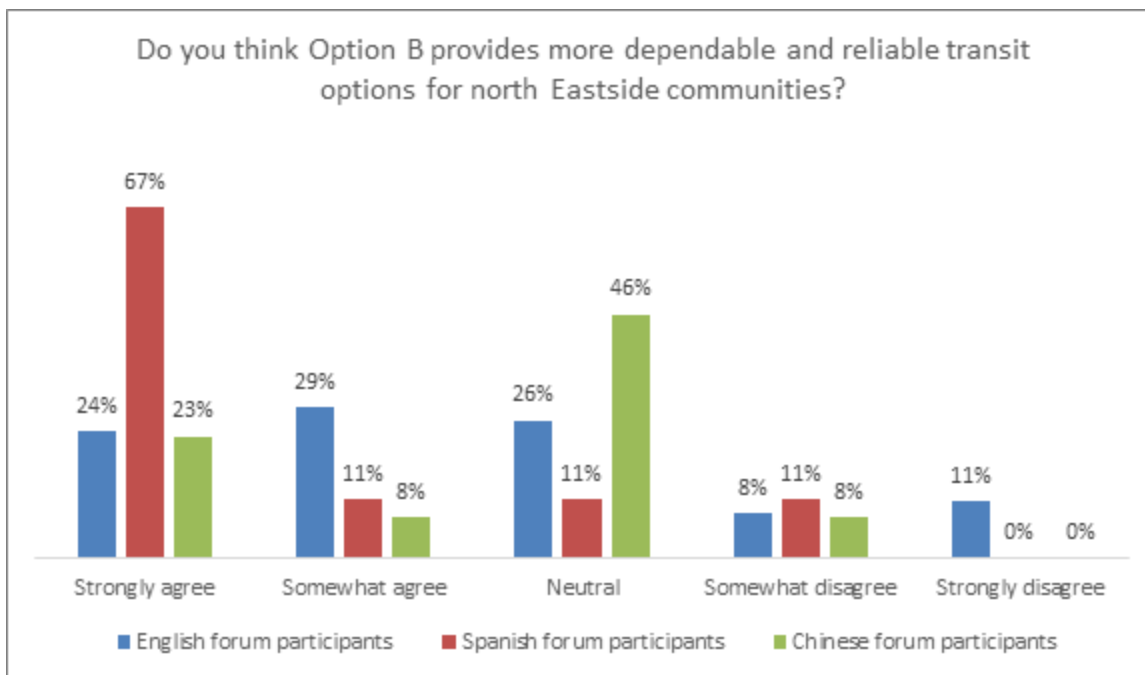
Based on the information shared about the proposed changes for September 2019, we asked people to tell us how well the needs from the community were addressed.



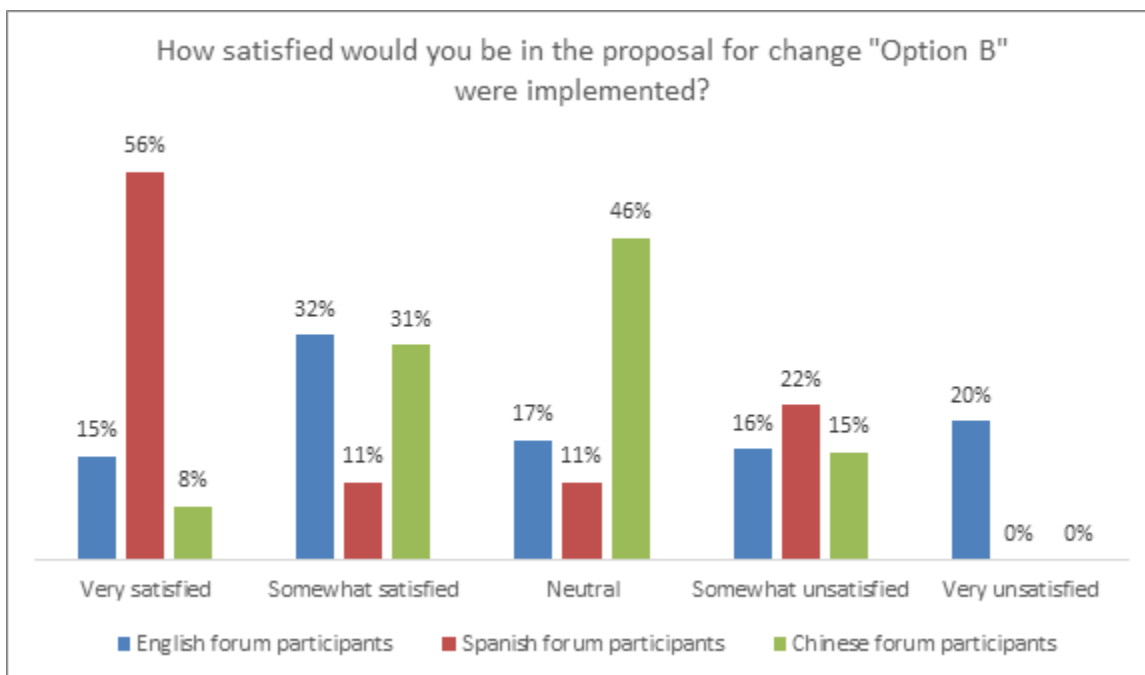
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*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).



We asked people overall, how satisfied they would be with Metro services if the September 2019 proposal were implemented?



*Data categories not selected by forum participants (all groups) are not shown, data showing 0.0 percent indicates no response provided to question/answer not selected by one (but not all groups).

Working with the Mobility Board and next steps

At the close of Phase 3, the project team and Mobility Board reviewed public input to gauge the level of support for the proposed changes. Both groups considered opportunities for making adjustments that would improve options, and considered what would happen if the no change option were selected. The majority of public feedback supported Option B in favor of change with few modifications. The Metro project team and the NEMP Mobility Board will move towards writing independent recommendations for review and consideration by the King County Council in March, with anticipated action in April. Any approved changes will align with one of Metro's twice-yearly service change windows, and the current recommendation by Metro will be to implement change in March of 2020.

Demographic representation and measures of success

We ask survey respondents to answer demographic and methodology related questions to understand how well we connected with and heard from those affected. Though this assessment of success and participation has its limitations, it helps inform future projects, and provides insight into the what works best to engage the diverse populations within a given project area. We also set goals and conduct this comparison to help us learn and continually improve our engagement efforts. It helps us understand what works, what doesn't, and how we can be as inclusive as possible in assuring those who are affected by a change have the opportunity to help shape the outcome.

We conduct and provide this comparison to help us balance feedback and input received from multiple channels – for example, online feedback is important as is feedback received from qualitative engagement conducted by community-based organizations. Where there are differences in the feedback, one does not outweigh the other.

In addition, the public engagement data reported is only reflective of those who chose to answer those optional questions and may not be reflective of questionnaire responders as a whole. Respondents are told that their survey is counted even if choose not to answer any or all of the questions, and that the demographic section does not display to other survey participants – answers will only be shared with or visible to survey administrators.

Measures of Success

In all of Metro's Have-a-Say public engagement efforts our process goals are to make sure participants:

- Reflect those who will be affected by the change we are considering.
- Understand what's being planned and how it will affect them.
- Feel welcomed and have enough time to participate meaningfully.
- Are aware of and see how public input influences the decision-making process.




Who participated?

- 3,923 visitors to the three forum sites.
- **The most common zip codes reported by survey respondents were 98034, 98033, 98052, 98028, 98072, 98011, and 98004.**

English language online survey participants (1570 out of 1597 total participants)

- Over half were from Kirkland.
- Most used routes **255, 234, ST 540** and the majority rode the bus 5+ days a week.
- **82.9 percent** said resources provided helped them understand the proposal being considered and how changes would affect them.
- **73.9 percent** felt the amount of time provided to weigh-in in a meaningful way, once they were notified was adequate.

I believe that taking the time to share my views will result in better decisions about service changes that will be made during September 2019

		Response Percent	Response Count
Strongly agree		28.0%	414
Somewhat agree		43.1%	637
Somewhat disagree		13.5%	199
Strongly disagree		8.3%	123
I have no opinion		7.1%	105

Of English language forum respondents providing demographic information:

- **30.5 percent** identified as Black/African American, Asian-American/Pacific Islander, or Hispanic/Latino
- **93.2 percent** identified English as the primary language spoken at home.
- About **12 percent** had annual household incomes <\$55,000.
- About **50 percent** were between 25 - 44 years old.
- Majority were not disabled; **80.8 percent** of survey takers on the English forum reported they did not have a disability.
- The forum was relatively **evenly split by gender**, 46.4 percent identified as female, 4.2 as male, 1.1 percent as other, and 6.4 percent elected not to say.

The 3 notification methods cited most effective:

- 28.4 percent Metro email or text alert
- 27.4 percent Facebook
- 24.7 percent Poster at a bus stop

Spanish language online survey participants (12 out of 1597 total participants)

Spanish language forum participants answered fewer of the demographic questions, but for those questions answered here is what we learned:

- Over half were from Kirkland and Redmond.
- Most used routes **234, 235, 255, ST 545** and 45.5 percent rode the bus 5+ days a week.

Of the respondents providing demographic information:

- 18.2 percent reported having no access to a personal vehicle.
- 90.9 percent identified as Spanish, Hispanic, Latino (Mexican, Mexican-American, Chicano or Latino).
- 54.5 percent indicated Spanish was the primary language spoken at home.
- About 60 percent noted annual household incomes of \$55,000 –\$140,000.
- 72.8 percent were between 35 - 54 years old.
- 16.7 percent reported having a disability.

The notification methods cited as most effective:

- 60 percent Facebook
- 30 percent poster at a bus stop
- 20 percent a brochure given to them at a transit center or bus stop

Spanish CISC community conversation participants (20 comments and 22 total participants)

For those who answered demographic questions at our in-person conversations with CISC, here is what we learned:

- **6 out of 20** participants were from **Bothell** zip codes 98011, 98021 and 98012.
- Most used routes **234, 235, 248, and 255**.
- **15.8 percent** rode the bus 5+ days a week, 5.3 percent rode 3-4 days a week, 26.3 percent rode 1-2 days a week, 21.1 percent rode less than once a week, and **31.6** reported never.

Of the respondents providing demographic information:

- **5.9 percent** reported having no access to a personal vehicle.
- **94.1 percent** identified as Hispanic or Latino.
- **75 percent reported they had a household size of four people.**
- **73.7 percent** indicated Spanish was the primary language spoken at home.
- About **33.3 percent** noted annual household income <\$25,000 and 38.9 reported household incomes between \$55,000 - \$150,000.
- **70.6 percent** were between **25 - 54 years old.**
- **71.4 percent** reported not having a disability.

The notification methods cited as most effective:

- **33.3 percent** friend or family member
- **33.3 percent** an organization they are involved with
- **22.2 percent** other
- **11.1 percent** news media

Chinese language online survey participants (15 out of 1597 total participants)

Chinese language forum participants also answered fewer of the demographic questions, but for those questions answered here is what we learned:

- Over **50 percent** were from Kirkland and Redmond, and one-third from Kenmore.
- Most used routes **234, 235, 255, and 245.**
- **37.5 percent** rode the bus 5+ days a week.

Of the respondents providing demographic information:

- **20 percent** reported having no access to a personal vehicle.
- **73.3 percent** identified as Asian American or Pacific Islander.
- **57.1 percent** indicated Chinese was the primary language spoken at home.
- About **46.7 percent** noted annual household incomes of \$75,000 - \$140,000.
- **66.7 percent** were between **25 - 54 years old.**
- **22.2 percent** reported having a disability.

The notification methods cited as most effective:

- **57.7 percent** Facebook
- **21.4 percent** poster at a bus stop
- **21.4 percent** news media or a neighborhood blog post

Chinese CISC community conversation participants (62 comments and participants)

For those who answered demographic questions at our in-person conversations with CISC here is what we learned:

- **11 out of 62** participants answered this question, the majority of those who answered were from **Redmond, Bothell, and Kenmore.**
- Most used routes **234, 235, 238, 245, 248, and 255.**
- **17.5 percent** rode the bus 5+ days a week, 40.0 percent rode 3-4 days a week, 17.5 percent rode 1-2 days a week, 12.5 percent rode less than once a week, and **12.5** reported never.

Of the respondents providing demographic information

- **26.0 percent** reported having no access to a personal vehicle.
- **95.1 percent** identified as their ethnicity as other or declined to share.
- **Two people was the most common household size, as reported by 35.2 percent, while the second most reported answer was three people (14.8 percent).**
- **100 percent** indicated Chinese was the primary language spoken at home.
- About **30.3 percent** noted annual household income <\$15,000 and 2.3 reported household incomes between \$35,000 - \$50,000, while 65.1 percent declined to share.
- **34.5 percent** were between **55 - 64 years old**, and **60 percent were 65 years or older.**
- **Many** reported having a disability.

If you have a disability, please indicate what kind (check all that apply)

	Response Percent	Response Count
Mobility	55.6%	15
Vision	40.7%	11
Hearing	37.0%	10
Cognitive	11.1%	3
I would rather not say.	7.4%	2
I do not have a disability.	22.2%	6
Other	7.4%	2

The notification methods cited as most effective:

- **27.9 percent** friend or family member
- **25.6 percent** an organization they are involved with
- **23.3 percent** poster at a bus stop
- **16.3 percent** handout provided at a transit center or bus stop

Sounding Board Recommendation

Getting to consensus, position and anticipated action




The changes occurring in March of 2019 presented an opportunity for King County Metro Transit and Sound Transit to redesign transit service not only within the north Eastside, but also addressing routes that cross Lake Washington on SR520. Metro, in particular, looked to leverage the fast, frequent, and reliable Link service to free resources that would otherwise duplicate that service or be less efficiently used to operate fixed-route bus service on surface streets in the downtown Seattle core once the transit tunnel ends bus operations. The service hours saved would be reinvested in local north Eastside service to create a more frequent and intelligible network of connecting routes with more efficiently travel times and more service throughout the week, at night and on weekends. The NEMP community Mobility Board was tasked to inform planning of and evaluate that redesigned network and its refinements via a seven-month process in 2018. The Board includes 18-members official; though, not all members attended each meeting many provided feedback via one-to-one conversations with staff. At the conclusion of the engagement process, 11 of the original 18 board members participated in evaluating the proposal

The Board chiefly favors changes that create a network of increased frequency and reliability while enhancing connections between neighborhoods and local amenities, commercial centers, and places of employment. A large number of transit riders routes will be affected under these revisions and some will benefit from more convenient or more frequent service. New proposed fixed-route and flexible service options will sometimes requires transfers for trips that were once one-seat rides; the Board noted that the benefits from improved frequency and reliability outweigh the challenge of losing some direct routes. However, the trade-off means that facilitating fast synchronized transfers will be highly important.

In addition, the Board commented on the vital importance to adequately prepare riders of all ages and abilities for any adopted changes, and suggested Metro undertake an extensive marketing and public education campaign. The Board has also reinforced recommendations for changes to infrastructure at the Montlake Triangle to improve the transfer experience, and was satisfied with the plan achieved via partnership with other organizations to implement these improvements.

The NEMP Mobility Board recognizes the efforts of the Metro and Sound Transit planners, and jurisdictional staff partners of the many north Eastside cities affected by this project. In addition, the Board highlighted the value of feedback and participation from stakeholders, employers, community groups, and individuals that brought this proposal forward. Board members felt positively about the extensive effort undertaken to inform the public of the opportunity to improve, expand, and revise mobility services for north Eastside communities, and were pleased with the work done to gather, evaluate, and respond to public input in the final design.

The following summarizes and reflects the Board's observations and recommendations regarding the proposed restructure.

		Response Percent	Response Count
Support change as proposed during October and November outreach with north Eastside communities (please note any benefits or tradeoffs you think should be highlighted about this change below)		81.8%	9
Support, but request the proposal be modified or adjusted as specified below (i.e., support overall route but request different routing on one segment or within one jurisdiction to serve specific neighborhoods, riders, or destinations)		18.2%	2
Unable to decide for the reasons specified below		9.1%	1

“Support as shown during outreach: The connections to Bastyr and St. Edwards could have been a benefit. Connections through to Overlake with high frequency is a good

thing. Benefits connections to BRT on 522, 405, and Light Rail in Overlake. Support with modification: I would support this [alignment in Kenmore to serve Inglemoor High School as being considered post outreach] with changes from Kenmore City Council.”

For this option the board prefers and supports the alignment serving stops along Juanita Drive and Bastyr rather than the existing alignment traveled by routes 234 and 244. Metro will recommend the existing alignment but has committed to performance manage service and revising the option to change if the route does not perform to necessary service levels.

What is your recommendation for Route 230 Bothell – Kirkland Transit Center via Juanita Proposed new route (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

“Love this route! Streamlined service connects UW Bothell and Juanita and Kirkland. Deletes longer and less reliable route 238. Connects Juanita to future 522 BRT. Downside is only 1 connection to future BRT.”

“Population and employment concentrations are well served under this proposal.”

What is your recommendation for Route 231 Woodinville – Kirkland Transit Center via Brickyard Park-and-Ride Proposed new route (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

“New connection to Woodinville from eastside, good connection to BRT on 405”

What is your recommendation for Route 234 Current: Kenmore – Kirkland – Bellevue Proposed: Delete and replace with routes 225, 230, 231, and 250 and Community Ride (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

“The 225 is a better replacement for this route.”

“Benefits: make service available to potential riders, improve coverage in the area.

Tradeoff: cause anxiety and inconvenience for the current riders who rely on the existing route. “

What is your recommendation for Route 235 Current: Totem Lake – Kirkland – Bellevue Proposed: Delete and replace with routes 239 and 250 (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	10



What is your recommendation for Route 236 Current: Woodinville – Kingsgate – Totem Lake – Kirkland Proposed: Delete and replace with routes 230, 231, and 930 and Community Ride (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

What is your recommendation for Route 238 Current: Woodinville – Bothell – Juanita – Totem Lake – Kirkland Transit Center Proposed: Delete and replace with routes 225, 230, 231, 239 and 250 (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11


What is your recommendation for Route 239 UW Bothell – Kirkland Transit Center via Kingsgate and Totem Lake Proposed new route (Sept. 2019)

		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		81.8%	9
Support, but request the proposal be modified or adjusted as specified below		18.2%	2

“Confirm synchronized transfers for residents to 255. I expect 230 to be more popular, provides connections between future 522 and 405 BRT.”

“Would need to address solution for safe travel for Lake Washington HS students to and from the bus stop for this new route. Possibility of shuttle service was mentioned previously by NEMP Board”

What is your recommendation for Route 243 Current: Overlake – Redmond – Bothell – Kenmore Proposed: Delete and replace with additional service on DART Route 930 (Sept. 2019)

		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		100.0%	11

What is your recommendation for Route 244 Current: Kenmore – Totem Lake – Overlake Proposed: Delete and replace with new Route 225 and additional service on DART Route 930 (Sept. 2019)



	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

What is your recommendation for Route 248 Current: Avondale – Redmond – Kirkland Proposed: Delete and replace with new Route 250 (Sept. 2019) Rider options • Between Avondale, Bear Creek, Redmond and Kirkland, use new frequent Route 250

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

“Support as is but also support looking at how to make it more reliable given the traffic conditions in the area”

What is your recommendation for Route 250 Avondale – Redmond – Kirkland – Bellevue Proposed new route (Sept. 2019)



		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		100.0%	11
Support, but request the proposal be modified or adjusted as specified below		9.1%	1

“Requires HOV on 85th in Kirkland. Should have all trips up Avondale.”

“Need future project to have a dedicated land for bus service (congested road at 85th / Redmond Way).”

“Love increased frequency; concerned about reliability on 85th and Northrup. Kirkland needs to make transit priority corridors.”

What is your recommendation for Route 255 Current: Kingsgate – Totem Lake – Kirkland – Downtown Seattle Proposed: Totem Lake – Kirkland – University of Washington Station* (Sept. 2019)

		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		90.9%	10
Support, but request the proposal be modified or adjusted as specified below		9.1%	1

“Love the frequency and reliability. Requires Montlake 520 exit HOV.”

“Loss of 1 seat ride is sad, but ST544 and improved Montlake transfers will help. It may help to provide assistants at the stop to help people with transfers.”

*“Montlake Bridge will still be a hurdle (small space -- high volume of traffic).
 -- Dedicated bus lane point to point.
 -- Must coordinate with Link light rail to minimize wait times.”*

*”Benefits: later service on weekends is great! Linking to light rail is great! No sitting in traffic with light rail vs. bus and light rail is super comfortable.
 Tradeoffs: have to make a connection now -- light rail connection and UW is time consuming -- need to go WAY down escalators. ”*

”Making the HOV lane from 520 to UW Station is critically important.”

*”Benefits: night and weekend frequency, reliability with UW Link.
 Keep HOV exit on Montlake to maintain speed and reliability.”*






“Just do it! Keep the heat on WSDOT regarding HOV Montlake exit ramp and on Sound Transit regarding station escalators.”

“Need to pressure WSDOT to keep/maintain HOV exit to the UW. Conduct a heavy pre-implementation campaign to educate riders.”

“Tradeoffs: additional stress for riders to make transfers at UW Seattle when comparing to them being able to get to downtown Seattle with a direct bus right now.”

“While an option to take Route 255 to downtown Seattle then to U of Washington is there, I think the transfer at Evergreen Point Station onto Route 542 should be more strongly encouraged to save riders time wasted and potential hassle.”

Do any of the benefits below apply to this option for change (Route 255)?

		Response Percent	Response Count
Supports creating more reliable or dependable service		100.0%	9
Supports creating more frequent service with improved “longer” hours/span		100.0%	9
Makes service more convenient and easy to use for more riders		44.4%	4
Offers better connections to more local destinations and to the regional transportation network to connect people to more amenities, services, or opportunities		44.4%	4
Improves overall mobility and responds to growth and changing conditions		100.0%	9

What is your recommendation for Route 277 Current: Juanita – Totem Lake – Houghton – University District Proposed: Delete and replace with revised Route 255 (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

What is your recommendation for ST Express Route 540 Current: Kirkland Transit Center – University District Proposed: Delete and replace with new ST Express Route 544 (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	10

“Benefits: Connections to South Lake Union, eases the loss of Route 255 to downtown/Yale stop”

“The Route 544 makes more sense, wish there were service hours/buses to get to South Lake Union on weekends too.”

Do any of the benefits below apply to this option for change (Route ST 540)?

		Response Percent	Response Count
Supports creating more reliable or dependable service		50.0%	2
Supports creating more frequent service with improved "longer" hours/span		50.0%	2
Makes service more convenient and easy to use for more riders		25.0%	1
Offers better connections to more local destinations and to the regional transportation network to connect people to more amenities, services, or opportunities		50.0%	2
Improves overall mobility and responds to growth and changing conditions		75.0%	3

What is your recommendation for ST Express Route 541 Current: Overlake – University District Proposed: Delete and replace with ST Express Route 542 and new ST Express Route 544 (Sept. 2019)

		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		100.0%	11
Support, but request the proposal be modified or adjusted as specified below		9.1%	1

“Concerned about the transfer, 541 seems redundant with 542.”

“Tradeoffs: more transfers for riders, additional stress for current riders in adapting to the new changes.”

What is your recommendation for ST Express Route 544 Overlake Park-and-Ride – South Kirkland Park-and-Ride – South Lake Union Proposed new peak-period-only route (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

What is your recommendation for ST Express Route 545 Bear Creek Park-and-Ride – Redmond – downtown Seattle Proposed: Revise to no longer serve Capitol Hill stop at Bellevue Avenue and Olive Way (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	9

What is your recommendation for DART Route 930 Current: Redmond – Kingsgate – Totem Lake Proposed: Add service (Sept. 2019)

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	100.0%	11

What is your recommendation for new Community Connections: Additional South Kirkland Community Van, for Sept. 2019?

	Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)	90.9%	10
Unable to decide for the following reasons specified below	9.1%	1

“Provide training and outreach.”

“Love use of ORCA card for this service.”

“Benefit: all work with your ORCA card, flexibility.”



“Benefit of better flexibility and connections, also ORCA card use.”

“This seems speculative to me, but I favor experimenting.”

“More outreach work needs to be done among non-English populations to make this service more available to them.”

“Not very familiar with service in this area.”

What is your recommendation for new Community Connections: Bothell-Woodinville Community Ride for Sept. 2019?



		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		90.9%	10
Unable to decide for the reasons specified below		9.1%	1

“Love use of ORCA card for this service. Great idea to shape the route to look like a bottle of wine [serves Woodinville wine country].”

“Benefit: all work with your ORCA card, flexibility and connections.”

“Communication issues need to be addressed for non-English speakers who have limited tech skills.”

What is your recommendation for new Community Connections: Kirkland-Kenmore Community Ride, for Sept. 2019?

		Response Percent	Response Count
Support change as proposed (please note any benefits or tradeoffs you think should be highlighted about this change below)		81.8%	9
Unable to decide for the reasons specified below		18.2%	2



“More outreach work needs to be done among non-English populations to make this service more available to them.”

Are there any benefits you would like to highlight for new Community Connections services proposed for Sept. 2019? - Kirkland-Kenmore Community Ride - Bothell-Woodinville Community Ride - Additional South Kirkland Community Van



		Response Percent	Response Count
Supports creating more reliable or dependable service		60.0%	3
Supports creating more frequent service with improved “longer” hours/span		20.0%	1
Makes service more convenient and easy to use for more riders		80.0%	4
Offers better connections to more local destinations and to the regional transportation network to connect people to more amenities, services, or opportunities		60.0%	3
Improves overall mobility and responds to growth and changing conditions		40.0%	2

Based on the information you have heard about the proposed changes for September 2019, to what degree do you agree or disagree that the needs from the community were addressed?



Access to local destinations

		Response Percent	Response Count
Strongly Agree		90.9%	10
Somewhat Agree		9.1%	1




Availability at both traditional & non-traditional hours

		Response Percent	Response Count
Strongly Agree		81.8%	9
Somewhat Agree		18.2%	2




Convenience & ease of use

		Response Percent	Response Count
Strongly Agree		54.5%	6
Somewhat Agree		45.5%	5




Reliability/dependability of the service

		Response Percent	Response Count
Strongly Agree		63.6%	7
Somewhat Agree		27.3%	3
Neutral		9.1%	1



Reliability/dependability of the service

		Response Percent	Response Count
Strongly Agree		63.6%	7
Somewhat Agree		27.3%	3
Neutral		9.1%	1



Are convenient for riders of different ages and abilities

		Response Percent	Response Count
Strongly Agree		54.5%	6
Somewhat Agree		36.4%	4
Somewhat Disagree		9.1%	1




Make the most of future transit investments like BRT and Link Light Rail

		Response Percent	Response Count
Strongly Agree		81.8%	9
Somewhat Agree		18.2%	2



Improve transfers and connections to and within the north Eastside

		Response Percent	Response Count
Strongly Agree		72.7%	8
Somewhat Agree		27.3%	3



How concerned are you that March 2019 changes may make the transit service slower or less reliable for north Eastside Communities?

		Response Percent	Response Count
Very concerned		36.4%	4
Somewhat concerned		36.4%	4
Not concerned at all		27.3%	3



How do you think taking no further action after March 2019 (Option A for no change or additional improvements) would affect the transit use of north Eastside communities?

		Response Percent	Response Count
I feel north Eastside riders will use transit the same as they do now.		27.3%	3
I feel north Eastside riders will use transit the less than they do now.		72.7%	8

How do you think taking no further action after March 2019 (Option A for no change or additional improvements) would affect the overall mobility of north Eastside communities (considering public feedback, data, and future BRT and Light Rail investments)?

		Response Percent	Response Count
I feel taking no action will somewhat negatively impact the overall mobility of north Eastside communities.		45.5%	5
I feel taking no action will very negatively impact the overall mobility of north Eastside communities.		54.5%	6

Overall, how satisfied do you think you would be with Metro services if the September 2019 proposal were implemented?

		Response Percent	Response Count
Very satisfied		63.6%	7
Somewhat satisfied		36.4%	4

Is there anything else you would like to share about the September 2019 proposal or the project in general?

“HOV needed on 520 Montlake exit and 85th in Kirkland.”

“Phenomenal outreach!”

“Very organized and detailed.”

“I like that the proposal takes into consideration the fact that people need transit options at all times of the day, 7-days a week and transit is becoming less stuck on the 9-5 workday schedule.”

“Place emphasis on:

- *Improving connections from points within the Eastside communities.*
- *Connections to South Lake Union.*
- *Aim for enhanced reliability as traffic grows in downtown Seattle and the Eastside.*
- *Troubles if/with doing nothing.”*

“This is a very carefully planned and thoughtful set of changes. I unreservedly recommend approval.”

“Teaching people how to transfer is critical to success and a proper media blitz using all media and social media outlets is important.”

“Consider how to make it more inclusive and accessible for non-English speaking riders and potential riders. Option A (for no change after March 2019) will have greater negatives for future transit use.”

Position and anticipated action

A consensus letter with formal recommendation will be submitted by the North Eastside Mobility Project community Mobility Board. The Board plans to support Option B in favor of change and will present the letter of recommendation to Metro and the King County Council for review in March of 2018 and anticipates a vote on the action the following month in April.