

Legislation Text

File #: 2015-0350, Version: 3

AN ORDINANCE approving public transportation service changes to integrate with the Link light rail extension to Capitol Hill and the University of Washington.

STATEMENT OF FACTS:

1. The proposed changes are consistent with the policy direction and priorities adopted on August 30, 2013, in the 2013 update to King County Metro's Strategic Plan for Public Transportation 2011-2021 and associated Service Guidelines, adopted in Ordinance 17641.
2. The proposed changes to integrate Metro bus service with the extension of Link light rail to Capitol Hill and the University of Washington are consistent with Objective 3.2 of the strategic plan, which indicates Metro will prepare for the region's growth by seeking opportunities to expand service, by being more efficient, and by partnering with others to maximize the travel options available.
3. The proposed changes are consistent with Objective 4.1 of the strategic plan, which indicates Metro will work to increase the proportion of travel in King County that is provided by public transportation products and services.
4. The proposed changes are consistent with Objective 5.1 of the strategic plan, which indicates Metro will work to provide service that is easy to understand and will improve transit speed and reliability.
5. The proposed changes are consistent with Objective 6.1 of the strategic plan, which indicates Metro should work to create a public transportation system that emphasizes productivity, while

ensuring social equity and providing geographic value.

6. The proposed changes will have significant impacts on transit riders and will require many riders to transfer. To ensure that impacts on transit riders are understood and can be addressed in future service changes as needed, the council bases its approval of the proposed changes on direction to Metro to prepare: a work plan on its work to make transfers convenient, safe and accessible, as described in section 2 of this ordinance; a presentation on its joint public engagement campaign focused on customer education and assistance to help riders identify new travel options using the restructured Metro bus network, as described in section 3 of this ordinance; a work plan identifying customized performance measures for and customer satisfaction with the routes and corridors affected by the restructure, as described in section 4 of this ordinance; and a traffic impact analysis for a proposed new bus stop at the University of Washington light rail station, as described in Section 5 of this ordinance.

BE IT ORDAINED BY THE COUNCIL OF KING COUNTY:

SECTION 1. The March 2016 University Link bus integration service changes, substantially as described in Attachment A to this ordinance, are hereby approved and shall be implemented effective March 26, 2016.

SECTION 2. Consistent with the King County Metro Service Guidelines, Metro considers as part of its network planning locations where transfer opportunities could be provided and where provision of convenient transfers could improve the efficiency of the network. Metro strives to make transfers convenient, safe and accessible, and to work with partners to provide safe environments for pedestrians in a manner consistent with the goals of the City of Seattle Vision Zero Safer Streets for Seattle initiative. In order to help facilitate connections in locations where passenger transfers are expected to increase due to the proposed changes, the executive is directed to work with Sound Transit, the University of Washington and the city of Seattle to

improve the transfer environment in such locations. Locations where transfers are expected to increase as a result of the proposed changes include, but are not limited to NE Northgate Way and Roosevelt Way NE, Roosevelt Way NE and NE 65th Street, NE Ravenna Boulevard and NE 65th Street, 25th Avenue NE and NE 65th Street, NE Campus Parkway and University Way NE, 19th Avenue E and E Madison Street, 23rd Avenue E and E Madison Street, and near the new Capitol Hill and University of Washington light rail stations, including each of the bus stops planned near the University of Washington light rail station. A number of transfer locations are shown in Attachment B to this ordinance, Key Transfer Locations map. Amenities or treatments that would improve the transfer environment include, but are not limited to, shelters, lighting, benches, trash receptacles, wayfinding signage, digital signboards, customer information, crosswalks and changes to signalization.

The executive shall submit to the council a work plan describing specific improvements planned for each of these transfer areas and a timeline for implementation that shall include plans to be implemented by March 2016, as well as plans to be implemented during the course of 2016 and plans to be implemented between 2017 and 2020. The work plan shall identify the responsible party and funding source for each planned improvement and shall include any legislation needed to implement the improvements. These improvements shall be implemented as expeditiously as possible to help achieve the objectives of safe and accessible transfer environments. When transmitted to the council, the work plan shall be accompanied by a motion to approve the work plan. The executive shall transmit the work plan and motion by January 29, 2016, in the form of a paper original and an electronic copy with the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff, the policy staff director and the lead staff for the transportation, economy and environment committee, or its successor.

SECTION 3. A. To ensure successful implementation of and the highest possible customer satisfaction with the University Link bus integration project, the executive is directed to work with Sound Transit, the city of Seattle, the University of Washington and other stakeholder organizations to carry out a joint public

engagement campaign focused on customer education and assistance to help riders identify new travel options using the restructured Metro bus network, the Central Link Light Rail and Sound Transit Express bus routes.

B. The executive shall provide an oral report on the joint public education campaign plans to the transportation, economy and environment committee no later than the first regular December 2015 meeting of the committee, with subsequent monthly presentations to the committee if requested by the chair of the committee. The report shall address, but not be limited to:

1. Plans to provide advance notice to current and potential riders about:
 - a. changes in bus route alignments, frequency and span;
 - b. transfer opportunities;
 - c. projected travel times; and
 - d. resources to obtain more information on the service change;
2. Plans to encourage and assist eligible individuals to enroll in discounted ORCA fare products including the ORCA LIFT card, youth fare and the Regional Reduced Fare Permit for senior/disabled riders;
3. Plans to inform eligible individuals about community access transportation options, including but not limited to the Hyde Shuttle and partner agency transportation services supported by Metro;
4. Use of residential mailings, advertisements, technology and public events to conduct outreach, including strategies to reach individuals with no access to the Internet;
5. Proposed activities for the initial service period including publicity, ORCA registration opportunities, incentives, street team activities, response to immediately identified problems and coordination among the participating agencies; and
6. Costs of the joint campaign and how the costs are proposed to be allocated among the agencies.

SECTION 4. A. To ensure a full understanding of the ridership impacts and customer response to the University Link bus integration service change, by January 29, 2016, the executive shall transmit a work plan, and a motion for the approval of the work plan, identifying customized performance measures for the routes

and corridors affected by the restructure. The work plan shall:

1. Identify performance measures to assess ridership and customer satisfaction with the existing Metro bus network and the new network integrated with the Central Link light rail;

2. Include plans through which the division shall conduct a customer and resident service assessment survey to be conducted by March 2017 to measure customer and resident satisfaction before and following the service change;

3. Be coordinated with Sound Transit performance assessments to avoid duplication of effort; and

4. Be modeled on past performance reports such as the C and D Line assessment.

B. The council is interested in near-term assessments of the service change impacts but recognizes that a thorough evaluation must take place over an extended time period.

C. The executive shall transmit the report in the form of a paper original and an electronic copy with the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff, the policy staff director and the lead staff for the transportation, economy and environment committee, or its successor.

SECTION 5. To ensure a full understanding of the potential traffic impacts in the vicinity of the University of Washington light rail station, before the installation of a bus stop on Montlake Boulevard NE near Hec Edmundson Pavilion, the council must pass a motion approving a report to be transmitted by the executive. The report shall summarize the results of a traffic impact analysis of a new bus stop on Montlake Boulevard NE near Hec Edmundson Pavilion with an assessment of the impact of that stop on general purpose traffic travel time on Montlake Boulevard NE from Boyer Avenue East to NE 45th Street and impact on the level of service and performance of intersections at Montlake Boulevard NE with NE Pacific Street and NE Pacific Place. The executive shall transmit the report and motion in the form of a paper original and an electronic copy with the clerk of the council, who shall retain the original and provide an electronic copy to all councilmembers, the council chief of staff, the policy staff director and the lead staff for the

transportation, economy and environment committee, or its successor.