

ALTERNATIVE SERVICES PROGRAM: POTENTIAL CHANGES BASED ON TASK FORCE GUIDANCE

1) Program Priorities: What's the focus?

- a) **Right-size** mobility service to the specific needs and characteristics of the community. This may include restructuring underperforming fixed-route bus services and mitigating the impact of lost or reduced fixed-route service.
- b) **Complement** fixed-route or Dial-a-Ride (DART) service. Complementary alternative services may address:
 - i) Filling gaps in time of day service or geographic coverage of fixed-route services, such as concentrations of shift jobs, industrial locations, or areas of potential transit activity that are geographically isolated.
 - ii) Serving rural communities and emerging markets.

2) Allocation Criteria: Which communities will get Alternative Services?

- a) Alternative Services projects may be appropriate in communities that meet the following criteria:
 - i) Poorly performing fixed-route service (rides/platform hour, passenger miles/platform miles),
 - ii) Time of day service gap,
 - iii) Geographic coverage service gap,
 - iv) Rural communities or emerging markets (as identified through land use targets, designated growth areas, demonstration of local transportation needs, and Metro's Long Range Public Transportation Plan),
 - v) Market potential considering jobs and household density, and proximity to: Activity Centers, Regional Transit Network, and Major Institutions,
 - vi) Concentrations of low income or minority populations (low income or minority census tracts, as designated in by the Service Guidelines analysis),
 - vii) Demonstrated partner interest (see Section 3).
- b) Alternative service projects may be initiated by:
 - i) Metro identification of communities that meet the Allocation Criteria.
 - ii) A competitive process involving a Letter of Interest by local jurisdictions or community organization, evaluated against the Allocation Criteria (Section 2.1).

3) Partnerships: How can my community get involved?

- a) Local community partnerships are an important component in the development and delivery of alternative services. Partnerships may include sharing the cost of community engagement, planning, equipment, contracted services, promotions or other project costs. Partnerships may include cash or in-kind contributions.
- b) Local governments may also demonstrate commitment to partnership by enacting transit-supportive land use policy or by making infrastructure investments that support transit, including but not limited to:
 - i) Transit signal and lane priority measures.
 - ii) Zoning measures that support increased density and mixed-uses within Urban Growth Areas.

- iii) Investments in cycling and pedestrian facilities that significantly enhance access to transit service.
- iv) Developing urban design guidelines that support transit and active transportation.
- v) Prioritizing in-fill over greenfield development.
- vi) Improving street network connectivity.
- vii) Other land use measures that contribute to higher concentrations of potential transit riders.

4) Performance Measurement: How will we know if it's working?

- a) King County Metro will monitor and evaluate performance of all alternative service projects to ensure that service quality, customer satisfaction, and cost effectiveness objectives are met. Performance measures may include usage/ridership rates and cost per boarding/ride. Performance of alternative services will be made against similar services.
- b) Alternative services should be evaluated using the needs of the community, the goals of each project, and with the transit market potential of the area served in mind. Market characteristics of each community may be considered when determining the market potential for the alternative service.
- c) Different performance measures may be used to evaluate different types of services.

5) Converting an Alternative Service to a Fixed-Route Service: How do you transition to regular service?

- a) Communities with successful Alternative Services partnerships may be eligible to transition to fixed-route bus service under the following circumstances:
 - i) The alternative service is overcapacity for a prolonged period of time,
 - ii) The cost per boarding of providing the fixed-route service is equivalent or less than the cost per boarding of providing an alternative service,
 - iii) Population and employment density warrant a greater level of transportation investment,
 - iv) Funding is available,
 - v) The partner jurisdiction is prepared to support the creation of required transit facilities.