

Case Study: Alternative Service Product Package for Mercer Island

Mercer Island		
Why Alternative Services?	When peak-only routes 202 and 205 and all-day routes 203 and 213 were eliminated in September 2014, the Mercer Island community was left with limited commute options, and no night or weekend service. To help mitigate for the loss of public transportation options, an alternative services project was initiated.	
Needs Assessment	Allocation Criteria	
	The Mercer Island Park & Ride is over capacity.	Market Potential
	The Metro and Sound Transit routes that serve the Mercer Island P&R are often overcrowded during the commute periods.	Market Potential
	The direct connections previously provided on commuter routes 202 and 205 were replaced with trips requiring 1-2 transfers.	Time of Day Service Gap
	Complete coverage loss in Mercer Island's First Hill and Shorewood Heights neighborhoods	Geographic Coverage Gap
Alternative Service Product Package	Implemented	Estimated Cost to Metro ⁱ
	Community Shuttle Route 630: Beginning June 8, 2015 the new Route 630 shuttle makes weekday peak-only connections from Shorewood Heights to Downtown Seattle 1 st Hill (City of Mercer Island contributed approximately 50% of operations costs).	\$160-200,000
	New Park and Ride: A new leased Park and Ride facility was established at the Congregational Church of Mercer Island to connect riders with the 630 and 204.	\$2-3,000
	Under Development	
	TripPool Pilot: Flexible ridesharing between transit and home using a mobile app to form carpools in real time. Metro-branded vehicles, maintenance, operations, and driver training included.	\$90-120,000
	Community Van: A small fleet of Metro-branded vans for local group trips. Paid Transportation Coordinator (0.5 FTE) with volunteer drivers. Includes 3 vehicles and driver screening.	\$80-100,000
	Total Estimated Annual Operating Costs to Alternative Services	\$322-423,000
Expected Improvements to Mobility	<ul style="list-style-type: none"> Better commuter connectivity to Downtown Seattle. Reduced crowding at Park and Rides through TripPool ridesharing. Improved mobility for groups attending local events. Reduced congestion on the north end of the Island. 	
Lessons Learned	<ul style="list-style-type: none"> There is still unmet demand for mid-day on-island mobility. There is demand for paid-driver services. 	

ⁱ Estimated Annual Operating Costs. Vehicle and capital costs are not included.

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Mercer Island Route 630

