

Service Reduction Outreach

Public Engagement

Prepared by King County Department of Transportation Communications

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Executive Summary

Overview

Metro service is funded primarily by sales tax, and the economic downturn that started in 2008 caused a significant reduction in Metro's revenue from this source. We have taken actions to make up for the lost revenue and preserve most bus service.

While many of these actions are resulting in continuing or new savings, some were only temporary or one-time measures that run out in mid-2014. Metro still faces an ongoing budget gap.

When we were conducting our public outreach, we estimated it would be necessary to cut up to 17 percent of Metro service. The actual size of the reduction would be revised based on updated financial information at the time when the County Council considers the cuts. The county's March sales tax forecast shows that the economy is getting stronger, and Metro is now expected to collect more sales tax revenue than predicted earlier. While this won't be enough to maintain current service levels, we are able to revise our estimated 600,000-hour service cut proposal to approximately 550,000 service hours.

The proposed service reductions are consistent with the policy direction and priorities adopted in Metro's Strategic Plan and Service Guidelines. Service cuts would begin in September 2014, with more to follow in 2015.

This report documents the activities we undertook to inform and hear from the public about these proposed reductions—including who we heard from and what we heard. Outreach began on Nov. 7, 2013, and we accepted public comment through Feb, 7, 2014.

We informed the public of a worst-case scenario, using the best information available: a possible service reduction of up to 600,000 hours, plus an additional 45,000 hours to be cut if Alaskan Way Viaduct mitigation funding was not extended by the state. The cuts would have begun with an initial 45,000-hour reduction in June 2014, with more to follow in September 2014 and February, June, and September 2015. After this outreach began, the state extended funding for viaduct mitigation service through 2015. The current package of recommended service cuts reflects the revised financial forecast that will apply as the County Council is considering the cuts.

Outreach process

We held a press conference on Nov. 7, 2013 at which we invited the media to learn about the reduction proposal and our outreach. That same day, we launched a robust website with details of the proposal, [video content in English and Spanish](#), an online survey, and a calendar of outreach events where the public could speak with staff members directly about the proposed reductions.

We invited the public to participate in our outreach through many channels: subscriber transit alerts, the General Manager's e-newsletter, ORCA passport clients (employers), commute trip reduction networks (large employers), community partners (a database of more than 500 organizations that serve people who use transit), tweets from @KCMetroBus, and Metro's Facebook and Instagram accounts. We mailed posters and brochures to senior centers, libraries, churches, schools, and community centers throughout the county. We also purchased advertising in four ethnic media publications serving Spanish, Chinese, and Vietnamese speakers.

Between Nov. 7, 2013 and Feb. 7, 2014 we hosted nine public meetings in different parts of the county, more than 30 outreach events at places where we could speak directly with those who use our service, and more than 25 stakeholder briefings—six of which were well-publicized open house/presentations at the county's six unincorporated area community councils. We documented feedback received at these events, encouraged people to complete our survey, and collected comments and questions via a dedicated phone line, email, and written correspondence.

We provided translated information and phone lines in 11 languages other than English: Amharic, Arabic, Chinese, Korean, Oromo, Russian, Somali, Spanish, Tigrinya, Ukrainian, and Vietnamese. We fully translated the brochure, video, and survey into Spanish, and provided an overview summary in the other languages. These translated materials were available on the website and distributed as needed at outreach-van events. In total, we provided eight feedback sessions to organizations serving seniors, people with low incomes, and/or people with limited English proficiency. We provided interpretation services in Amharic, Cambodian, Chinese, Oromo, Russian, Spanish, Somali, Tigrinya, and Vietnamese at these events.

We used social media throughout the three-month outreach period to keep people informed. We used the hashtag #KCMetroCuts to promote outreach activities and meetings via Twitter, Facebook, and Instagram. This effort included an innovative series of [Instagram videos](#).

We wrote blog posts summarizing what we heard at each of our public meetings, and shared them via the Facebook Have a Say page. We also fed the posts into a section of the website entitled "What we've heard." The comment feature on the blog allowed people to add additional feedback we may not have documented from the meetings, or to clarify what we had heard.

Participation

We received 4,588 survey responses and 879 emails, phone calls, letters, and blog comments. We talked directly with 357 people at public meetings and 10,432 people at outreach events.

During the three months of outreach:

- The project website had more than 253,000 page views.
- Our eight Metro Matters blog posts about the service reductions got nearly 1,400 views and 47 comments, which are taken into consideration in the public feedback section of this report.

- Metro made 19 Facebook posts, reaching an estimated 7,500 people and generating nearly 900 clicks on web links to additional information about the service reductions or meetings and 250 likes/shares.
- We made 91 tweets from @KCMetroBus that generated 55 favorites, 290 retweets, and 71 replies. The estimated reach of the hashtag #KCMetroCuts was 128,044, based on three weeks of hashtag snapshots.

Some demographic details of survey respondents:

- A majority live in the city of Seattle.
- A majority ride the bus three or more days a week.
- The largest age group among respondents was 24-35 years.
- Twenty-five percent of survey respondents who answered a question about their incomes reported annual household incomes of \$35,000 or less; followed by \$55,001-\$75,000 (17 percent); \$31,001-\$55,000 (16 percent); \$100,001-\$140,000 (16 percent); \$75,001-\$100,000 (15 percent); and more than \$140,000 (11 percent).
- A majority of survey respondents identified themselves as white (76 percent); followed by Asian-American/Pacific Islander (10 percent); multiple ethnicities (6 percent); Spanish, Hispanic, or Latino (3 percent); Black/African-American (2 percent); and American Indian/Alaska Native (1 percent).
- Three percent said they speak a language other than English at home.

Equity and social justice

Metro's community engagement must ensure that the diversity of our customer base is reflected in the public feedback we receive and consider during our decision-making processes. In this case, we used census data mapped to activity centers that would lose transit service if the proposed cuts were made to reach our decision to provide materials and conduct outreach activities in 11 languages other than English. These languages, listed below in alphabetical order, are spoken by more than 7 percent of the population around activity centers that would lose more than 15 percent of transit trips.

- Amharic
- Arabic
- Chinese
- Korean
- Oromo
- Russian
- Somali
- Spanish
- Tigrinya
- Ukrainian
- Vietnamese

Translated information

We distributed hundreds of translated handouts at outreach-van events and made the translated information available on our website. We also promoted use of this information to community partners when we asked for their involvement to help spread the word about the bus service cuts to the people they serve.

All other languages

We provided a one-page handout with an overview of the proposed reductions and a phone number to call to comment, ask questions, or request additional information. These handouts were available for download on the website.

In response to an optional question, 122 people (3 percent) of our survey respondents said they speak a language other than English at home.

Language lines

We offered phone lines in the following 11 languages: Amharic, Arabic, Chinese, Korean, Oromo, Russian, Somali, Spanish, Tigrinya, Ukrainian, and Vietnamese. People who speak these languages could call, hear a recorded message in their native language, and leave a voice message. We translated these messages and have documented them along with the other public comments we received.

We also used a phone interpreter service to return phone calls and answer people's questions. During the official public engagement period, 22 messages were translated from the Spanish language line and 1 message was translated from the Amharic language line. Of the Spanish phone calls, 10 involved inquiries about the service

reductions. These and the message left in Amharic were returned with the assistance of a translator.

Ethnic media

At the start of outreach in November, we purchased one week of advertising in the following publications: *El Siete Dias*, *NW Asian Weekly*, *Nguot Viet Tay Bac*, and *Seattle Chinese Post* (see copies of each ad in Appendix E).

Outreach to underrepresented populations, use of interpreters as appropriate

We reached out to organizations that serve underrepresented and transit-dependent populations at the start of our outreach – by email to invite them to learn more and spread the word to those they serve, and by contacting organizations to discuss our outreach approach and solicit their input on the best ways to reach those they serve. In some cases, we worked with the organizations to take our outreach van and do feedback sessions with their clients and interpreters as appropriate. In other cases, we mailed or emailed information for the organizations to distribute to their clients. This work has continued past the Feb. 7 end of the official public comment period.

In total, we provided eight feedback sessions to organizations serving seniors, people with low incomes, and/or people with limited English proficiency. We provided interpretation services in Amharic, Cambodian, Chinese, Oromo, Russian, Somali, Spanish, Tigrinya, and Vietnamese at these events.

Key themes – what we heard

Below is a high-level overview of the concerns and ideas we heard from the public. Each of these topic areas is detailed in the summaries of feedback received.

About the proposed service reductions

- **Overcrowding** – A top concern for participants is that service cuts will create more crowding on the buses they ride. Many experience full and standing rides now. Seniors and people with disabilities are particularly concerned about their physical safety on overcrowded buses if these changes are adopted.
- **Longer trips** – Another top concern for participants is the increase in travel time if these changes are adopted. Whether they have to go farther to access transit or make more transfers, participants on average expect their travel times to increase by 30 minutes in each direction.
- **Increased traffic congestion, environmental impacts** – Many participants said they were concerned about riders returning to their vehicles and clogging already-congested roads. They value reducing our region's impact on climate change and the role of a good public transportation system in reducing trips by single-occupancy vehicles, providing a network of service so people can choose not to own a car in the face of the urban density and population growth expected in the coming decades.
- **Rider alternatives won't work, decrease in use of transit** – Nearly half of survey respondents who use a route proposed for deletion or reduction/revision said that

their new options will not work for them. Overwhelmingly, this is related to the inconvenience of the trip taking longer than it does today.

- **Need for more service** – A majority of survey respondents said Metro should be adding service instead of planning to reduce it.
- **Service to UW, First Hill hospitals** – Many employees, students, and patients currently have one-seat rides from places outside the Seattle business core to hospitals at the University of Washington and in the First Hill area, on routes such as 205, 211, 271, 167, and 193X. Riders and employers are concerned about longer commute times and the availability of service in the late evening, at night, and in the early morning for shift workers. People with disabilities and health issues expressed concerns about transferring downtown or having to walk up a steep hill to get to First Hill hospitals.
- **Service to community colleges** – Students and employees of Bellevue College, South Seattle Community College, and Lake Washington Technical College commute from many locations around the county. Many said they already take two or three buses to get to school, so adding a longer walk or an additional transfer will be burdensome to them. They also attend classes in the evenings and on weekends, times when many service cuts are proposed. Bellevue College students expressed safety concerns due to violent incidents that have happened along the pathways that students would use to get to class if these reductions are made.
- **Topography** – We heard about a few areas in Seattle where a reduction in service would make transit particularly inaccessible due to steep and hilly topography.
- **Loss of service to particular areas** – there are some neighborhoods in the county that face a loss of all-day service or a severe reduction in peak-only service that is their nearest transit service. People who use this service, either every day or occasionally, expressed concerns about it going away and never coming back. They were particularly concerned about neighbors with disabilities or low incomes who may have no other way of getting around besides transit.
- **Support for certain restructure concepts** – Some stakeholder groups saw a silver lining in the reduction proposal. Transit for All, the Transit Advisory Commission, and others expressed support for route restructures that would reduce duplication and serve riders better, with enough resources to meet ridership demand.

About alternative ways to make the cuts or minimize impacts

We received many ideas intended to mitigate the effects of the service cuts if they are made. The most frequent suggestion was to reduce frequency of service to maintain coverage, while keeping the existing service network intact. People were worried that once service goes away from an area, it will be gone forever. They expressed hope that as more revenues become available, frequency can be restored if the existing network is still in place.

About funding

At meetings and outreach events, as well as in our survey, people said they wanted to help solve Metro's funding shortfall. Their feedback falls into the following categories:

- **Identify other revenue sources** – Examples: raise fares or do a better job of collecting them; provide better service, then market that service and incentivize use; generate revenue from big business; institute an income tax.
- **Reduce costs** – Examples: reduce staff salaries and overhead; focus on maintaining existing service instead of investing in things like RapidRide or expensive amenities; continue investing in alternative services.
- **Find a sustainable solution** – People said they want revenue sources for public transportation that are not volatile like sales tax is. They're tired of threats of reductions and short-term or incremental tax increases that do not solve the fundamental problem.

About our planning process

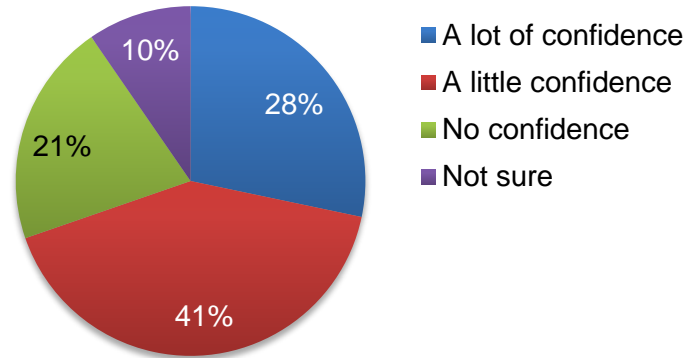
Forty-eight percent of survey respondents said they had heard of Metro's service guidelines; 40 percent said they had not. Twelve percent weren't sure. When asked, "Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)?" 78 percent said they understood "very well" or "well enough."

About our outreach

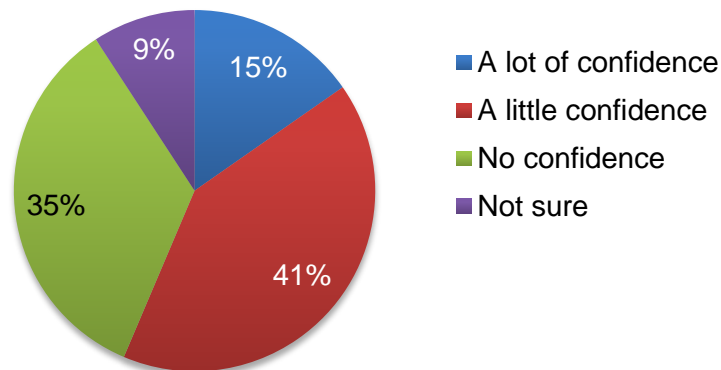
We received compliments about our outreach—in particular, the website that described the reduction proposal in unprecedented detail. However, we were also criticized for a lack of meaningful engagement. Some said that the decision had already been made, so their participation was just to allow Metro to check outreach off our list.

A vast majority (87 percent) said they used the website content to understand the service reduction proposal, followed by information shared via the news media or neighborhood blog (31 percent). The third most-cited resource was our face-to-face outreach activities (8 percent). When asked whether these resources helped participants understand how the changes being proposed would affect them, 86 percent said yes. Sixty three percent of respondents said they were given enough time to provide meaningful feedback in the decision-making process, and 65 percent said they strongly or somewhat agreed that taking the time to share their views will result in better decisions being made about service reductions.

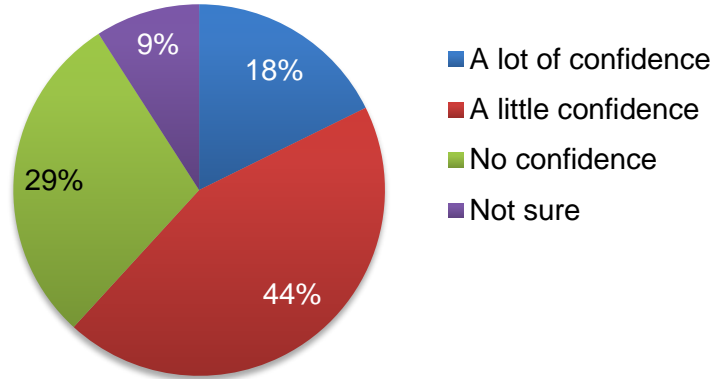
How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



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Public Engagement Plan and Activities

Since 2009, Metro's revenue from sales tax has fallen short of what is needed to maintain the current level of service. From 2009 through 2015, Metro is expected to collect \$1.2 billion less sales tax than was projected before the recession.

Metro and King County have taken actions over the past five years to cut costs, operate more efficiently, increase revenue, and preserve most transit service. Together, these actions saved or gained \$798 million from 2009 through 2013 and resulted in ongoing annual revenue and lower expense totaling \$148 million.

However, after temporary funding and savings run out in mid-2014, Metro faces a \$75 million budget gap. Although sales tax revenue is increasing, it has not recovered enough to close this budget gap.

The temporary funding source known as the congestion reduction charge was authorized by the state Legislature and then approved by the King County Council in 2011. The legislation's intent was to help address the revenue shortfalls for two years and allow Metro to continue reducing traffic congestion.

Given the possibility that no new funding would become available, Metro has had to plan to cut up to 600,000 service hours—about 17 percent of our transit system. We also had planned to cut another 45,000 annual hours of service in June after the expiration of our contract with the Washington State Department of Transportation that paid for extra bus service to mitigate the effects of the Alaskan Way Viaduct construction project on local transportation corridors.

The magnitude of this planned downsizing is unprecedented in Metro's history. The proposal to cut service in all parts of King County would affect many thousands of Metro customers as well as their communities, businesses, and institutions. Despite the challenges of engaging such a broad and diverse audience in a service reduction process, Metro committed itself to informing those who would be affected and offering them opportunities to ask questions and comment about these proposed changes to their public transportation system.

This report documents the steps taken to inform and hear from the public about these proposed reductions, who we heard from, and what we heard. Outreach began on Nov. 7, 2013, and we accepted public comment through Feb. 7, 2014.

The plan we detailed to the public was a worst-case scenario: a reduction of up to 600,000 hours of service, plus an additional 45,000 hours of service after Alaskan Way Viaduct mitigation funding ended. The first 45,000 hours of service would be cut in June 2014, with more reductions to follow in September 2014 and February, June, and September of 2015.

During our outreach effort, the state extended its funding of the Alaskan Way Viaduct mitigation service through 2015. The current package of recommended service cuts reflects Metro's financial state at the time County Council is considering them.

Outreach goals

In past service change outreach efforts, we have conducted two rounds of outreach—taking concepts out to the public, hearing feedback, adjusting the concepts based on that feedback, and then taking out a proposal for more feedback before making a recommendation to the County Council.

In this case, however, we waited until the newest ridership data was available before creating our proposal to cut service by up to 17 percent. This gave us only about four months to engage with the public countywide. Since this outreach process involved changes to more than two thirds of Metro's routes, we did not have the time or staff capacity for the two-round outreach process we've used in the past.

We knew there would be limited opportunity for the public to shape the recommendation that goes to the County Council for consideration and adoption. We were also facing uncertainty around the possibility of a funding solution becoming available that would make service cuts necessary. With these things in mind, we outlined the following goals for this outreach process. These goals reflect the *tone* of our outreach, the *principles* that underpinned the design of our outreach activities, and the *results* we hoped for.

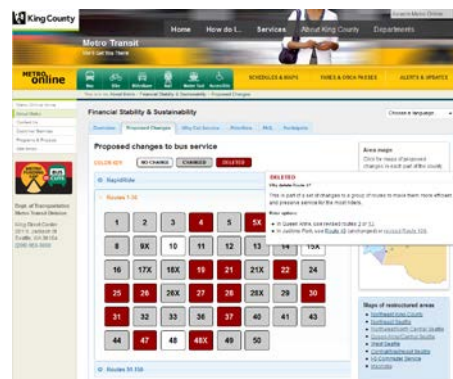
- Widespread public awareness about the reduction in service and how this will affect the region. Our customers understand how this reduction in service will affect them.
- The public and our customers understand that:
 - + Metro has no choice but to cut service due to the failure of the state Legislature to pass a transportation package.
 - + Riders understand the rationale behind the proposed changes and the process Metro used to develop the proposal.
- Customers feel as though they were treated fairly—no one group got special treatment over another, and all communities will experience a loss of service. The outreach process should reflect this. For example, no stakeholder groups should receive more of our time and resources than others.
- We create multiple, frequent venues and forums for our customers to voice their concerns about cuts and channel those concerns to decision-makers.

Process overview

On Nov. 7, 2013 we began the outreach process with a press conference. We invited the media to learn about the reduction proposal and upcoming outreach activities. (See appendix D for a list of news coverage.) On that same day we launched a robust website with details of the proposal, video content in English and Spanish ([viewable on YouTube](#)), links to an online survey in both languages, and a calendar of outreach

events at which members of the public were invited to speak with staff members directly about the proposed reductions.

Over the next three months we hosted nine public meetings at various locations around the county, more than 30 outreach events at places where we could speak directly with those who use our service, and more than 25 stakeholder briefings. We documented feedback received at these events, encouraged people to complete our survey, and collected comments and questions via a dedicated phone line, email, and written correspondence. We provided information, phone lines, and interpretation in more than 11 languages other than English.



Website detailing proposed cuts

In total, we received 4,588 survey responses and 879 other contacts from the public (emails, phone calls, letters, and blog comments). We talked directly with 357 people at public meetings and 10,432 people at outreach events.

Notifications: how we let people know they could participate

We used the following channels to inform people of the proposed reductions and their opportunities to learn more and provide us with comments.

- News releases to mainstream, local, and ethnic media to announce the outreach effort in general and each public meeting
- Posters displayed inside all buses (coach posters)
- Bus cards inside all buses
- Flier inside all Access vans
- On-board announcements (all buses)
- Posters at key bus stops and transit centers
- “Funding gap = bus cuts” advertisements inside buses, on the exterior sides of buses, and in the Downtown Seattle Transit Tunnel on a space available basis
- Emails to transit alert subscribers
- Emails to Metro Matters subscribers
- Emails to employers, ORCA passport clients, and Commute Trip Reduction coordinators
- Emails to community partners (more than 500 organizations that serve underrepresented populations, those who depend on transit, or those



Two ads from a series that ran in and on buses and inside the Downtown Seattle Transit Tunnel

- who might be concerned about transportation issues)
- Mailed materials to community centers, libraries, and senior centers throughout the county
 - Email to all city council members and mayors representing local jurisdictions in King County
 - Tweets to @KCMetrobus followers
 - Posts to Metro's Facebook pages – both Have a Say and King County Metro
 - Use of Instagram to promote the outreach effort and meetings, and to reflect back what we were hearing
 - Paid advertising in ethnic media publications
 - Added information to the outgoing message on the Access reservation phone line
 - Mailing to potentially affected Access riders—i.e., those who are conditionally eligible and using both Access and fixed-route bus service on a regular basis



Sample tweeted image

Social media

Throughout this outreach effort, we used social media to keep people informed. Via the hashtag #KCMetroCuts, we used Twitter, Facebook, and Instagram to promote outreach activities and meetings. This included an innovative series of [Instagram videos](#). (See Appendix C for a detailed social media report.)

We also wrote blog posts to summarize what we heard at each of our public meetings, and shared these posts via our Have a Say Facebook page and a feed that populated a section of the website called “What we’ve heard.” The comment feature on the blog allowed people to add additional feedback we may not have documented from the meetings, or to clarify what we heard. (See Appendix F to read these blog posts and comments.)

Public notifications

The following list details the notifications we delivered during the outreach effort, and—where possible to document it—the reach of each notification.

- Nov. 7 – “Metro proposes cuts: learn more, participate” email to **all transit alert subscribers** (43,674 recipients, 25% open rate, 13% click rate)
- Nov. 7 – “A painful proposal: cuts instead of growth” email to **GM newsletter and Metro Matters subscribers** (17,096 recipients, 29% open rate, 5% click rate)
- Nov. 7 – [“Will my bus be cut?”](#) **Instagram video and tweet**
- Nov. 8 – Info cards distributed on buses via operators at all bases (qty. 150,000)
- Nov. 8 – Email from Kevin Desmond to **elected officials in King County**
- Nov. 8 – [“Will I have to wait longer for my bus?”](#) **Instagram video and tweet**
- Nov. 12 – FWD “Metro proposes cuts: learn more, participate” email to **employer accounts**

- Nov. 12 – [“Will my bus be more crowded?”](#) Instagram video and tweet
- Nov. 13 – [“Will my bus be cut?”](#) ad Instagram and tweet
- Nov. 14 – Email, **Neighborhood council** workshop invitation (84 recipients)
- Week of Nov. 18 – **Spanish, Chinese, and Vietnamese advertising** in El Siete Dias, NW Asian Weekly, Seattle Chinese Post, and Nguot Viet Tay Bac
- Dec. 9 – “An update on Metro’s proposed service cuts—participate, spread the word” email to **community partners** (750 recipients)
- Dec. 12 – Mailing to **community centers, senior centers, and libraries** countywide (200 recipients)
- January – **Coach poster** on all buses, plus **on-board announcement** for operators to play
- November to present – “Funding gap = bus cuts” **bus and tunnel ads**

Accessible services

- Dec. 4 – Flier on Access vans (quantity 5,000)
- Dec. 4 – Added information to the outgoing message on the Access reservation phone line
- Dec. 4 – Letter to Access customers potentially affected by a 17-percent reduction in fixed-route service (831 recipients)

Meeting reminders

- Nov. 18 – Federal Way meeting reminder to southwest King County route subscribers (3,110 recipients, 15 percent open rate, 9 percent click rate)
- Nov. 18 – Vashon-Maury Island community council reminder to Vashon route subscribers (2,052 recipients, 14 percent open rate, 12 percent click rate)
- Nov. 20 – West Seattle meeting reminder Instagram and Tweet
- Nov. 26 – Southwest Seattle meeting reminder to southwest Seattle route subscribers (7,727 recipients, 18 percent open rate, 6 percent click rate)
- Dec. 3 – North Seattle Meeting reminder to North Seattle route subscribers (23,467 recipients, 19 percent open rate, 8 percent click rate)
- Dec. 6 – Downtown Seattle meeting reminder to downtown Seattle route subscribers (32,665 recipients, 20 percent open rate, 5 percent click rate)
- Dec. 9 – Bellevue meeting reminder to east King County-south route subscribers (10,281 recipients, 19 percent open rate, 5 percent click rate)
- Dec. 10 – Downtown Seattle meeting reminder Instagram and tweet
- Dec. 11 – Bellevue meeting reminder Instagram and tweet
- Dec. 11 – Kent meeting reminder to southeast King County route subscribers (6,540 recipients, 14 percent open rate, 5 percent click rate)
- Dec. 16 – Kent meeting reminder on Instagram
- Dec. 16 – Four Creeks community council reminder to related route subscribers (5,590 recipients, 16 percent open rate, 5 percent click rate)
- Jan. 2 – Greater Maple Valley area council reminder to related route subscribers (2,624 recipients, 16 percent open rate, 10 percent click rate)

- Jan. 7 – North Highline Community Council reminder to related route subscribers (4,775 recipients, 18 percent open rate, 7 percent click rate)
- Jan. 13 – Kirkland meeting reminder to east King County-north route subscribers (14,729 recipients, 23 percent open rate, 9 percent click rate)
- Jan. 13 – Kirkland meeting reminder Instagram and tweet
- Jan. 22 – Southeast Seattle meeting reminder to southeast Seattle/south King County route subscribers (11,145 recipients, 23 percent open rate, 4 percent click rate)

Methods for gathering feedback: how did people share their opinions?

Survey – online, print

The purpose of the survey was to provide an avenue for people to share their thoughts, reflections, concerns, and ideas on the proposed changes while learning about why we have to make them, how these changes would affect everyone, and how decisions were being made about what to cut.

The survey invited people to share with us how they use transit and the affects the proposed changes would have on their use of, and access to, transit. There were two tracks, referenced in this report as Track 1 and Track 2. Track 1 asked respondents how the proposed reductions would affect their use of transit generally. Track 2 asked about specific impacts of the proposed reductions on one trip that is most important to the respondent. Each respondent could choose one track or the other, but not both at the same time.

The questionnaire was available online and in print in both English and Spanish. We encouraged people to complete the survey online, but provided paper copies at outreach events and meetings upon request.

We received a total of 4,588 completed surveys in English and 2 in Spanish. (See appendix A for full results of the survey responses.)

Large-scale public meetings

The purpose of the public meetings was to bring together customers, general members of the public, business and community leaders, and elected officials to help them understand why and how Metro makes reductions and additions to service; to allow them to process the proposed reductions; and to foster a sense that “we’re in this together”—the proposed cuts would affect the whole system.

Meetings began with an open house and concluded with a large-group presentation and process for collecting comments and answering questions.

We held nine meetings with a total of 357 participants.

- Nov. 20 – Federal Way (approx. 60 participants)
- Dec. 3 – Southwest Seattle (approx. 45 participants)
- Dec. 5 – North Seattle (approx. 30 participants)
- Dec. 10 – Downtown Seattle (approx. 65 participants)
- Dec. 11 – Bellevue (approx. 35 participants)
- Dec. 16 – Kent (approx. 30 participants)
- Jan. 16 – Kirkland (approx. 30 participants)
- Jan. 23 – Southeast Seattle (approx. 50 participants)
- Jan. 27 – Lake Forest Park (approx. 12 participants)

Community outreach and information van – a roving open house/info table

The community outreach and information van was a Rideshare van wrapped in special branding for this effort. We used it to allow Metro staff members to share information about the reduction proposal in an informal and personal way with riders throughout the county.

It was staffed by staff members from community relations, service planning, and other Metro sections as appropriate. We marketed these van events via the project website and social media so riders would know where and when the van would be in their neighborhoods and could help spread the word. We chose locations and times for these events that would allow us to reach large numbers of people – either based on ridership at transit centers or in conversations with community partner organizations.

We held a total of 29 outreach van events, at which we reached 10,432 people:

- Nov. 14 – Federal Way Transit Center (approx. 300 reached)
- Nov. 19 – South Seattle Community College (approx. 100 reached)
- Nov. 21 – Alaska Junction (approx. 500 reached)
- Nov. 26 – Burien Transit Center (approx. 500 reached)
- Nov. 27 – Northgate Transit Center (approx. 400 reached)
- Nov. 30 – Westwood Village (approx. 250 reached)
- Dec. 2 – Shoreline Community College (approx. 400 reached)
- Dec. 3 – Uptown (First Avenue & Mercer Street) (approx. 800 reached)
- Dec. 3 – Bellevue College (approx. 500 reached)
- Dec. 4 – UW's Red Square (approx. 700 reached)
- Dec. 4 – Bellevue Transit Center (approx. 500 reached)
- Dec. 6 – Downtown Transit Tunnel Stations, Third Avenue & Pike/Pine streets (approx. 2,400 reached)
- Dec. 9 – Eastgate Park-and-Ride (approx. 600 reached)
- Dec. 12 – Kent Station (approx. 300 reached)
- Dec. 13 – Auburn Station (approx. 200 reached)
- Jan. 6 – West Seattle Senior Center (approx. 20 reached)
- Jan. 10 – Redmond Transit Center (approx. 200 reached)
- Jan. 13 – Kingsgate Park-and-Ride (approx. 300 reached)
- Jan. 14 – Kirkland Park-and-Ride (approx. 200 reached)

- Jan. 16 – Seattle Central Community College (approx. 200 reached)
- Jan. 21 – Mount Baker Transit Center (approx. 500 reached)
- Jan. 22 – Renton Transit Center (approx. 300 reached)
- Jan. 22 – Kent SHAG (senior housing) event (approx. 50 reached)
- Jan. 23 – Greenbridge YWCA (with Spanish and Somali interpreters) (approx. 30 reached)
- Jan. 27 – Federal Way Multi-Service Center Food Bank (with Spanish and Russian interpreters) (approx. 50 reached)
- Jan. 28 – SeaTac Refugee Women's Alliance (approx. 80 reached)
- Jan. 29 – Mount Si Senior Center (approx. 2 reached)
- Feb. 8 – Crossroads Mall (approx. 50 reached)

We have continued to take our outreach van to organizations serving vulnerable or underrepresented populations past the official public comment period, and will continue to respond to these requests up until the service changes are implemented. This includes outreach events to clients at the Refugee Women's Alliance in southeast Seattle, residents at Providence Elizabeth House, residents and businesses associated with the Seattle Chinatown International District Preservation and Development Authority, and the White Center Community Development Association's annual community summit. These events have included interpretation provided in the following languages: Amharic, Cambodian, Chinese, Oromo, Somali, Spanish, Tigrinyan, and Vietnamese.

Stakeholder meetings

The purpose of these meetings was to ensure that information about the planned reductions and opportunities to participate were communicated to key stakeholders, including resident councils in unincorporated areas, local jurisdictions, major employers, and organizations that serve transit-dependent populations who wouldn't participate or hear about the process through mainstream media or online. Presentations to these groups were designed to help them understand the likely effects of the cuts on those they serve, and how their concerns can be integrated into future planning efforts. Between Nov. 7 and Feb.7, we presented to 26 stakeholder groups.

- Nov. 8 – Eastside Transportation Partnership
- Nov. 8-9 – Puget Sound Equity Summit
- Nov. 12 – City of Bothell Transportation Commission
- Nov. 13 – Sound Cities Association
- Nov. 14 – South County Mobility Coalition
- Nov. 19 – South County Area Transportation Board
- Nov. 19 – King County Mobility Coalition
- Nov. 19 – Transit Advisory Commission
- Nov. 21 - North County Mobility Coalition
- Nov. 26 – Eastside Easy Riders
- Dec. 6 – Seashore Forum
- Dec. 9 – Alaskan Way Viaduct stakeholders group

- Dec. 18 – Snoqualmie Valley Government Association
- Jan. 13 – City of Shoreline, council briefing
- Jan. 13 – City of Bellevue, council briefing
- Jan. 30 – Key customer roundtable-East
- Jan. 31 – Key customer roundtable-South
- Feb. 4 – City of Kirkland, council briefing
- Feb. 5 – City Managers Meeting
- Feb. 7 – Key customer roundtable-West

To reach out to community and neighborhood councils throughout the county, we offered a workshop for community and neighborhood council representatives in mid-December and invited council representatives via email. Only three representatives (from Georgetown, Kirkland, and Judkins Park) responded, so we cancelled the workshop in favor of reaching out to each representative directly. We spoke in depth with two representatives by phone, and with the third in person.

To ensure outreach to unincorporated areas, we worked with unincorporated area community councils to provide informal open houses before one of their meetings, then a briefing and question-and-answer period during the meeting. Before each unincorporated area event, we sent transit alerts to people who had subscribed to alerts concerning routes that would be affected in that area. We provided open houses/briefings at the following community council meetings during the outreach effort.

- Nov. 18 – Vashon-Maury Island Community Council
- Dec. 13 – Fall City Community Association
- Dec. 18 – Four Creeks Community Council
- Jan. 6 – Greater Maple Valley Area Council
- Jan. 9 – North Highline Community Council
- Jan. 21 – West Hill Community Association
- Jan. 28 – Upper Bear Creek Community Council

Phone, email, written correspondence







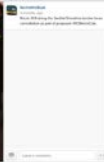


In addition to face-to-face and online ways of interacting with the public, we provided voice message lines in 12 different languages, an email address, and a mailing address to which the public could direct comments and questions. In total, we received 817 inquiries via these channels. (See transcriptions of phone messages, emails, and letters received by mail in appendix B.)








Follow-through – how we kept people informed

During the three months of outreach, we used a combination of electronic notification, social media, and web content updates to keep people informed about the process. Before each public meeting and unincorporated area community council briefing, we sent a transit alert to people who had subscribed to alerts about routes that would be affected by the reductions in the area.

We also tweeted and posted to Instagram and Facebook about each event. After each public meeting, we posted a summary of what we had heard and who attended the meeting on the Metro Matters blog. Each post directed readers to the Metro Future website to learn more about the changes being considered. We provided updates at various points in the process via the Metro Matters email list, whose subscribers had signed up to receive updates at outreach events.

The table below lists some of the videos and photos we shared via Instagram and Twitter in order to stay in touch with the public throughout the outreach process.

 	<p>Nov. 20 – @KCMetroBus “Please raise your hands: How many people here ride Metro more than three times a week? Riders learning about proposed #KCMetroCuts at #FederalWay Community Center til 8 pm”</p>
 	<p>Nov. 20 - @KCMetroBus “Riders asked about routes 901, 908, 909, proposed for #KCMetroCuts”</p>
 	<p>Nov. 20 - @KCMetroBus “Thank you for bringing your questions to us in #FederalWay. If you couldn't make it tonight, more online http://metro.kingcounty.gov/am/future”</p>
 	<p>Nov. 21 - @KCMetroBus “We're in #WestSeattle on this chilly Thursday morning answering #KCMetroCuts questions. Alaska Junction until 930am”</p>
 	<p>Dec. 3 - @KCMetroBus “The conversation on Metro's service reduction proposals continues over here in West Seattle, right now. Join us here or at another of our upcoming public meetings”</p>
 	<p>Dec. 5 - @KCMetroBus “Talking #KCMetroCuts in North Seattle. Riders sharing concerns about routes 28, 66, and 308 going away, future crowding on 70 series”</p>
 	<p>Dec. 5 - @KCMetroBus “Route 308 along Seattle/Shoreline border faces cancellation as part of proposed #KCMetroCuts.”</p>
 	<p>Dec. 6 - @KCMetroBus “The Metro street team is out at Pioneer Square, University and Westlake Stations this pm. Talk with us about service cuts. #KCMetroCuts”</p>

	<p>Dec. 9 - @KCMetroBus “At Eastgate park and ride, answering rider questions about #KCMetroCuts”</p>
	<p>Dec. 10 - @KCMetroBus “Rt 27 is among 74 routes proposed to be canceled. We’re answering #KCMetroCuts at Union Station.”</p>
	<p>Jan. 13 - @KCMetroBus “Uncertainty” video</p>
	<p>Jan. 16 - @KCMetroBus “Rts 234 and 236 face revisions as part of #KCMetroCuts, bringing questions from riders.”</p>
	<p>Jan. 22 - @KCMetroBus “The Impact” video</p>
	<p>Jan. 27 - @KCMetroBus “Riders who use wheelchairs talk about bus access. Several north end routes face deletion: 67, 68, 72, 242, 243, 304, 306, 308.”</p>
	<p>Jan. 27 - @KCMetroBus “Red circles are deleted routes. Blue squares are reduced or revised routes under proposed #KCMetroCuts.”</p>

On the afternoon of the Nov. 7 launch, #KCMetroCuts was Seattle’s top trending term on Twitter, ahead of #McGinn (related to the Seattle mayor, who had just conceded to his opponent in his bid for re-election).

During the three months of outreach:

- The project website got 253,066+ page views.
- Our eight Metro Matters blog posts about the service reductions got 1,398+ views and 47 comments — which are taken into consideration in the public feedback section of this report.

- Metro made 19 Facebook posts, reaching an estimated 7,500 people and generating nearly 900 clicks on web links to additional information about the service reductions or meetings and 250 likes/shares.
- We made 91 tweets from @KCMetroBus that generated 55 favorites, 290 retweets, and 71 replies. The estimated reach of the hashtag #KCMetroCuts was 128,044, based on three weeks of hashtag snapshots.

(See Appendix C, Website and social media analytics, and Appendix F, Blog posts and comments, for more detail.)

Public Feedback Summary

The following summarizes feedback we received via the survey, meetings, and phone calls, emails, and written correspondence. We've provided a countywide summary as well as separate summaries of feedback received from eight geographic areas that make up the county. We used these geographic areas throughout our outreach as a way to describe the reduction proposal.

Countywide

Number of participants, ways they participated

We received **4,588** completed service reduction surveys. **1,755** participants completed the short survey (Track 1) to answer questions about how the proposed changes would affect their transit use in general. **2,549** participants completed the long survey (Track 2) to answer questions about one specific trip that was important to the respondent. The remaining **284** participants did not complete the entire survey, but chose to answer only the first several questions that came before the request to choose either Track 1 or Track 2.

During the official comment period, **862** contacts from the public were submitted via phone (**212**), email (**588**), U.S. mail (**17**), the Metro Matters blog (**34**), and Facebook (**3**).

As noted earlier in this report, **357** people participated in 9 public meetings, **10,432** people were reached during our outreach van events, and we provided **26** briefings to stakeholder groups.

Who we heard from

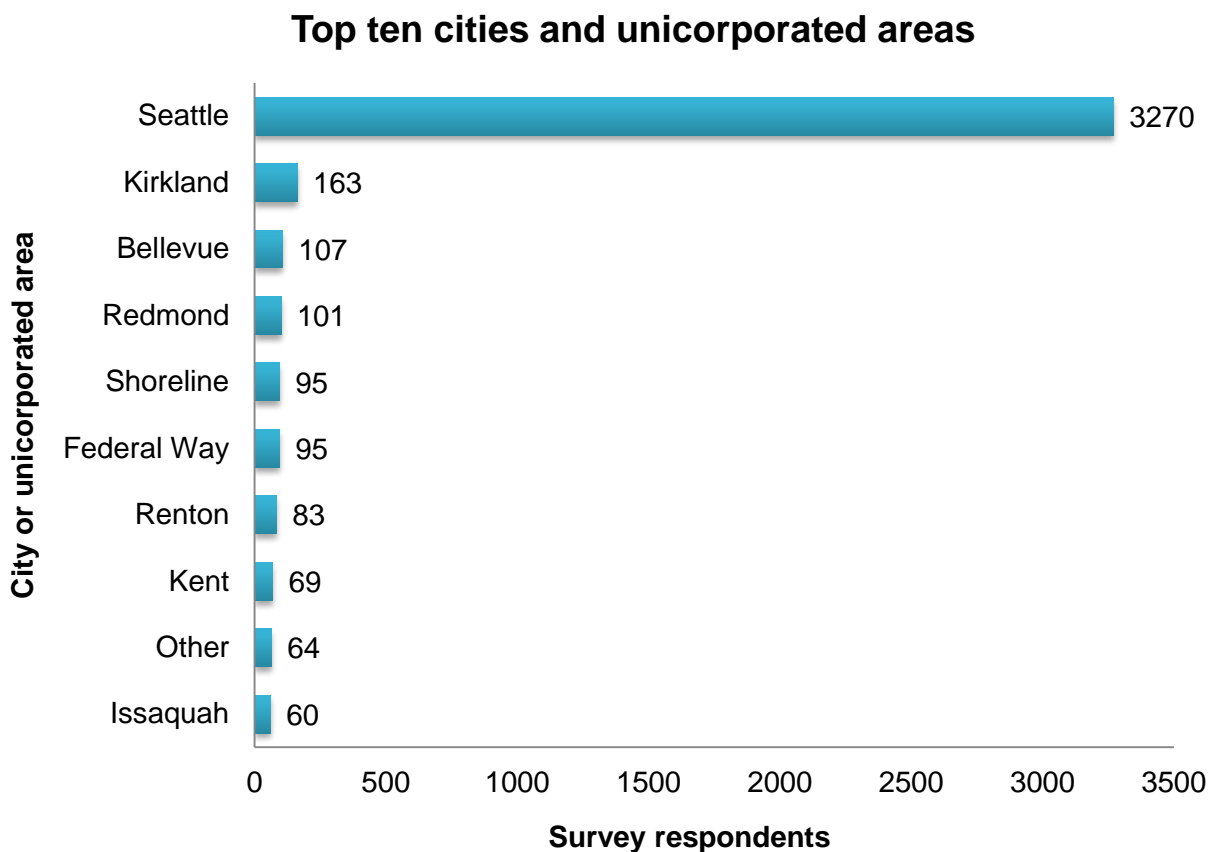
Most (**3,270**) survey respondents said they live in Seattle, followed by Kirkland (**163**), Bellevue (**107**), and Redmond (**101**). The remaining respondents said they live in various cities and unincorporated areas in King County.

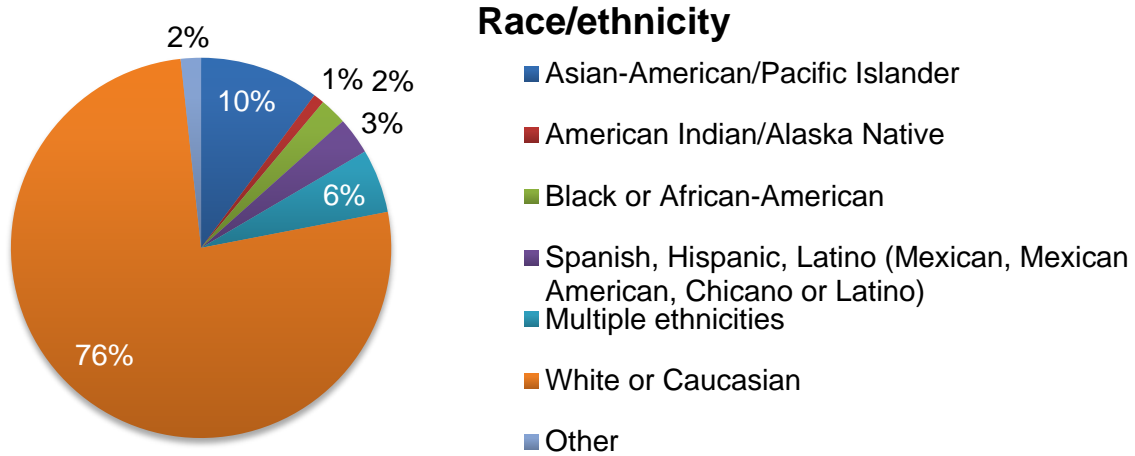
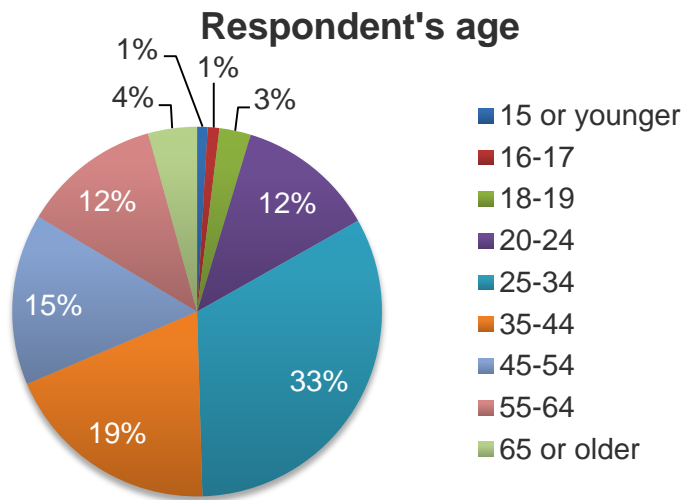
Thirty-three percent of respondents said they were 25-41 years old; 19 percent said they were 35-44 years old. The age groups with the fewest respondents were the younger age groups (15 or younger, 16-17, and 18-19), with approximately one percent of respondents saying they were in each group. Respondents 65 or older made up six percent of the respondents.

Seventy-six percent of respondents described themselves as white or Caucasian. Most of the remaining respondents identified themselves as Asian-American/Pacific Islander (10%) or multiple ethnicities (6%). Most respondents said the primary language they speak at home is English, but 55 respondents chose Chinese (Mandarin, Cantonese, etc.) and 19 chose Russian.

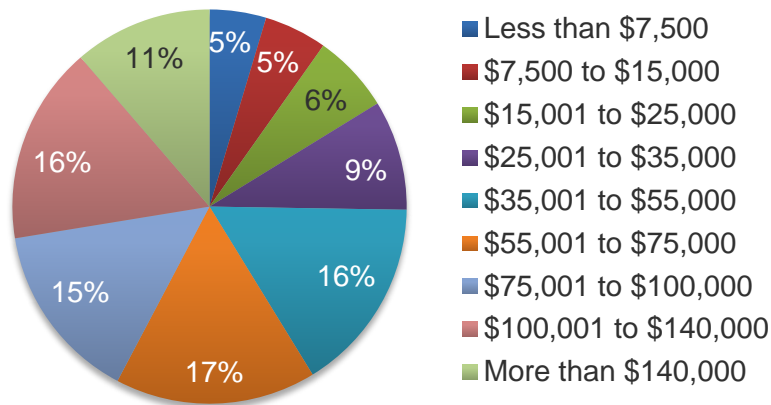
Seventy-five percent of survey respondents who answered a question about their annual household incomes said they earn \$35,001 or more. More than half said they earn \$55,001 or more, while only 25 percent said they earn \$35,000 or less. The highest percentage of respondents who identified an annual household income said they earn between \$55,001 and \$75,000 (17 percent). This group is closely followed by several household income ranges: \$35,001-\$55,000 (16 percent), \$100,001-\$140,000 (16 percent), \$75,001-\$100,000 (15 percent), and more than \$140,000 (11 percent).

The following charts offer a more detailed overview of the demographics of our respondents.

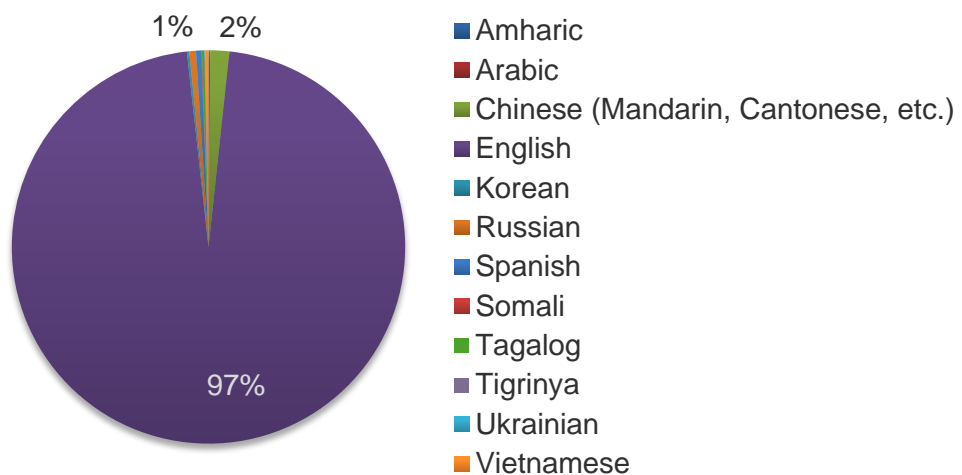




Annual household income



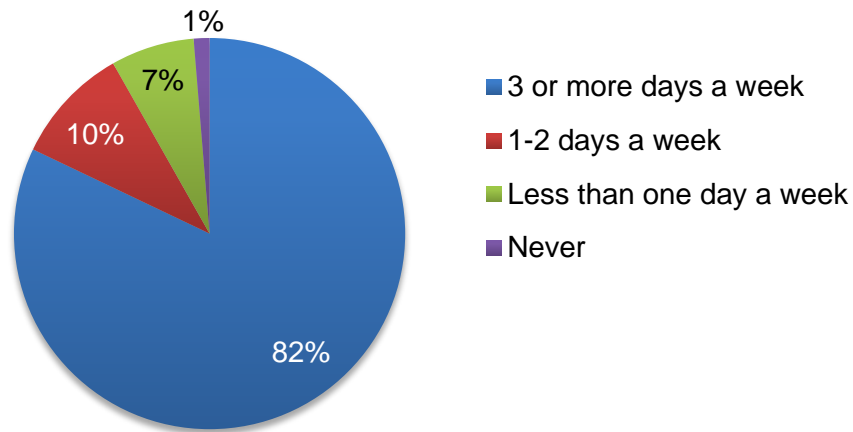
Primary language spoken at home



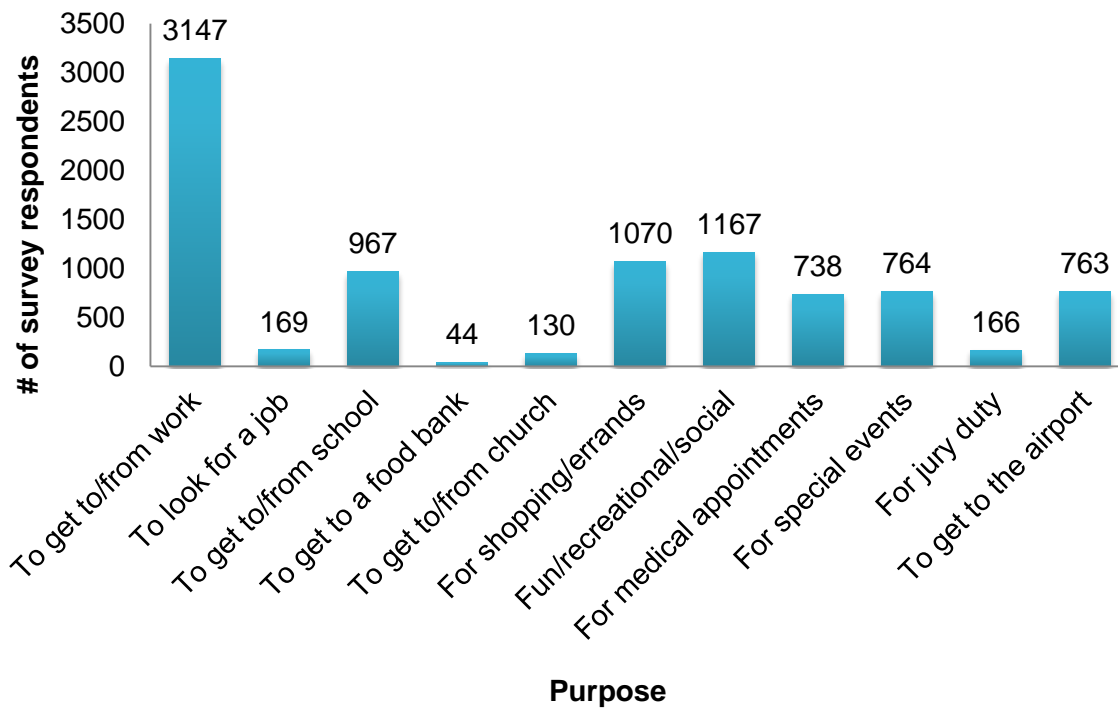
Most survey respondents (82 percent) said they ride Metro three or more days a week. The top two purposes identified for using transit were commuting to and from work and fun, recreational, and social purposes (with commuting to work chosen by almost three times as many people). Shopping/errands and commuting to and from school were also identified by numerous respondents.

The routes we heard about most often in survey responses and direct comments routes 72, 71, 73, 48, and 43. The following charts offer a more detailed breakdown of the survey responses.

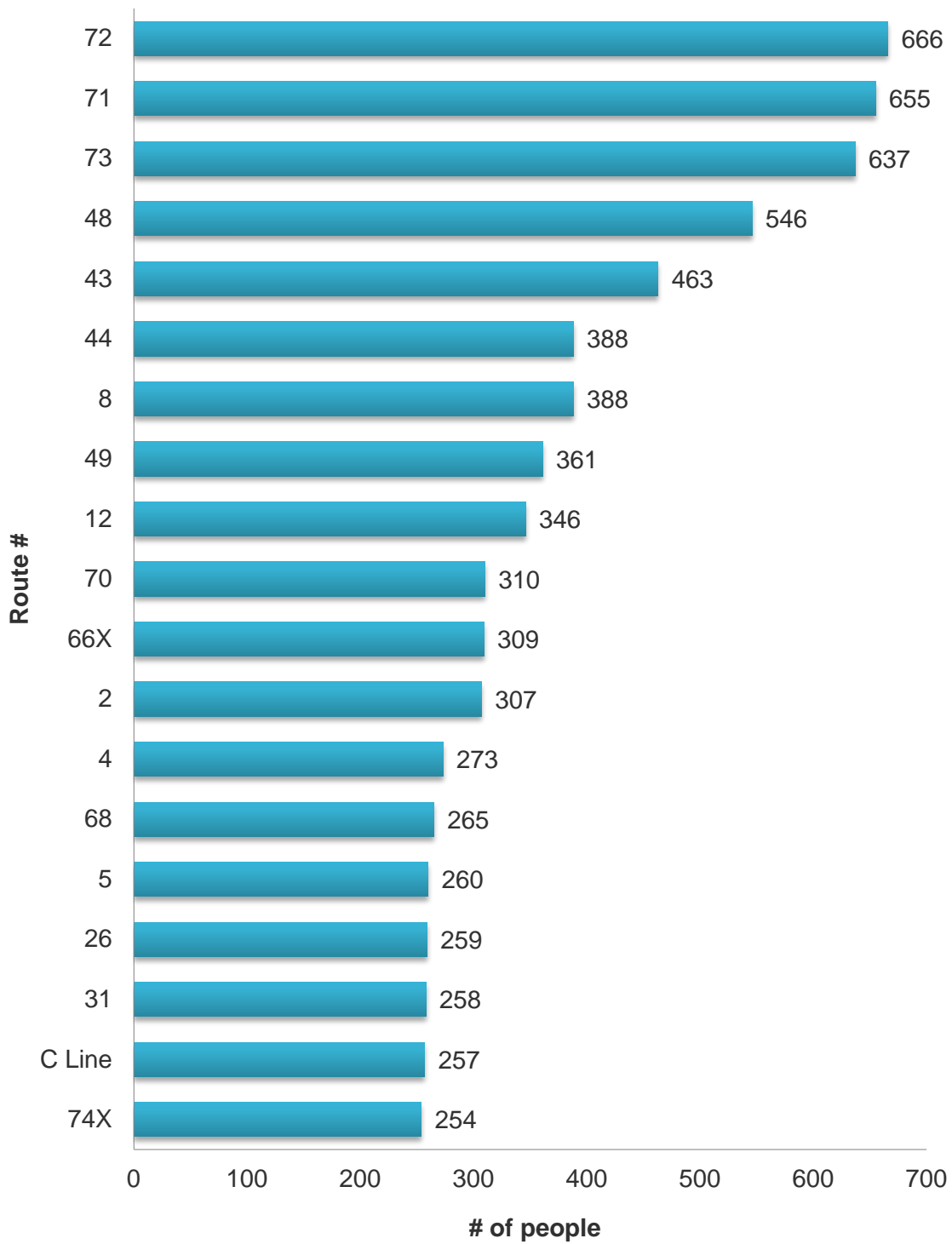
How often do you ride a Metro bus?



For what purpose(s) do you use transit?



Top 20 routes identified in survey and comments



What participants said

About the proposed reductions

When we spoke with people face-to-face at meetings or outreach van events, we found that while most were upset about changes being proposed, there was general acceptance that cuts are inevitable without more stable/sustainable funding. Many expressed a desire to stop cuts by advocating for sustainable funding.

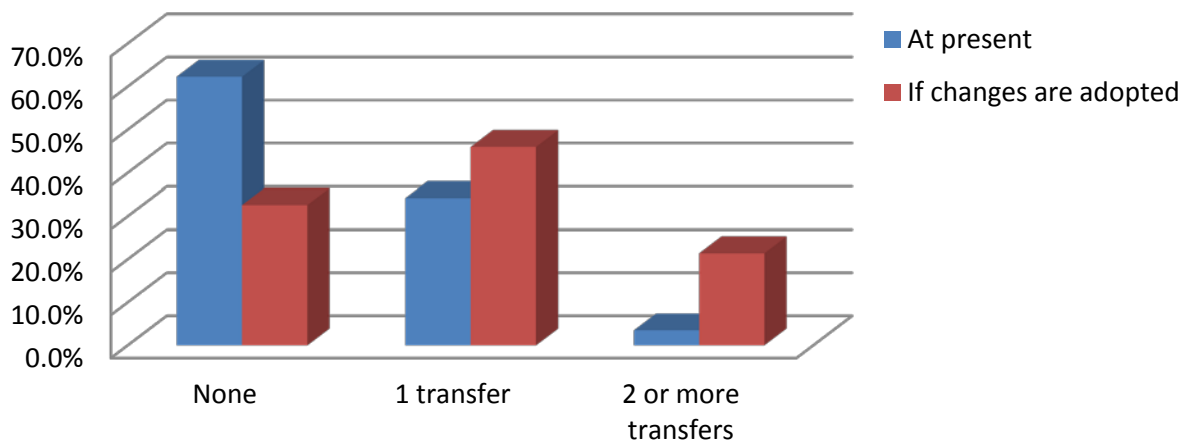
Overcrowding

Regardless of where participants lived, they expressed concerns about buses becoming more crowded. We heard and read stories of how people already experience overcrowding on their buses, and members of more-vulnerable populations said they are concerned about their physical safety on overcrowded service. Routes that riders said they expect to be overcrowded included the 70 series and Sound Transit Express routes such as 550 and 554. Metro is proposing several route reductions and deletions on the east side of Lake Washington, and suggesting that riders use Sound Transit routes instead.

Longer trips

Longer trips were a commonly cited concern. Of survey respondents who chose Track 1, 78 percent said they expect their trips to take longer if the proposed changes are made. Of those who chose Track 2, a majority (65 percent) said they spend 31-60 minutes to get to/from their destinations now, and a majority (65 percent) of this group said they expect their trips to take longer than 60 minutes if the changes are made. Most said they would have to take more buses to reach their destinations if the changes are made (see chart below), and some said they would have to travel farther to access bus service from their origins or destinations.

Number of transfers



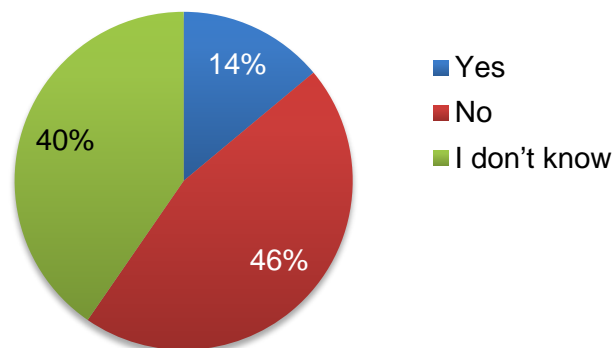
Increased congestion and environmental impacts

Many survey respondents commented on how a reduction in bus service will increase traffic congestion and therefore our environmental impact on the region. A common theme was that reducing bus service is counter to the region's—or their local government's—goals to decrease single-occupancy vehicle trips by investing in density and making it more difficult or expensive to park. Respondents also talked about how critical good public transportation is for the economy—e.g., reducing congestion so freight can move more easily, getting people to and from work, and getting people to and from schools that train them for the workforce. They expressed that, especially now when the economy is recovering, a reduction in bus service would hurt.

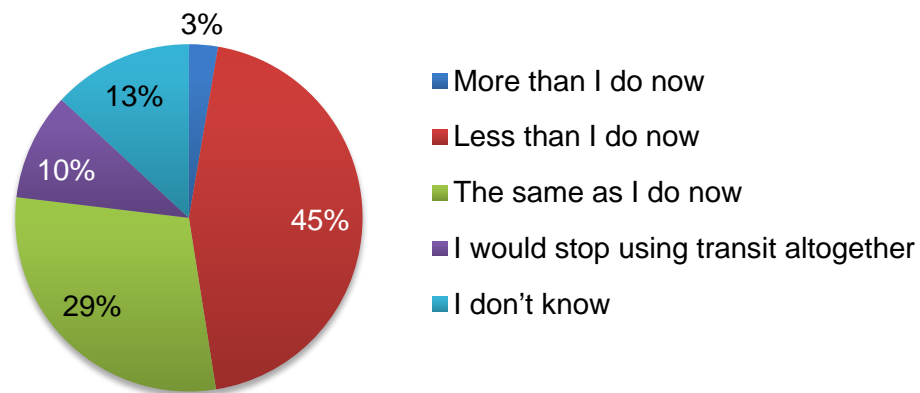
Use of transit

For every route proposed for deletion, reduction, or revision, Metro detailed alternatives people could use if these changes are adopted. Nearly half of survey respondents said these alternatives would not work for them, largely because their trip times would become so long, or the way they access transit would be so inconvenient, that they would no longer choose to take transit.

For each route being proposed for deletion, reduction, or revision, we have identified “rider options” or alternatives you might be able to use. Do you believe these options will work for you?



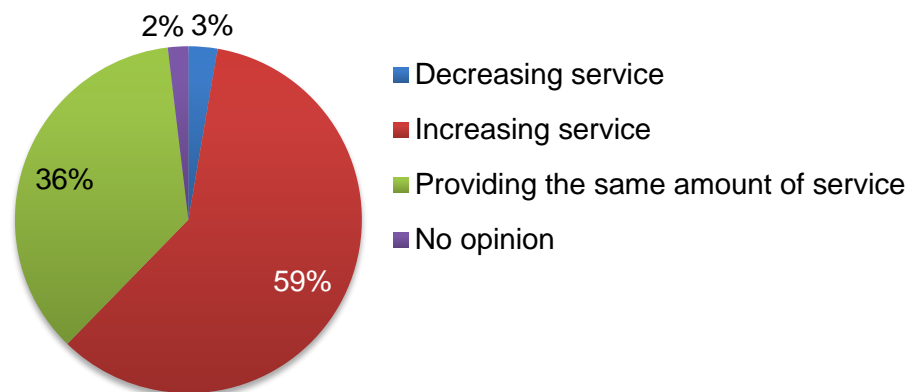
If the proposed changes were made, how would your use of transit be affected? I would use transit...



Need for more service

Given respondents' concerns about the overcrowding and long trips they already experience with current service, it is not surprising that nearly 60 percent said they think Metro should be increasing service countywide.

What do you think Metro should be doing with service on a countywide basis?



Service to University of Washington and First Hill hospitals

There are a number of peak-only routes that provide one-seat rides from outside the Seattle core to the University of Washington and First Hill hospitals (examples: routes 205, 211, 271 (for Issaquah), 193X, and 167). People in Kirkland/Totem Lake, Issaquah, Mercer Island, and Tukwila expressed concerns about the added time to their commutes if they have to transfer in downtown Seattle to get to the university or a First Hill hospital. People also expressed concerns on behalf of patients who may find transfers difficult. Other routes facing reductions late at night or on the weekends were

mentioned by employees at First Hill hospitals who depend on these routes when working odd shifts that don't fit the normal work day.

Service to community colleges

Students and employees commute to community colleges from all over the county. Many are already taking two or three buses to get to and from school. There are also many students who attend classes at multiple community colleges. We heard about social equity considerations related to making it fast and easy to get to and from community colleges, since they provide education, employment training, and job search support to underrepresented populations. We heard opposition to changes that would make it more difficult to access community colleges; adding a longer walk or an additional transfer will be burdensome for many.

People who work or go to school at Bellevue College said they opposed proposed changes to routes 245 and 271. Both routes currently provide service directly through the heart of campus. Route 271 connects Issaquah residents with the campus and continues on to the University of Washington. If the changes are adopted, riders would access campus from 148th Avenue SE or the Eastgate Transit Center. We heard concerns about safety, longer trips, longer walks to get to campus, and a recent investment in transit stops that would go unused.

We also heard from students and employees at South Seattle Community College who opposed the proposed changes to Route 125, which currently provides a one-seat ride to downtown Seattle. If the changes are adopted, many students and employees will have to make a second or third transfer in West Seattle to get to or from campus.

We heard from students and employees at Lake Washington Technical College about a reduction of service in the evening and on weekends because the school has classes at those times.

Topography concerns that will affect access to transit that is farther away

- **Route 7** – People in the upper Rainier Valley who use Route 7's "Prentice Loop" expressed concern about having to walk up and down a hill to access transit if the reductions are made.
- **Route 27** – People who live in Leschi south of Madrona Drive and between 34th Avenue and Lake Washington Boulevard would have a long walk or a steep walk to access transit on S Jackson Street or Madrona Drive.
- **Route 2** – Seniors and other residents who use the north part of Route 2, which serves the steep and hilly West Queen Anne area, expressed concern about how they'll get to Queen Anne Avenue to access transit service if the proposed change to the route is made.

Loss or reduction of service to particular areas

Some places will no longer have all-day service if these changes are adopted. We heard from residents in the following areas about how the reductions will affect them:

- **Arbor Heights** – Deletion of Route 22 would mean the area south of SW 100th Street, west of Marine View Drive, and east of 30th Avenue SW only has service during peak hours (on Route 21X).
- **Gregory Heights** – Deletion of Route 139 would leave this community with reduced peak-only service on Route 123. Residents were particularly concerned about reduced access to Highline Hospital, which would continue to be served by Route 123 all day, but would no longer have the front-door service currently provided by Route 139.
- **Leschi** – Deletion of Route 27 will leave the area east of 34th Street to Lake Washington Boulevard and south of Madrona Drive without transit service.
- **Sammamish** – Parts of this community will no longer have access to all-day service, including Pine Lake Village, a retirement community currently served by Route 927 DART (proposed for deletion).
- **Snoqualmie Valley** – We heard from long-time riders who commute to work from Snoqualmie Valley to Seattle and Bellevue on routes like 209 and 215. They perceive that they already have very limited service, and a further reduction in service would create hardship for them.
- **Laurelhurst** – If Route 25 is deleted, this community would no longer have any transit service. Residents would have to get to Sand Point Way to access transit.
- **Willows Road** – Deletion of Route 930 would leave Willows Road in Redmond without service. This part of Redmond is home to more than 15 of Redmond's major employers. (This area is also being considered for implementation of alternative services as part of Metro's five-year alternative services implementation plan.)

Route-specific petitions or campaigns

- **Route 12** – Many survey responses and emails came in from staff members and students of Holy Names Academy, who expressed concerns about losing service down 19th Avenue on Capitol Hill.
- **Route 16** – Many phone and email inquiries came from residents at the Hearthstone, a retirement complex on Stone Way. Route 16 currently provides residents direct access to hospitals and retail on NE Northgate Way. If the changes are made, they would have to transfer at the Northgate Transit Center to make the same trips.
- **Routes 25 and 66X** – Many senior citizens and employees at NOAA expressed concerns about deletion of routes 25 and 66X, especially in Eastlake.
- **Route 27** – Seniors in SHAG housing at 6th Avenue and Yesler Way, as well as Leschi residents, came *en masse* to the downtown Seattle public meeting to express

concerns about the deletion of Route 27. They brought a petition and a member of the press with them.

- **Route 128** – Residents at Providence Regina House in High Point organized to bring people to several events and meet directly with their councilmember to express concerns about Route 128 being rerouted to no longer serve their community. This route currently provides east-west access on a steep hill to Westwood Village and Morgan Junction/California Avenue SW, where residents travel for medical appointments, social activities, and grocery shopping.
- **Routes 158, 159, and 192** – Deletion of these routes would leave portions of the east part of Kent without any service. These peak-only routes are important to those who use them to commute to and from work. If these routes are deleted, most riders would have to use already-packed park-and-rides to access transit.
- **Route 167** – long-time riders of this route between Renton, Newport Hills, and the University of Washington can't understand why this route is considered low performing. They do not want to lose this service.
- **Route 193X** – Riders who access this route in Tukwila are concerned about the proposal to no longer serve that stop. Many emails have come from hospital employees (Virginia Mason, Swedish, and Harborview). We also received a template email from several riders.
- **Route 245 and 271** – Students and employees organized to express concern about the proposal to change these routes so they no longer operate directly through the Bellevue College campus.
- **Route 200 and 927 DART** – After the official comment period had closed, we received a letter and petition signed by 200 Chinese residents of a housing complex served by these routes. They said they rely on this all-day service for access to medical, retail, and social activities – especially a Chinese-speaking doctor whose services many of the residents use.
- **Route 901 DART** – We received many template phone calls and emails expressing concern about the deletion of this route, which currently serves Dash Point Road in Federal Way.
- **914 and 916 DART** – Many senior citizens expressed concerns about changes to these routes in Kent, where several SHAG (senior housing) complexes are located. Residents use these “shopper shuttles” for medical, social, and retail trips, and reducing this service in frequency and span will affect their mobility.

Support for certain restructure concepts

A coalition of organizations who call themselves Transit for All and who have advocated on behalf of direct service between Martin Luther King Jr. Way and downtown Seattle

said they like the changes proposed to **Route 8** and **Route 106** and want us to move forward with this restructure idea if there is community support. The Transit Advisory Commission and other outreach participants echoed support for this restructure concept. In addition, they noted the consolidation of the 70 series as a positive restructure idea that should move forward as a way to reduce duplication of service—but only if there is funding to operate enough service to meet the ridership demand on these routes.

About alternative ways to make the cuts or minimize impacts

We received many suggestions that would help us mitigate the impacts of the reduction if implemented. These included suggestions for scheduling trips or routing buses in a similar stop pattern to make transfers faster and easier, scheduling trips to best meet needs for the last or first trips of the day, or keeping trips at certain times to meet the needs of most riders.

Another idea that surfaced in talking with residents of West Seattle, South Park, and Georgetown in relation to changes proposed for Route 60 was to explore whether Senior Services, which operates the Hyde Shuttle, could expand the shuttle's service area to those communities and provide trips for seniors and people with disabilities to the Veterans Affairs and First Hill hospitals. If the change to Route 60 is adopted, riders from these areas would have to take at least two buses to reach these destinations.

Most other suggestions we received would shift the burden of the reductions from one community to another or from one set of riders to another. An example of this type of suggestion came from many who live in Judkins Park and use Route 4 to get to and from downtown and First Hill hospitals. We heard from them that we should delete Route 3 instead of Route 4. They perceive that Madrona and other parts of the Central Area served by Route 3 have access to more transit choices than they do, or don't need transit as much as they do.

Some people perceived a bus serving their community as not needed. One example is Route 224, which recently started serving Redmond Ridge. Several Redmond Ridge residents told us to cut this route to preserve other service, saying they don't see anyone using it.

Maintain coverage at the expense of frequency

Some participants expressed concerns about loss of service to a street in their community, or to an entire neighborhood, which would require residents to travel farther to access transit. In particular, they worried about those who are transit dependent and don't have the ability to drive or walk long distances to get to a bus stop. They feared that once lost, service would never come back if and when Metro again becomes able to add more service to the system. They asked Metro to maintain the service network at the expense of frequency so that service wouldn't disappear entirely from their street or area in the future, regardless Metro's financial situation. They also felt this would be a way for every community to take its fair share of reductions.

About funding

During our outreach, many people quickly moved from expressing concerns about the reductions to the conversation around how to sustainably fund public transportation. We heard direct feedback in meetings and at outreach events about people's ideas for reducing costs and generating more revenue, as well as anger at elected officials or hope that they will do something to sustainably fund public transportation.

In our survey, we asked respondents whether they have any feedback they'd like to share directly with elected officials about funding for Metro. Here are some common themes we heard from respondents.

Identify other revenue sources

- **Fares: raise them and/or collect them** – Many participants said they would be willing to pay more for their service if it meant Metro service would not be cut. Others expressed concern about fare evasion. They perceive that, if Metro collected fares from everyone, the budget gap would be resolved. A small number of people suggested that having different fare products, such as day or short-term passes, could increase ridership and generate additional revenue.
- **Have better service; market and incentivize use** – A number of comments focused on people's perception that the service currently available to them is scanty or poor, which they believe prevents more people from using the service. If service were better, they contend, more people would use it, and this would generate more revenue and compel people to vote for additional taxes to support it.
- **Tax or generate revenue from big business** – From corporate-sponsored transit vehicles to taxes on development or freight, many participants believe there are plenty of untapped private-sector resources to help fund public transportation and other public services. This group of commenters also includes some who think there should not be any discounts for ORCA passport customers (employers who purchase large numbers of ORCA cards and distribute them to employees).
- **Institute an income tax** – This was a common suggestion at public meetings. There is concern that vehicle fees, gas fees, and fare increases are regressive and inequitable in their effects on people with low incomes. Those who advocate for an income tax believe it would provide income for many public services that are currently in crisis.

Reduce costs

Many people with ideas about how to reduce costs believe that funding is available with existing resources to maintain current service levels. This includes a group of Metro bus drivers who organized a campaign at our public meetings. Key suggestions from this cohort include the following.

- **Reduce staff salaries/overhead** – Either managers/supervisors, bus operators, or both.

- **Focus on maintaining existing service, instead of expensive, branded fleets and amenities** – Stop investing in RapidRide and other “fancy” services and their infrastructure.
- **Plan service more efficiently** – Proponents believe that if Metro had better service, it would be more efficient and attract more ridership.
- **Continue investing in alternative services** – Using vehicles other than large buses would have less impact on the road, greater fuel efficiency, and more flexibility in providing service to more places.

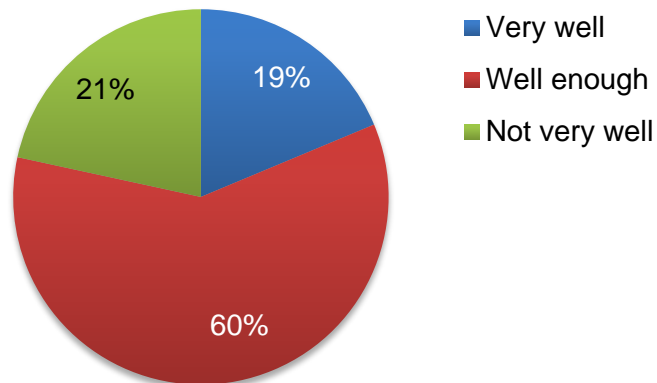
Find a sustainable solution

A fair number of comments asked elected officials to find a more sustainable source of funding than sales tax. Participants are tired of the roller coaster of threats of reduction and incremental tax increases that do not solve the problem in the long term. Whether participants were expressing the idea that public transportation should pay for itself—e.g., the cost to ride should cover the cost of providing service—or whether participants were saying they would be willing to pay more for service via added taxes or increased fares, the common thread was that people want a solution that is not volatile and that is long lasting.

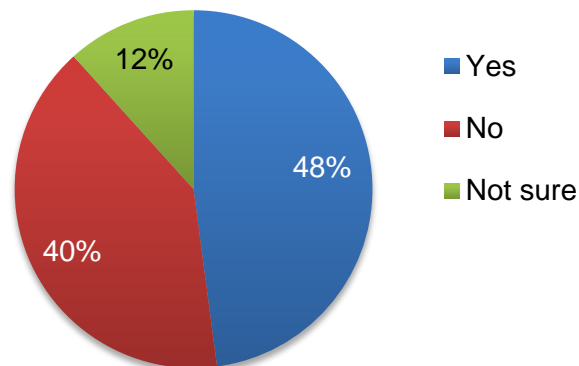
About our planning process

The vast majority of survey respondents said they understand our service reduction priorities very well or well enough, regardless of how they feel about the proposed changes.

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:



Before starting this questionnaire, had you heard about Metro's service guidelines?



In addition, 48 percent of respondents said they were aware of Metro's service guidelines before taking part in this outreach effort. This speaks to Metro's efforts since the adoption of the strategic plan and service guidelines to be transparent with the public about planning policies and how those policies shape service change proposals.

Open-ended responses in the survey and in comments expressed at meetings provide insight into what people are or are not understanding about Metro's service guidelines.

How can my crowded bus be “low performing?”

This was a common question expressed by riders of commuter routes that operate in one direction during peak commute times. Many of these buses can be very full and even standing-room-only while carrying riders from the beginning of their trips to the end. Riders experience crowded service and don't understand how Metro can measure this as failing our productivity measures – they accuse us of not accurately counting ridership.

Seniors and other transit-dependent populations say transit is a public service

A common refrain from seniors and riders with disabilities was that service should be provided to those who need it, no matter how small the ridership numbers. We often heard, “It shouldn't be just be about the numbers.” These populations would rather have some service rather than no service because, for them, there's no alternative.

Losing access to transit

Another common refrain was people saying they were losing service altogether because a route they take will no longer be coming to their street. People who would have to go farther to access transit perceived that change as a loss of service. Metro's guidelines define access to transit as being within a quarter mile of a transit line.

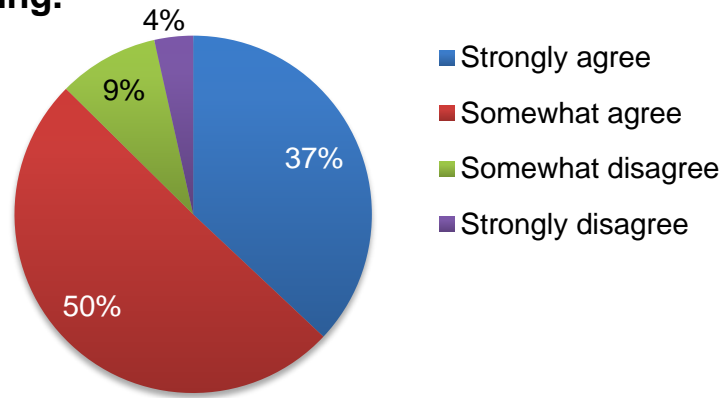
My route is not duplicative

Others would read in our guidelines explanation that a route was being changed to reduce duplication with other service. To them, the route does not duplicate other service because it operates on a unique path. Metro's service design guidelines specify that routes can be considered duplicative if they operate less than one-half mile apart for at least one mile, or if a part of the route operates on the same path as another route, even if the stops are not spaced in the same way.

About our outreach process

We received compliments about our outreach, in particular the website content that described the reduction proposal in unprecedented detail. We also received criticism for a lack of meaningful engagement. Some expressed the sentiment that the decision is already made and that their participation will allow Metro to “check outreach off our list.” Eighty-seven percent of survey respondents said they strongly agreed or somewhat agreed that our invitation to participate was clear and welcoming.

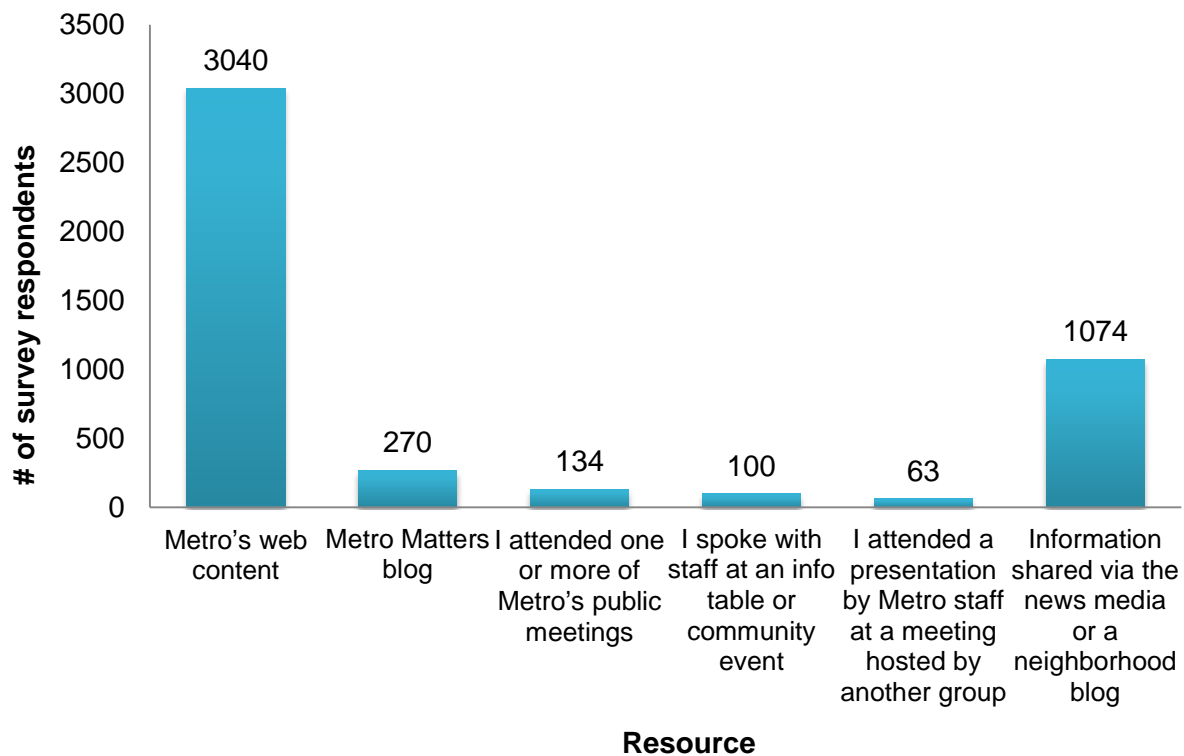
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



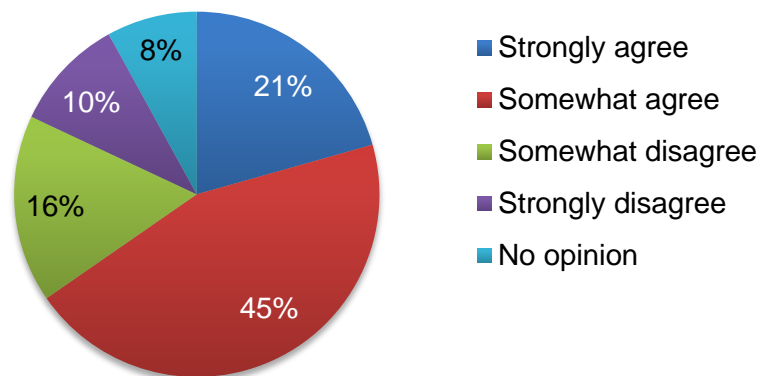
A vast majority (87 percent) of respondents said they used the website content to understand the service reduction proposal, followed by information shared via the news media or a neighborhood blog (31 percent). The third most-cited resource was our face-to-face outreach activities (8 percent).

When asked whether these resources helped participants understand how the changes being proposed would affect them, 86 percent said yes. Sixty-three percent of respondents said they were given enough time to provide meaningful feedback in the decision-making process. Sixty-five percent strongly or somewhat agreed that taking the time to share their views would result in better decisions being made about service reductions.

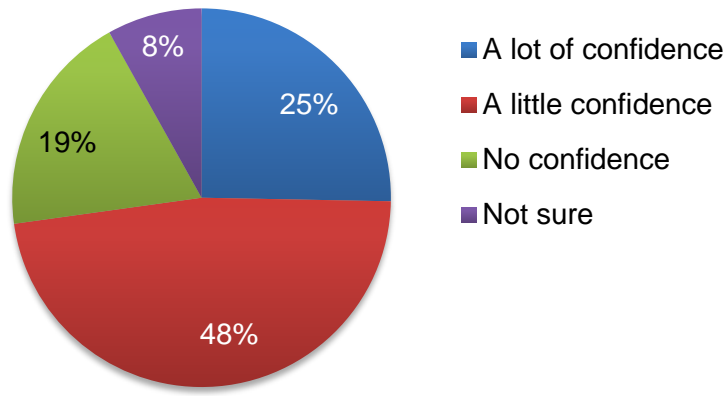
What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



Northwest Seattle/North King County

Number of participants, ways they participated

Surveys: 1,076

Other contacts: 115

We held **one public meeting** in this area, on Dec. 5 at North Seattle Community College (30 participants). We also received a significant amount of feedback about service in this area at our Dec. 10 meeting at Union Station in downtown Seattle (about 65 participants). We spoke with stakeholders and members of the public at **three stakeholder briefings** and **two outreach van events**, listed below.



- Dec. 2 – Shoreline Community College (approx. 400 reached)
- Dec. 3 – Uptown (First Avenue and Mercer Street) (approx. 800 reached)
- Dec. 6 – Seashore Forum
- Nov. 21 – North County Mobility Coalition
- Jan. 13 – City of Shoreline, council briefing



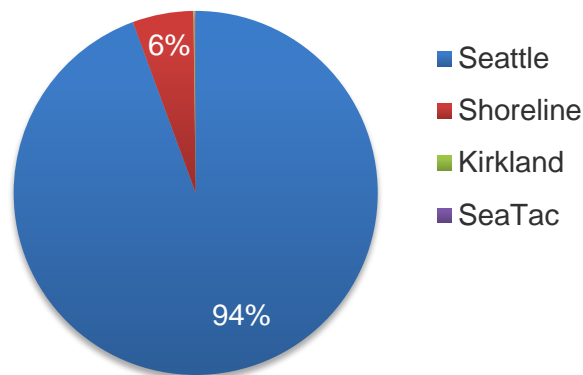
Photos taken at Dec. 10 public meeting at Union Station in downtown Seattle

Who did we hear from?

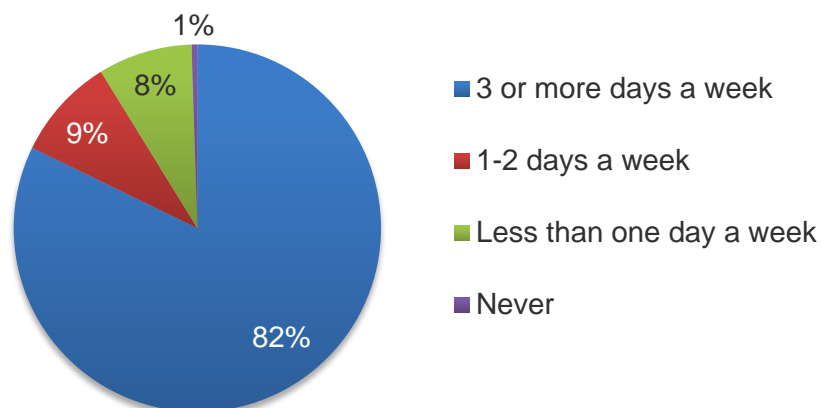
Northwest Seattle/North King County includes Shoreline, Crown Hill, Ballard, Greenwood, Wallingford, Fremont, Magnolia, Queen Anne, Uptown, and downtown Seattle. A majority of survey participants live in the city of Seattle and ride the bus three or more times a week. This area also had the largest percentage of respondents who live in Shoreline (6 percent). More than half of participants from this area said they are either 25-34 or 35-44 years old, with a higher percentage (41 percent) in the 25-34 age group than any other area.

The majority of survey participants identified themselves as White or Caucasian, followed by Asian-American/Pacific Islander. Of those who told us about their annual household incomes, less than 25 percent said they were at or below \$35,000. The annual income category chosen by the most respondents (18 percent) was \$35,001-\$55,000. Most survey respondents identified English as the primary language they speak at home, while a small portion chose Tagalog, Russian, or Chinese (Mandarin, Cantonese, etc.). See the charts below for more information about people from this area who responded to the survey.

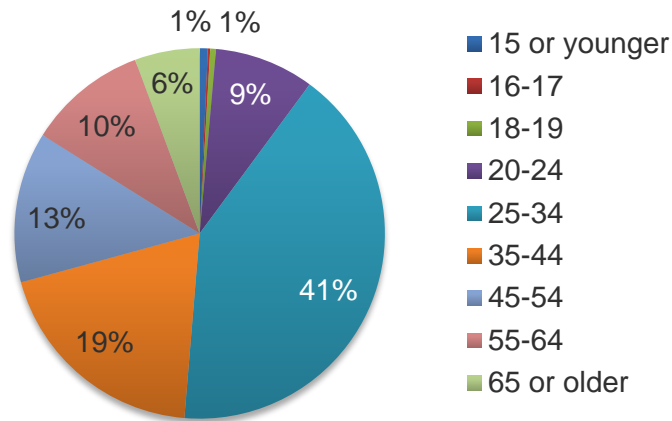
In what city or unincorporated area do you live?



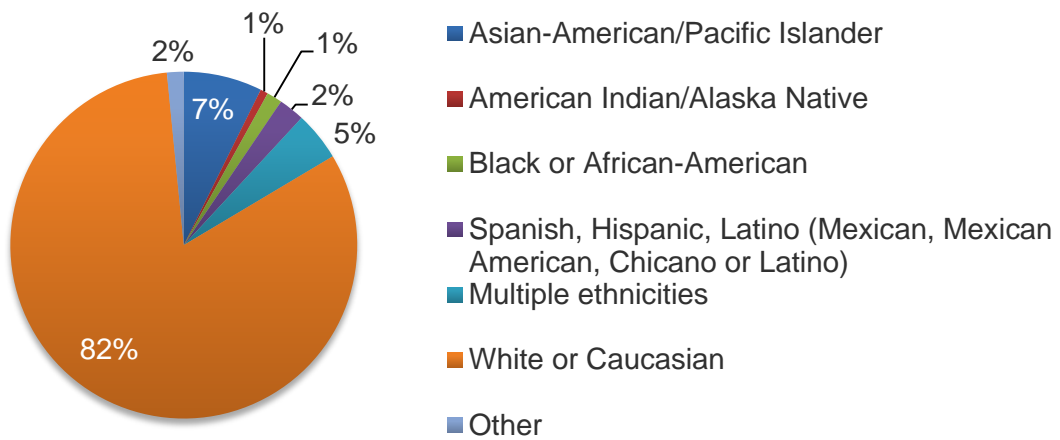
How often do you ride a Metro bus?



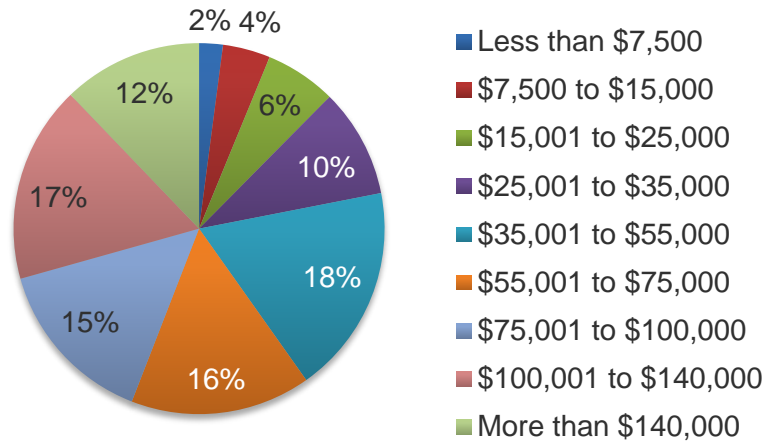
Your age:



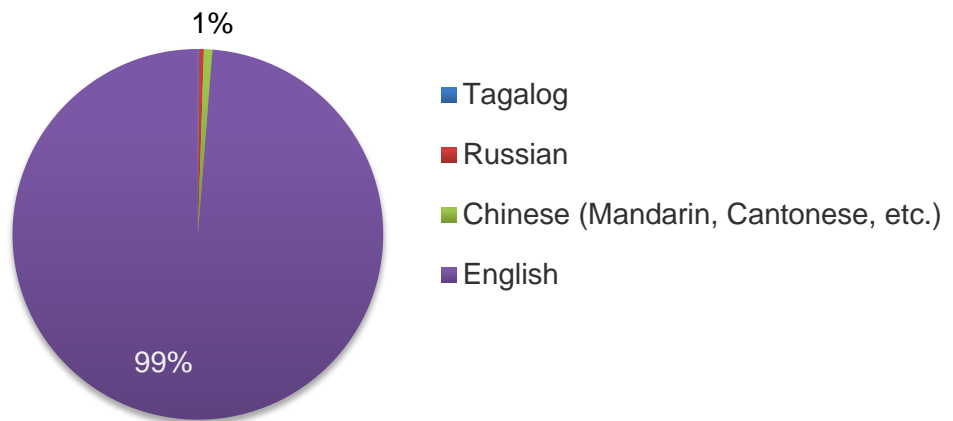
Do you consider yourself...



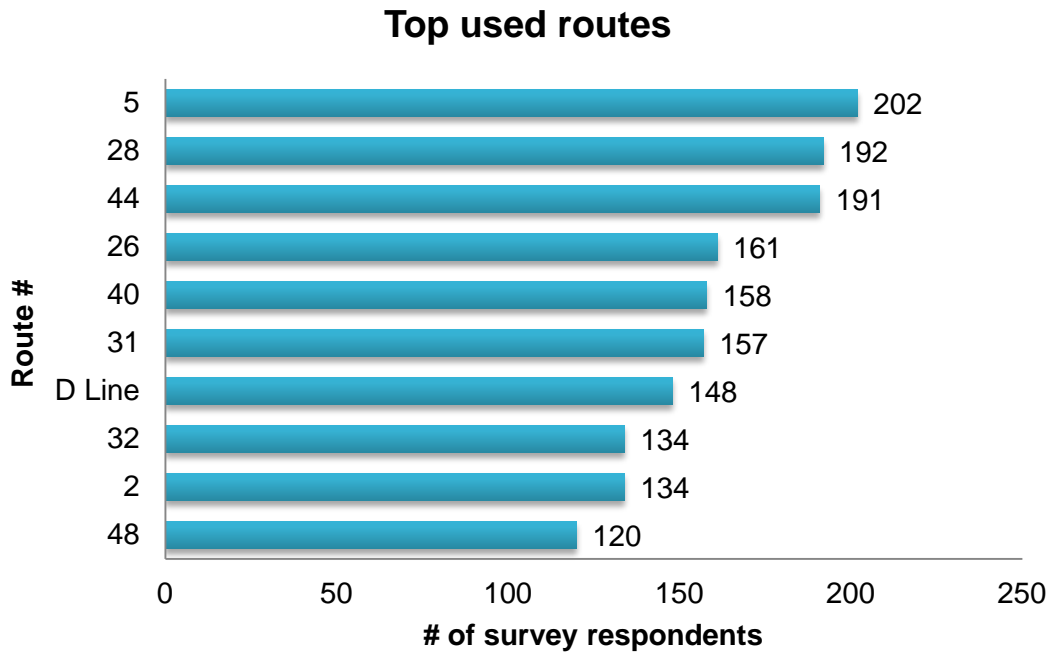
What is your annual household income?



What is the primary language you speak at home?



The survey respondents listed routes 5, 28, 44, 26, and 40 as the routes they use most. See the chart below for the top 10 routes listed.



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

Among survey participants who chose to answer general questions (Track 1), top purposes for using transit were to get to and from work (335 respondents), fun/recreational/social purposes (301), shopping/errands (275), and to get to the airport (220). Among participants who gave details of a specific trip (Track 2), the primary purpose given was to get to and from work (461 respondents). The most commonly listed specific destinations were the University of Washington (85 respondents), Seattle (81), and downtown (63).

Most-commonly identified trip destinations



Participants had this to say...

About the proposed reductions

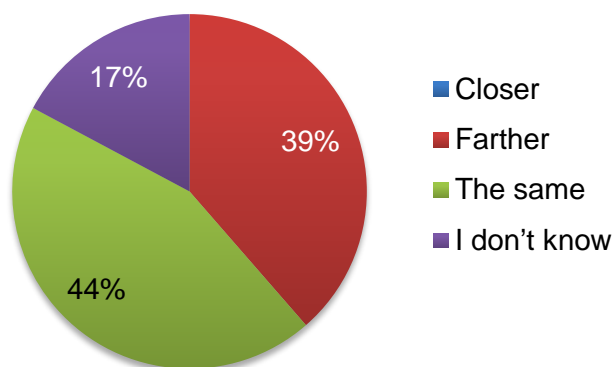
Throughout the public engagement process, we heard many reoccurring themes from people in the Northwest Seattle/North King County area. Key concerns and comments were:

- There will be negative environmental impacts if there is an increase of vehicles on the road.
- Proposed alternatives will work, but are inconvenient and will likely be more crowded and increase commute times.
- People will be forced to drive, because there are no convenient alternative options.
- Reduction of transit systems decreases the quality of life for all residents of King County.
- The reduction of public transportation will present equity issues.
- Fear that those who ride the bus by choice will revert back to driving single-occupancy vehicles (SOV).

► *“Those of us who are not disabled enough to qualify for Access—we need service or we stay in our homes.”*

As shown in the chart below, the majority of respondents felt that their travel distance to transit would stay the same with the proposed changes. However, many said the topographies of their neighborhoods would make it difficult or impossible to access transit. In particular, we heard about this in relation to Route 2.

Would transit service be closer to or farther away from you with the proposed changes?



Survey Track 1 respondents

In addition to general concerns shared across multiple areas, participants in northwest Seattle/north King County expressed concerns about the following specific routes and areas.

Alternative rider options

When participants were asked if the proposed alternatives for their route would work for them, majority claim they would not (41%) or that they did not know (43%). When asked why the alternatives would not work, reoccurring responses were that too many transfers and traveling further to access transit would make their trip too inconvenient leading them to choose driving or riding their bike over public transportation. For some the elimination of night service would prevent the identified alternatives from working for them. In addition participants explained that the some alternatives are not within a reasonable distance of their home making it an impractical option.

Route 2

Respondents said that losing the Queen Anne segment of Route 2 will negatively affect those traveling from Queen Anne to downtown Seattle, Capitol Hill, and the Central District. Proposed changes in Route 2 would eliminate the section along Sixth Avenue,

and some riders would have to travel farther to reach revised Route 1 along 10th Avenue or revised Route 13 along Queen Anne Avenue. Both of these alternatives are several blocks from current Route 2. The topography in Queen Anne poses an additional hardship on riders who must get up hills to access transit—especially those who are seniors or disabled. Metro’s proposal calls for Route 13 to increase in frequency, but Route 1 would lose night and weekend service. During these times, respondents told us, Route 1 is not a feasible alternative for Route 2 riders.

Route 16

Green Lake residents expressed concerns about the proposed changes to Route 16 and connecting to the Northgate area, which provides amenities such as hospitals, banks, and shopping. Thirty-seven residents signed a petition asking that Route 16 be preserved as it is today (see Appendix B for full petition).

Route 31

Survey respondents said the proposed deletion of Route 31 will eliminate a critical connection between Magnolia and the University of Washington. One resident described a seven-mile commute that would take an hour and a half each way, and require a transfer.

Route 48

Although no changes were proposed for Route 48, respondents were concerned about it becoming much more crowded due to cuts to other routes.

Queen Anne Community Council

The Queen Anne Community Council wrote a letter outlining several concerns about proposed changes to routes 1, 2, 3, and 13, and the negative effects they would have on neighborhood residents. Proposed changes to Route 1 would eliminate night and weekend service, and the part of Route 2 that currently operates in the neighborhood is proposed for deletion. The council said these two reductions would severely impact riders, forcing them to walk up steep hills to access transit, and would likely lead to a significant decrease in transit users in the area. The council recommended that if the Queen Anne segment of Route 2 must be eliminated, Route 1 should be extended to partly replace the lost service. They also expressed concern about the steep terrain in relation to the elimination of the Rogers Park loop on Route 3. And they said that, while they do not wish to see partial eliminations of routes 2 and 3 or a decrease in frequency on Route 1, the proposed increase in frequency for Route 13 will be necessary if these other changes are made. Finally, they said they recognize Metro’s financial situation and desire that the state, county, and city should provide funding so Metro can maintain its current levels of service.

City of Shoreline

The Shoreline City Manager submitted a letter to Metro with comments about proposed changes to routes 304 and 355 Express. The proposed deletion of Route 304 would

limit service to Richmond Beach, Richmond Highlands, and Highland Terrace. The City Manager suggested modifying Route 355 Express to serve these areas so that more people in Shoreline could have service.

About alternative ways to make the cuts, or ways to minimize impacts

Commonly expressed ideas included reducing service frequency to meet budget cuts while still maintaining all current routes and routing. People also suggested extending the validity of transfers beyond the current two hours, since riders will likely have longer waits when transferring after the cuts are made.

About funding

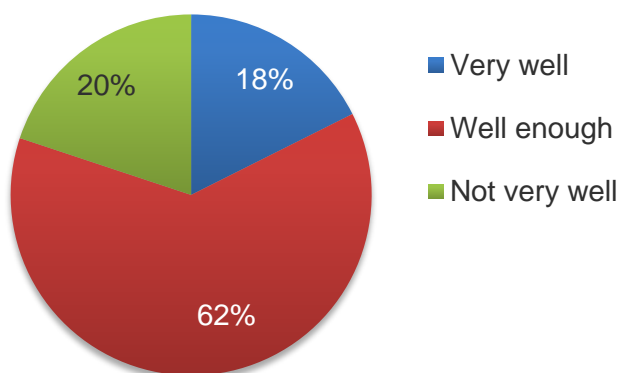
There was a wide variety of ideas and opinions on Metro funding. Some respondents suggested a higher gas tax or car tabs to fund improvements to transit. In addition participants recommended raising bus fares to help bridge the funding gap. While many respondents did suggest raising taxes, it was also mentioned that there should be extensive effort to assist lower-income riders and provide affordable public transportation, especially with the burden of increased taxes.

► *“Please fully fund Metro and in particular save express service to north and northwest Seattle.”*

About our planning process

Of survey respondents, 62.5 percent said they understood well enough how Metro’s priorities shaped the proposed changes to their routes (see chart below).

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:



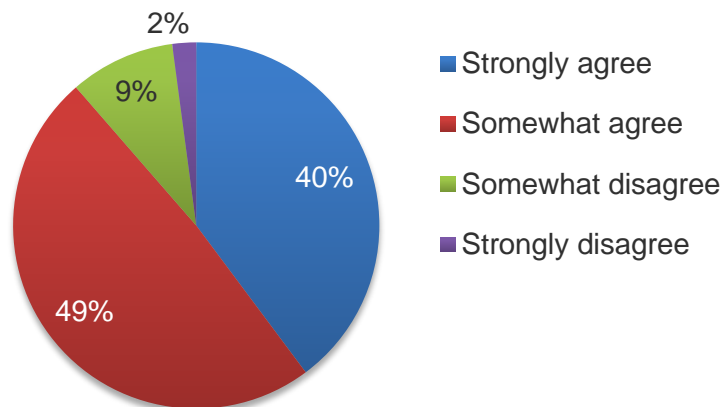
► *“Productivity is mute compared to real stories. Real people matter.”*

About our outreach

Participants voiced various feelings about Metro’s outreach. Many commended the process, while others felt frustrated because they didn’t know what they could do to prevent the cuts. The charts below illustrate survey participant’s opinions on the outreach process.

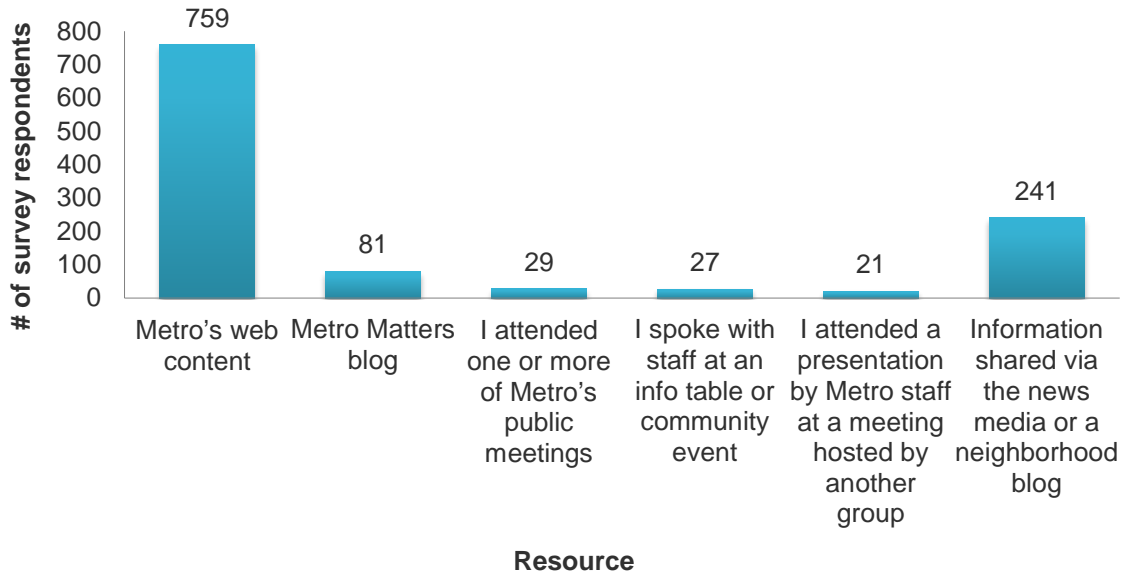
► *“This feedback that we give—is any of it going to change anything or is it a ‘done deal?’”*

The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.

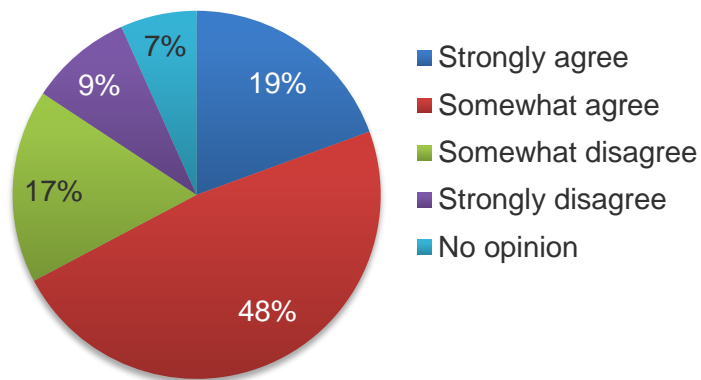


► *“Thank you so much, this is really good public outreach, good visibility.”*

What resources did you use to understand Metro's service reduction proposal?

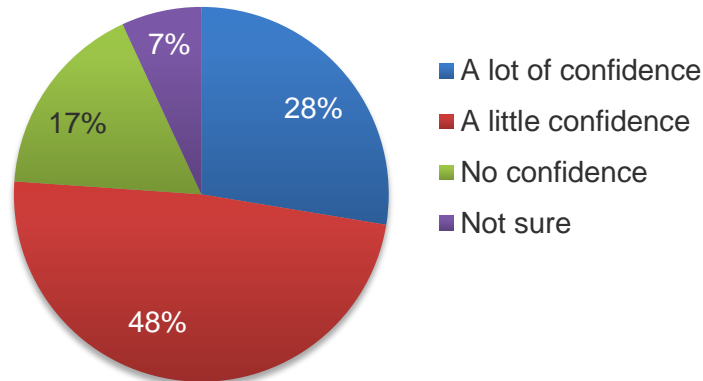


I believe that taking the time to share my views will result in better decisions being made about service reductions.



► *“Video of Kevin’s impassioned plea is effective—can be shared and used on social media.”*

How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



- ▶ *“The City of Shoreline would like to commend Metro for their substantial outreach efforts to inform the public of potential cuts, including the outreach van and public meetings throughout the county. Additionally, the website is highly informative for users and provides a very thorough explanation of the changes proposed for each route in the system and why those changes are being considered.”*

Northeast Seattle/North King County

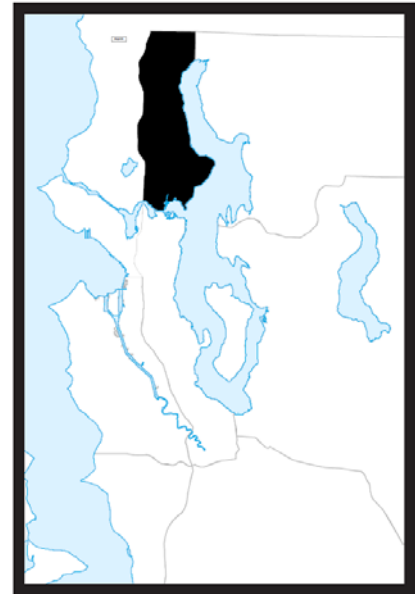
Number of participants, ways they participated

Surveys: 969

Other contacts: 115

About 16 people attended a **public meeting** at Lake Forest Park City Hall on Jan. 27, 2014. In addition, we spoke with people at the following **stakeholder briefings** and **outreach van events**.

- Nov. 21 – North County Mobility Coalition
- Nov. 27 – Northgate Transit Center (approx. 400 reached)
- Dec. 4 – University of Washington’s Red Square (approx. 700 reached)

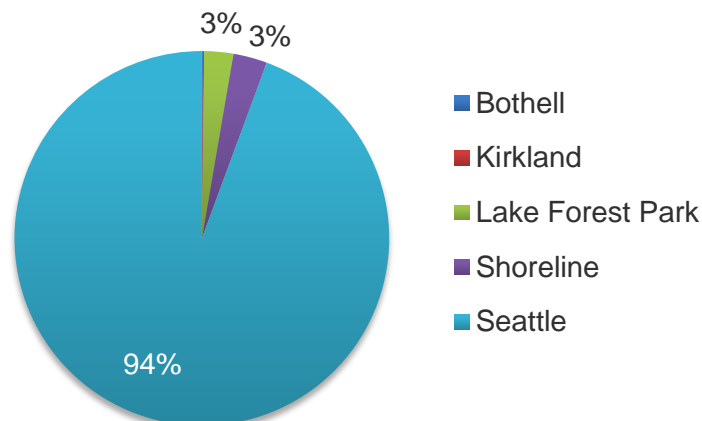


Who we heard from

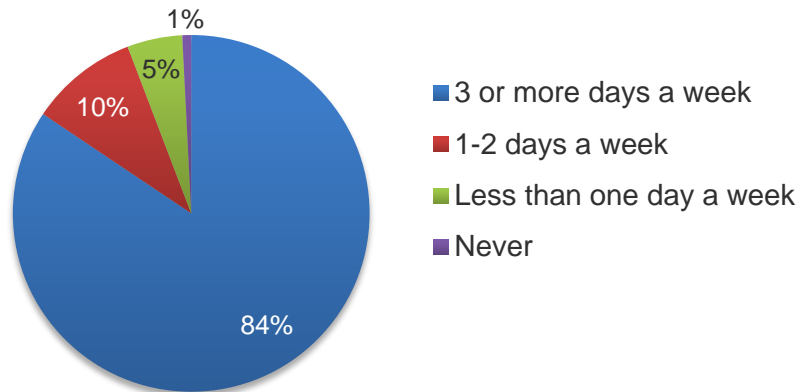
Northeast Seattle/North King County includes Lake Forest Park, Lake City, Northgate, Wedgwood, Laurelhurst, and the University District. A majority of survey participants said they live in Seattle and ride the bus three or more times a week. Just over half said they were either 20-24 or 25-34 years old. While a majority identified themselves as White or Caucasian, this area was among the highest in responses by persons identifying themselves as non-white/Caucasian ethnicities (6 percent).

Identified annual household income ranges were dispersed relatively evenly among participants, with the largest percentage (17 percent) choosing \$55,001-\$75,000. This area, along with East King County-North, had the highest percentage of respondents who speak Chinese as their primary language at home. It was also the only area in which any respondents said they speak Tigrinya as their primary language at home.

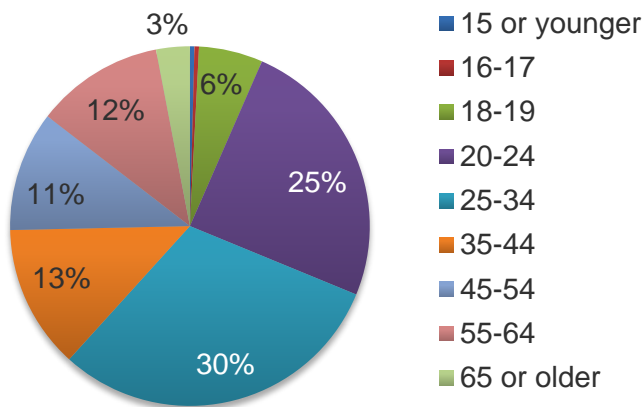
In what city or unincorporated area do you live?



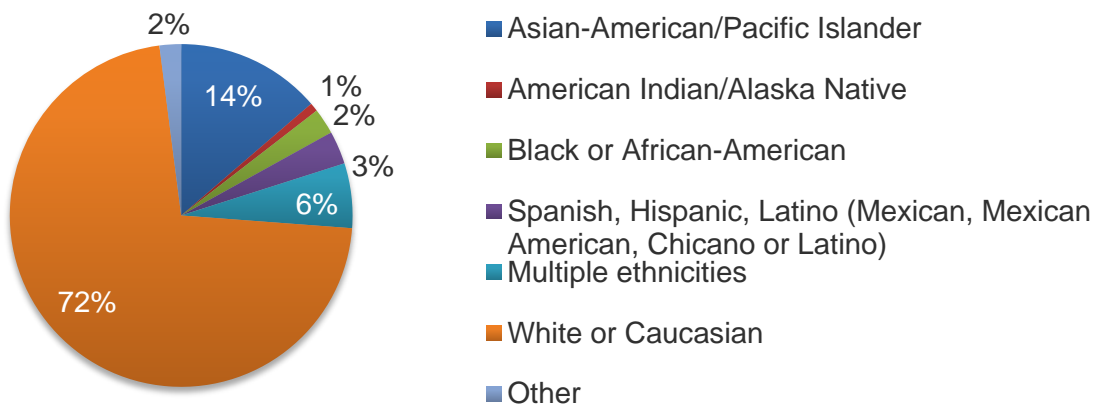
How often do you ride a Metro bus?



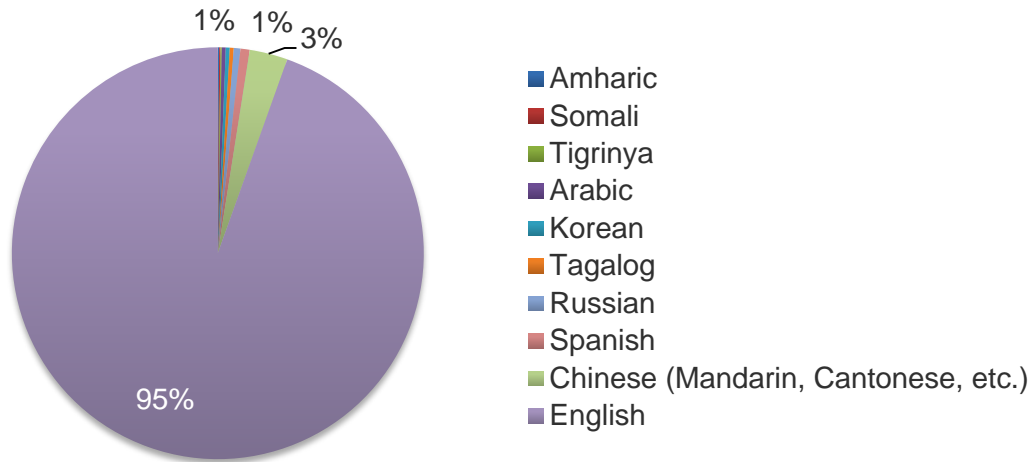
Your age:



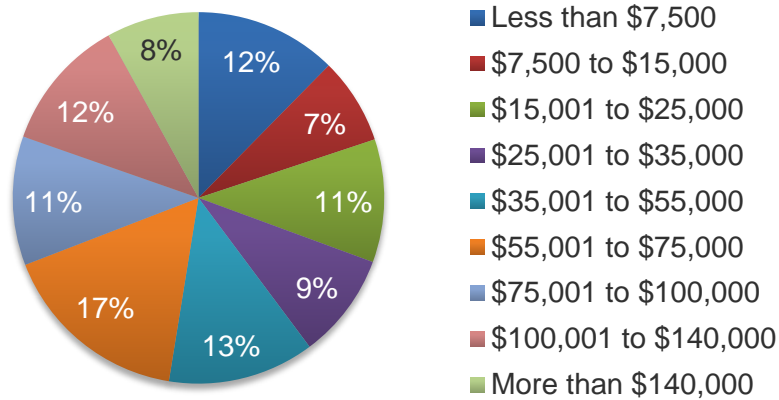
Do you consider yourself...



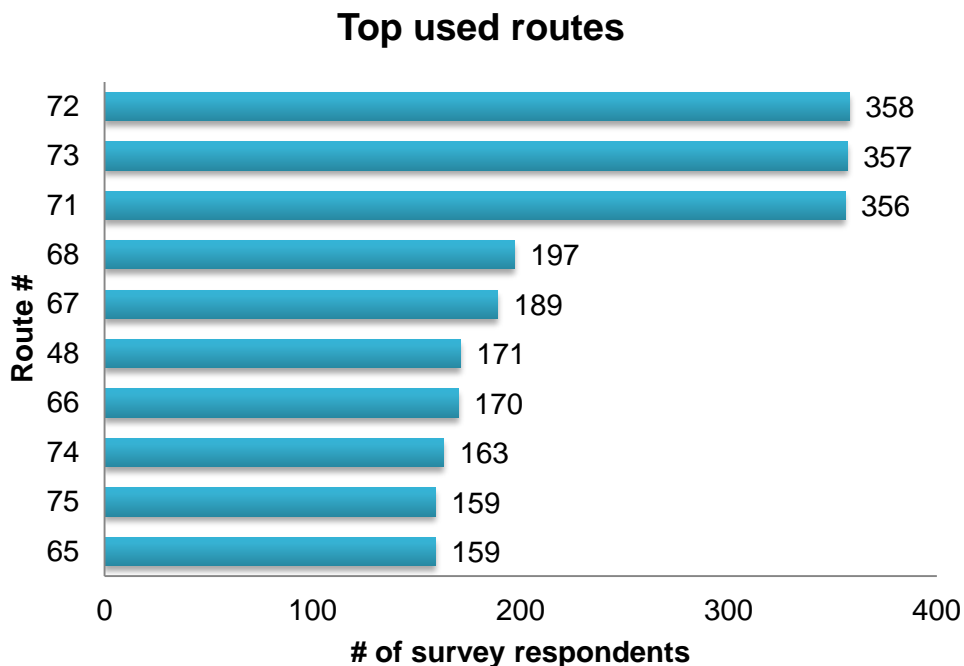
What is the primary language you speak at home?



What is your annual household income?



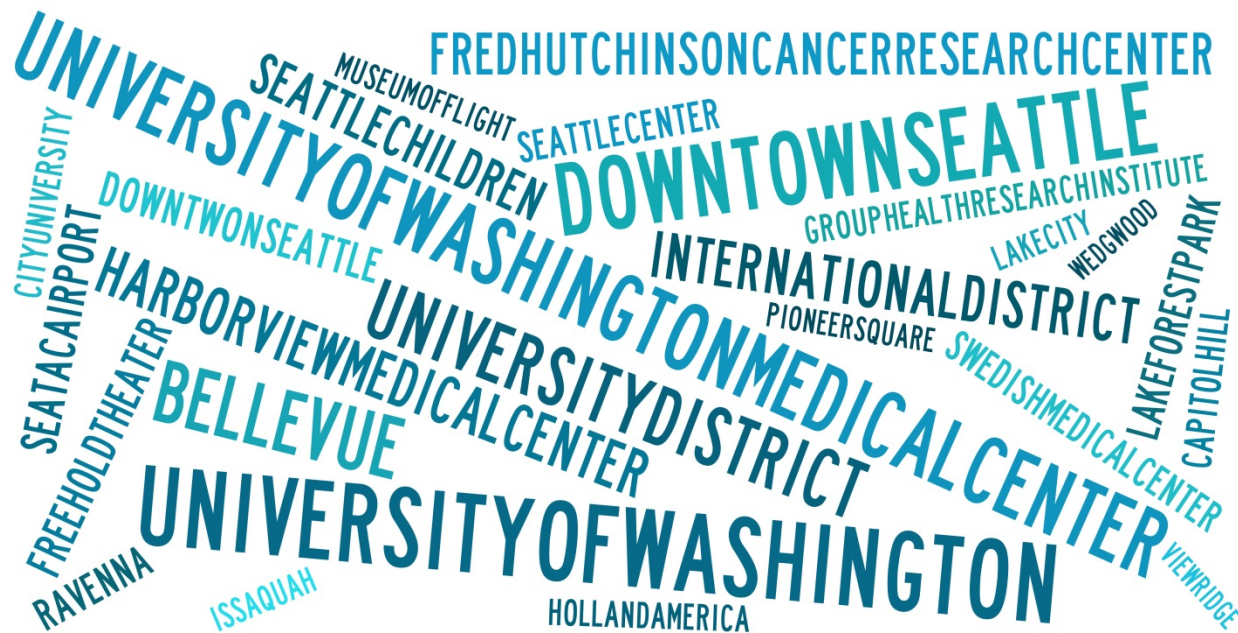
The routes most frequently cited as used by survey respondents in this area were routes 72, 73, 71, 68, and 67. The top 10 are shown in the chart below.



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

Among survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (311 respondents), fun/recreational/social purposes (291), shopping/errands (262), and to get to/from school (218). Among those who detailed specific trips (Track 2), most said they use transit to get to/from work (297 respondents). The destination they listed most often was the University of Washington (155), followed by Seattle (57) and downtown Seattle (39).

Most-commonly identified trip destinations



Participants had this to say...

About the proposed reductions

Throughout the public engagement process, we heard many reoccurring themes from the Northeast Seattle/North King County area. Key concerns and comments were:

- ▶ *“Reducing bus service is a bad idea as it will clog up the freeways with more people who will opt to drive.”*
- Reduction of transit systems decreases the quality of life for all residents of King County
- Low-income populations will be disproportionality effected by transit reductions, especially since alternatives to public transit may not be an option
- Increased traffic congestion will be a direct result of service reductions due to an increased number of cars on the road
- ▶ *“When bus services are cut, more people drive. Then there is more pollution, more accidents, more health problems. Metro saves money—however, the city-wide economy loses money.”*
- Proposed alternatives will work, but are inconvenient and will likely be more crowded and increase commute time

- Safety concerns with having to wait longer or walk further to reach transit in the early morning and late evening hours of the day
- ▶ *“Cutting bus routes will harm the poor, increase the traffic, harm the environment (more pollution from more cars), and make our city not as easy to get around in for residents and tourists.”*

In addition to general concerns shared by people throughout the county, participants in Northeast Seattle/North King County expressed concerns about specific routes and trips.

Alternative rider options

When asked if the identified alternatives would work for them, more than 80 percent of participants said they would not (43 percent) or they did not know (43 percent). Many said increased transit time due to transfers or longer trips would render the alternatives unreasonable. There was also a concern that alternatives would be too crowded, making public transportation an inconvenient option.

Route 16

Participants expressed concern about proposed changes to Route 16 and access to important amenities such as hospitals in the Northgate area. (See the Northwest Seattle/North King County section for more discussion of Route 16).

Routes 66X, 67, 68, 71, 72, and 73

We received comments about the proposed deletion of routes 66X, 67, 68, and 72 and the consolidation of routes 71 and 73. A letter from the Wedgewood Community Council expressed the concern that these deletions would lead to increased crowding on area buses — in particular, route 73 — and decreased connections to other areas. We also received comments about deleting Route 66X. One resident said there are limited options to shop for groceries in Eastlake, and Route 66X currently provides necessary access to grocery stores outside the neighborhood. Many said that Route 73 is a sufficient alternative to Route 66X, especially for Eastlake residents. Some suggested having Route 73 make stops in Eastlake that are similar to those of Route 66X.

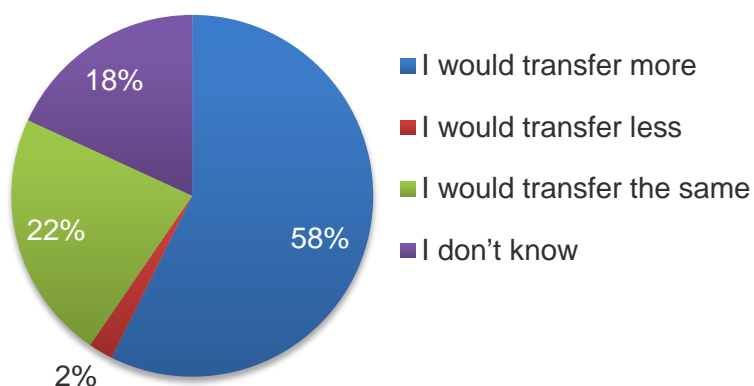
- ▶ *“My family and I appreciate what Metro has done for the community over the years. Especially during the Seahawks victory parade, all Metro employees were very willing to assist everyone in the tunnel and downtown area. Three of my household members take Metro to go to work/school at the U of Washington, we really hope that the routes will not be cut down tremendously.”*

University of Washington

Respondents were concerned about proposed cuts to the many bus routes that serve the University of Washington. Routes 205, 211, and 271 provide direct service to the university from other parts of the county. Changes to these routes would mean students and employees would have to transfer once or twice to reach the university. Proposed changes to Route 271 would delete a connection for Issaquah riders between the University of Washington and Bellevue Community College.

Additional transfers

How would you expect the proposed changes to affect the number of transfers you make?



Survey responses from Track 1 (408 responses).

As shown in the chart above, 58 percent of survey Track 1 respondents from this area said the proposed changes will require them to make more transfers than they currently do. As one respondent said, “cutting the 72 completely would mean that they (I) have to walk (sometimes at night) to and from the 73, however, the part of the 73 service route that is being cut is what accesses the north end of Seattle! Basically they are (I am) looking at having to take 3-4 buses to get to work and it will take over an hour.”

► *“I depend on metro nearly every day to get to work, class and just around to run errands...I live in Lake City and my bus routes (309, 522, 272, 41, 312, 75, and 303) are usually anywhere from about half-full to very full. I do not think there is a need to increase routes at this time. But reducing routes does not seem feasible, especially for weekday commuting routes between Bothell, Kenmore, Lake City and Downtown Seattle.”*

City of Lake Forest Park

Lake Forest Park’s Mayor, Mary Jan Goss, and city councilmembers discussed the service reduction proposal and sent a letter to Metro with their input (see Appendix B for

the full text of the letter). Specific concerns included the elimination of Lake Forest Park's local route, Route 308, and proposed changes to Route 342. The letter suggested expanding Route 308 rather than deleting it, on the theory that it is underutilized because it does not reach enough homes in the neighborhood. Residents of Lake Forest Park currently use Route 342 to travel to Bellevue, but the service reduction proposal suggests deleting the part of this route that serves Lake Forest Park, which will mean residents have to travel much farther to access the route.

Wedgewood

The Wedgewood Community Council expressed various concerns about how proposed changes would affect the Wedgewood community. Direct connections from Ravenna and Bryant to downtown Seattle or the University District would be eliminated, increasing the number of transfers riders have to make to reach these destinations. As stated above, increased crowding would occur on Route 73 due to the elimination of several routes that currently serve Wedgewood. Also, deleting Route 243 would remove the only direct connection between Wedgewood and Bellevue during peak hours.

- ▶ *“For those of us who live outside of the proposed light rail expansions, bus service is critical for our commute.”*

About alternative ways to make the cuts or minimize impacts

A recurring idea we saw in public feedback from this and other areas was to reduce service frequency to meet budget cuts while still maintaining all routes. People also suggested extending peak-hour service to make up for some of the decreased frequency of off-peak service.

Some suggested increasing parking capacity at the Greenlake Park-and-Ride, given that Route 71, which currently does not serve this park-and-ride, would begin serving it under the proposal. Also, as mentioned above, several Eastlake residents recommended adding stops in their neighborhood to Route 73 to replace some of the service from 66X after that route is deleted.

About funding

Participants expressed a variety of opinions about Metro funding. The main concerns and comments we heard from this area included:

- ▶ *“We believe Metro has done everything within their power to ensure our neighborhood is served with public transit, while trying to balance the needs of riders county-wide. Now, it is time for the state to match Metro’s commitment to local ridership and transportation choices... The WCC implores you to be strong advocates for public transportation funding within any comprehensive, multimodal transportation package that’s on the table to ensure maintained service levels in northeast*

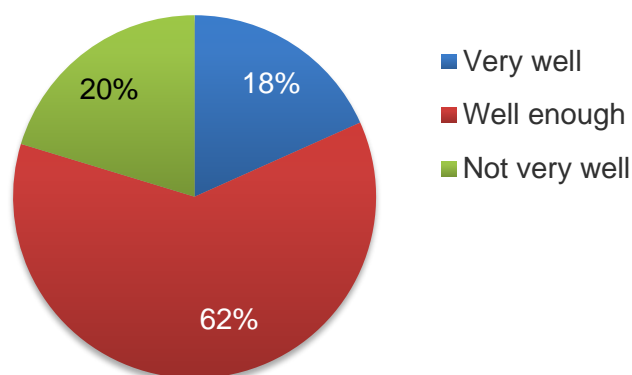
Seattle. If an overarching transportation package is not passed in the special session, please work with King County to ensure adequate emergency measures are taken to keep our transit service and choices in place. The lives and livelihoods supported by public transit in northeast Seattle are at stake.” —Wedgwood Community Council

- Funding for Metro should come from a state transportation package.
- Metro services are vital and funding should come from anywhere necessary to maintain service.
- Funding for Metro should not come from taxes, but rather through other means, such as raising fares and selling ad space.

About our planning process

Some participants did not understand how Metro's service guidelines were used to choose which routes were proposed for deletion or reduction. How could we be planning to cut their buses, which were already crowded? Others said that a great deal of analysis had gone into determining which routes should be reduced, maintained, or deleted. Among our survey respondents, 61.4 percent said they understood well enough the priorities that shaped the proposed changes to their routes (see chart below).

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:

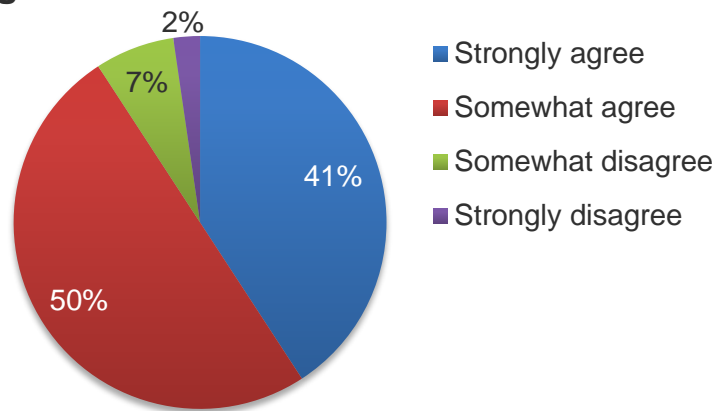


About our outreach process

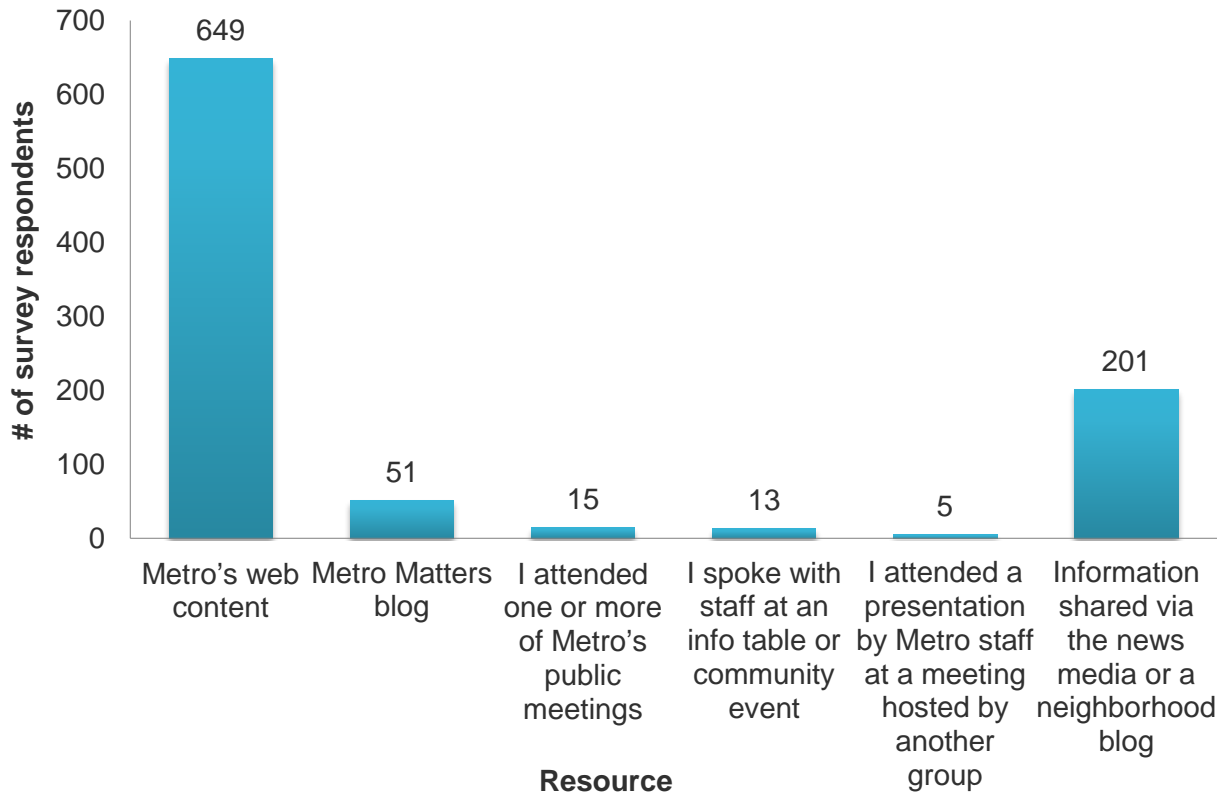
We heard concerns that decisions had already been made, so comments from the public could have little influence as Metro moves forward in the process. Others said they appreciated that the public was given a chance to give feedback on the proposed service reductions, and that online tools were especially helpful in explaining the proposed changes. The charts below reflect survey participants' opinions about Metro's outreach process.

- ▶ *“I'm glad that you are providing this option for feedback on this process. I really hope it makes a difference and people are able to advocate for themselves enough and funding is found so these services aren't cut/reduced.”*

The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.

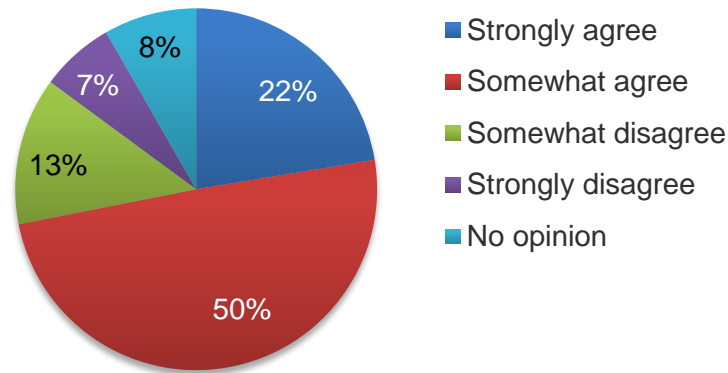


What resources did you use to understand Metro's service reduction proposal?

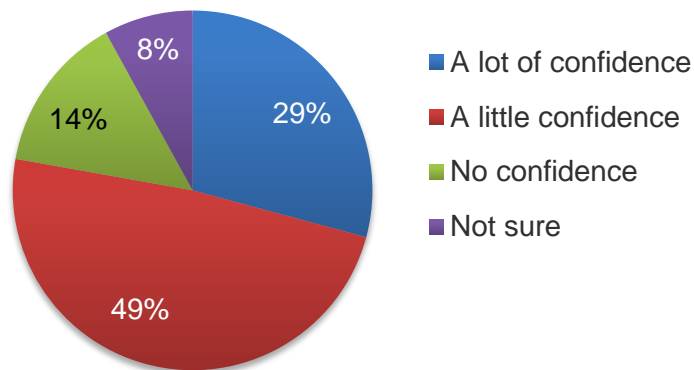


- *“Thank you for welcoming comments from the community you serve up front. I wish I had more to offer, but this is a difficult problem for everyone. The only real solution is to do a better job funding the transit system, but I believe that Metro is doing the best it can with shrinking resources. Thank you for all you do.”*

I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



East King County – North

Number of participants, ways they participated

Surveys: 335

Other contacts: 33

About 30 people attended a **public meeting** on Jan. 16, 2014 at the Peter Kirk Community Center in Kirkland. In addition, we spoke with people at the following **eight stakeholder** and **four outreach van events**.

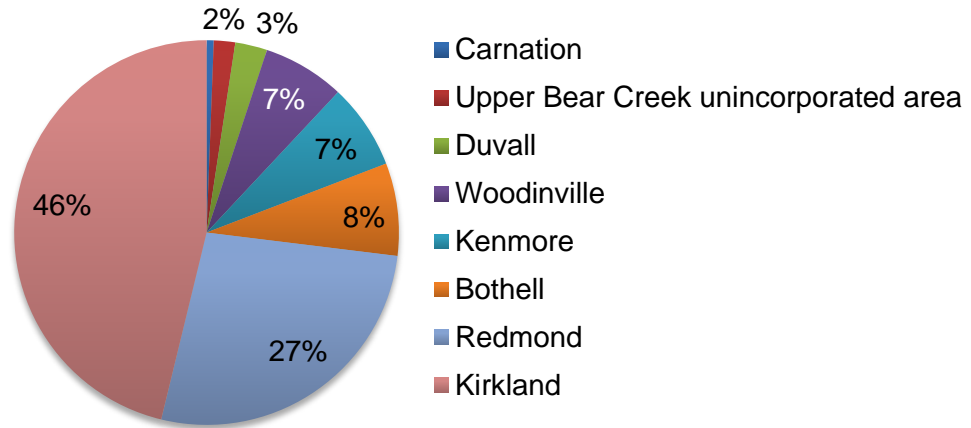
- Nov. 8 – Eastside Transportation Partnership
- Nov. 12 – City of Bothell Transportation Commission
- Nov. 13 – Sound Cities Association
- Nov. 26 – Eastside Easy Riders
- Dec. 13 – Fall City Community Association
- Dec. 18 – Snoqualmie Valley Government Association
- Jan. 10 – Redmond Transit Center (approx. 200 reached)
- Jan. 13 – Kingsgate Park and Ride (approx. 300 reached)
- Jan. 14 – Kirkland Park and Ride (approx. 200 reached)
- Jan. 28 – Upper Bear Creek Community Council
- Jan. 29 – Mt Si Senior Center (approx. 2 reached)
- Feb. 4 – City of Kirkland, council briefing



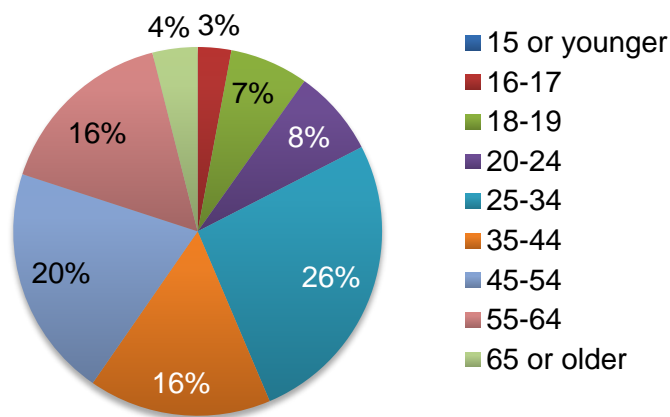
Who did we hear from?

East King County-North includes Kenmore, Bothell, Kirkland, Woodinville, Redmond, Duvall, and the Upper Bear Creek unincorporated area. The largest group (46 percent) of survey participants said they live in Kirkland, followed by Redmond (27 percent). Nearly half of survey respondents said they are either 25-34 or 45-54 years old. Seventy-eight percent listed themselves as white or Caucasian, followed by 14 percent who chose Asian American or Pacific Islander. Of those who indicated their annual household income, most said they earn between \$100,001 and \$140,000 per year.

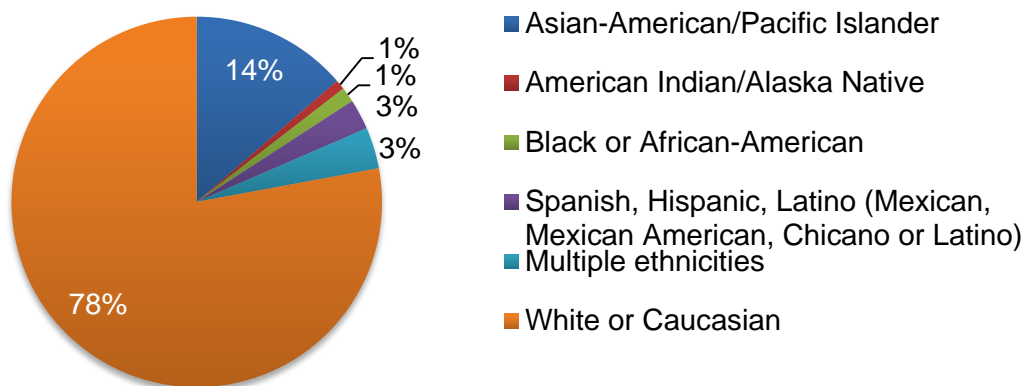
In what city or unincorporated area do you live?



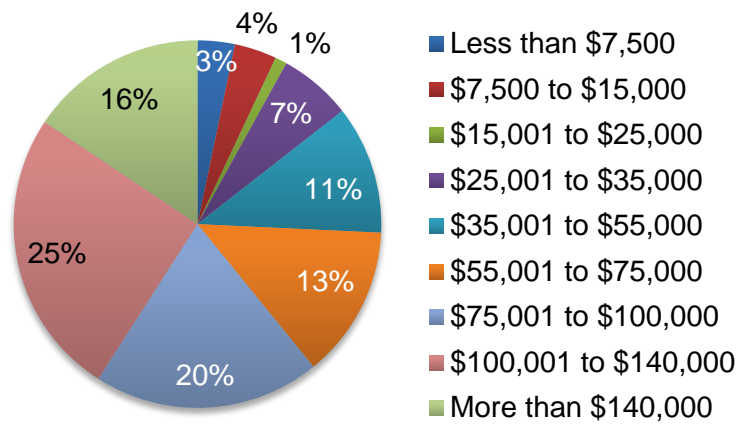
Your age:



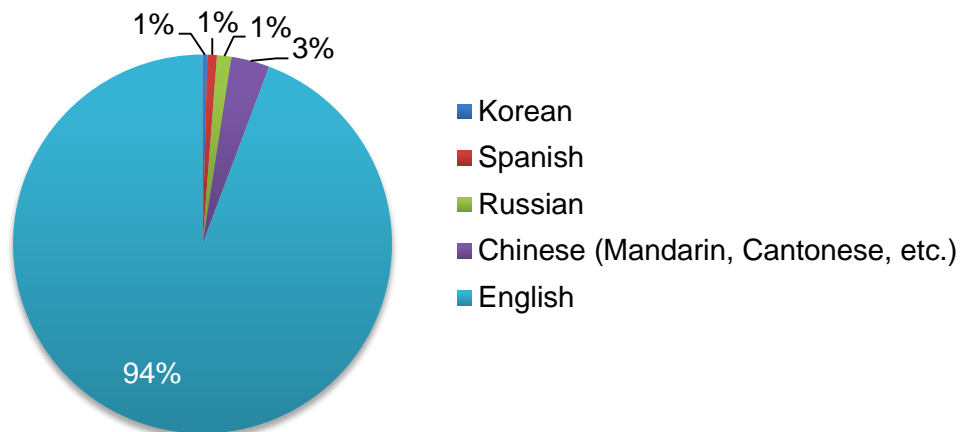
Do you consider yourself...



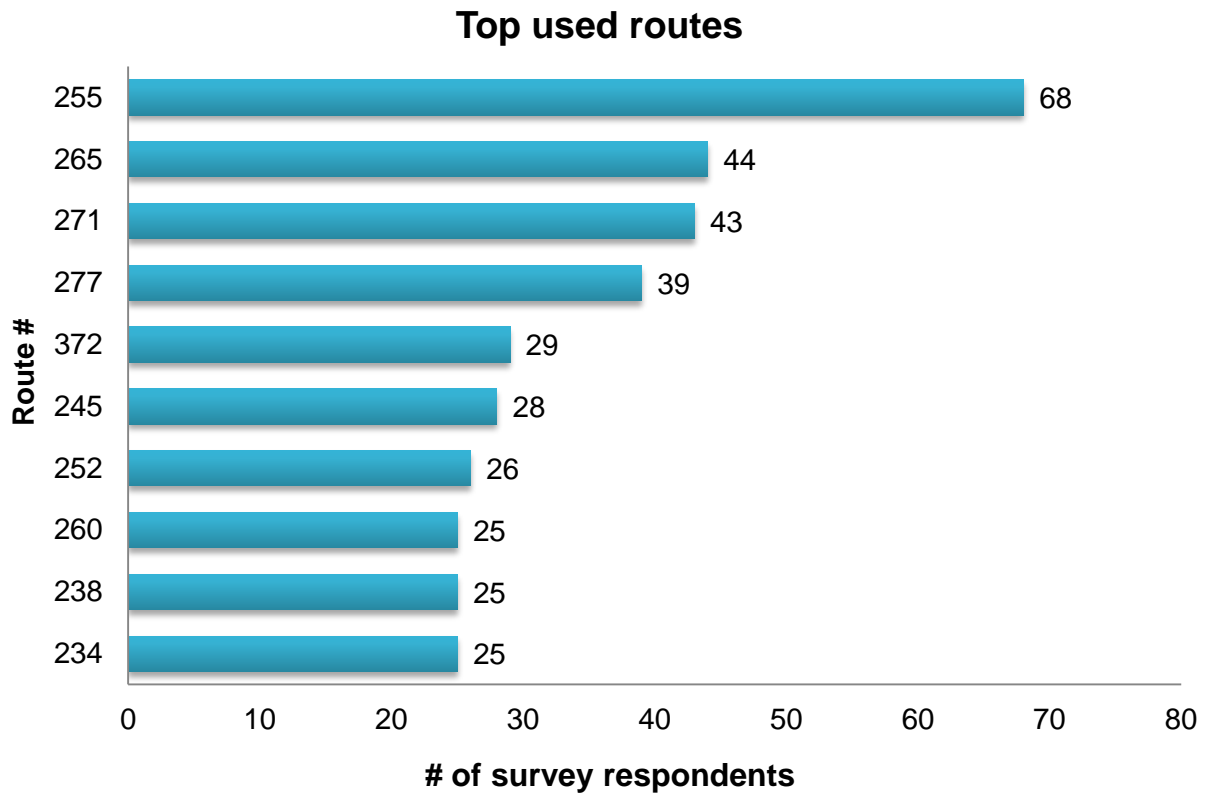
What is your annual household income?



What is the primary language you speak at home?

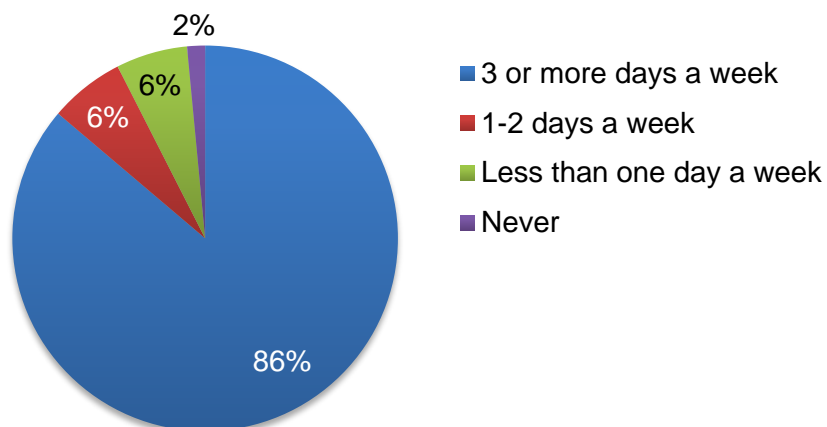


The survey respondents listed routes 255, 265, 271, 277, and 372 as the routes they use most (see chart below).



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

How often do you ride a Metro bus?



Travel farther to access transit

Among our survey Track 1 respondents, who provided details about a specific trip they take that is most important to them, a majority said they currently travel a half mile or less to reach transit. After the proposed changes are made, most said, they expect to travel 1-3 miles to reach transit.

Longer trips

Sixty-two percent of survey Track 1 respondents, who told us about specific trips they take, said they currently take one bus and the trip takes 31-60 minutes. A strong majority of them said they expect to transfer 1-2 times if the proposed changes are adopted, increasing their overall travel times and wait times for the same trips.

Crowded buses, crowded park-and-rides

Many people said their buses are already full, and they anticipate being passed by at stops and experiencing safety issues on overcrowded buses if Metro ends up serving our current ridership with fewer buses. Routes 255, 306, 311, 371, and 372 were mentioned specifically in this context. Nearly a quarter of people who responded to survey Track 1 about specific trips they take said they drive to a park-and-ride to access transit service, and expressed concern about park-and-rides – Houghton, South Kirkland, and Totem Lake in particular – already being at capacity.

Lake Washington School District

Junior high and high school students, staff members, and parents expressed concern in general about changes to routes 234 and 235 that may make it more difficult for students to get to and from schools. We heard concerns about changes to routing that would make riders travel farther to access transit, and changes to frequency during times of day when students need to use transit. Some high school students said they participate in running start programs in which they spend their senior years attending classes at Bellevue College. Easy connections for students to Bellevue were mentioned as important to maintain if possible.

Connecting to other Eastside services from Kirkland

Several people commented on the need to maintain good connections or schedule workable transfer options for people connecting to the B Line from South Kirkland and riders who use routes 234 and 235 to connect to other Eastside destinations outside of Kirkland.

Kirkland's Third Street, North Kirkland

People in Kirkland expressed concern about loss of service on Third Street. While there would still be service to stops on Market Street or the Kirkland Transit Center, residents were not happy about having to walk farther to access transit, given hilly topography. In particular, residents of a low-income senior housing facility at Third Street and Seventh Avenue will have to go farther, up and down hills, to access transit.

Willows Road in Redmond

Employees of businesses located on Willows Road are concerned about loss of service to their places of employment. Deletion of Route 930 would leave Willows Road in

Redmond without service. This part of Redmond is home to more than 15 of Redmond's major employers. (This area is also being considered for implementation of alternative services as part of Metro's five-year alternative services implementation plan.)

Overlake Transit Center

We heard from residents who live at the transit-oriented development built as part of the Overlake Transit Center who are concerned about reductions in service to routes they use. Several routes, including 232 and 249, are proposed for reduction. Other routes, including 244 are proposed for deletion. These reductions would leave the B Line as one of the few all-day routes still serving their community. They feel this is unfair given that they are living in a transit-oriented development.

Woodinville/Cottage Lake – Routes 931, 372, 237, 236

Residents of Woodinville and Cottage Lake are concerned about the reduction to their bus service. Some experienced a loss of service when Metro implemented the Snoqualmie Valley alternative services project changes in September 2013. They face further reductions to their service in this proposal. Some Access paratransit users also expressed concern about losing Access service area coverage if the proposed changes are adopted. They, too, experienced a reduction in service last September when Access service changes were implemented to better match fixed route service provided throughout the county.

More service is needed

Two areas were mentioned multiple times by respondents who think more bus service is needed along NE 116th Street (in Kirkland) and in Education Hill (North Redmond).

City of Redmond

The Mayor of Redmond wrote to share his concerns about the proposed cuts to Metro service in Redmond. He asked that Metro service be preserved along Willows Road, an important employment and school corridor that will see an increase in use while I-405 is being widened. Metro has identified this corridor for service investment under our service guidelines because it is underserved. Although it is also low performing, it is the only employment center in the county that would lose all service under the proposed cuts. The Mayor also expressed hope that Metro will work with Sound Transit to address overcrowding that is likely to occur on Sound Transit routes that Metro is suggesting as alternatives to Metro service that is proposed for cuts.

Alternative ways to make the cuts or minimize impacts

Several people had very specific ideas about how to reroute service or make adjustments to what was being proposed. These specific ideas centered around the following themes and routes:

Reduce duplicative service

Riders mentioned the duplicative nature of service on routes 234 and 235 as well as routes 255 and 540. They proposed alternatives to what Metro is recommending to

reduce this duplication and continue to serve riders along the unique segments of the route.

Reduce service that isn't needed

Several residents in Redmond Ridge encouraged Metro to cut Route 224 in order to preserve other service. They perceive that this route is not utilized by very many people.

Requests to maintain some service, but make it more cost effective

Riders suggested changes the times of operation of routes (on route 244) or preserving express service (on Route 372), but eliminating some of the stops. They believe these changes could offer savings and allow these routes to continue.

About funding

- ▶ *“When public transportation is diminished, either in quantity or quality, the whole community suffers – even for those who choose to be single passengers in their cars every day.”*

From many we heard an impassioned plea to maintain service and increase it. From some we got a clear message that we should go ahead and cut service to live within our means.

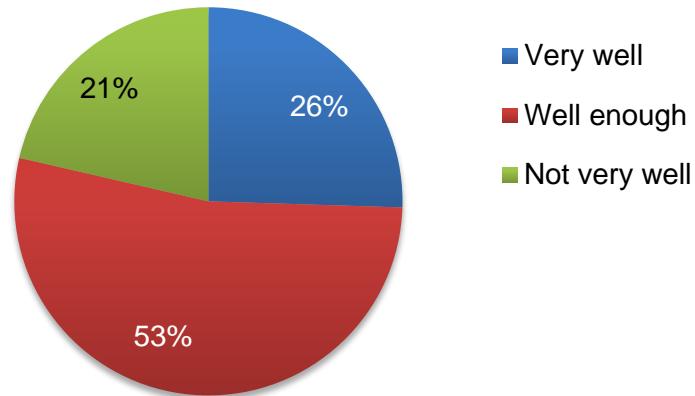
- ▶ *“Please maintain or increase funding for Metro. My son has a disability and Metro/Access are his primary ways of getting around... Metro should be available to us here in the east side of King County so that EVERYONE, including those with disability can have the ability to successfully navigate within their communities. Thank you for your consideration of this VERY IMPORTANT matter.”*
- ▶ *“I’m tired of the scare tactics being used this time around. I’ve been very vocal in the past about not cutting routes that are important for Eastside commuters but it really seems hopeless this time. I’m just plain fed up with Metro’s attempts to scare versus resolve issues.”*

About our planning process

Seventy-nine percent of survey respondents said they understood very well or well enough how Metro's service reduction priorities shaped the proposed changes to routes. There was a general sense expressed that the Eastside does not have good enough service to attract enough ridership - so no wonder their service is low performing and being hit by the reductions. They claim that if service were better, more

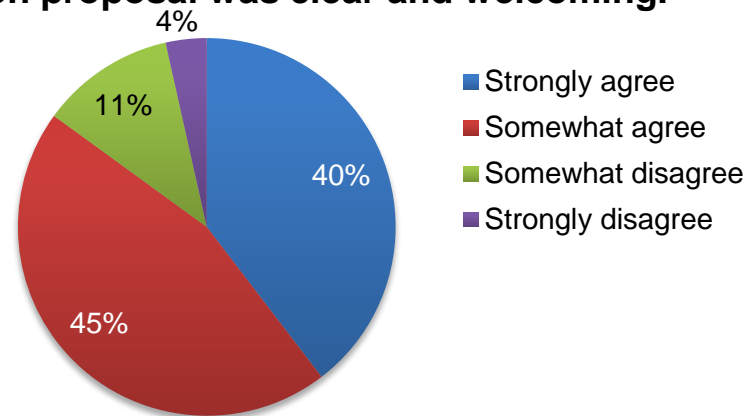
people would use it. There was also confusion expressed by those using peak only service about how it could be low performing when the buses they use are so crowded.

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:

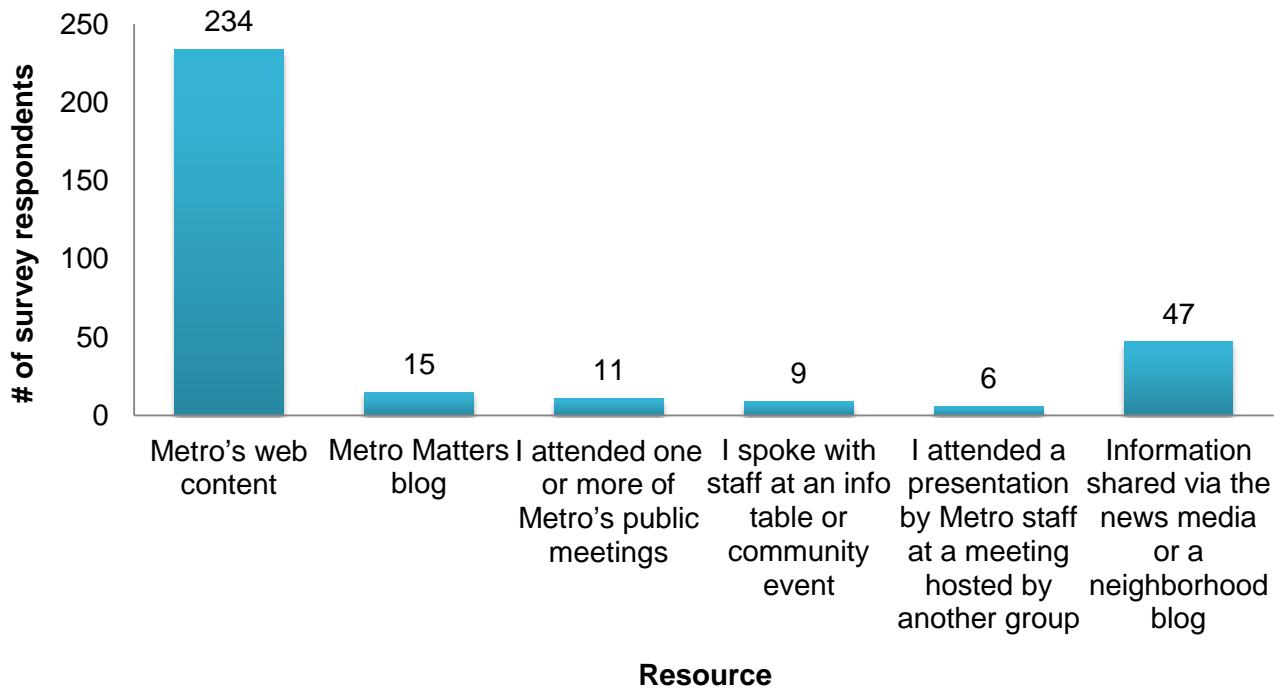


About our outreach process

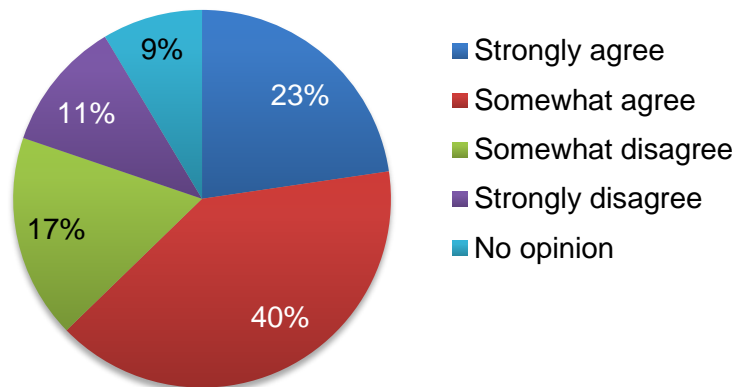
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



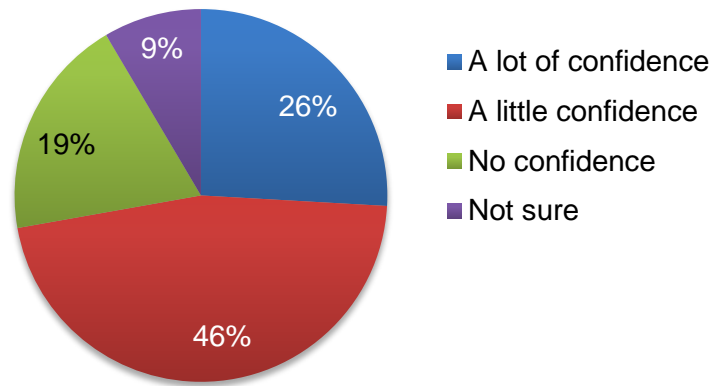
What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



East King County – South

Number of participants, ways they participated

Surveys: 313

Other contacts: 54

Approximately 35 people attended a **public meeting** at Bellevue City Hall on Dec. 11, 2013. In addition, we spoke with people at the following **stakeholder briefings** and **outreach van events**:

- Nov. 8 – Eastside Transportation Partnership briefing
- Nov. 26 – Eastside Easy Riders briefing
- Dec. 3 – Bellevue College (approx. 500 reached)
- Dec. 4 – Bellevue Transit Center (approx. 500 reached)
- Dec. 9 – Eastgate Park & Ride (approx. 600 reached)
- Dec. 18 – Four Creeks Community Council
- Jan. 13 – City of Bellevue, council briefing
- Feb. 8 – Crossroads Mall (approx. 50 reached)

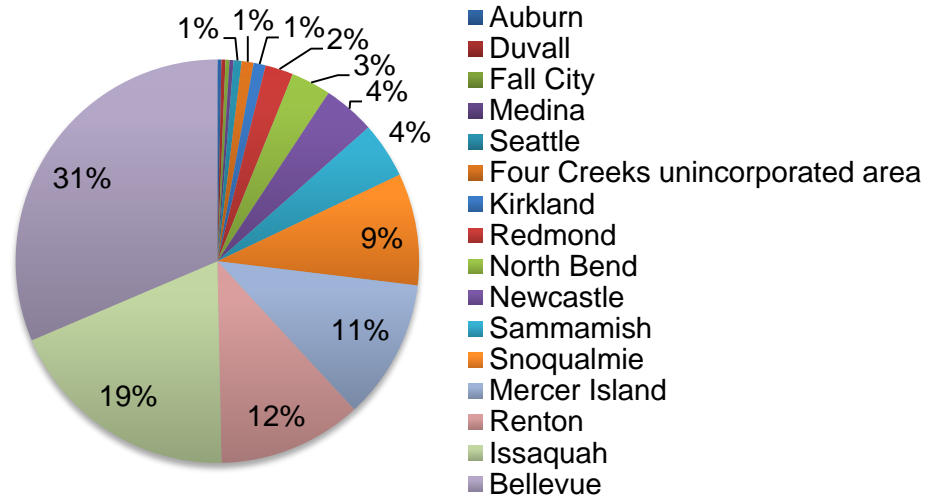


Who we heard from

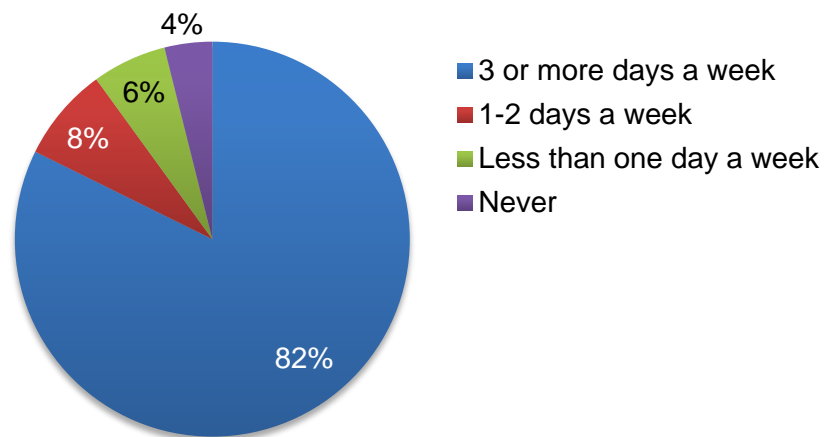
East King County-South includes Medina, Clyde Hill, Redmond, Bellevue, Sammamish, Mercer Island, Newcastle, Renton, Issaquah, the Four Creeks unincorporated area, Snoqualmie, and North Bend. The greatest percentage of survey participants said they live in Bellevue (31 percent), followed by Issaquah (19 percent) and Renton (12 percent). Eighty-two percent of respondents said they ride Metro three or more days a week. Almost half of respondents said they were either 25-34 (24 percent) or 45-54 (24 percent) years old. A majority identified themselves as White or Caucasian, but this area had the highest percentage of respondents who said they were Asian-American/Pacific Islander (17 percent).

Most chose English as their primary language spoke at home, but this area also had the largest percentage of respondents who chose Korean as their primary language spoken at home. Of those who identified annual household income ranges, most said they earn \$35,001-\$55,000 (18 percent), followed by \$55,001-\$75,000 and \$100,001-\$140,000 (both at 16 percent).

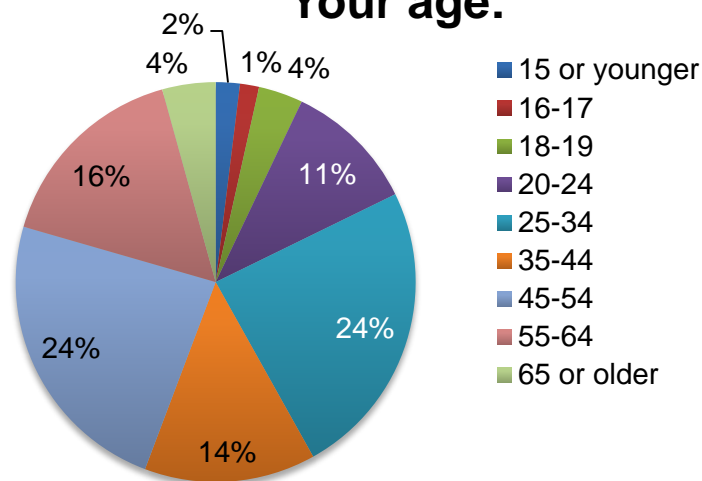
In what city or unincorporated area do you live?



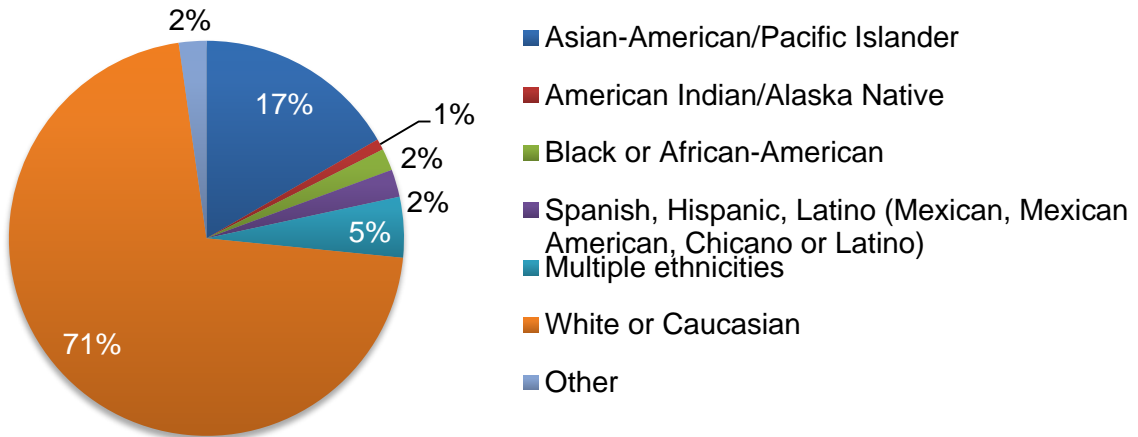
How often do you ride a Metro bus?



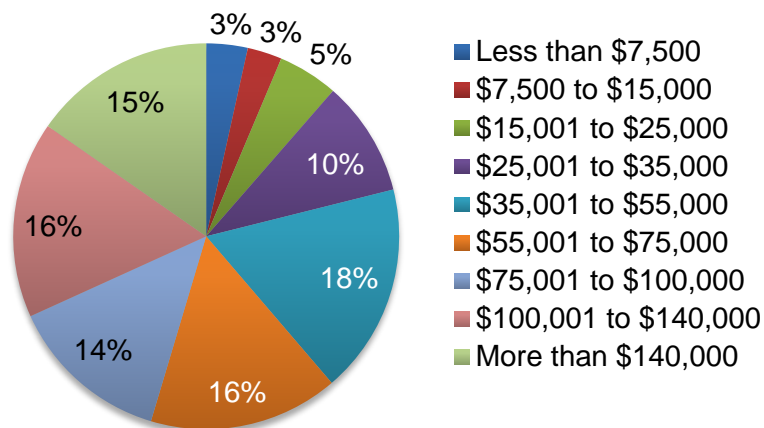
Your age:



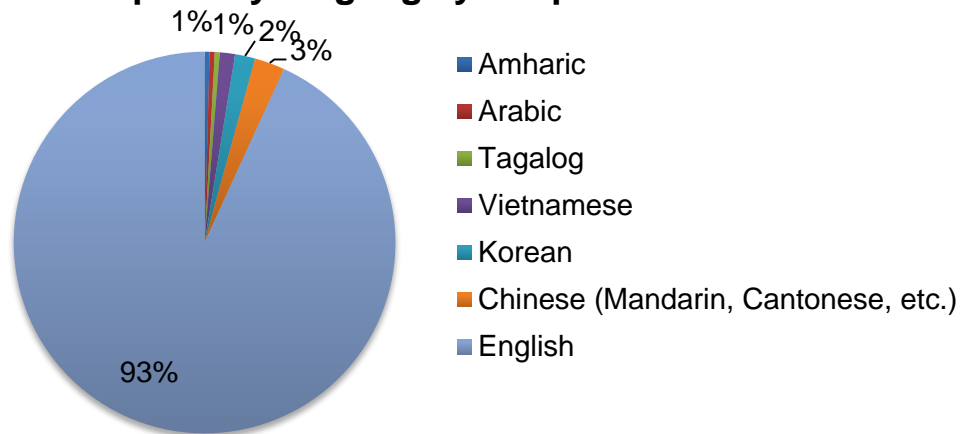
Do you consider yourself...



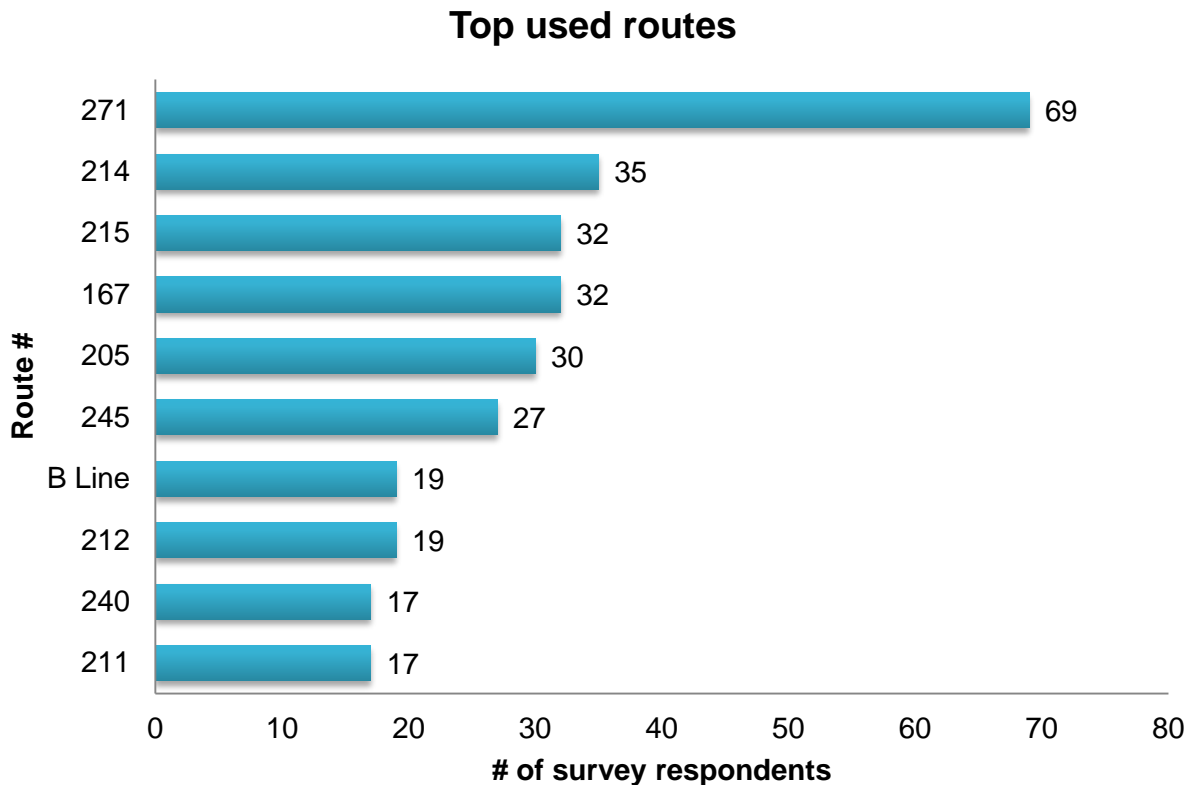
What is your annual household income?



What is the primary language you speak at home?



The survey respondents listed routes 271, 214, 215, 167, and 205 as the routes they use most (see chart below).



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

For survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (76 respondents), for fun/recreational/social purposes (36), to get to/from school (35), and for shopping/errands (34). For those who detailed specific trips (Track 2), most said they use transit to get to/from work (133 respondents). Among the various destinations identified, the majority of respondents said they were traveling to the University of Washington (35) followed by Seattle (32) and Bellevue (18).

Most commonly identified trip destinations



Participants had this to say...

About the proposed reductions

More than half of respondents said the alternative rider options Metro suggested to replace service they would lose under the proposal will not work for them. Several said the proposed changes would increase their commute times and number of transfers, making the alternative option unreasonable for them. In addition, many were concerned about buses becoming more crowded and having to leave passengers behind due to lack of room on the bus.

► *“My commute time will increase exponentially. I would stop riding the bus.”*

Bellevue College

At the public meeting in Bellevue and in a petition with roughly 230 signatures (see Appendix B for the text of the petition and list of signers), students expressed multiple concerns with proposed changes to routes 245 and 271. The changes would eliminate the parts of these routes that serves the central area of the campus. The alternative stop is in an inconvenient location that students consider unsafe, especially at night. They said the campus would also be difficult for students with disabilities to access. In addition, one participant said that ending service earlier on Route 241 could have adverse effects on students who use the route and study late on campus. The students told us that the proposed changes would discourage the use of transit to Bellevue College.

- ▶ *“Bellevue College library closes at 9 p.m., but service will end at 7 p.m. Expand service to match with closing time.”*

Route 167

Route 167 riders disagreed with Metro’s assessment of the route as low performing. More than 350 people signed a petition asking Metro not to delete the route (see Appendix B for the text of the petition and list of signers). The petition said that the bus is full during morning and evening commutes and is a necessary route for many riders commuting to the University of Washington. Many riders said their commutes would be extended by 30-60 minutes each way if they used proposed alternative options.

Issaquah

Several people told us they use Route 271 to travel from Issaquah to the University of Washington. Proposed changes would eliminate the part of the route that serves Issaquah. Participants also told us that the Issaquah Park-and-Ride serves as a hub for many who are commuting and transferring—especially from areas such as Maple Valley, Renton, and North Bend—to get to downtown Seattle.

- ▶ *“We need more bus service between Issaquah/downtown Seattle and Issaquah/Bellevue. Issaquah is a HUB city of Maple Valley, Renton, North Bend—people drive from afar to use the Issaquah Park-and-Ride.”*

Routes 205 and 211

Several people expressed concerns about deleting these routes. Many said the routes represent a vital connection between the east side of King County and First Hill, where numerous hospitals (that also serve as places of employment) are. Participants feared that elimination of the routes would cause current riders to begin driving to work, leading to increased traffic on roads.

Alternative ways to make the cuts or minimize impacts

Recurring ideas from this and other areas were to reduce service frequency to meet budget cuts while still maintaining all routes, and to maintain night service—especially for riders who need to transfer.

One person, noting that Route 205 currently makes fewer trips during summer months due to the University of Washington’s class schedule, suggested applying this reduced frequency year-round in order to maintain the route. Another suggestion was to keep Route 211 and reroute it to serve First Hill in place of deleted Route 205.

Another person suggested reducing stops on Route 271 between the Eastgate Park-and-Ride and the Issaquah Transit Center instead of completely eliminating service. A longer walk to the stop was more acceptable than the complete elimination of service in this area.

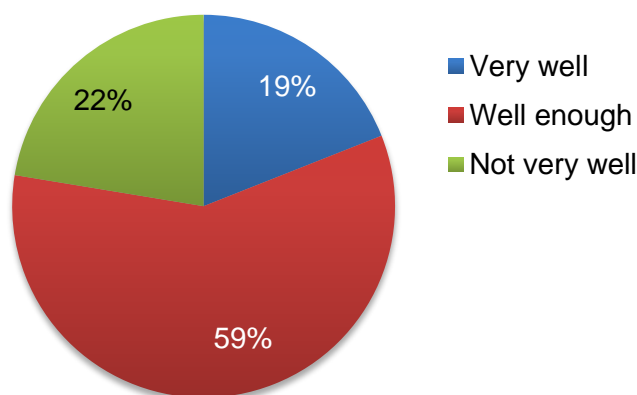
About funding

One person suggested that the King County Council consider privatizing parts of Metro to reduce costs and help close the budget gap. In addition, several others suggested raising taxes and modestly raising fares to close the funding gap.

► *“The fault probably does not lie with Metro but with the funding mechanism for public transit.”*

About our planning process

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:



Although almost 60 percent of survey respondents said they understood Metro’s priorities for adding and reducing service, many said their buses are often crowded—so they did not understand why Metro considered those routes low performing. Others said they understood, but still do not think the proposal is fair to smaller communities, who often have longer commute times.

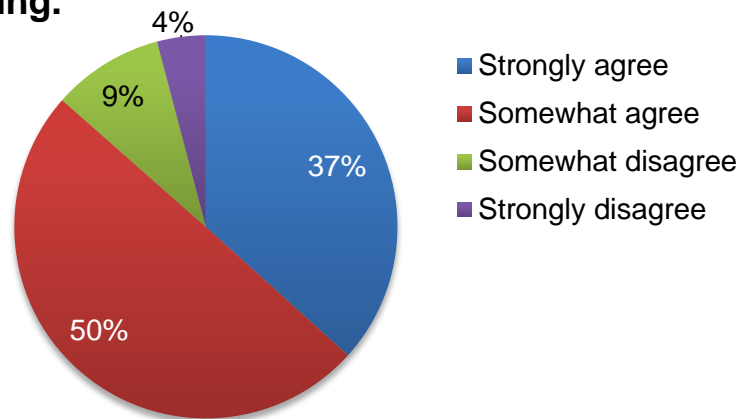
About our outreach process

We received praise from many in this area for our online survey and electronic ways to provide feedback. Some respondents felt their participation would not make a difference. They expressed concern that Metro caters mainly to Seattle at the expense of other parts of the county.

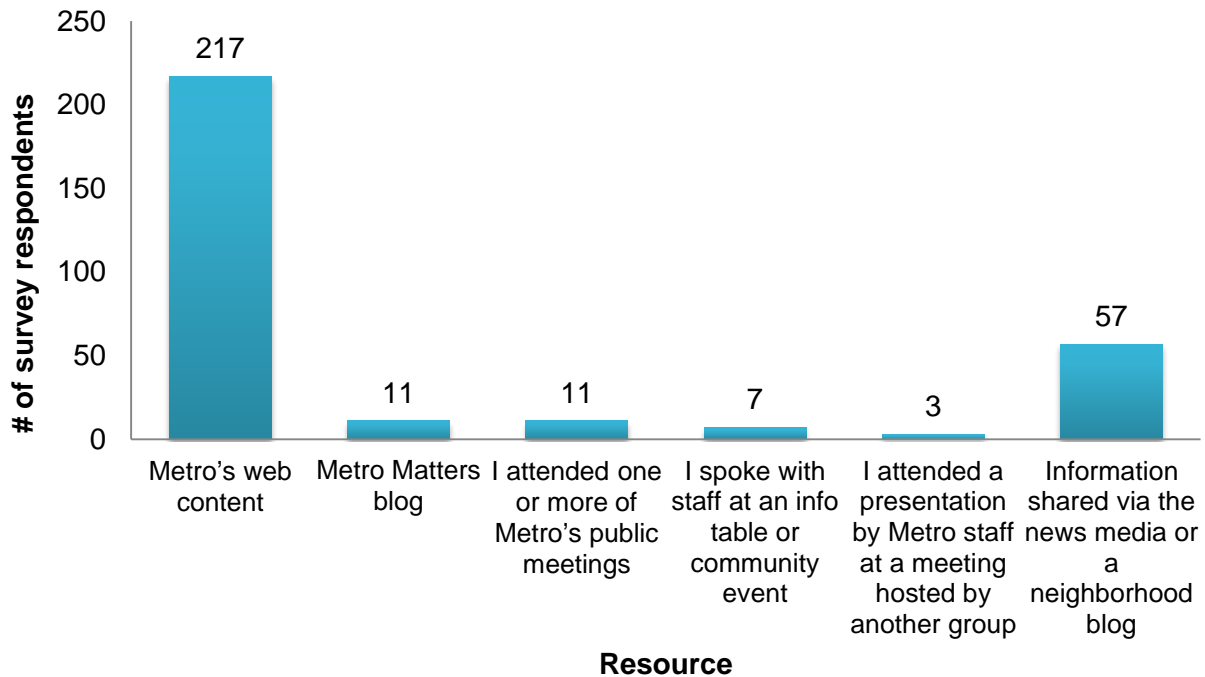
► *“Having this forum to provide feedback is awesome. Due to current responsibilities, I would not be able to attend a public forum to express my concern and provide feedback. This is a great (low-cost!!) way to obtain feedback from your user base. Well done!!”*

- ▶ *“I feel this feedback will change nothing. I don't think a thought is being given to the way our city and the suburbs have grown. I think Metro is only looking at their budget.”*
- ▶ *“Thanks for doing the survey. I'll never come to a public meeting and speak. I wish legislators would have surveys, too, because I'll never go to one of their public meetings, either. Thanks for asking.”*

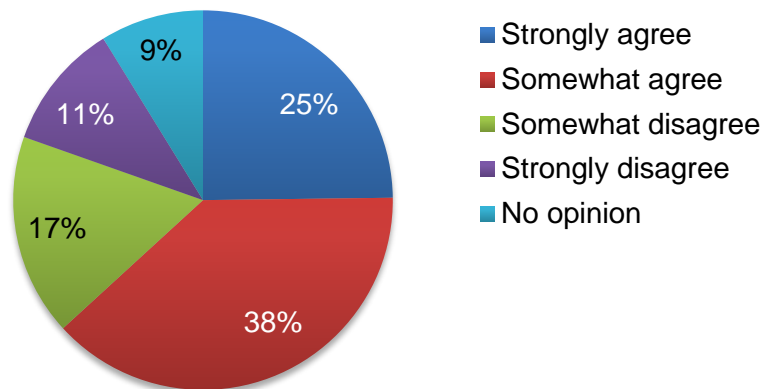
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



Southeast King County

Number of participants, ways they participated

Surveys: 116

Other contacts: 60

About 30 people attended a public meeting in Kent on Dec. 16, 2013. In addition, we spoke with people at **four stakeholder** briefings and **four outreach van events**.

- Nov. 14 – South County Mobility Coalition
- Nov. 19 – South County Area Transportation Board
- Dec. 12 – Kent Station (approx. 300 reached)
- Dec. 13 – Auburn Station (approx. 200 reached)
- Jan. 6 – Greater Maple Valley Area Council
- Jan. 21 – West Hill Community Association
- Jan. 22 – Renton Transit Center (approx. 300 reached)
- Jan. 22 – Kent SHAG housing event (approx. 50 reached)

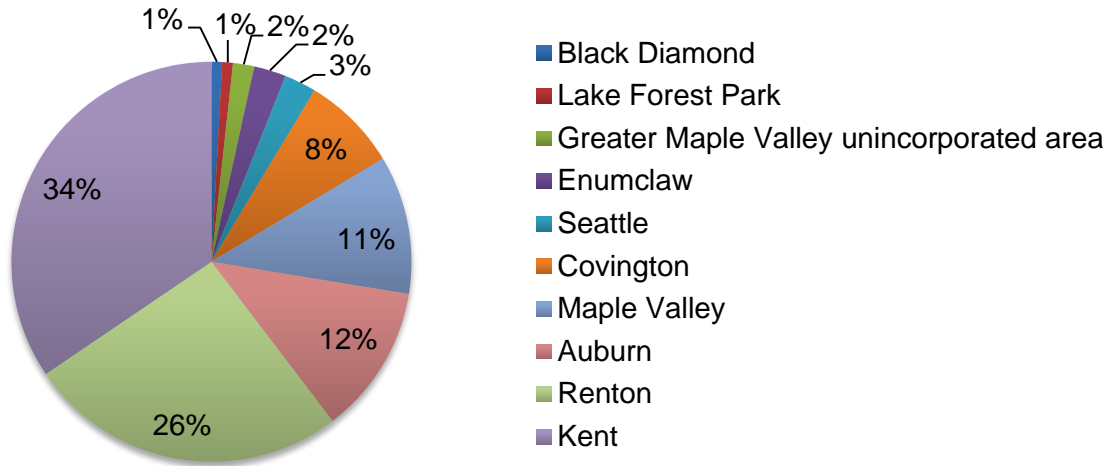


Who we heard from

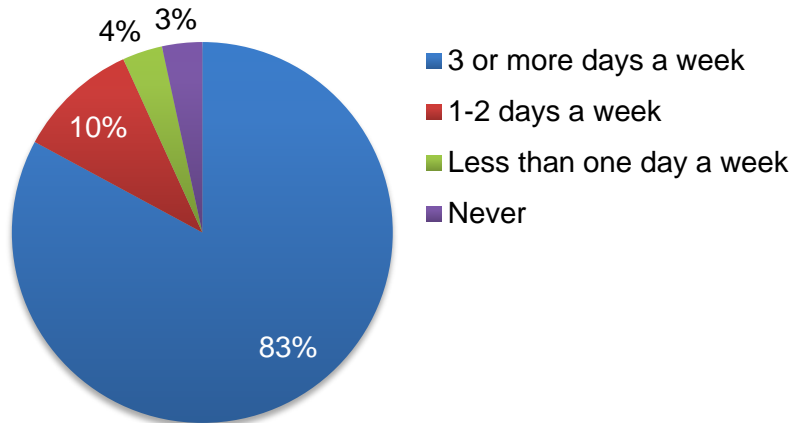
Southeast King County includes Tukwila, Renton, the West Hill unincorporated area, Kent, Covington, Maple Valley, the Greater Maple Valley unincorporated area, Black Diamond, Enumclaw, Auburn, Algona, Milton, and Pacific. Thirty-four percent of survey participants said they live in Kent, closely followed by Renton (26 percent). Most said they ride the bus three or more times a week. The age group identified by the largest percentage (25 percent) of respondents was 25-34, closely followed by 55-64.

A majority of survey participants identified themselves White or Caucasian, but Southeast King County also had the highest percentage of respondents who identified themselves as Black or African-American (7 percent). In addition, Southeast King County had the highest percentages of respondents who identified Vietnamese, Tagalog, and Russian as the primary language spoken at home (2 percent for each language). Of those who indicated their annual household income, nearly half said they earn either \$55,001-\$75,000 or \$100,001-\$140,000 (with 24 percent choosing each group).

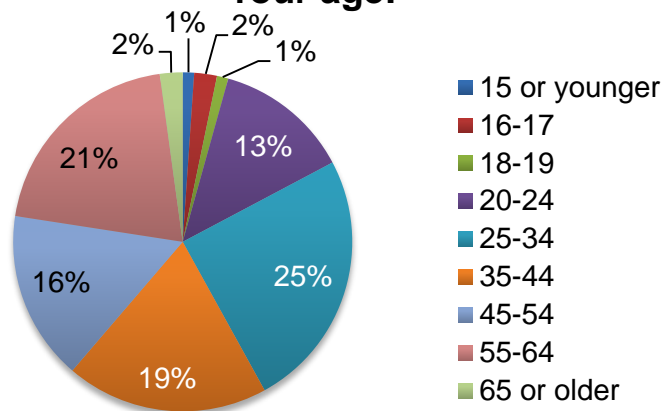
In what city or unincorporated area do you live?



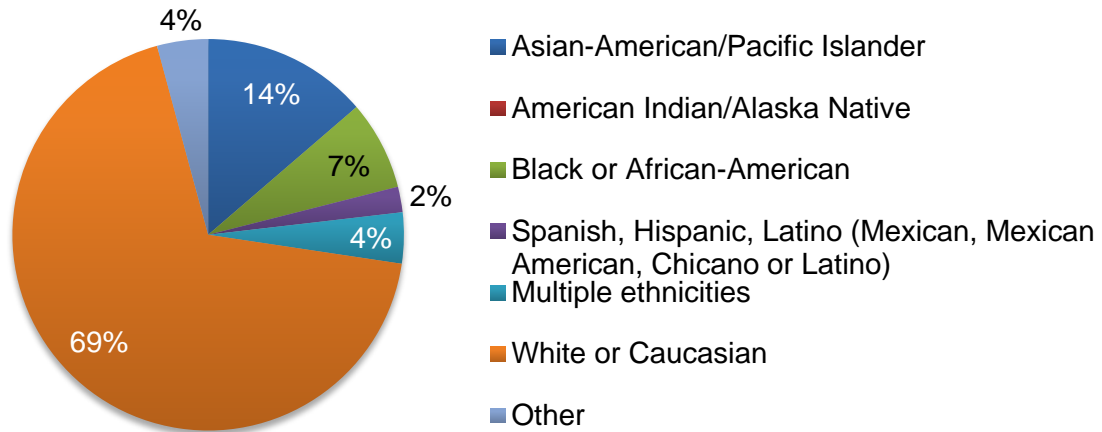
How often do you ride a Metro bus?



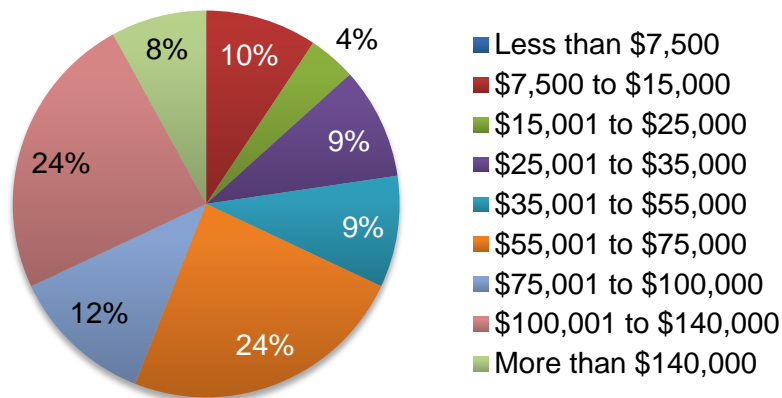
Your age:



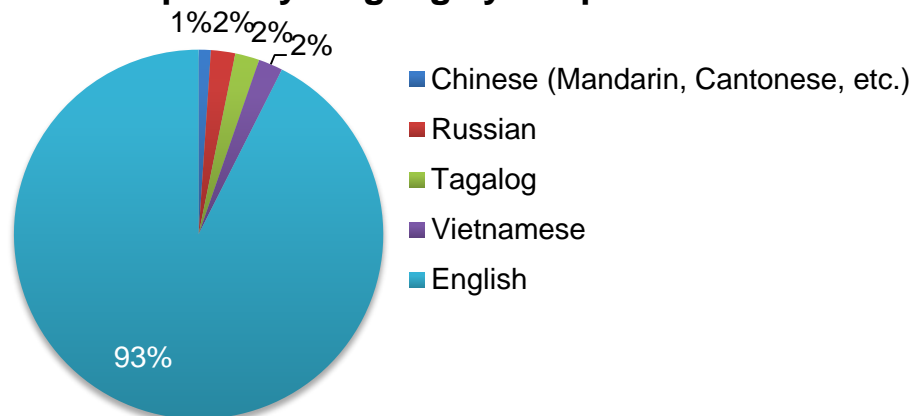
Do you consider yourself...



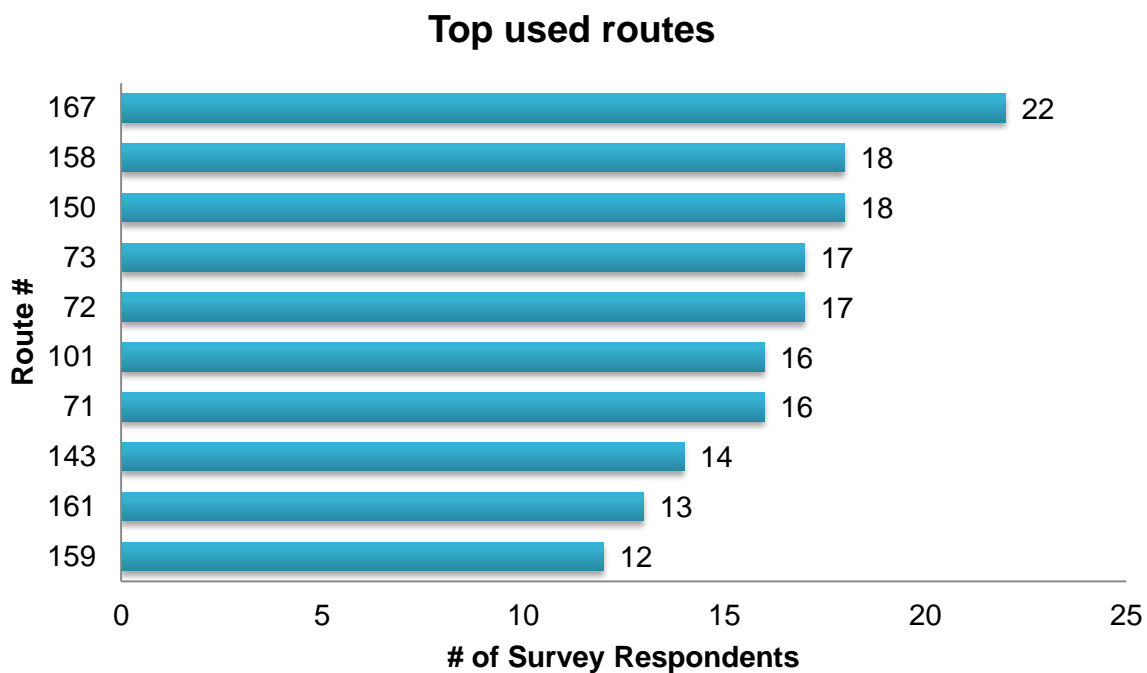
What is your annual household income?



What is the primary language you speak at home?



The survey respondents listed routes 167, 158, 150 73, and 72 as the routes they use most (see chart below).

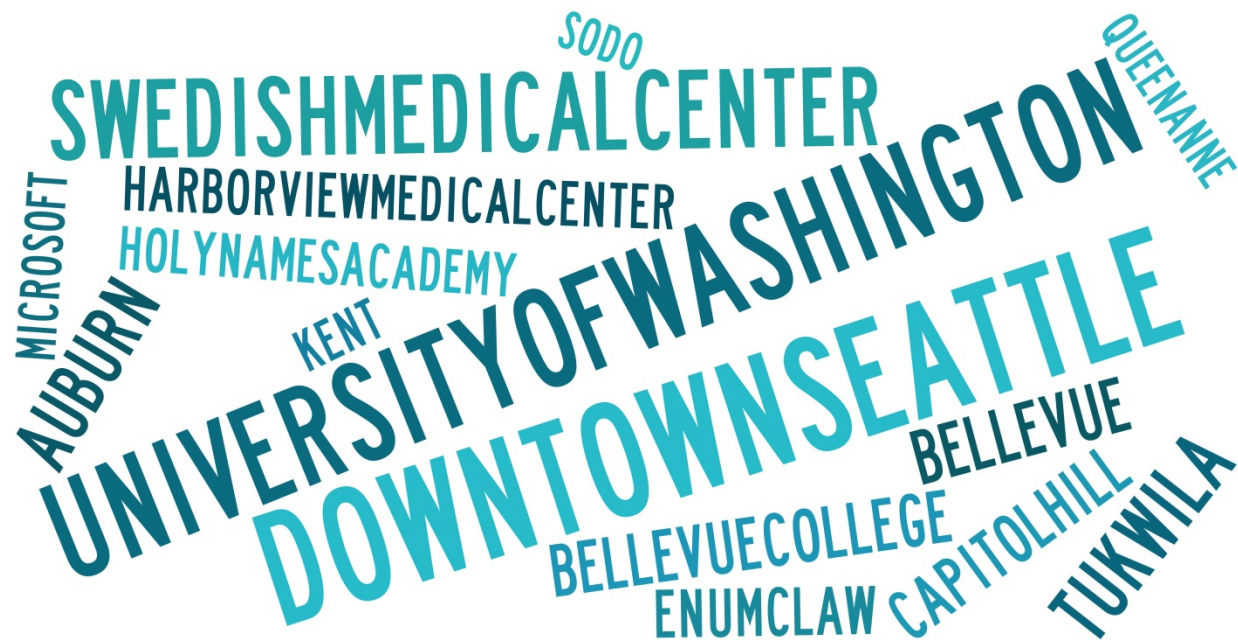


Combines survey responses from Track 1 and Track 2 related to route use. Track 1 question: Which routes do you ride at least once per month? (check all that apply). Track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell use which route(s) you use to take this trip (check all that apply).

Among survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (35 respondents), shopping/errands (11), and fun/recreational/social purposes (10). Among those who detailed specific trips (Track 2), most said they use transit to get to/from work (47 respondents). Among the various

destinations, the majority of respondents said they were traveling to the University of Washington (14).

Most-commonly identified trip destinations



Participants had this to say...

About the proposed reductions

Most survey respondents said the alternative options suggested for riders whose routes would be deleted, reduced, or revised under the proposal would not work for them. Many said the alternatives were impractical due to increased commute times.

Route 167

Participants expressed concern about the proposal to delete Route 167, specifically its service between outlying areas and the University District in Seattle. One said that the extra transfers required by the alternative route would increase the trip from Renton to the University of Washington hospital to 2-3 hours. A petition signed by 358 people supported finding stable funding for Metro to maintain Route 167. Signatures were gathered from several areas, including Auburn, Bellevue, Des Moines, Enumclaw, Kent, Maple Valley, Renton, Rainier Valley/Skyway, Tacoma, and Tukwila. (see Appendix B).

Route 193X

Several residents expressed concern about the proposal to no longer have Route 193X serve the Tukwila Park-and-Ride. Riders said they travel from the park-and-ride to hospitals on First Hill, and eliminating the stop at the park-and-ride would disrupt the commutes of a large population of hospital employees. (See also Southwest King County section).

Routes 914 and 916

Proposed service reductions included changes to the so-called “Kent shopper shuttle” routes—including deletion of Route 916 and significant changes to Route 914 that would delete much of its eastern portion. Many residents of the SHAG senior housing complex in Kent expressed concern about having limited or no access to shopping and other activities if these routes are changed as proposed. Even though Route 914 is not proposed for deletion, seniors told us that added transfers and long waits are not feasible for them.

Enumclaw

People told us they were concerned about reductions in service between Enumclaw and the Auburn train station, particularly late-night service from the train station to Enumclaw. Without this service, they felt they would need to resort to driving instead of using public transportation.

About alternative ways to make the cuts or minimize impacts

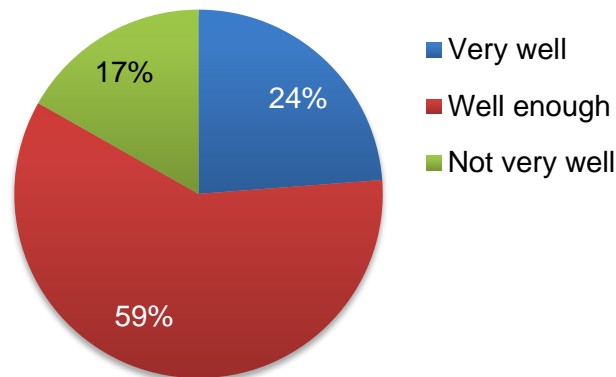
Currently, there is no cost to riders for using the “Kent shopper shuttle” routes (914 and 916). Several participants suggested collecting a fare for these routes in order to keep them running with their current routing and frequencies.

About funding

- ▶ *“Charge those of us who CAN pay more, but continue to support reduced fares for low-income and disabled riders. I ride Metro because 405 as a single car driver is miserable, but if my bus is packed to the gills because of a reduction in trips, that is as bad. I hope that someday long-term and stable funding can be established for transit service in King County.”*

About our planning process

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:

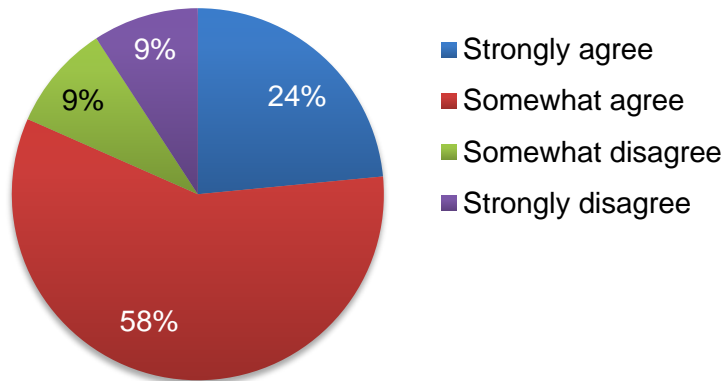


Several peak-only routes that serve the southeast part of the county are proposed for deletion. These routes do not perform well in our data because they may be full one way but empty on the return trip to the base. Many survey participants said they did not understand how their packed commute trips could be considered low performing.

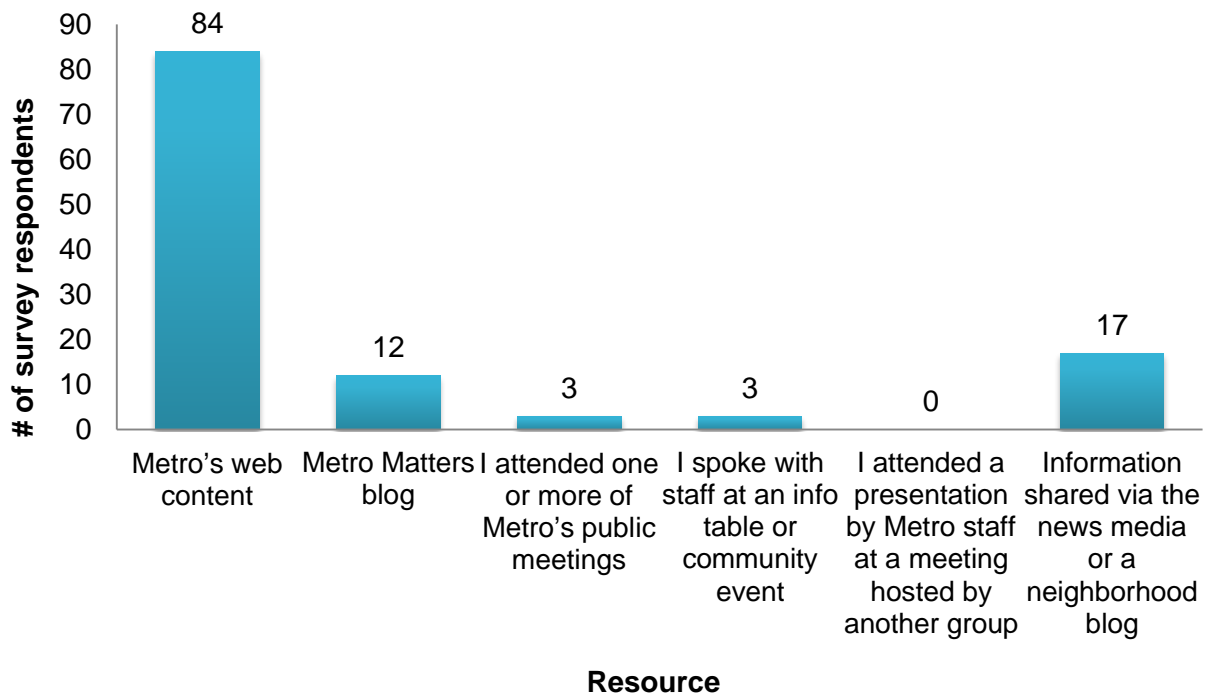
- ▶ *“The claim is that route 167 is one of the “lowest performing peak-period-only routes in Metro’s system.” The trouble with this is that in my experience (nearly a daily rider) the buses are almost always full. Does Metro mean that unless a route is standing room only it is “low-performing?” If so, then this might make some sense. Otherwise, it appears to be a fully-functioning commuter route that has just the right amount of service.”*

About our outreach process

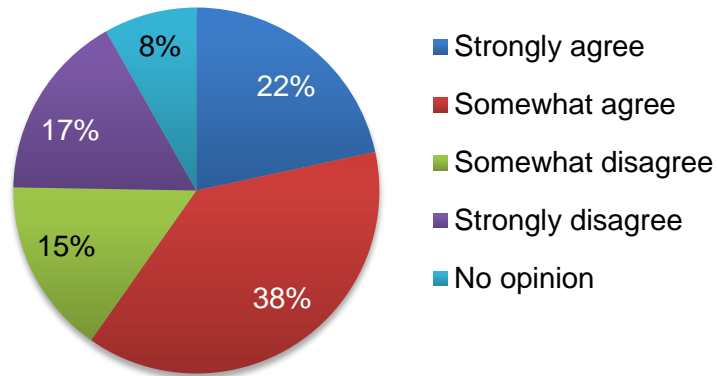
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



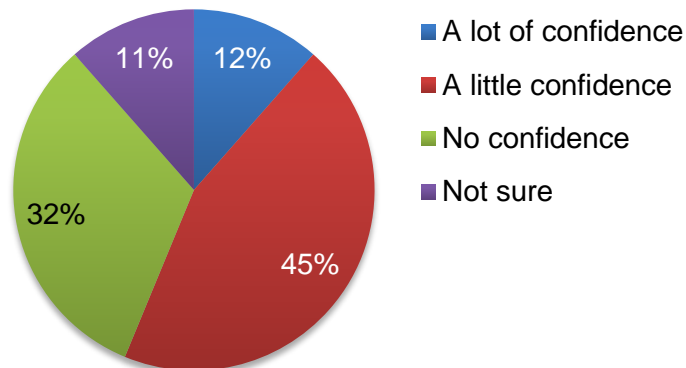
What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



► *“I appreciate that you are providing a means of sharing our concerns, but I am not confident that we will be heard.”*

Southwest King County

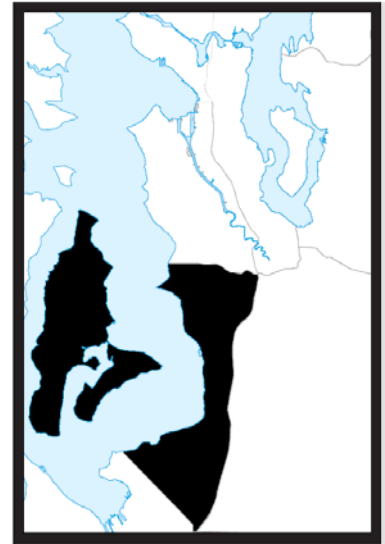
Number of participants, ways they participated

Surveys: 207

Other contacts: 45

Approximately 60 people attended a public meeting in Federal Way in November [CA1]2013. In addition, we spoke with people at the following **stakeholder briefing** and **four outreach van events**.

- Nov. 14 – Federal Way Transit Center (approx. 300 reached)
- Nov. 14 – South County Mobility Coalition briefing
- Nov. 26 – Burien Transit Center (approx. 500 reached)
- Jan. 27 – Federal Way Multi-Service Center Food Bank (with Spanish and Russian interpreters) (approx. 50 reached)
- Jan. 28 – SeaTac Refugee Women’s Alliance (approx. 80 reached)

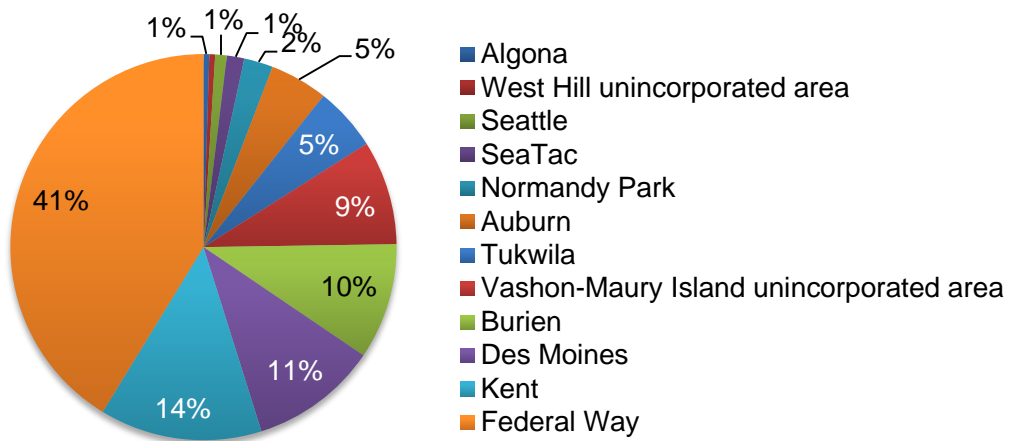


Who we heard from

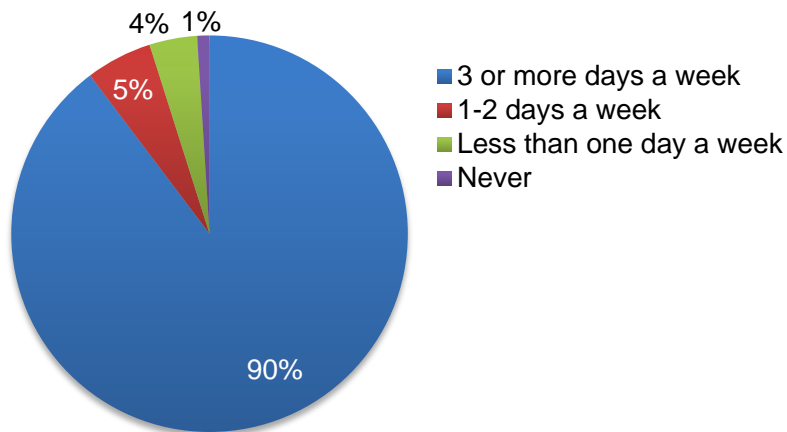
Southwest King County includes Burien, Normandy Park, SeaTac, Des Moines, Kent, Federal Way, and the Vashon-Maury Island unincorporated area. Most survey participants said they live in Federal Way (41 percent), Kent (14 percent), and Des Moines (11 percent). Most (90 percent) respondents said they ride Metro three or more days a week. Twenty-three percent identified their age as 25-34, closely followed by 45-54 (22 percent). Most identified themselves as White or Caucasian. Six percent said they are Black or African-American, 6 percent said they are Spanish, Hispanic, or Latino, and 6 percent identified themselves as belonging to multiple ethnicities.

Most said English is the primary language they speak at home, but this area also had the largest percentage of respondents who chose Spanish (3 percent). Most of those who provided information about their annual household incomes said they earn \$35,001-\$55,000 (20 percent) or \$55,001-\$75,000 (20 percent) per year.

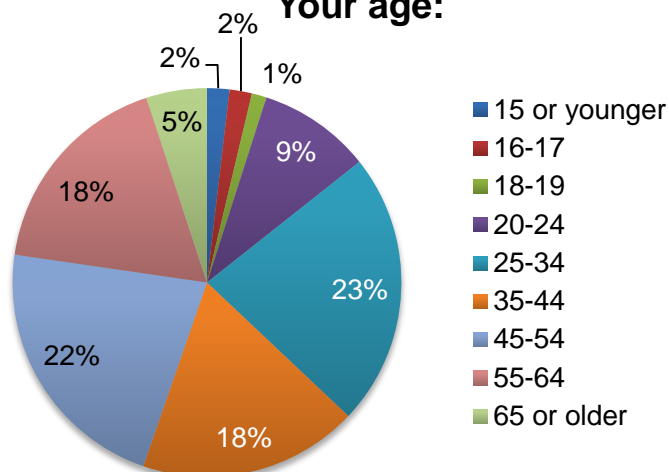
In what city or unincorporated area do you live?

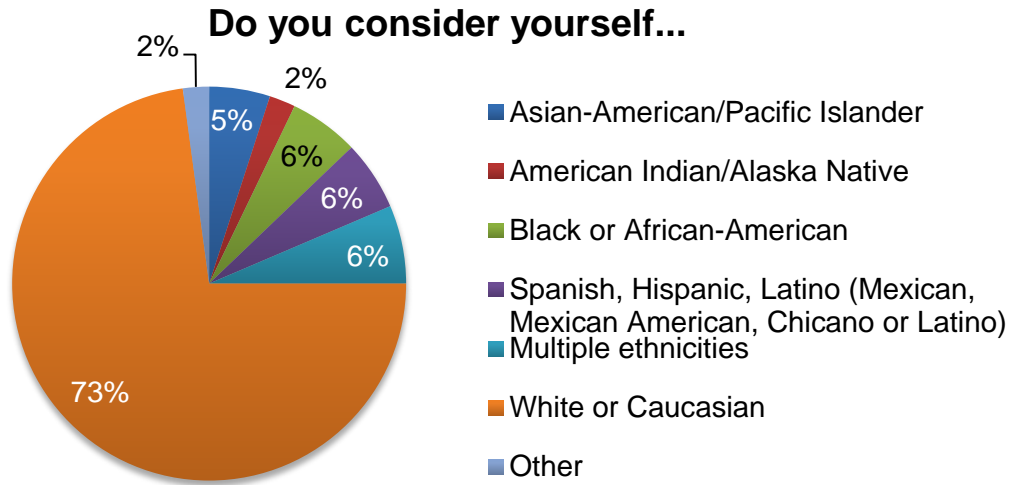


How often do you ride a Metro bus?

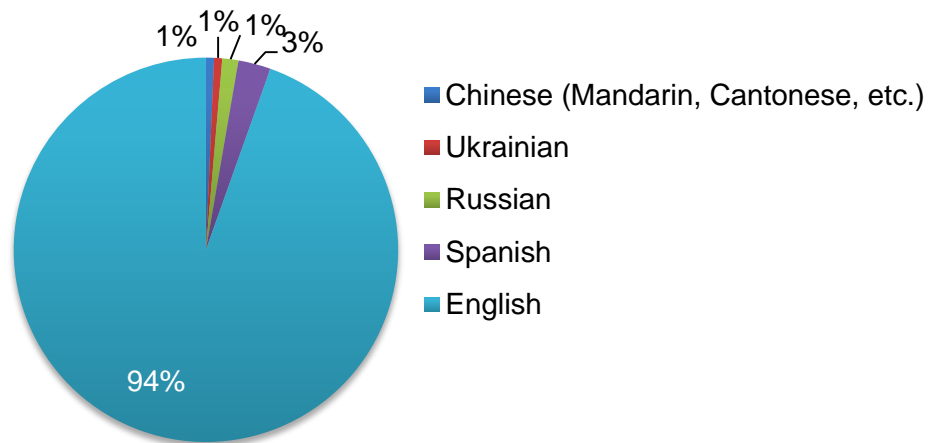


Your age:

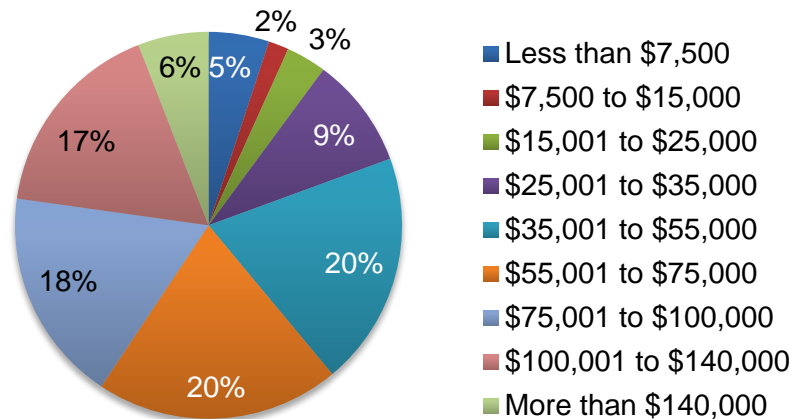




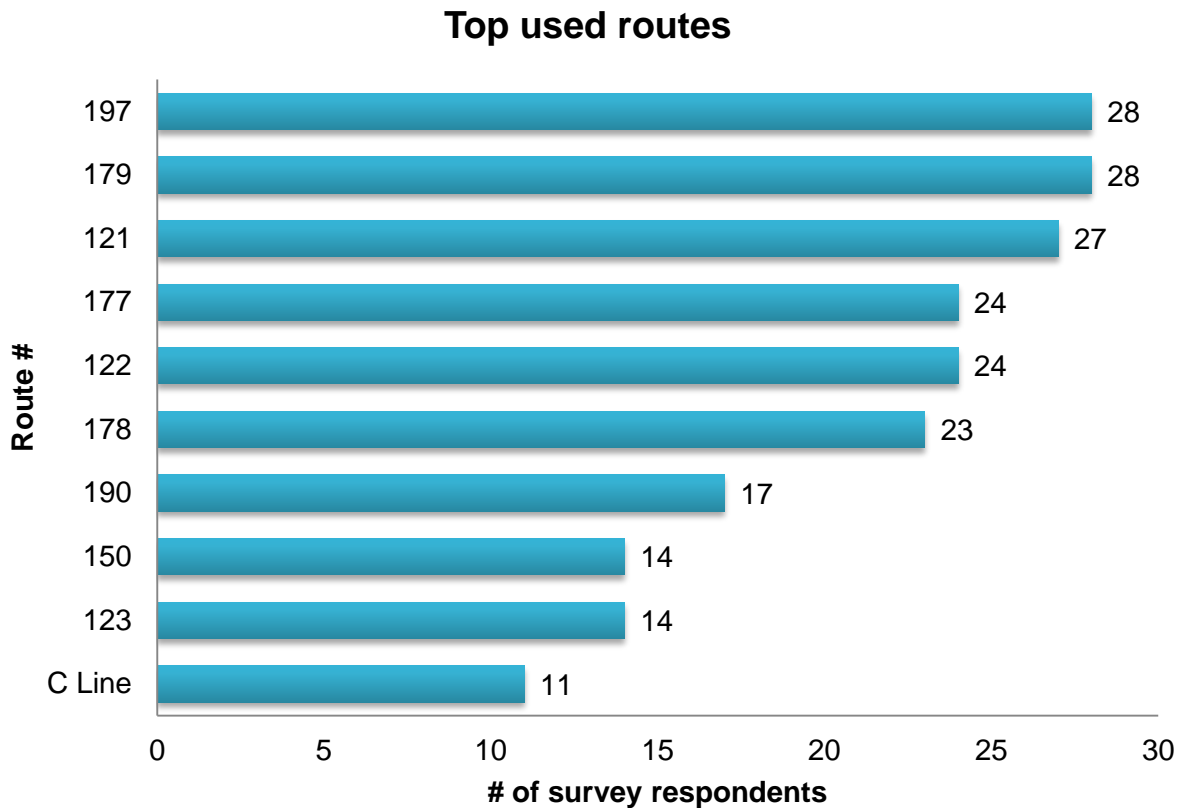
What is the primary language you speak at home?



What is your annual household income?



The survey respondents listed routes 197, 179, 121, 177, and 122 as the routes they use most (see chart below).



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

Among survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (36 respondents), fun/recreational/social purposes (21), shopping/errands (17), and special events (16). Among those who detailed specific trips (Track 2), most said they use transit to get to/from work (120 respondents). The destination they listed most often was Seattle (24), followed by the University of Washington (20).

hospitals on First Hill, so deleting this part of the route would impact many hospital employees.

Route 197

Several people told us they ride Route 197 from one of the park-and-rides in southwest King County—Kent-Des Moines, Star Lake, Federal Way, or Twin Lakes—to the University District. Riders feared that deleting the part of the route that serves the Twin Lakes Park-and-Ride would make parking hard to find at the other park-and-rides as riders drive farther to access Route 197. People were also concerned about crowded buses resulting from the proposed reduction of afternoon peak trips.

Routes 901 DART and 903 DART

Many people expressed concerns about the proposed deletion of Route 901 DART, saying it provides an important connection to the Federal Way Transit Center. Although the proposed alternative, revised Route 187, would serve part of the current route, it would not serve the northern part and service would end earlier in the evening. One person suggested extending Route 903 DART to serve the area that would no longer be served after Route 901 DART is deleted.

Vashon Island

Vashon residents told us that the loss of service north of S Jackson Street on routes 116, 118, and 119, and decreased frequency on routes 116 and 118, would be a hardship for them because the alternative of driving onto the ferry is very expensive. They also felt that these changes would isolate the island.

► *“Metro service is vitally important to easing congestion and conveying commuters from place to place. Reducing service is not the answer.”*

About alternative ways to make the cuts or minimize impacts

Many people suggested reducing service frequency while still maintaining all routes. One recommended ending service after 9 p.m. to save costs, while another suggested reducing night frequency while still keeping at least one late-night run for those who work later hours. Another suggested cost-reducing measure was to use smaller buses during non-peak hours.

About funding

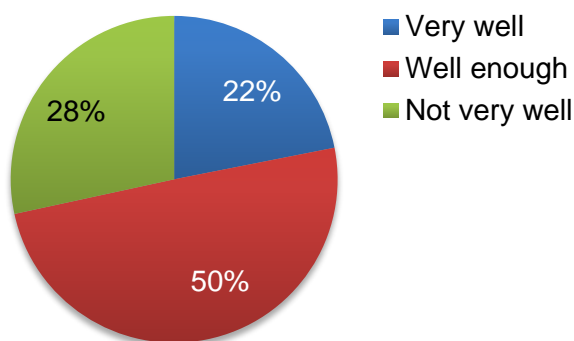
Some people suggested increasing sales tax and car registration prices, while others voiced concern that increased sales taxes would negatively affect lower-income households.

► *“Increase prices to fund routes—still cheaper than gas and wear-and-tear on personal vehicles.”*

About our planning process

Half (50 percent) of survey respondents in this area said they understood well enough how Metro's service priorities shaped the proposed changes to their routes, but several people expressed confusion about this. Many said they did not understand why their buses were considered low performing when they are often crowded. In addition, several said they felt certain areas would be disproportionately impacted by the proposed service cuts.

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:

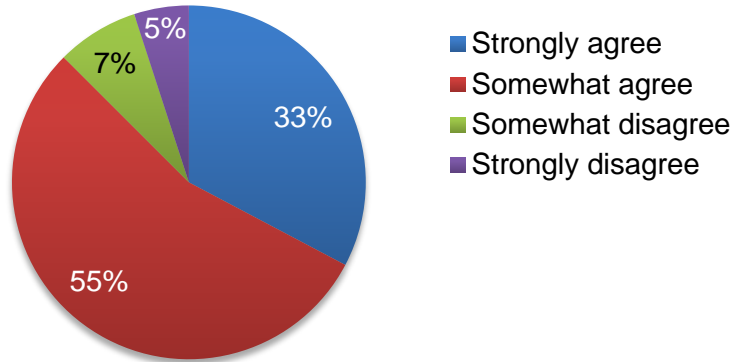


About our outreach process

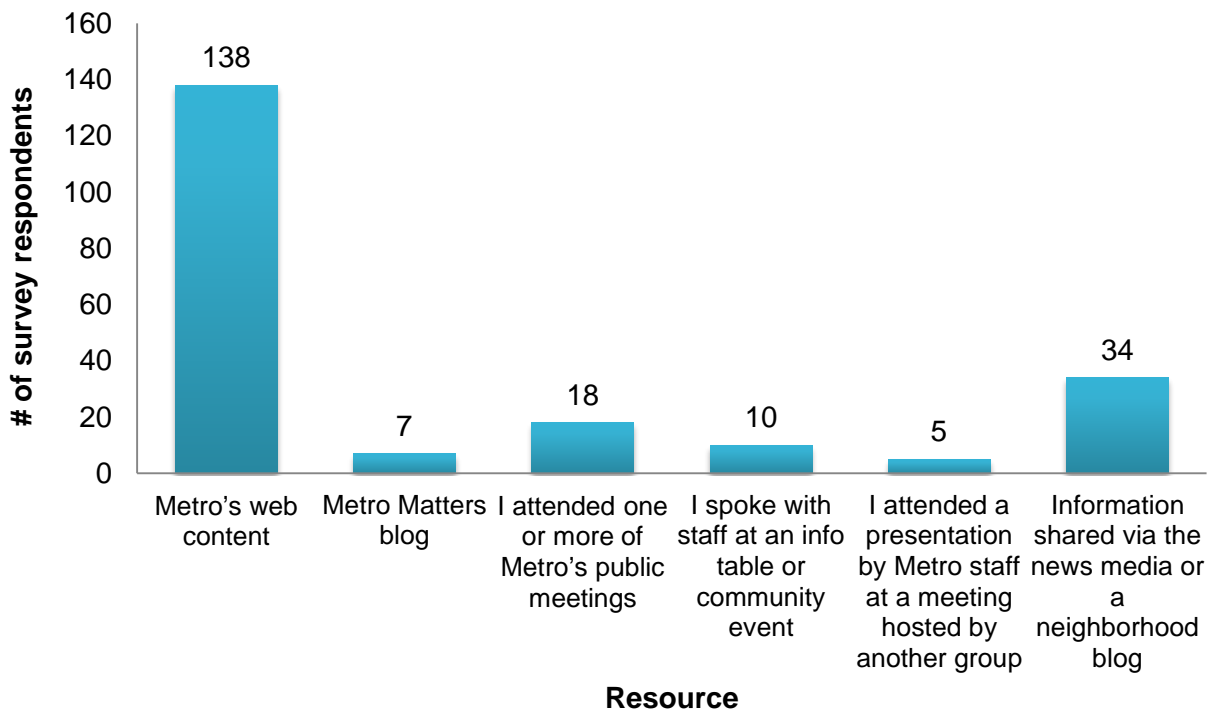
Almost 90 percent of survey respondents in this area said they strongly agree or somewhat agree that Metro's advertising about the proposed service reductions was clear and welcoming. A majority said they used Metro's web content to understand the service reduction proposal. While roughly 50 percent said they strongly agree or somewhat agree that taking the time to share their views will result in better decisions about the service reductions, approximately 40 percent said they have little confidence that Metro is doing all it can to meet community needs. The charts below reflect survey participants' opinions about Metro's outreach process.

- ▶ *"Thank you for making us all aware the year before we are being impacted and allowing us to discuss with Metro representatives."*
- ▶ *"It's somewhere between a little and a lot of confidence. I know the challenges are significant. I think it's critical for all the various community partners to work together to reduce traffic congestion and environmental impacts, etc. of more vehicles on the road. Cutting Metro services seems like the wrong direction in which to be moving, and I believe it will adversely impact a wide range of businesses and community members."*

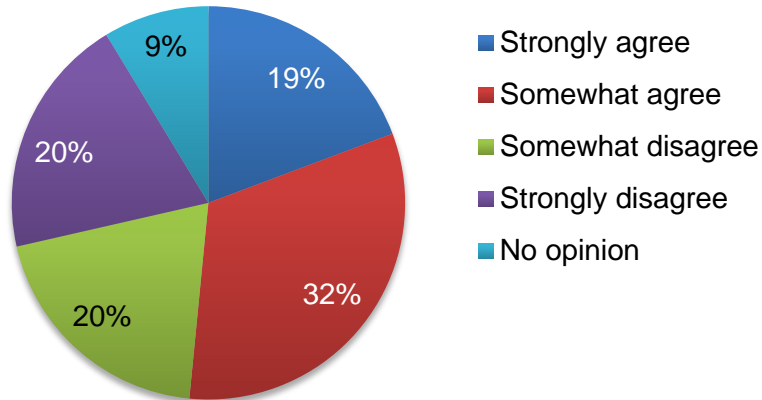
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



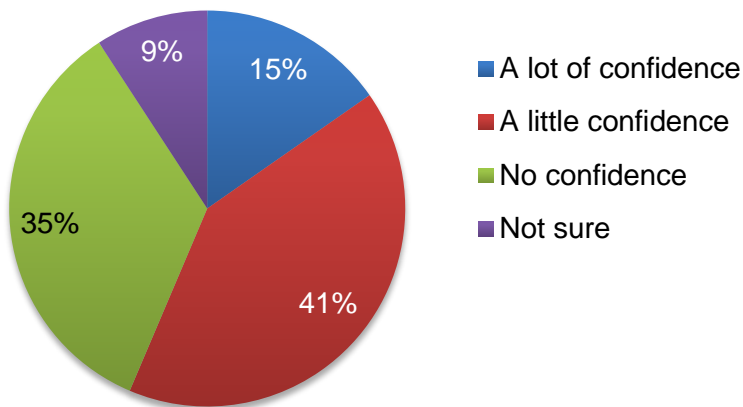
What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



Southwest Seattle/South King County

Number of participants, ways they participated

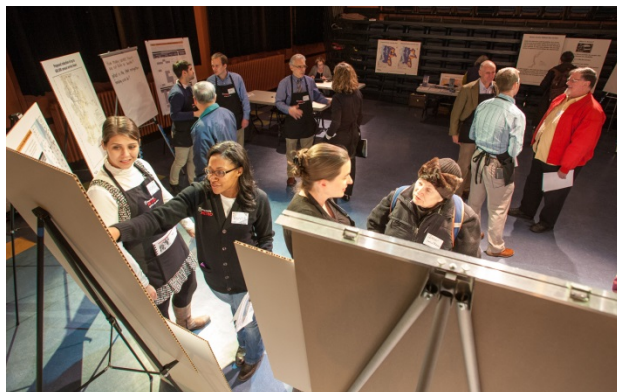
Surveys: 497

Other contacts: 50

About 45 people attended a public meeting at the Youngstown Cultural Arts Center on Dec. 3, 2013. Another 30 people attended an informal open house and presentation at the North Highline Community Council on Jan. 9, 2014. Additional outreach activities in this area included **two stakeholder briefings** and **five outreach van events**.



- Nov. 18 – Vashon-Maury Island Community Council
- Nov. 19 – South Seattle Community College (approx. 100 reached)
- Nov. 21 – Alaska Junction (approx. 500 reached)
- Nov. 30 – Westwood Village (approx. 250 reached)
- Jan. 6 – West Seattle Senior Center (approx. 20 reached)
- Jan. 9 – North Highline Community Council
- Jan. 23 – Greenbridge YWCA (with Spanish and Somali interpreters) (approx. 30 reached)



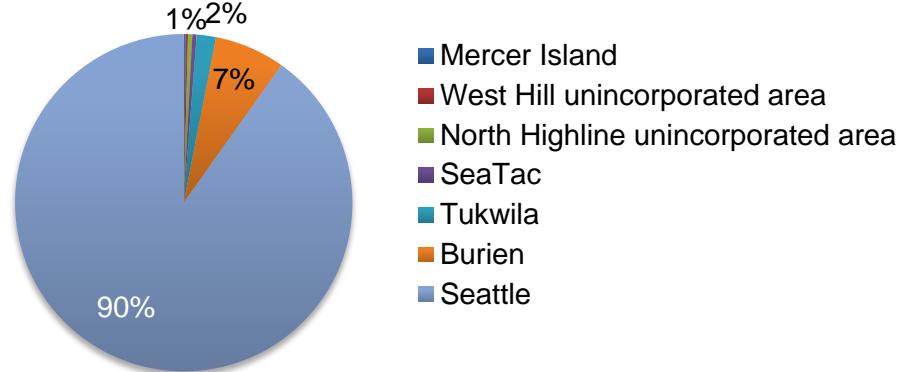
West Seattle Public Meeting

Who we heard from

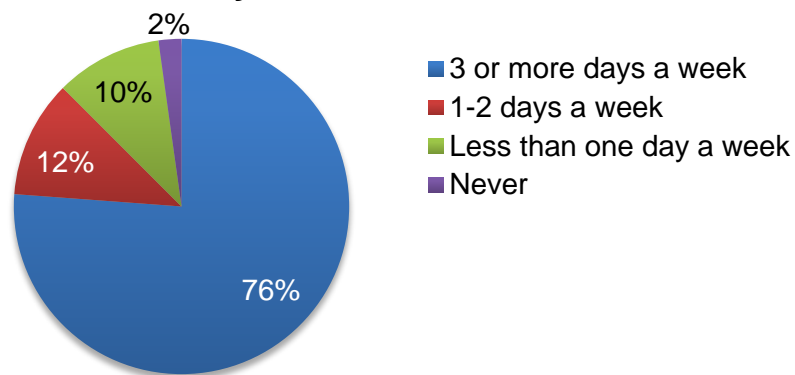
Southwest Seattle/South King County includes West Seattle, SODO, Fauntleroy, Delridge, Georgetown, South Park, White Center, Burien, Tukwila, and the North Highline unincorporated area. A majority of survey participants said they live in Seattle, ride the bus three or more times during the week, and are either 25-34 or 35-44 years old. While a majority identified themselves White or Caucasian, this area was among the highest in responses by persons identifying themselves as multiple ethnicities (6 percent) and Spanish, Hispanic, Latino (4 percent).

Most said English is the primary language they speak at home, but Spanish, Chinese, Vietnamese, and Somali were also identified. Roughly half of participants who indicated their annual household incomes said they earn \$75,001 or above, while about one-third said they earn \$55,000 or less.

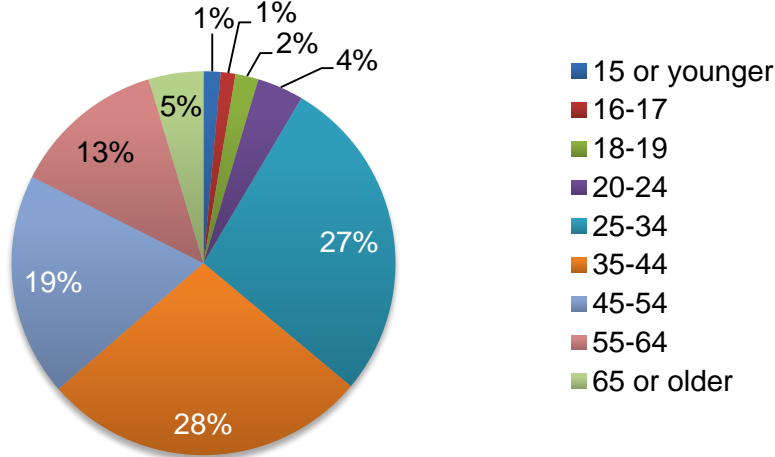
In what city or unincorporated area do you live?



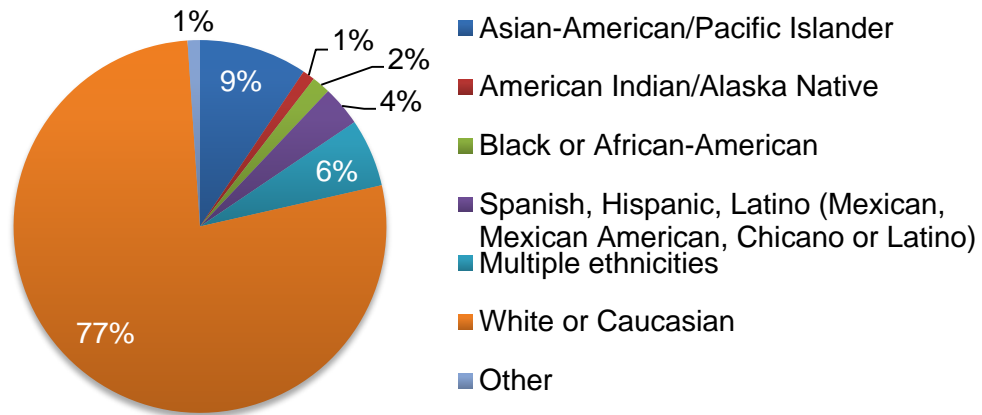
How often do you ride a Metro bus?



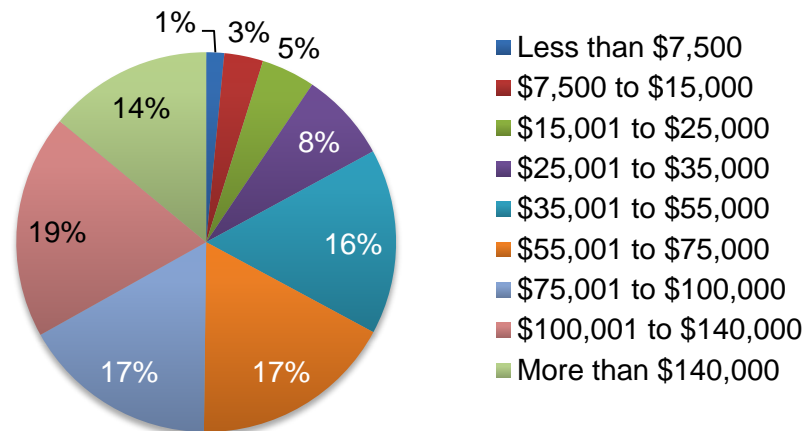
Your age:



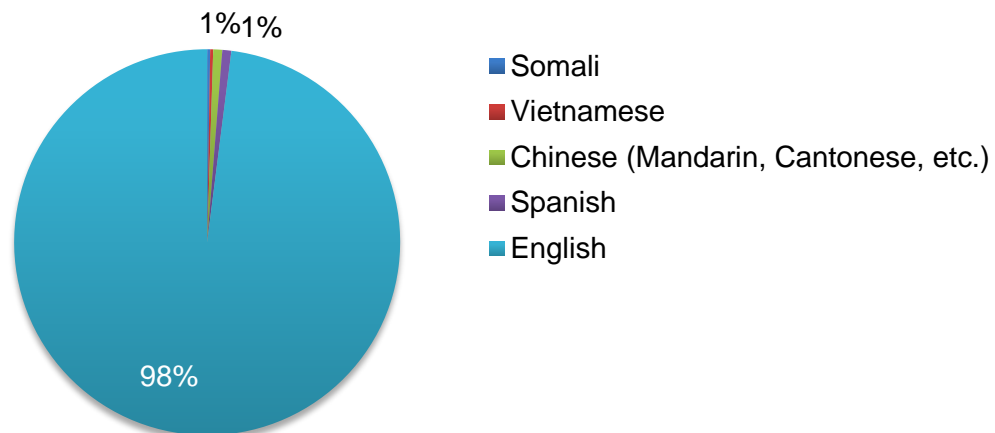
Do you consider yourself...



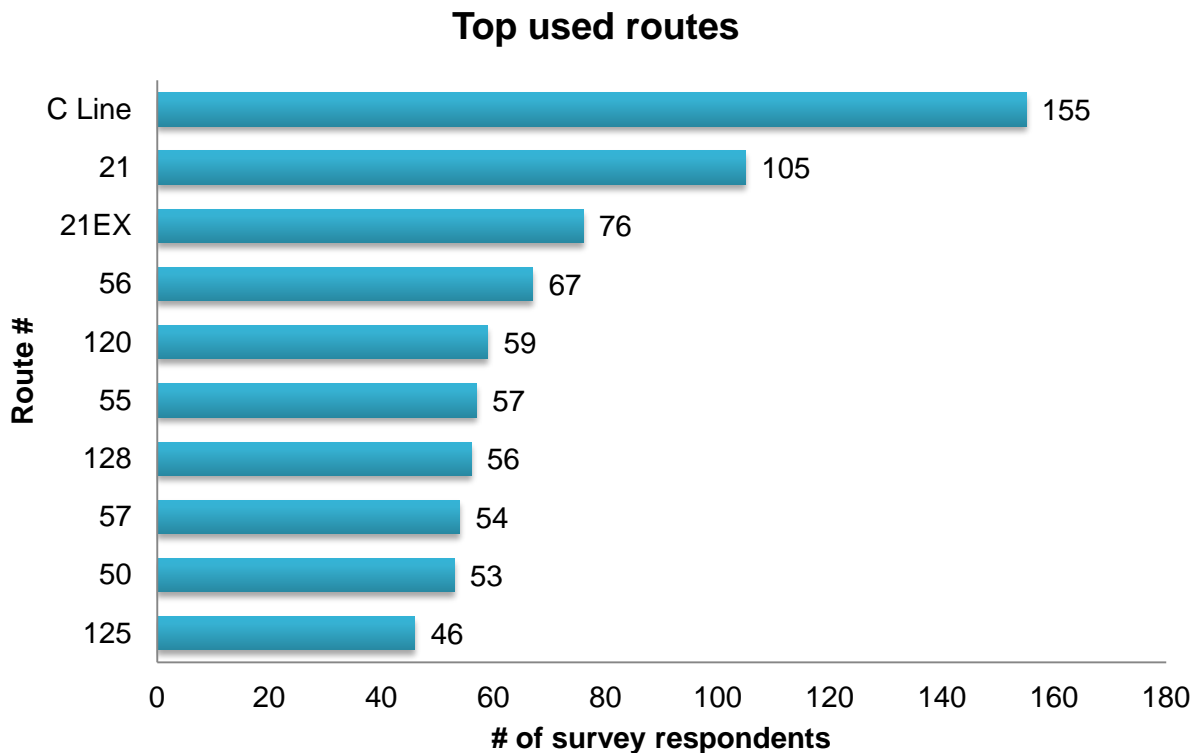
What is your annual household income?



What is the primary language you speak at home?



The survey respondents listed routes 21, 21 Express, 56, and 120 as the routes they use most (see chart below).



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

Among survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (123 respondents), fun/recreational/social purposes (87), shopping/errands (87), and special events (68). Among those who detailed specific trips (Track 2), most said they use transit to get to/from work (223 respondents). The destination they listed most often was Seattle (67), followed by downtown Seattle (45).

Route 21 would adversely affect those traveling from West Seattle to the Starbucks Support Center and other nearby businesses.

West Seattle Junction/Alaskan Way Junction [OK2]

- ▶ *“Why are you cutting so much service out of West Seattle? If anything, due to all the construction, West Seattle deserves more service. The revisions made to the routes last year, especially dumping the 133, has made it miserable to get to work by bus and by car because traffic has noticeably increased due to your revisions. Dumping all bus routes out of West Seattle onto 99, a major construction zone, makes no sense.”*

Route 193 Express

People told us that Route 193 Express takes many people from the Tukwila Park-and-Ride to hospitals on First Hill, including Virginia Mason Medical Center, Swedish Medical Center, and Harborview. If the route no longer serves the Tukwila Park-and-Ride, they said the alternative option of taking Route 150 and transferring to Route 2 would add 45 minutes to their commutes and would cause overcrowding on Route 150.

Georgetown

People who live in Georgetown were particularly concerned about the restructuring of routes 60 and 106 (which would no longer serve Georgetown), as well as ending service earlier on Route 124. Residents said they use routes 60 and 106 to access health care facilities and commute to work.

High Point

The partial deletion of Route 128 poses difficulties for people who live in High Point, a Seattle Housing Authority community. Under the proposal, Route 128 would no longer serve the neighborhood. This would mean longer walks to access transit in an area where many residents use public transportation.

South Park

Burien

Burien residents said they were concerned about the significant decreases of frequency in routes 120, 121, 122, and 123. They feared overcrowded buses, increased commute times, and late-night service reduction.

About alternative ways to make the cuts or minimize impacts

Many people suggested reducing service frequency while still maintaining all routes.

One resident suggested running at least one of the routes (121, 122, or 123) that serve Burien later into the evening. This would be beneficial from downtown Seattle, even if it were a route that ran at 7:15 p.m.

About funding

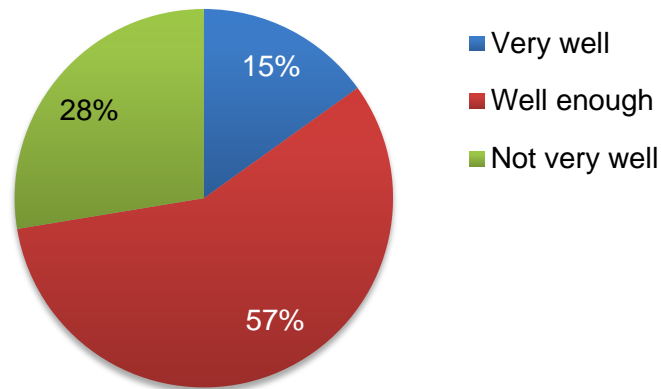
- ▶ *“Always fight to expand public transportation. The positive impact is immeasurable in so many ways; quality of life, businesses, and safety. Increase public transportation to west seattle.”*

About our planning process

More than half (57.3 percent) of survey respondents said they understood well enough how Metro’s service priorities shaped the proposed changes to their routes (see chart below). While many participants said they understand the changes, there was still frustration about the number of proposed route changes and deletions.

- ▶ *“My neighborhood uses Metro A LOT, probably more than most communities. Yet, we will be the ones hit hardest and first when it comes to cuts. And the proposed cuts, such as the 21, do not make sense. Why cut a route that is heavily used all the time? It feels like West Seattle is being punished by these cuts.”*
- ▶ *“Why don't the guidelines consider traffic congestion and any environmental impact?”*
- ▶ *“Riders have a very different idea of how well a route is "performing" than Metro does. None of the West Seattle routes are "performing" well, but there are no truly affordable alternatives to riding the meager routes available.”*
- ▶ *“I understand that there is overlap between the 106 and 124 route. I am just frustrated that my commute time will double no longer making this an attractive offer over driving my car into the city.”*
- ▶ *“I understand, you need to cut 17%, I just don't have to like it.”*

Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:

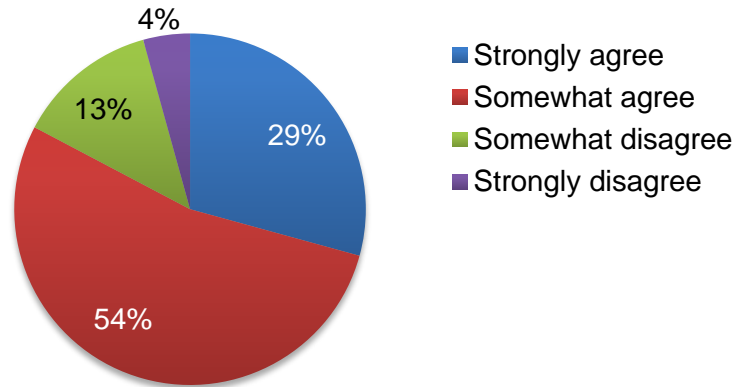


About our outreach process

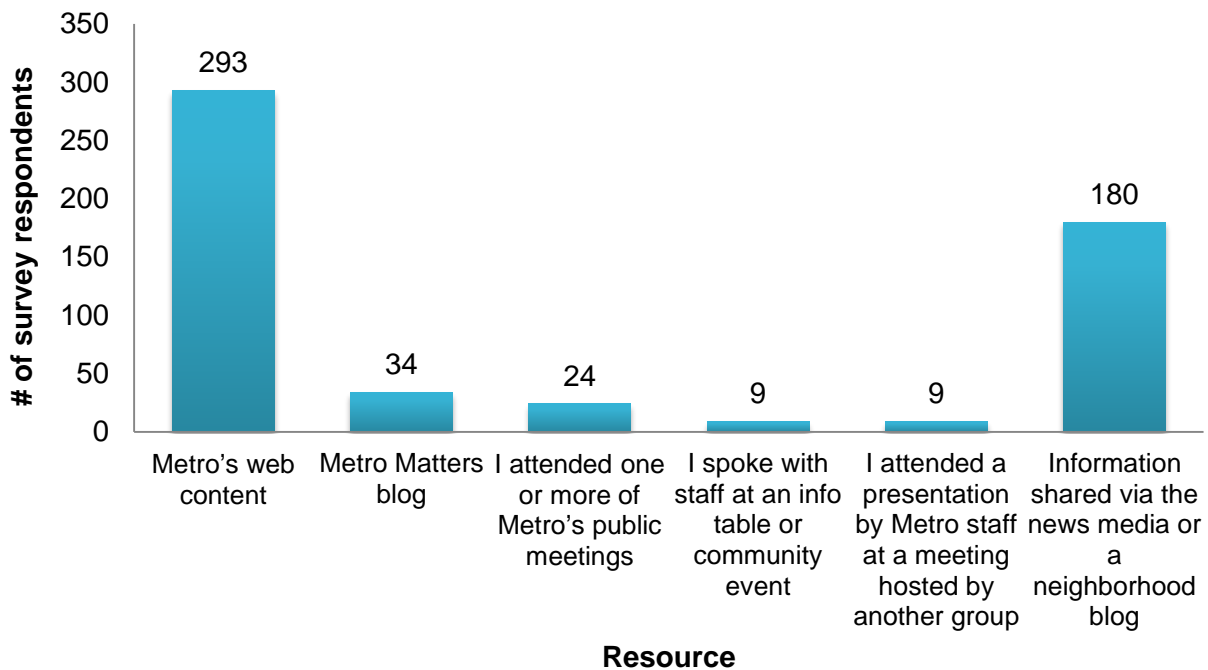
The charts below reflect survey participants' opinions about Metro's outreach process. While people said they appreciated the feedback opportunities we provided, many remained frustrated and felt that decisions about which routes to cut had already been made.

- ▶ *"When one on one, be it driver or reps at an outreach meeting, I find Metro employees to be helpful and dedicated, and part of our community. I don't know where along the money chain we become disconnected."*
- ▶ *"I appreciate that you ask I hope that you take it and make adjustments according to the feedback if possible."*
- ▶ *"Although you are soliciting feedback, I fear that the decisions regarding cuts are already in motion."*

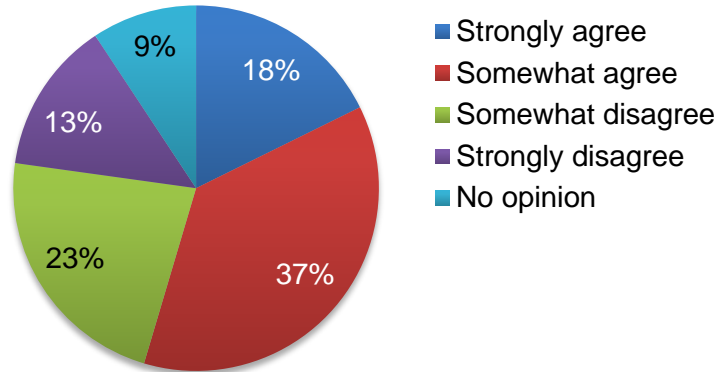
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



Southeast Seattle/South King County

Number of participants, ways they participated

Surveys: 832

Other contacts: 185

About 50 people attended a public meeting in southeast Seattle on Jan. 23, 2014. Many participants who attended the public meeting in downtown Seattle lived in this area or talked about routes that serve it. Additional outreach activities in this area included **three outreach van events**.

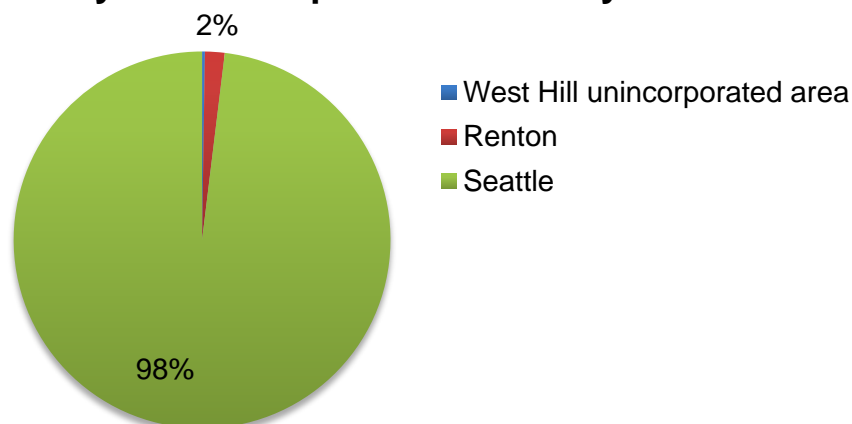
- Dec. 6 – Downtown Transit Tunnel Stations, 3rd & Pike/Pine (approx. 2,400 reached)
- Jan. 16 – Seattle Central Community College (approx. 200 reached)
- Jan. 21 – Mt Baker Transit Center (approx. 500 reached)



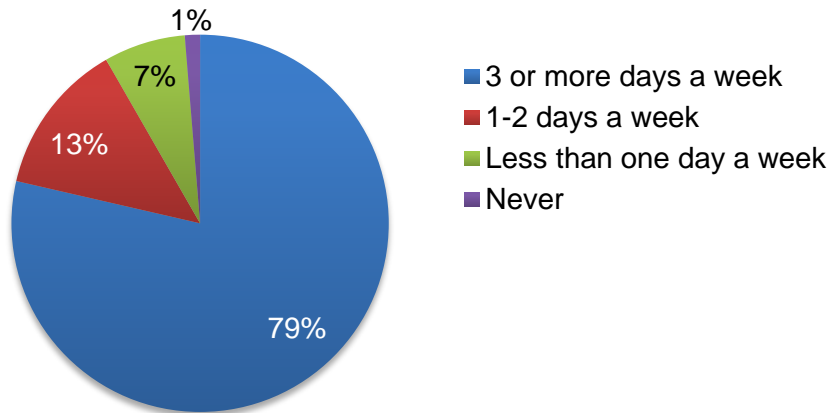
Who we heard from

Southeast Seattle/South King County includes Capitol Hill, the Central District, Mount Baker, Beacon Hill, Rainier Beach, and Renton. Most survey participants said they live in Seattle, ride the bus three or more times during the week, and are in either the 25-34 or 35-44 age group. Most consider themselves White or Caucasian, but this area also was among the areas with the highest percentage of participants saying they belonged to multiple ethnicities (6 percent) or were Spanish, Hispanic, or Latino (4 percent). Of those who answered a question about their annual household incomes, roughly a quarter said they earn \$35,000 or less.

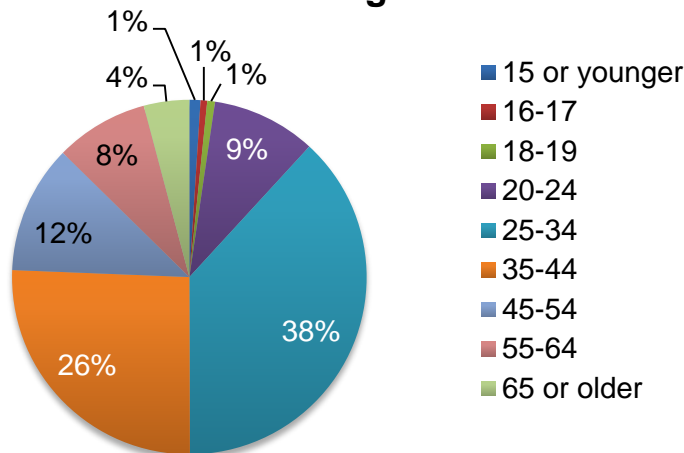
In what city or unincorporated area do you live?



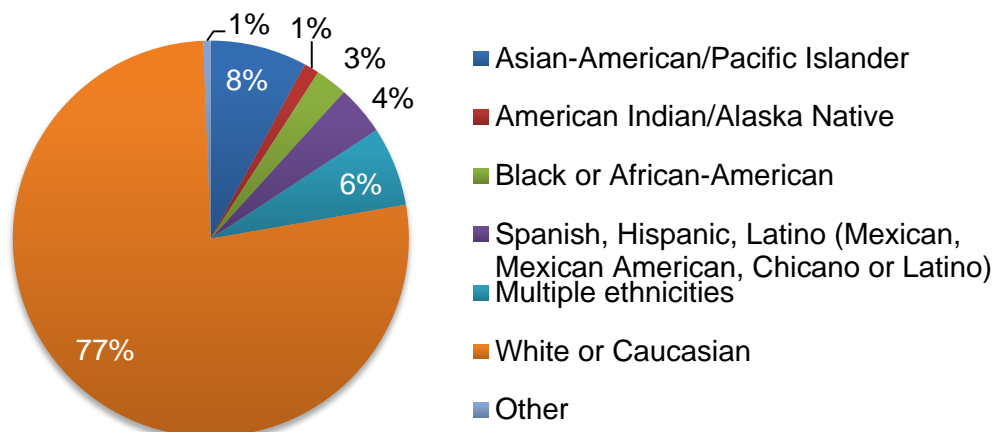
How often do you ride a Metro bus?



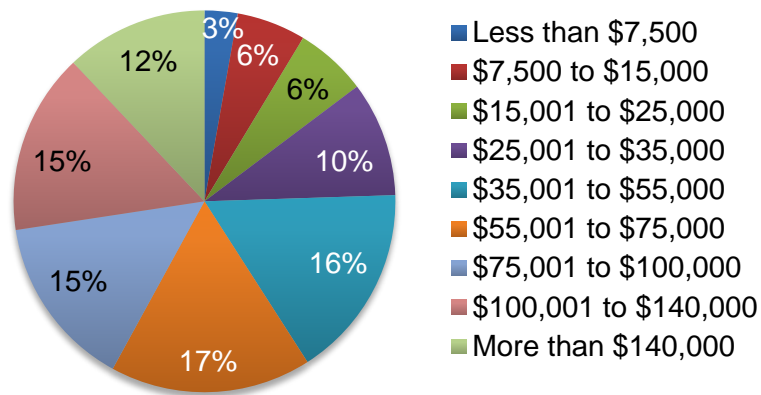
Your age:



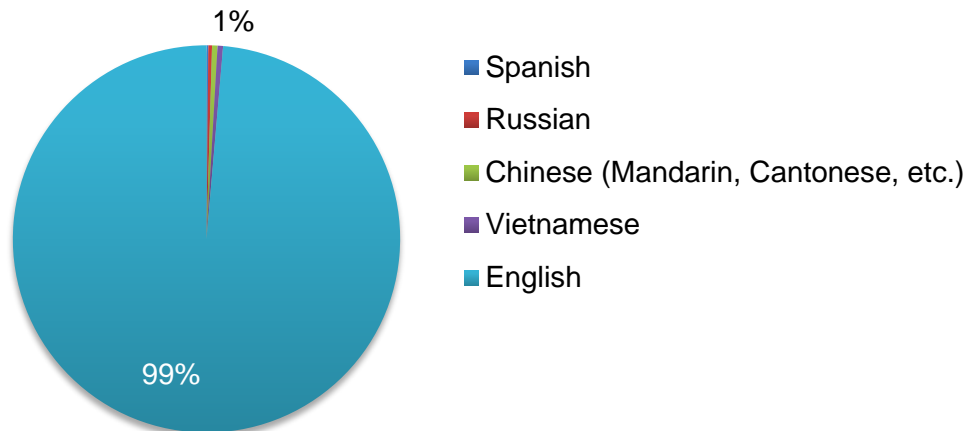
Do you consider yourself...



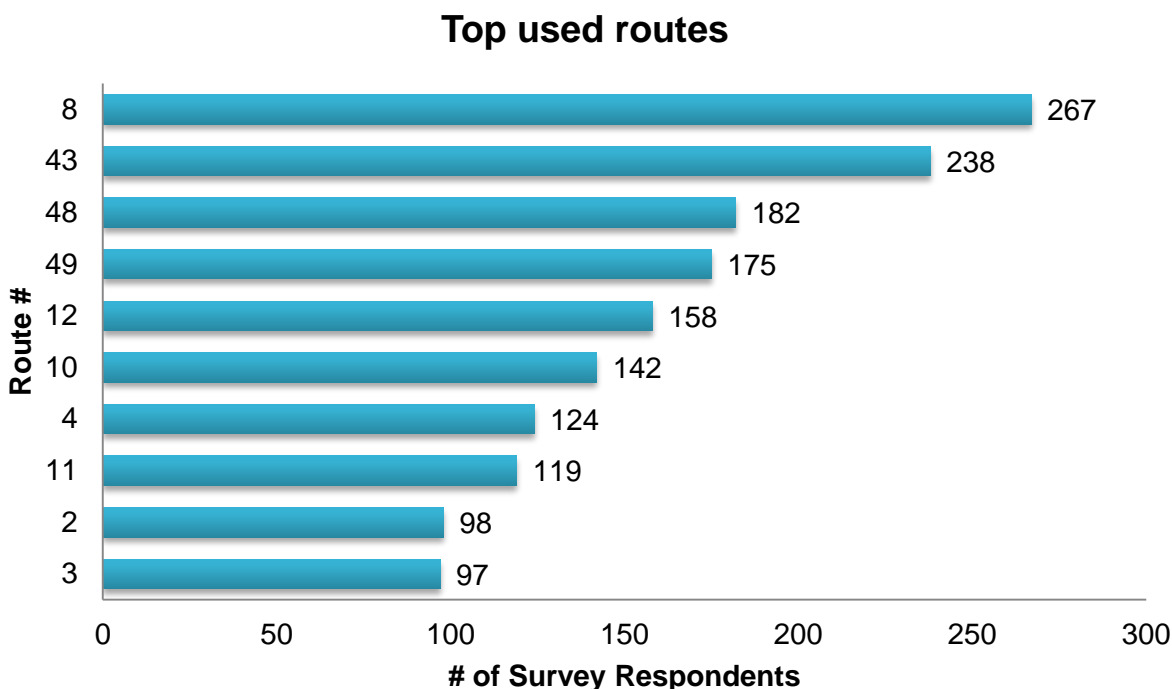
What is your annual household income?



What is the primary language you speak at home?



The survey respondents listed routes 8, 43, 48, 49, and 12 as the routes they use most (see chart below).



Combines survey responses from survey Track 1 and survey Track 2 related to route use. Survey track 1 question: Which routes do you ride at least once per month? (check all that apply). Survey track 2 question: Thinking about the transit trip you take most often or that is most important to you: Tell us which route(s) you use to take this trip (check all that apply).

Among survey participants who answered general questions (Track 1), top purposes for using transit were to get to/from work (275 respondents), fun/recreational/social purposes (262), shopping/errands (235), and to get to/from school (207). Among those who detailed specific trips (Track 2), most said they use transit to get to/from work (312 respondents). The destination they listed most often was Seattle (74), followed by downtown Seattle (50).

Route 12

People expressed several concerns about the proposed changes to Route 12. Regarding the proposed elimination of the part of the route north of Madison Street, residents told us they did not consider routes 43 and 10 to be sufficient alternatives along 19th Avenue. People also believed that having the route operate in only one direction during commute hours would be problematic for those traveling eastbound in the morning, including many students who attend Holy Names Academy.

Route 27

Residents of Leschi felt disproportionately hit with the proposed elimination of Route 27, since this change would leave them with the limited alternative options of Metro's Rideshare or VanPool services or the Hyde Shuttle. Alternative bus routes are not within feasible walking distance, partly due to steep hills. People told us that deleting Route 27 would isolate Leschi, and that it would be particularly hard on seniors who live at the Washington Terrace SHAG apartments at Sixth Avenue and Yesler Street. Deleting the route would mean residents of this complex must walk up or down steep hills to access transit, which is not a realistic option for the seniors we heard from.

Route 60

Riders who take Route 60 from Beacon Hill to Seattle University, major hospitals, and employment in the Capitol Hill neighborhood said the proposed restructuring of the route would require commuters to take multiple buses and increase their commute times.

Central District – Madrona and Judkins Park

Many residents of the Central District told us the proposed changes would cut them off from the rest of the city. In particular, they expressed concerns about deleting the part of Route 8 that runs through the Central District, the part of Route 3 in the Central District, and the entirety of Route 4. The part of Route 4 that is unique from Route 3 provides direct service through Judkins Park and to destinations for transit-dependent people such as those traveling to Center Park and Lighthouse for the Blind. Route 4 riders would have to go farther to access transit, and transfer to get to downtown Seattle or First Hill hospitals.

About alternative ways to make the cuts or minimize impacts

Many people suggested maintaining the existing route network and temporarily reducing frequency until additional funding can be found to restore service back to current levels. One resident suggested reducing the frequency of Route 27 instead of deleting it, because its stops in downtown would allow for multiple transfers. This suggestion would keep Leschi from being isolated. People also suggested using a smaller bus along the Prentice Loop instead of deleting this part of Route 7.

About funding

Several people told us they support King County asking for a tax increase if it means their bus routes would be maintained at their current service levels. Others suggested a corporate income tax instead of increasing fares, sale tax, or vehicle tabs.

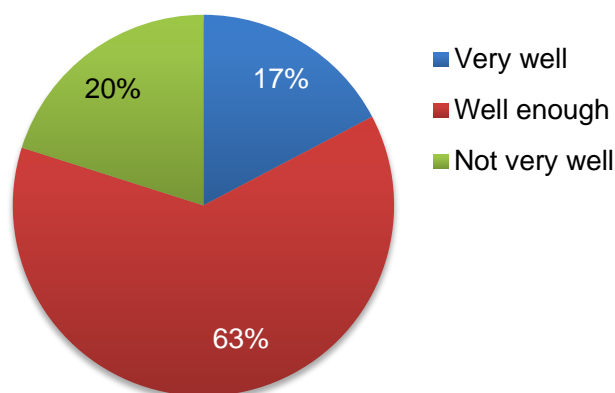
- ▶ *“Funding for Metro transit is essential to keep King County connected and vibrant. Reducing transit service will hurt the county economically, as people make decisions to stay home rather than going out. It will increase traffic as bus riders with cars become frustrated with longer wait times or more transfers, and switch to driving. Of course, there are times when there are no other options than to make cuts, but please consider all options to increase funding for this vital service!”*
- ▶ *“I have no car and rely heavily on the KC Metro service. We need to expand service so more people will opt to use the bus instead of driving.”*

About our planning process

Of survey respondents, 62.6 percent said they understood well enough how Metro’s service priorities shaped the proposed changes to their routes (see chart below).

- ▶ *“I understand that you have to use criteria to determine what cuts may happen, and this criteria seems as fair as possible. However ultimately, there is no "right" way to cut, because it is still causing a hardship to the community.”*

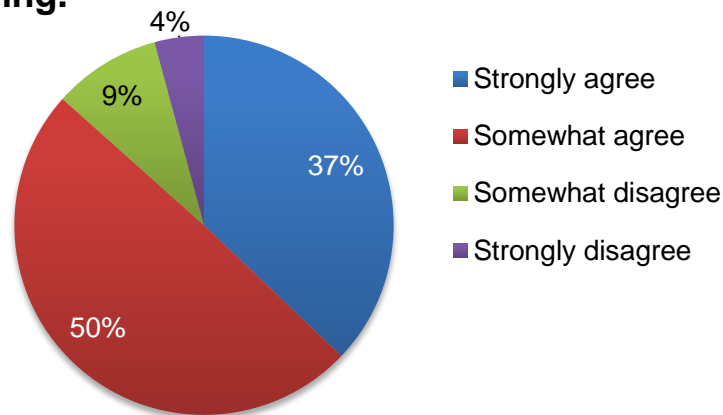
Regardless of how you feel about the proposed changes, do you understand how these priorities shaped the proposed changes to your route(s)? I understand:



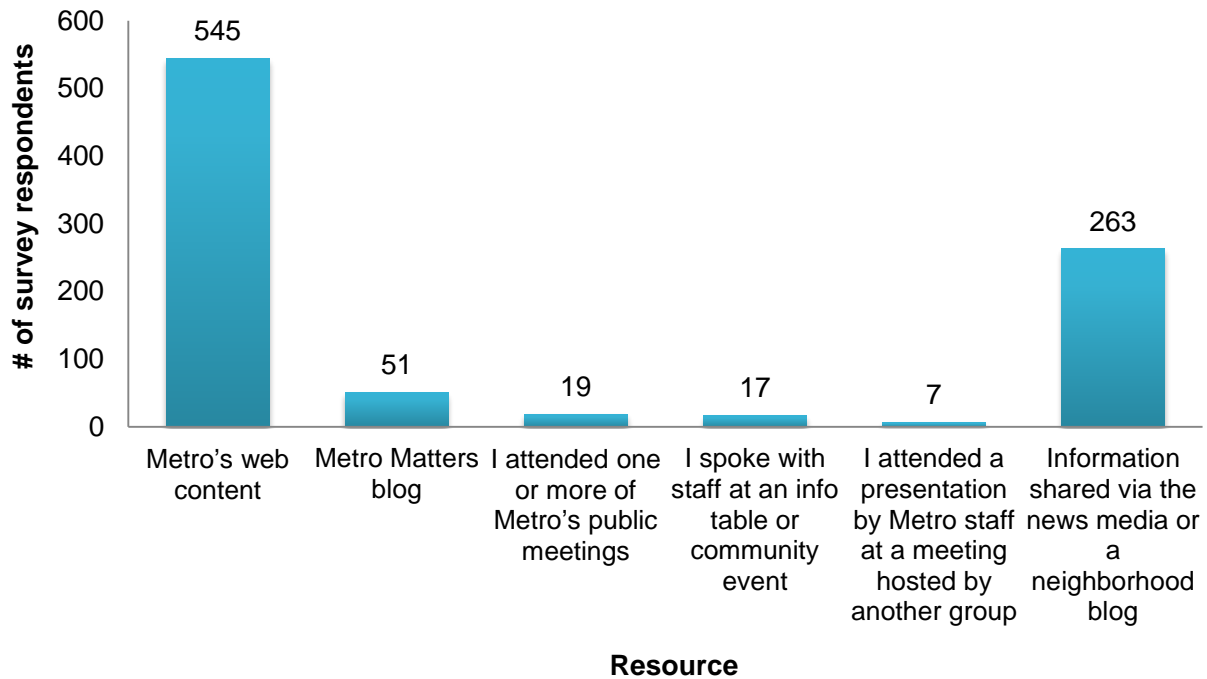
About our outreach process

- ▶ *“I appreciate the video message from Metro, and understand it is experiencing serious financial trouble. I hope it will find the funding to avoid cuts and even increase service. I believe that good transportation is key to our city's vitality and success.”*

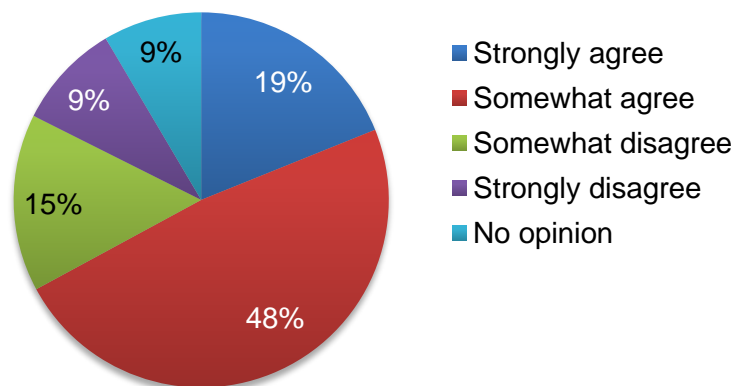
The notice, advertisement, and/or invitation to learn more and share your thoughts about Metro's service reduction proposal was clear and welcoming.



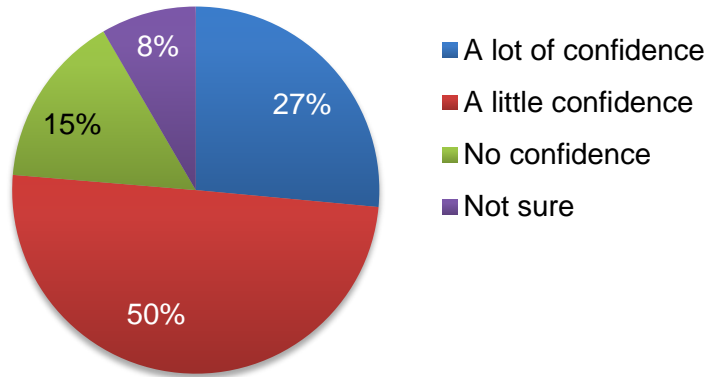
What resources did you use to understand Metro's service reduction proposal?



I believe that taking the time to share my views will result in better decisions being made about service reductions.



How much confidence do you have that Metro is doing all that it can to meet the community's needs while making the best use of resources?



Measures of success

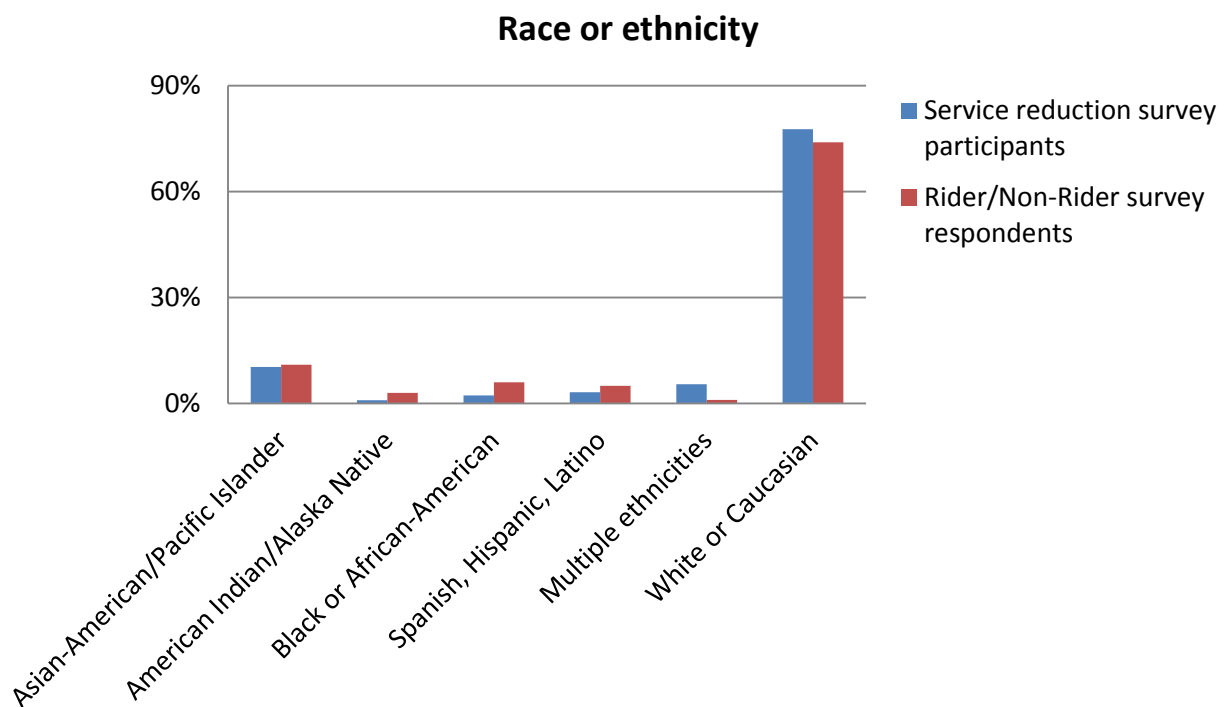
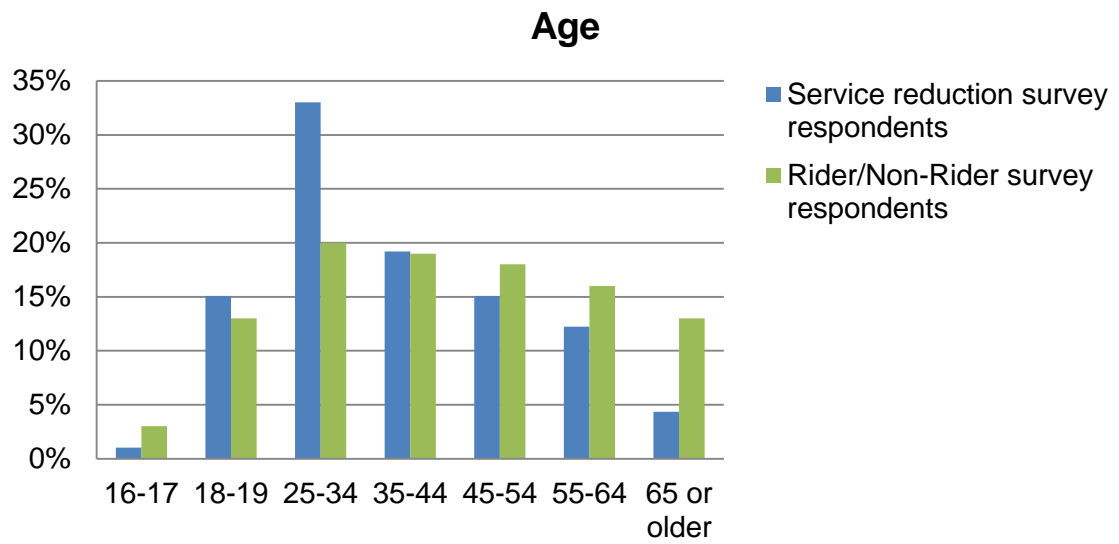
As part of our reporting and documentation of this outreach effort, we wanted to be able to track how well we satisfied the goals of our outreach. We used the following measures to assess how well we met those goals.

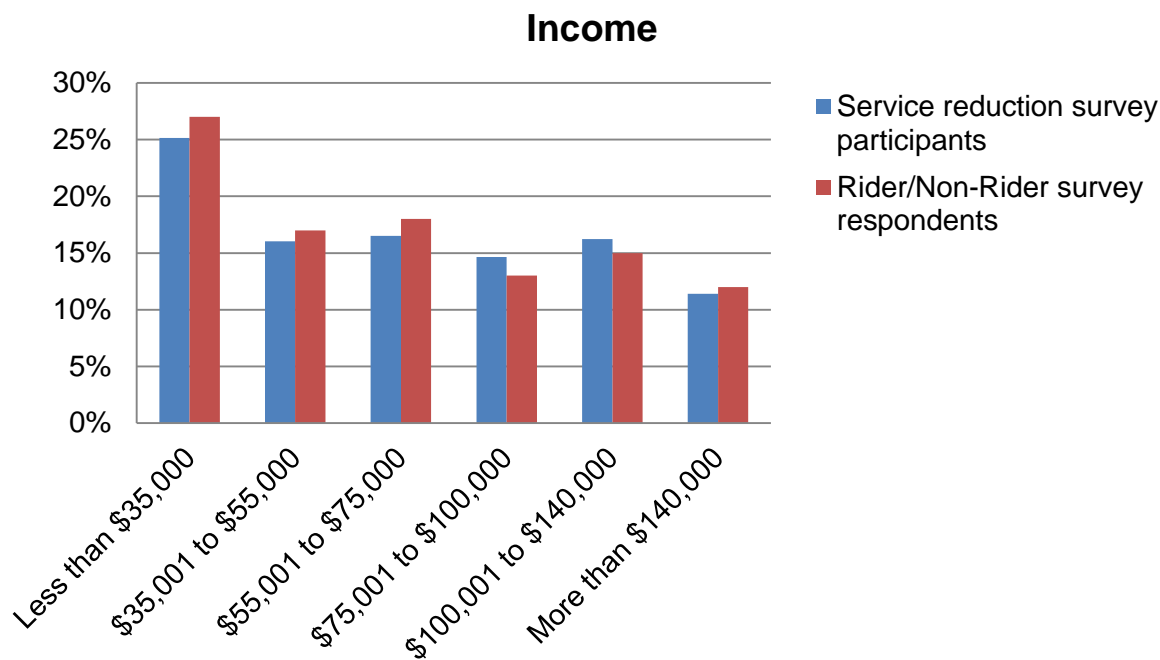
1. **Participant demographics** – Do participants in our outreach reflect the diversity of our bus riding populations?
2. **Informed participation** – Did participants understand the proposed changes and rationale? Was information accessible, easy to understand, and/or welcoming?
3. **Fairness and transparency of the process** – Regardless of the outcome, do participants feel as though the outreach and decision-making process were fair and transparent?
4. **Care and receptivity** – Regardless of whether participants felt that Metro responded to their concerns, did they feel they were treated respectfully and that staff members care about how these changes will affect people?
5. **Resource allocation** – Are staff members allocating their time and effort equitably around the county, and to those who will be affected by these changes?
6. **Strengthening democratic participation** – How likely are participants to engage in future outreach efforts?

Measure 1: Outreach participants compared to bus riders

Using results from Metro's most recent (2013) Rider/Non-Rider Survey, we can demonstrate that our outreach participants roughly represent a microcosm of our ridership. With the exception of age, in which we had a much higher participation of people aged 25-34 compared to our general ridership, there are not wide disparities in race or ethnicity or household income between the two groups.

The following charts compare Metro riders in general to those who participated in our outreach on age, income, and race.





Measure 2: Was information clear, understandable, and welcoming?

The top three resources people told us they used to understand the proposed changes were Metro’s website (3,040), information shared via the news media or a neighborhood blog (1,074), and Metro’s public meetings or outreach events (234). Sorting feedback according to these resources demonstrates that, for a majority of people, our invitation to participate was clear and welcoming and our information was helpful in educating people about how their service might change and why.

Among the vast majority of outreach participants who used our **website** to understand the proposed changes, 90 percent said the website helped them understand the changes, and 90 percent said their invitation to participate was clear and welcoming. Eighty-one percent report that, regardless of how they felt about the proposed changes, they understood very well or well enough how our reduction priorities shaped the proposal.

Among those who used the **news media or a neighborhood blog** to understand the changes being proposed, 87 percent said the website^[CA3] helped them understand the changes being proposed and that the invitation to participate was clear and welcoming. Seventy-seven percent said that, regardless of how they felt about the proposed changes, they understood very well or well enough how our reduction priorities shaped the proposal.

For those who **attended a public meeting or spoke with staff at an outreach event**, 85 percent said that speaking directly with staff members at these events helped them understand the changes being proposed. Eighty percent said the invitation to participate

was clear and welcoming. And 74 percent said that, regardless of how they felt about the proposed changes, they understood very well or well enough how Metro's reduction priorities shaped the proposal.

Measures 3-5: Fair and transparent decision making process, care and receptivity, equitable resource allocation

We did not ask specific, objective questions of participants that would help us measure how we did in these three areas. Many people told us they felt the decisions about whether and where to cut service had already been made. Knowing we would not have time to meaningfully incorporate new ideas and changes to the proposed cuts, we communicated these changes in a different way than we would have if we were doing our normal public engagement process. We attempted to set clear expectations and, although people were not happy about it, to be fair and transparent about what they should expect from this outreach effort.

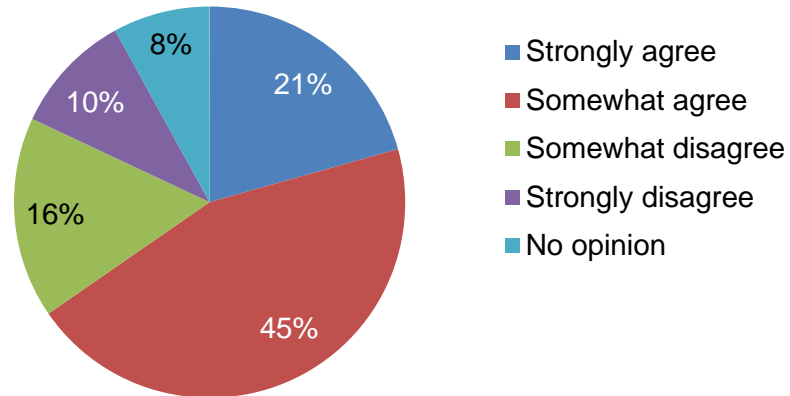
Anecdotally, we received many comments about our care and concern for riders in our outreach efforts. This practice of empathy on the part of staff members in face-to-face, phone, and email contacts as well as written correspondence often transformed anger and frustration into passion to make Metro work best for everyone.

To ensure that no one community or stakeholder group dominated our outreach time over others, we held public meetings and outreach events in all areas of the county – with at least one public meeting in each geographic area represented in our countywide maps, and covering all unincorporated areas.^[CA4]

Measure 6: How likely are participants to engage in future outreach efforts?

With each outreach effort, we want to make sure participants have a positive experience of democratic participation – that they feel valued, their time is well-spent, and their participation will make a difference. One way we find out how we're doing is to ask whether people believe their participation will help make a better decision in the end (see chart below).

I believe that taking the time to share my views will result in better decisions being made about service reductions.



As these results show, more than 65 percent of respondents said they strongly or somewhat agreed that taking the time to share their views will result in better decisions being made about service reductions.