



**A message from Metro Transit
General Manager Kevin Desmond**



March 1, 2011

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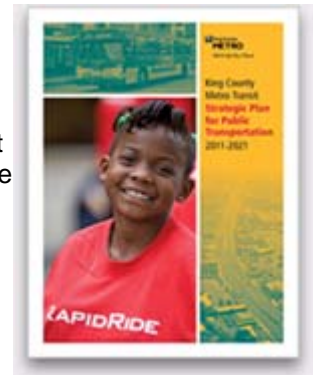
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New 10-year plan will lead to a stronger public transportation system

We are changing here at Metro. Over the past two years, we have become leaner and more efficient to preserve as much bus service as possible as the weak economy strained our budget. We have increased productivity and improved transportation-system coordination by restructuring some routes and launching RapidRide. We have enhanced public communications, making our performance reports more accessible, starting an e-mail alert system, and revamping our website—to name just a few improvements.

Metro will continue to change and improve, and as part of that process we just completed our proposed **Strategic Plan for Public Transportation 2011-2021**. Once adopted, this plan will guide the evolution of our agency and the county's public transportation system over the next decade. King County Executive Constantine transmitted the plan to the County Council yesterday, and you can [explore it on our interactive website](#).



Here are some of the things you'll find in the plan:

- **Metro's vision for public transportation:** an easy-to-use system that attracts a growing segment of the population with a cost-effective mix of transportation products and services—something for everyone in King County.
- **Eight goals and specific actions and performance measures** in areas such as service quality, financial stability, transparency and accountability to the public. We will issue performance reports regularly so you can track our progress
- **Strategies to control costs and establish a sustainable funding structure.** The Puget Sound region is expected to gain 1.5 million more people and 1.2 million new jobs by 2040, and Metro must grow to serve more commuters and other riders and help keep congestion and vehicle emissions in check. Stable and sufficient funding is essential for Metro to meet the region's critical need for a robust public transportation system.
- **New service guidelines.** These are objective standards that Metro will use to determine where to add or reduce service, depending on our financial situation. The guidelines will lead to a more productive system, with Metro buses carrying more people per hour of service, and they will enable you to see the basis for our decisions. The service guidelines and many aspects of the strategic plan reflect the recommendations made by the Regional Transit Task Force as well as the King County Strategic Plan, which was adopted last year. (By the way, congratulations to the task force for being selected to receive the King County Municipal League's Ellis Regional Leadership Award.)

I am confident that King County will have a stronger and better public transportation system as a result of the new strategic plan.

I welcome your thoughts; you will find a comment form on the plan webpage. We will share all the comments we receive with the County Council's Regional Transit Committee as it considers the plan over the next few months.

Sincerely,
Kevin Desmond, General Manager
King County Metro Transit



www.kingcounty.gov/metro