

## Case Study: Alternative Service Product Package for Southeast King County

Southeast King County			
<b>Why Alternative Services?</b>	Southeast King County has a low level of transit service due to its low population density and rural character. Alternative Services may be able to meet the mobility needs of this community better than fixed-route service.		
<b>Needs Assessment</b>		Allocation Criteria	
	Auburn-Enumclaw connection is underserved.	Underserved corridor	
	Enumclaw-Black Diamond connection is underused.	Poorly Performing Fixed-Route	
	The Southeast Regional Shuttle, which served Covington, Maple Valley, and Black Diamond, was eliminated in 2014 after losing state grant funding.	Geographic Coverage Gap	
	Park and Rides are over-capacity.	Market Potential	
	Evening service is limited.	Time of Day Service Gap	
<b>Alternative Service Product Package</b>	<b>In Development</b>	Estimated Cost to Metro <sup>i</sup>	
		<b>Service Adjustment:</b> Reinvest 907 service hours from Enumclaw to Black Diamond into the underserved 915 Route.	Neutral
		<b>Emergency Ride Home:</b> For registered riders who miss their connecting routes in Renton or Auburn.	\$10-25,000
		<b>Rideshare Promotion:</b> Additional outreach and incentives to promote Metro Vanpool, VanShare, Rideshare, and TripPool.	\$25-35,000
		<b>ORCA Card Promotion:</b> Outreach effort to distribute ORCA cards and educate riders on the benefits of the system.	\$25-30,000
	<b>Under Consideration</b>	<b>Community Van:</b> A small fleet of Metro-branded vans for local group trips. Paid Transportation Coordinator (0.5 FTE) with volunteer drivers. Includes 3 vehicles.	\$80-100,000
		<b>TripPool:</b> Flexible ridesharing between transit and home/work using a mobile app to form carpools in real time. Metro-branded vehicles and driver training included. Includes vehicles, maintenance and operations, app surcharges, and driver training.	\$90-120,000
		<b>Home-Based VanShare:</b> A regular rideshare between home and a park-and-ride using Metro-branded vehicles. Guaranteed parking could be provided at the parking facility.	Neutral
		<b>Connection between Black Diamond and Enumclaw:</b> An alternative service connection between these cities could be provided by a community van or through a local service provider.	TBD
	<b>Total Estimated Annual Operating Costs to Alternative Services</b>	\$205-310,000	
<b>Expected Improvements to Mobility</b>	<ul style="list-style-type: none"> <li>• More daily trips between Auburn and Enumclaw.</li> <li>• Metro will get residents home - even if they miss the last trip back to Enumclaw.</li> <li>• More ridesharing means it's easier to find a spot at the Park &amp; Ride</li> <li>• Access to an ORCA card makes it easier and more affordable to travel by transit</li> </ul>		
<b>Lessons Learned</b>	<ul style="list-style-type: none"> <li>• Low ORCA penetration in this market is resulting in riders taking the longer 907 to Renton via Black Diamond rather than taking the faster 915 and ST transfer via Auburn (requires a cash transfer).</li> <li>• A reluctance/inability to obtain and register an ORCA card is a barrier to mobility in the Enumclaw area. Residents without credit cards cannot register ORCA cards.</li> </ul>		

<sup>i</sup> Estimated Annual Operating Costs. Vehicle and capital costs are not included.

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