



**KING COUNTY**

1200 King County Courthouse  
516 Third Avenue  
Seattle, WA 98104

**Signature Report**

**July 2, 2007**

**Motion 12539**

**Proposed No. 2007-0311.2**

**Sponsors Dunn**

1                   A MOTION approving the 2007-2008 mission and goals of  
2                   the transit division of the department of transportation.

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4                   WHEREAS, the transit financial policies call for the regional transit committee to  
5 review and approve the annual mission and goals statement before establishing financial  
6 and service policies and priorities, and

7                   WHEREAS, the regional transit committee has reviewed and recommended  
8 approval of the proposed mission and goals statement as shown in the attachment to this  
9 motion;

10                   NOW, THEREFORE, BE IT MOVED by the Council of King County:

**Motion 12539**

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11           The Transit Division 2007-2008 Mission and Goals, Attachment A to this motion,  
12 is approved.

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Motion 12539 was introduced on 5/21/2007 and passed by the Metropolitan King County Council on 7/2/2007, by the following vote:

Yes: 9 - Mr. Gossett, Ms. Patterson, Ms. Lambert, Mr. von Reichbauer, Mr. Dunn, Mr. Ferguson, Mr. Phillips, Ms. Hague and Mr. Constantine

No: 0

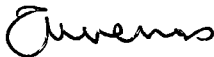
Excused: 0

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON



Larry Gossett, Chair

ATTEST:



Anne Noris, Clerk of the Council

**Attachments**      A. Transit Division 2007-2008 Mission and Goals, dated 6-20-07

## **Transit Division**

### **2007-2008 Mission and Goals**

#### **Mission**

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Provide the best possible public transportation services and improve regional mobility and quality of life in King County.

#### **Goal I: Provide the transportation products and services needed by citizens, businesses and communities.**

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Plan, construct and operate reliable, safe and convenient transportation services that provide competitive alternatives to driving alone and are responsive to the needs of citizens, businesses and communities.

#### **Objective 1: Continuously improve our products and services to efficiently and effectively meet the mobility needs of citizens, businesses and communities.**

Continuously improve our products and services to increase ridership by attracting new customers and retaining existing ones.

- a. Maintain and enhance the convenience, reliability and cleanliness of products, services and infrastructure.
- b. Enhance the security, comfort and satisfaction of passengers and employees.
- c. Update the Transit Comprehensive Plan, develop a Transit Strategic Plan and implement 2002-2007 Six-Year Plan service and capital investments consistent with the Transit Now proposal approved by King County voters.
- d. Improve the waiting and transfer environment for customers and plan for deployment of real-time bus information at selected locations concurrent with RapidRide implementation.
- e. Accelerate the pace at which bus shelters are installed.
- f. Evaluate new, modified and existing transit services on a regular basis.
- g. Coordinate operating and capital programs to optimize services.
- h. Utilize the county's wireless network to improve transit business processes, achieve operational efficiencies and enhance customer service.
- i. Market and promote all public transportation services.
- j. In consultation with local jurisdictions, use quality of service measures to monitor transit performance (including rider surveys) to assist in making strategic transit corridor investments.
- k. Monitor and publish, including electronically, performance indicators to assess the success of continuous product and services improvements.
- l. Study and evaluate methods to encourage more bicycle use and integration of multi-modal transportation choices with the bus system.

**Objective 2: Ensure both the short- and long-term viability of public transportation programs**

- a. Ensure adequate farebox revenues and pursue other revenue sources to support our mission.
- b. Streamline processes and procedures.
- c. Implement and monitor investments in appropriate, cost-effective transit technology consistent with King County technology plans.
- d. Provide services and products consistent with the Transit Financial Policies to achieve responsible, efficient and equitable use of public funds.
- e. Monitor indicators of technical and financial performance.
- f. Maintain, replace and upgrade facilities, equipment and systems based on anticipated use and customary and reasonable public transportation and engineering practices.

**Goal II: Partner with others to increase transit ridership and improve mobility and environmental quality.**

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Work with others to develop and implement integrated plans for transportation and land use that promote sustainable communities.

**Objective 3: Enhance transportation plans and services through regional partnerships**

Coordinate all transportation products and services with local, county and regional plans and policies.

- a. Strengthen public and private partnerships to coordinate transportation plans, enhance services and facilities, and use resources more efficiently. Solicit partnership proposals, assist interested parties in developing proposals consistent with adopted criteria and recommend partnerships for Council approval.
- b. Pursue partnerships for funding additional transit shelters.
- c. Pursue partnerships for funding additional Wi-Fi service on the transit fleet.
- d. Provide a multi-modal and regional perspective in developing and implementing transportation plans such as the efforts of the Regional Transportation Investment District, South Lake Union Streetcar, Sound Transit rail and bus programs and exploring the potential of a passenger ferry district.
- e. Work with Washington State Department of Transportation (WSDOT), the City of Seattle and other jurisdictions to develop and implement plans to mitigate impacts of an emergency or planned construction closure of the Alaskan Way Viaduct, SR 520, I-5, I-90 and I-405.
- f. Work with the City of Seattle, the Port of Seattle, and other entities to support the Waterfront Streetcar Maintenance Facility replacement project.
- g. Work with other public transportation agencies in the region, including Sound Transit, Community Transit, Everett Transit, Pierce Transit, Kitsap Transit and the Washington State Ferry System, to provide an integrated, multi-modal public transportation system through coordinated service connections, the regional smart card fare collection system, the park-and-ride program and by employing other appropriate techniques.

- h. Encourage enhancements by local and regional jurisdictions of pedestrian and bicycle facilities to better access transit facilities, and partner with these jurisdictions to enhance transit speed and reliability.

#### **Objective 4: Improve environmental quality**

Improve environmental quality with a particular emphasis on actions to reduce greenhouse gas (GHG) emissions and other air pollutants by increasing public transportation use and ridesharing, by investing in alternative fuels and energy efficient technologies, and supporting transportation demand management programs and support renewable energy use, clean water, Transit-Oriented Development (TOD), noise reduction, adopted land use plans and regional mobility.

- a. Develop environmental performance measures to help track transit's impacts on noise, odor, energy use and emission of climate changing greenhouse gases.
- b. Utilize fleet procurement guidelines to ensure that the Transit Division evaluates opportunities to improve environmental quality and energy efficiency in making new procurements.
- c. Design and construct new and remodeled transit facilities to be as energy efficient as practical.

#### **Goal III: Attract, develop and retain a highly-skilled and motivated workforce and provide excellent customer service.**

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Provide an effective, customer-oriented work force that reflects the diversity of the community.

#### **Objective 5: Improve our organization's culture**

Continue to improve our organization's culture to reflect customer orientation, collaboration, continuous improvement, innovation and diversity.

- a. Work cooperatively with each other, our unions and other stakeholders.
- b. Develop a diverse work force and encourage all people to achieve their full potential.
- c. Ensure that all employees are treated fairly, consistently and with respect.
- d. Communicate changing roles and procedures to employees in a timely manner.
- e. Strengthen working relationships within and outside the department.
- f. Provide a safe work environment and promote safe work practices.

#### **Objective 6: Be responsive to the community and our customers**

- a. Provide timely, consistent and clear two-way communication tailored to the communities and businesses we serve.
- b. Provide courteous, prompt, respectful, fair, consistent and accurate service to customers.