



King County

1200 King County
Courthouse
516 Third Avenue
Seattle, WA 98104

Meeting Agenda Regional Transit Committee

Councilmembers:

*Jorge L. Barón, Chair
De'Sean Quinn*

Alternate:

Sound Cities Association:

*Janice Zahn, Bellevue, Vice Chair; Barb de Michelle, Issaquah; Susan Honda, Federal Way;
Karen Howe, Sammamish; Ryan McIrvine, Renton; Katherine Ross, Snoqualmie;
Toni Troutner, Kent; Joseph Cimaomo, Jr., Covington*

Alternates:

*Neal Black, Kirkland; Paul Charbonneau, Newcastle;
JC Harris, Des Moines; Tarlochan Mann, Pacific*

City of Seattle:

*Joy Hollingsworth, Rob Saka
Alternate: Robert Kettle*

Lead Staff: Mary Bourguignon (206-263-3296)

Committee Clerk: Blake Wells (206-263-1617)

3:00 PM

Wednesday, February 19, 2025

Hybrid Meeting

Hybrid Meetings: Attend King County Council committee meetings in person in Council Chambers (Room 1001), 516 3rd Avenue in Seattle, or through remote access. Details on how to attend and/or provide comment remotely are listed below.

Pursuant to K.C.C. 1.24.035 A. and F., this meeting is also noticed as a meeting of the Metropolitan King County Council, whose agenda is limited to the committee business. In this meeting only the rules and procedures applicable to committees apply and not those applicable to full council meetings.

HOW TO PROVIDE PUBLIC COMMENT: The Regional Transit Committee values community input and looks forward to hearing from you on agenda items.

	<p>Sign language and interpreter services can be arranged given sufficient notice (206-848-0355). TTY Number - TTY 711.</p> <p>Council Chambers is equipped with a hearing loop, which provides a wireless signal that is picked up by a hearing aid when it is set to 'T' (Telecoil) setting.</p>	
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There are three ways to provide public comment:

1. In person: You may attend the meeting and provide comment in the Council Chambers.
2. By email: You may comment in writing on current agenda items by submitting your email comments to kcccomitt@kingcounty.gov. If your email is received by 1:00 p.m. on the day of the meeting, your email comments will be distributed to the committee members and appropriate staff prior to the meeting.
3. Remote attendance at the meeting by phone or computer (see "Connecting to the Webinar" below).

You may provide oral comment on current agenda items during the meeting's public comment period. You are not required to sign up in advance. Comments are limited to current agenda items.

You have the right to language access services at no cost to you. To request these services, please contact Language Access Coordinator, Tera Chea at 206-477-9259 or email tera.chea2@kingcounty.gov by 8:00 a.m. three business days prior to the meeting.

CONNECTING TO THE WEBINAR:

Webinar ID: 824 1078 7866

By computer using the Zoom application at <https://zoom.us/join> and the webinar ID above.



Via phone by calling 1-253-215-8782 and using the webinar ID above.

HOW TO WATCH/LISTEN TO THE MEETING REMOTELY: There are several ways to watch or listen in to the meeting:

- 1) Stream online via this link: <http://www.kingcounty.gov/kctv>, or input the link web address into your web browser.
- 2) Watch King County TV on Comcast Channel 22 and 322(HD) and Astound Broadband Channels 22 and 711(HD)
- 3) Listen to the meeting by telephone – See "Connecting to the Webinar" above.

To help us manage the meeting, if you do not wish to be called upon for public comment please use the Livestream or King County TV options listed above, if possible, to watch or listen to the meeting.

1. Call to Order
2. Roll Call

	<p>Sign language and interpreter services can be arranged given sufficient notice (206-848-0355). TTY Number - TTY 711.</p> <p>Council Chambers is equipped with a hearing loop, which provides a wireless signal that is picked up by a hearing aid when it is set to 'T' (Telecoil) setting.</p>	
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3. **Approval of Minutes** p. 4

January 15, 2025 meeting.

4. **Chair's Report**

5. **Public Comment**

6. **General Manager's Report**

Discussion and Possible Action

7. [RTC Resolution No. RTC2025-01](#) p. 7

RTC 2025 Work Plan

Mary Bourguignon, Council staff

Briefing

8. [Briefing No. 2025-B0019](#) p. 14



Metro Research

Chris O'Claire, Mobility Division Director, Metro Transit Department

Anne Gienapp, Interim Research & Innovation Supervisor, Metro Transit Department

Other Business

Adjournment

	<p>Sign language and interpreter services can be arranged given sufficient notice (206-848-0355). TTY Number - TTY 711.</p> <p>Council Chambers is equipped with a hearing loop, which provides a wireless signal that is picked up by a hearing aid when it is set to 'T' (Telecoil) setting.</p>	
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Seattle, WA 98104

Meeting Minutes Regional Transit Committee

Councilmembers:

Teresa Mosqueda, Chair

Jorge Barón

Alternate:

Sound Cities Association:

Janice Zahn, Bellevue, Vice Chair; Barb de Michelle, Issaquah;

Susan Honda, Federal Way;

Karen Howe, Sammamish; Ryan McIrvine, Renton; Katherine

Ross, Snoqualmie;

Toni Troutner, Kent; Joseph Cimaomo, Jr., Covington

Alternates:

Neal Black, Kirkland; Paul Charbonneau, Newcastle;

JC Harris, Des Moines; Tarlochan Mann, Pacific

City of Seattle:

Joy Hollingsworth, Rob Saka

Alternate: Robert Kettle

Lead Staff: Mary Bourguignon (206-263-3296)

Committee Clerk: Marka Steadman (206-477-0887)

3:00 PM

Wednesday, January 15, 2025

Hybrid Meeting

DRAFT MINUTES

1. **Call to Order**

Chair Mosqueda called the meeting to order at 3:31 p.m. The Chair thanked departing members for their service on the committee and welcomed new members. Current members made brief introductions.

2. **Roll Call**

Present: 12 - Cimaomo Jr., de Michele, McIrvine, Ross, Troutner, Zahn, Honda, Mosqueda, Barón, Howe, Black and Harris

Excused: 2 - Hollingsworth and Saka

3. **Approval of Minutes**

Vice Chair Cimaomo moved approval of the November 20, 2024, meeting minutes. There being no objections, the minutes were approved.

4. Chair's Report

Chair Mosqueda commented on the loss of Metro Driver Shawn Yim and provided an overview of the meeting topics.

5. Public Comment

Their were no individuals present to provide public comment.

6. General Manager's Report

Michelle Allison, General Manager, Metro Transit Department, commented on the loss of Transit driver Shawn Yim, safety priorities and actions, updates to the code of conduct, reintroduction of fare enforcement, funds received for the Rapid Ride I Line, recognition by The American Public Transportation Association for having the 2nd largest ridership increase across the country, ridership numbers, appreciation for the collaboration with the Amalgamated Transit Union and answered questions from the members.

Briefing

7. [Briefing No. 2025-B0001](#)

RTC Overview - Roles and Responsibilities of RTC - Selection of Vice Chair

Mary Bourguignon, Council staff, briefed the committee.

Councilmember Cimaomo moved the nomination of Councilmember Zahn as vice chair. The motion was adopted.

This matter was Presented

8. [Briefing No. 2025-B0002](#)

RTC Work Plan Discussion

Mary Bourguignon, Council staff, briefed the committee and answered questions from the members.

This matter was Presented

Other Business

There was no further business to come before the committee.

Adjournment

The meeting was adjourned at 4:17 p.m.

Approved this _____ day of _____

Clerk's Signature



King County

**Metropolitan King County Council
Regional Transit Committee**

STAFF REPORT

Agenda Item:	7	Name:	Mary Bourguignon
Proposed No.:	RTC2025-01	Date:	February 19, 2025

SUBJECT

At today’s meeting, members of the Regional Transit Committee (RTC) will have the opportunity to discuss and potentially adopt and RTC work plan for 2025.

SUMMARY

The King County Charter directs that the RTC be primarily responsible for developing, recommending, and reviewing “countywide policies and plans” related to regional transit.¹ These include Metro’s three adopted policy documents: the Strategic Plan for Public Transportation, King County Metro Service Guidelines, and Metro Connects long-range plan.²

The King County Council’s rule for regional committees³ calls for the Chair to consult with the Vice Chair “in developing a draft work program for consideration by the full committee.”

Resolution RTC2025-01 outlines a possible work plan for the RTC for 2025. Resolutions are non-binding, and internal to the RTC, meaning that they do not move on for consideration by the King County Council. If adopted, the Resolution would guide the committee’s work, though work plan items could be added or moved as needed as issues develop over the course of the year.

BACKGROUND

The Regional Transit Committee (RTC) is one of three committees formed in the 1990s when voters approved the merger of King County and the Municipality of Metropolitan Seattle, which at the time provided transit and wastewater services. King County’s Charter⁴ directs that RTC be primarily responsible for developing, recommending, and reviewing transit-related countywide policies and plans for consideration by the King County Council.

¹ King County Charter Section 270.30

² Ordinance 19367

³ Rule 7 (K.C.C. 1.24.065)

⁴ King County Charter Section 270.30

The King County Council's rules state that:

The regional transit committee shall develop, review and recommend countywide policies and plans related to the transportation services formerly provided by the municipality of metropolitan Seattle. Plans and policies that must be assigned to the committee include, but are not limited to, the long-range transit system and capital improvement plans, service design, development and allocation policies, financial policies, fare policies, facility siting policy and major facilities siting process, and review and comment upon Regional Transit Authority plans.⁵

The Council's rules also state that the RTC Chair should consult with the Vice Chair in "developing a draft work program for consideration by the full committee."⁶

The remainder of this staff report provides a description of the major work items completed in 2023 and an initial outline of potential work program items for 2024 to inform the Chair and Vice Chair's consultation.

Review of Major Work Items in 2024: Implementation of Metro Transit Policies

In late 2021, the RTC and Council adopted updates⁷ to Metro's three adopted policy documents:

- **The Strategic Plan for Public Transportation** outlines Metro's goals, strategies, and performance measures.
- **The Service Guidelines** guide day-to-day delivery of transit service by helping Metro set targets for the level of transit service to be provided, evaluate performance, and add, reduce, or restructure service.
- **Metro Connects** is the adopted long-range plan, with a goal of increasing bus service hours from four million to seven million annual service hours between 2019 and 2050.

During 2024, the RTC focused on monitoring the implementation of the three policy documents, focusing in particular on the RapidRide Prioritization Plan.⁸

Work Plan Items for 2025

Resolution RTC2025-01 organizes potential work plan items for RTC during 2025 into several thematic areas:

⁵ Rule 7 (KCC 1.24.065.K.2)

⁶ Rule 7 (KCC 1.24.065.B.5.a(1))

⁷ Ordinance 19367

⁸ Motion 16659

- **ACTION** items are issues under RTC’s jurisdiction, for which some type of action is needed. These items include:
 - System Evaluation (due October 31 each year)⁹
 - Performance measures dashboard annual report (oral briefing only, due by November 30 each year)¹⁰
 - Briefing on transit safety and security (required by a Council budget proviso, briefing must be provided to RTC and/or Council by April 30, 2025)¹¹

- **CONTEXT** items would be informational briefings on general transit issues to provide RTC members with context to inform their actions. These items could include briefings on:
 - Metro’s research program
 - Fare inspection
 - ADA Transition Plan
 - Youth Transit
 - Metro Service Recovery Plan
 - FIFA World Cup Planning
 - RapidRide update (projects underway, reinvestments on existing lines)
 - The move to a zero-emission fleet
 - Community engagement and language equity
 - Metro Flex, Community Van, Vanpool services
 - ORCA use and distribution

Next Steps

If the RTC acts to adopt the work plan Resolution, it will be used as a guide for RTC meetings this year. As noted above, an RTC Resolution is a non-binding, internal document that can be adjusted as needed.

ATTACHMENTS

1. RTC2025-01 and its attachment

⁹ Required by Ordinance 19367

¹⁰ Required by Ordinance 19367

¹¹ Required by Ordinance 19861, Section 115, Proviso P6



KING COUNTY

1200 King County Courthouse
516 Third Avenue
Seattle, WA 98104

Signature Report

RTC Resolution

Proposed No. RTC2025-01.1

Sponsors

1 A RESOLUTION adopting the 2025 work plan for the King County regional transit
2 committee.

3 WHEREAS, the King County regional transit committee is charged with
4 developing, proposing, reviewing, and recommending action on ordinances and motions
5 adopting, repealing, or amending transit-related countywide policies and plans, as
6 determined by the committee's annual work program, and

7 WHEREAS, King County regional transit committee has developed and
8 implemented annual work programs each year to carry out its responsibilities, and

9 WHEREAS, the priorities for the King County regional transit committee in 2025
10 include reviewing reports on transit performance and service required by the King
11 County Strategic Plan for Public Transportation, the King County Metro Service
12 Guidelines, and the Metro Connects long-range transit plan;

13 NOW, THEREFORE, BE IT RESOLVED by the King County regional transit
14 committee:

15 The King County regional transit committee 2025 work plan, Attachment A to
16 this resolution, is hereby adopted.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON

Girmay Zahilay, Chair

ATTEST:

Melani Pedroza, Clerk of the Council

APPROVED this ____ day of _____, _____.

Dow Constantine, County Executive

Attachments: A. King County Regional Transit Committee 2025 Work Plan

RTC Work Plan for 2025

February 5, 2025

JANUARY 15, 2025

- RTC overview: committee roles and responsibilities
- Vice Chair selection
- 2025 Work Plan (discussion)

FEBRUARY 19, 2025

- ACTION:** 2025 Work Plan (approve)
- CONTEXT:** Metro research briefing

MARCH 19, 2025

- CONTEXT:** Fare inspection briefing

APRIL 16, 2025

- ACTION:** Briefing on transit safety and security (briefing of RTC or TrEE required by Proviso P6 in 2025 budget ordinance, due date is April 30, 2025)
- CONTEXT:** ADA Transition Plan briefing

MAY 21, 2025

- CONTEXT:** Youth transit briefing
- CONTEXT:** Update on Metro Service Recovery Plan (will include update on ridership recovery, service throughout county, and past and planned restructures, including East Link, Lynnwood Link, and upcoming Seattle/Vashon service recovery project)

JUNE 18, 2025

- CONTEXT:** Briefing on FIFA World Cup planning (panel discussion)

JULY 16, 2025

- CONTEXT:** RapidRide update on the expansion projects underway (J, I, R, and K Lines), and reinvestment studies (A, F, and E Line)

AUGUST 20, 2025 <<MEETING MAY BE CANCELLED DUE TO AUGUST RECESS>>

RTC Work Plan for 2025 (Continued)

February 5, 2025

SEPTEMBER 17, 2025

- CONTEXT:** Transition to zero-emission fleet (briefing)
- CONTEXT:** Community engagement and language equity

OCTOBER 15, 2025

- ACTION:** Performance measures dashboard annual report (briefing, RTC does not need to vote, but the briefing is required by Ordinance 19367)
- CONTEXT:** Metro Flex, Community Van, Vanpool briefing

NOVEMBER 19, 2025

- ACTION:** 2025 System Evaluation Report (discussion/possible action, required by Ordinance 19367)
- CONTEXT:** Budget remarks (to be provided as part of General Manager's report)
- CONTEXT:** ORCA use and distribution (tech update, briefing on different types of ORCA cards, how many in use, how distributed in community, including new free Youth ORCA cards)

DECEMBER 17, 2025 <<NO MEETING DUE TO DECEMBER RECESS>>

General Manager reports at each meeting will provide ongoing updates on Metro's service planning and recovery; operations; financial condition; federal, state, and county budgets; and federal and state funding opportunities.



King County

**Metropolitan King County Council
Regional Transit Committee**

STAFF REPORT

Agenda Item:	8	Name:	Mary Bourguignon
Proposed No.:	2025-B0019	Date:	February 19, 2025

SUBJECT

Today’s briefing will provide an overview of Metro’s research program.

BACKGROUND

Metro seeks to measure its progress toward achieving the vision of its long-range plan, Metro Connects.¹ Metro does this through the Strategic Plan dashboard,² which is a required part of the adopted Strategic Plan,³ as well as efforts to strengthen Metro’s learning and impact.

Metro bases its efforts on the 2018 federal “Evidence Act (also known as the Foundations for Evidence-Based Policymaking Act of 2018),”⁴ which requires federal agencies to strengthen the culture and infrastructure for research, evaluation, and continuous learning and improvement. At King County, there is an emphasis on evidence to inform programs, policies, and investments. Metro is working to expand evidence and its use via internal efforts and productive research partnerships. At Metro, research is used to:

- Help meet the goal to be responsible stewards of financial resources and invest in line with values and goals
- Strengthen Metro’s impact
- Inform required performance measure dashboards

Metro’s vision for its research program is that:

- Metro has sufficient data and research to confidently assess program and policy outcomes, understand impacts for people and places, and make improvements that help advance Metro’s goals
- Data and research guide plans and decisions
- Metro teams have access to tools and resources to pursue high-quality research, evaluation, and learning

¹ Ordinance 19367

² Strategic Plan dashboard ([link](#))

³ Ordinance 19367

⁴ Foundations for Evidence-Based Policymaking Act of 2018 ([link](#))

Research is one part of how Metro collects information about its programs. Other information-gathering tools include business intelligence, community engagement and partnerships, and program-based analysis. The research program helps Metro:

- Develop outcome data, customer-focused data, data to guide solution design and improvement
- Develop data products and tools to answer teams' and leaders' key questions
- Build capacity to gather and use data

Metro gathers customer data using six tools:

- 1. Rider/non-rider survey.** The rider/non-rider survey helps Metro understand travel behaviors, transit use, attitudes, and experiences with transit across King County. It is a random sample of King County addresses that oversamples Census block groups with higher concentrations of priority populations and oversamples multi-family dwellings.

The survey is implemented twice a year, with approximately 2,000 responses each time. Regular topics include:

- a. Travel behaviors: modes, commute behaviors, youth transit use in household
- b. Transit use: transit services used, frequency of use, trip purpose, barriers to transit use
- c. Transit experiences: satisfaction with elements of service
- d. Transit attitudes: perceptions of friends' and family transit use, what people hear in the news, interest in riding more
- e. Supplemental topics can include fares, trip planning, transfers, incentives for future transit use, transportation security

- 2. Onboard survey.** The onboard survey is designed to develop a clearer understanding of current ridership, transit perceptions and experiences, and boarding behavior through additional data from bus riders. It also reduces barriers to survey participation by meeting people where they are.

Metro uses onboard surveys to sample 27 Metro routes, including:

- a. 15 highest ridership routes (60% of fixed-route ridership)
- b. All RapidRide routes
- c. Routes that serve schools
- d. Routes that have high ridership relative to ORCA use
- e. Routes that represent all regions of King County

For the most recent onboard survey, 7,010 boardings were tallied, 2,384 surveys were started, and 1,693 were completed (electronic and paper). Most surveys were completed online and in English, but there was significant participation via print/paper (14.2%) and in-language (7.2%)

3. **Panel research.** Panel research is conducted to obtain timely input from specific residents and transit customers and to enrich evidence for planning and decision-making. Methods include interviews, focus groups, focused surveys, travel diaries, and user testing.

Panel research during 2023 and 2024 included approximately 200 people each year, representing multiple identities and experiences, providing opportunities to hear specific perspectives for topics of interest. The surveys offer quarterly honoraria and per-study compensation.

Nine studies were completed during that timeframe, including on:

- a. Transit attitudes and behaviors among South and East King County residents
 - b. Non-cost barriers to transit for low-income customers
 - c. Perceptions of RapidRide design features, onboard and offboard
 - d. Experiences leaving comments via the King County Metro web site
 - e. Testing messages that respond to known customer safety concerns
4. **Regional travel trends (LOCUS).** The LOCUS tool is used to understand regional and sub-regional travel trends, mode splits, market share, and transit's competitiveness. The tool relies on integrated geo-location, ORCA, and automated passenger count (APC) data.
 5. **Program evaluations.** Program evaluations and impact studies give Metro the opportunity to partner with external researchers to design and implement rigorous evaluations, including of the Mentors Moving Metro program, mobility supports for residents living in permanent supportive housing, Access on Demand, and Community Transportation Navigators.
 6. **Data summaries and products.** Metro relies on several different data summaries:
 - a. State of the Customer dashboard presents performance and customer data for core service elements and helps promote clarity about how Metro is doing and surface learning opportunities.
 - b. The REAL Hub is a comprehensive portal that provides numerous resources and data links for Metro and King County employees
 - c. Research and learning profiles summarize key findings, methods, and insights from research and data collections efforts, and include 35+ profiles to help inform decisions and actions.

As it develops these tools and uses data more intensively, Metro aims to meet several goals:

- Develop rigorous, relevant data and evidence so that Metro staff and leaders can make confident, informed decisions to advance agency goals and priorities.
- Partner and share data where possible.

ATTACHMENTS

1. Metro presentation

INVITED

- Brian Mannion, Mobility Division Deputy Director, Metro Transit Department
- Anne Gienapp, Interim Research & Innovation Supervisor, Metro Transit Department

King County Metro Research Program

Regional Transit Committee
February 19, 2025



Why does Metro do research?

How Research Fits Into Metro's Guiding Policies



- Helps meet the goal to be responsible stewards of financial resources and invest in line with values and goals



- Calls for strengthening of Metro's learning and impact
- Research informs required dashboards

Mobility Framework

THE LONG GAME



A mobility agency that connects people and communities

Roadmap to continuously improve, innovate, engage, and show the value of transit

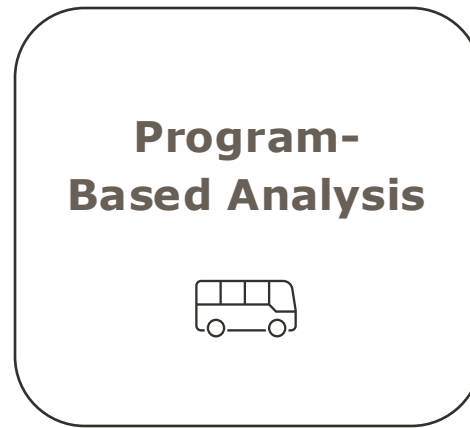
Vision of the future co-created with community

Research Program Vision

1. Metro has sufficient data and research to:
 - Confidently assess program and policy outcomes
 - Understand impacts for people and places
 - Make improvements that help advance the Long Game
2. Data and research guide plans and decisions
3. Metro teams have access to tools and resources to pursue high-quality research, evaluation, and learning



Research enriches Metro's data & evidence landscape

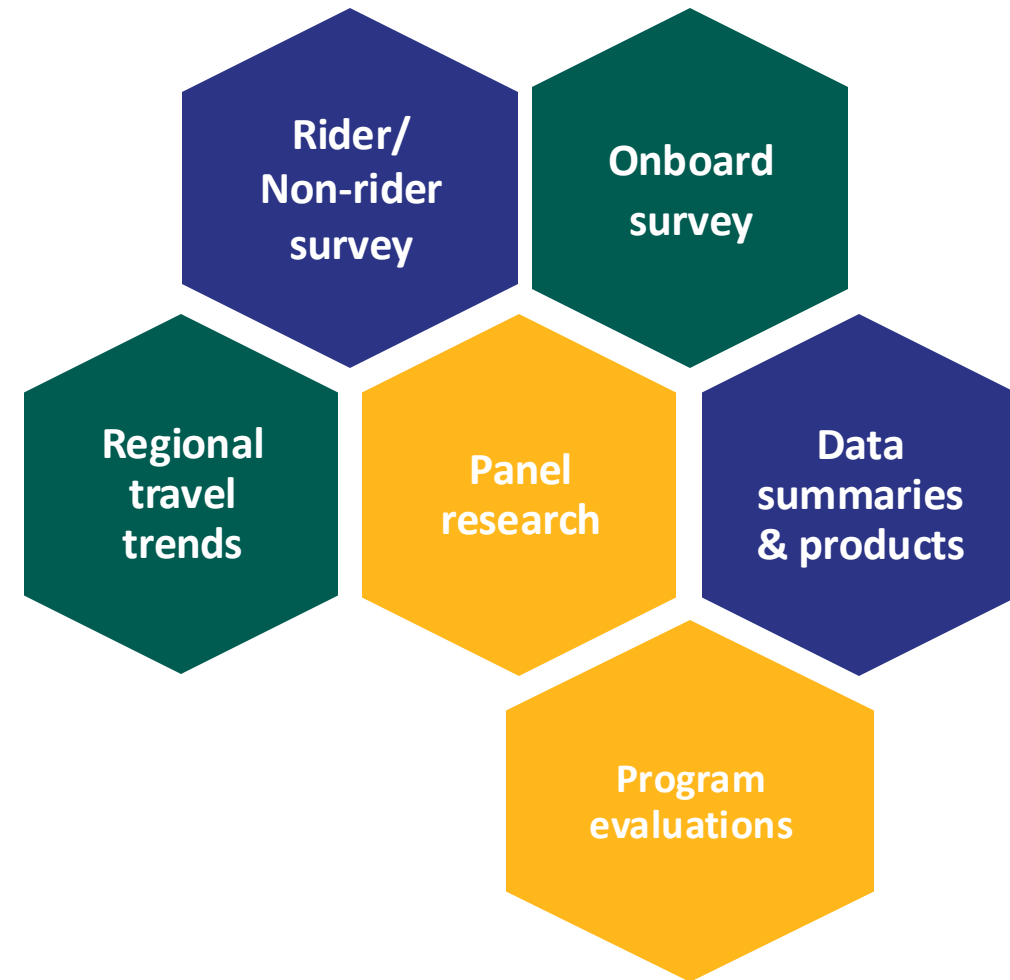


- Develop outcome data, customer-focused data, data to guide solution design & improvement
- Develop data products and tools to answer teams' and leaders' key questions
- Build capacity to gather and use data

How does Metro gather data?

Six Ways Metro's Research Team Delivers Customer Data

1. Rider/non-rider survey
2. Onboard survey
3. Panel research
4. Regional travel trends (LOCUS)
5. Program evaluations
6. Data summaries and products



Rider/Non-rider Survey

- **Purpose:** Understand travel behaviors, transit use, attitudes and experiences with transit across King County
- **Methods:**
 - Random sample of King County addresses
 - Oversampling of Census Block Groups with higher concentration of priority populations
 - Oversampling of multi-family dwellings
 - Survey implemented twice per year; ~2000 responses per wave



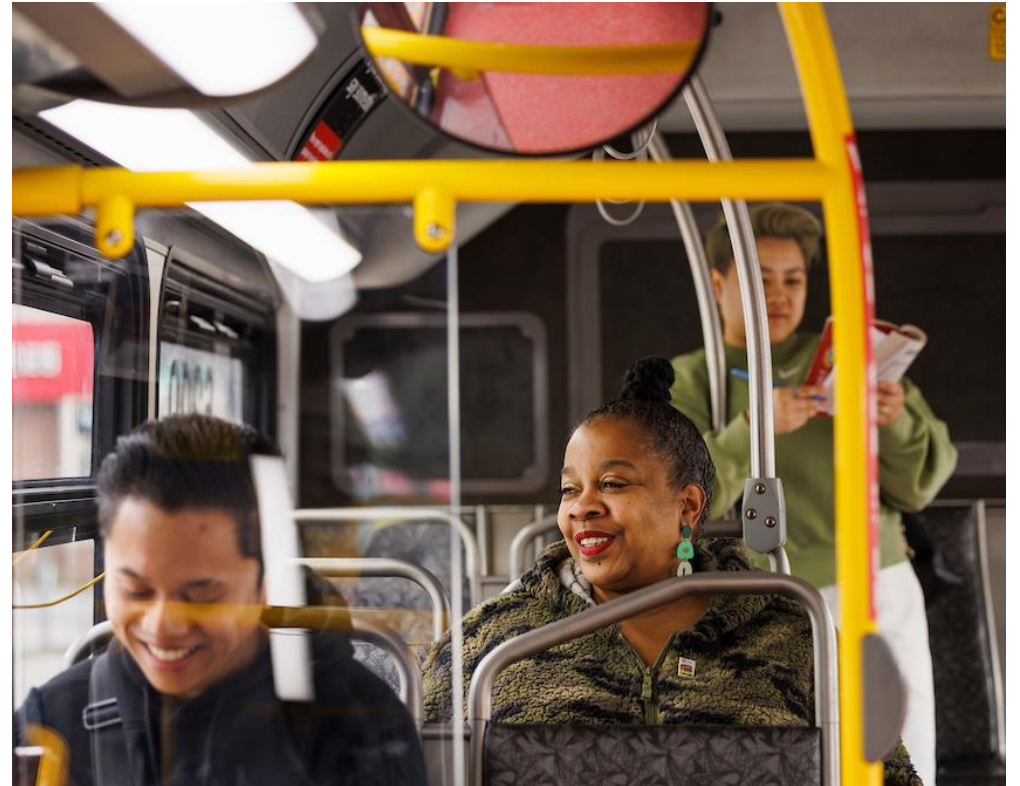
Regular and Supplemental Topics

Regular topics

- **Travel behaviors**—modes, commute behaviors, youth transit use in household
- **Transit use**—transit services used, frequency of use, trip purpose, barriers to transit use
- **Transit experiences**—satisfaction with elements of service
- **Transit attitudes**—perceptions of friends' and family transit use, what people hear in the news, interest in riding more

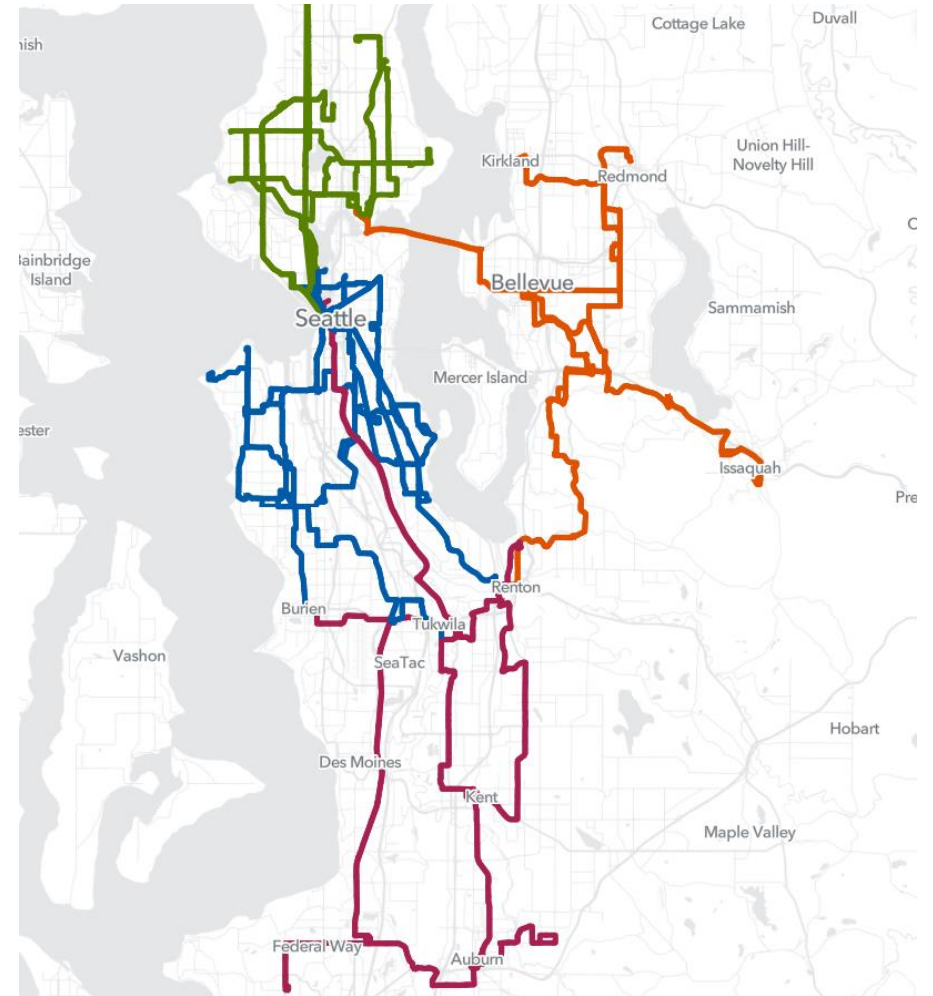
Supplemental topics (examples)

- Fares, trip planning, transfers, incentives for future transit use, transportation security



Onboard Survey

- **Purpose:**
 - Develop clearer understanding of current ridership, transit perceptions and experiences, and boarding behavior via additional data from bus riders
 - Reduce barriers to survey participation by meeting people where they are
- **Methods:** Sample of 27 Metro routes:
 - 15 highest ridership routes (60% of fixed route ridership)
 - All RapidRide routes
 - Routes that serve schools
 - Routes that have high ridership relative to ORCA use
 - Routes that represent all regions of King County



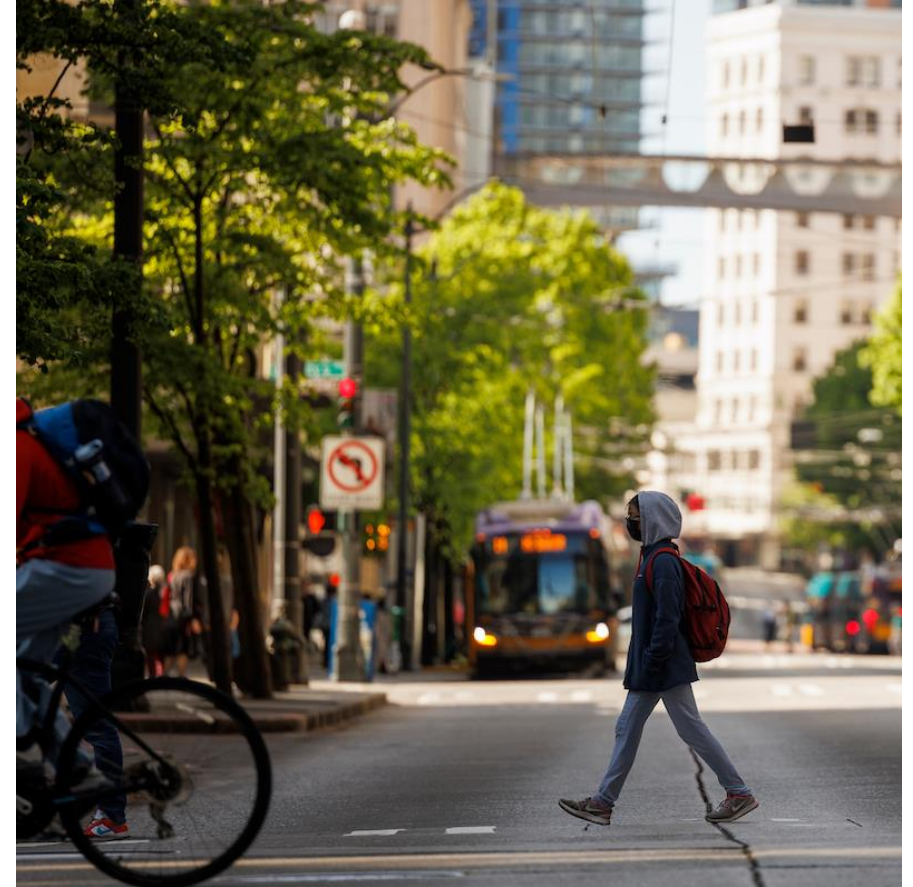
Onboard Survey Implementation

- 7,010 boardings tallied
 - 2,384 surveys started, 1,693 completed (electronic + paper)
 - Most surveys completed online and in English, but significant participation via pen/paper and in-language
 - 14.4% of surveys completed on paper
 - 7.2% of surveys completed in languages other than English
- 109 surveys completed in Spanish



Panel Research

- **Purpose:**
 - Obtain timely input from specific residents and transit customers
 - Enrich evidence for planning and decision-making
- **Methods:**
 - Interviews
 - Focus groups
 - Focused surveys
 - Travel diaries
 - User testing



Panel Research in 2023-2024

Participants

- ~200 people per year, representing multiple identities and experiences; opportunities to hear specific perspectives for topics of interest
- Quarterly honoraria, per-study compensation

Nine studies completed—some examples:

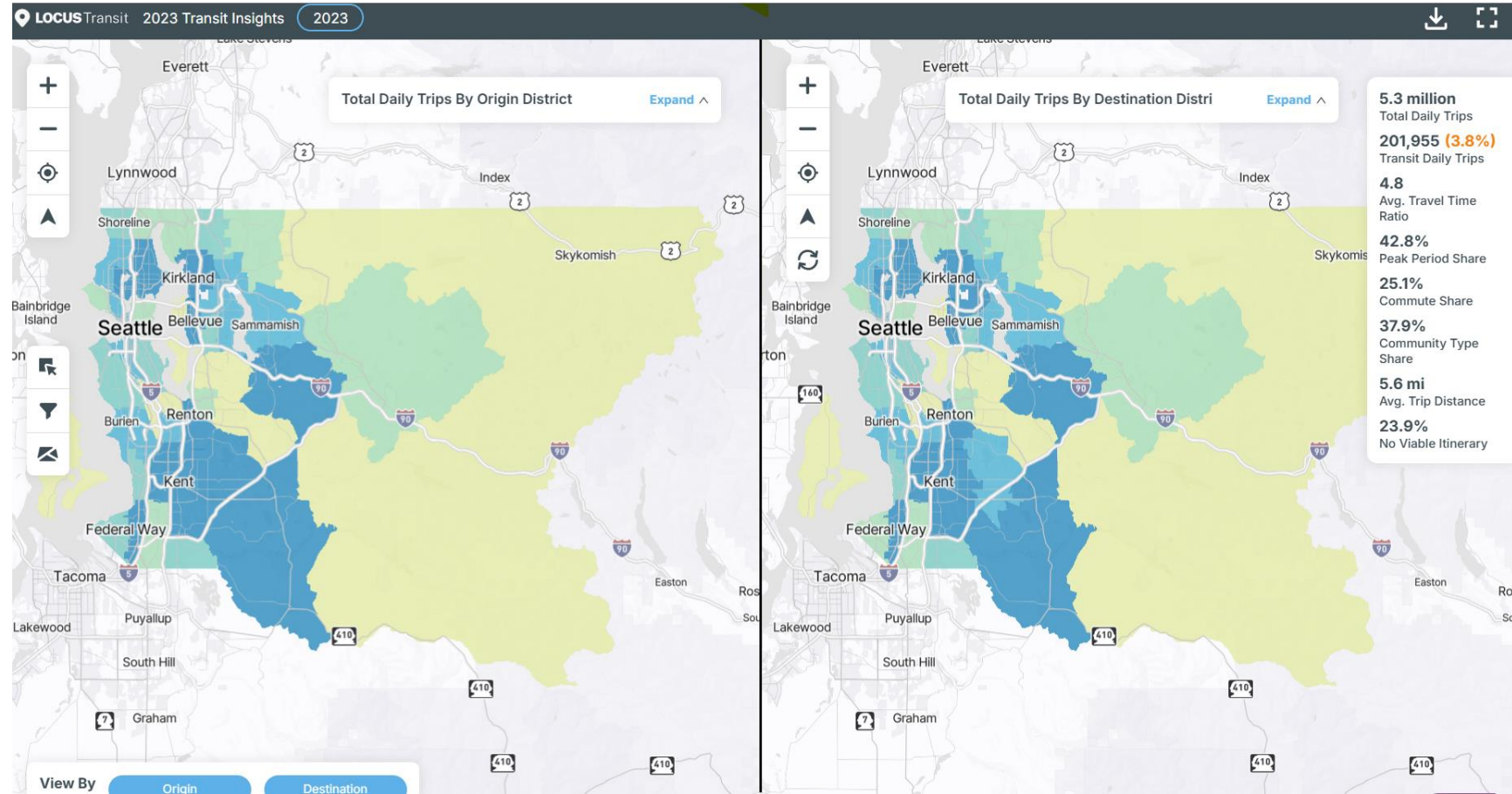
- Transit attitudes and behaviors among South and East King County residents
- Non-cost barriers to transit for low-income customers
- Perceptions of RapidRide design features, onboard and offboard
- Experiences leaving comments via the King County Metro website
- Testing messages that respond to known customer safety concerns

2024*	Number of panelists
Below 200% FPL	94
Identifies as Black, indigenous, or person of color	73
Lives with a disability	69
Identifies as LGBTQ+	14
Student	24
Rides transit	152
Speaks a language other than English	12

*Panelists may identify with multiple groups

LOCUS tool

- **Purpose:** Understand regional and sub-regional travel trends, mode splits, market share, and transit's competitiveness
- **Methods:** Integrated geo-location, ORCA, and APC data



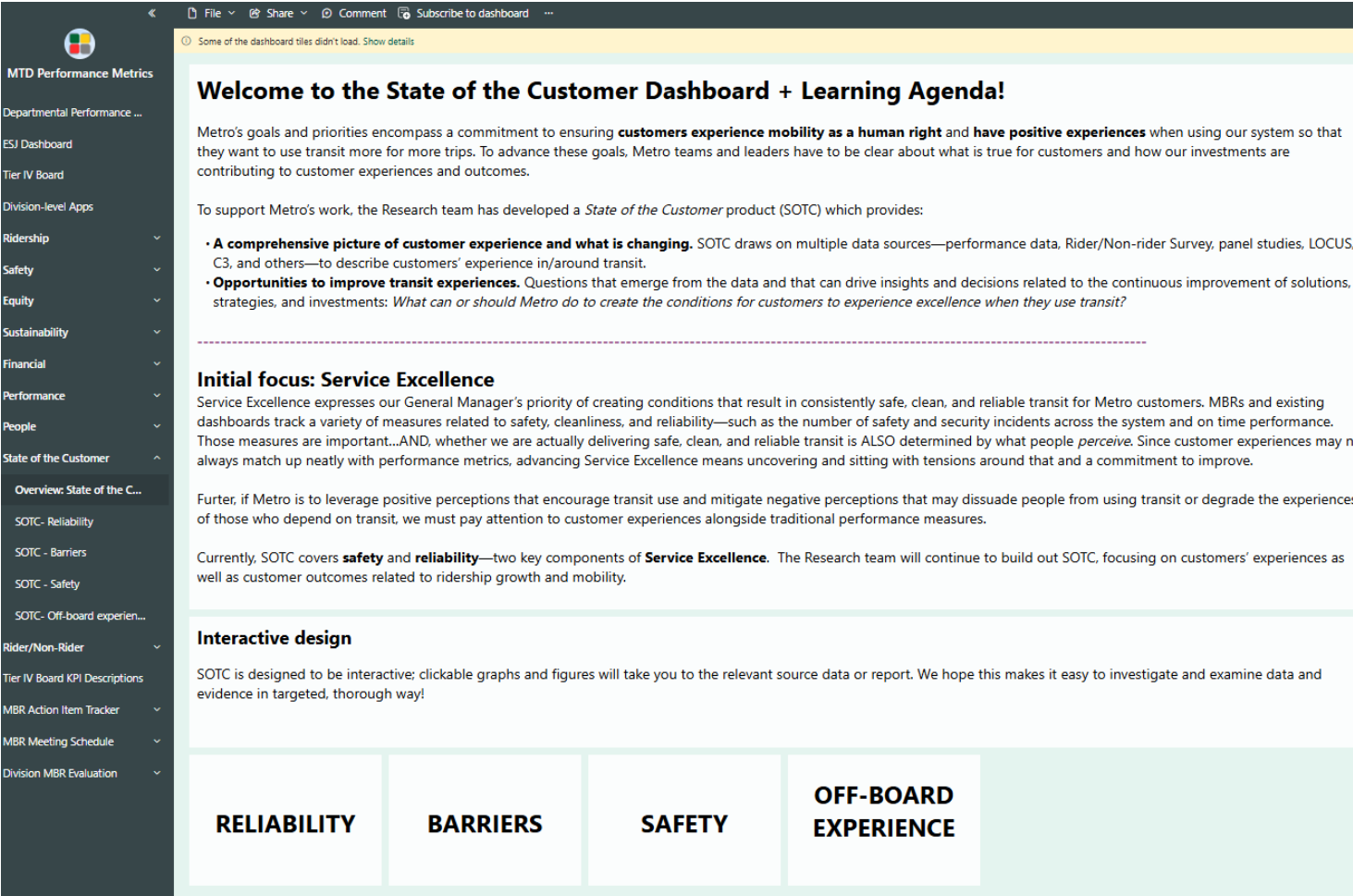
Program evaluations and impact studies

- Partner with external researchers to design and implement rigorous evaluations:
 - Mentors Moving Metro program
 - Mobility supports for residents living in permanent supportive housing
 - Access on Demand
 - Community Transportation Navigators



Data products: State of the Customer dashboard

- Presents performance and customer data for core service elements together—helps promote clarity about how we are doing and surfaces learning opportunities

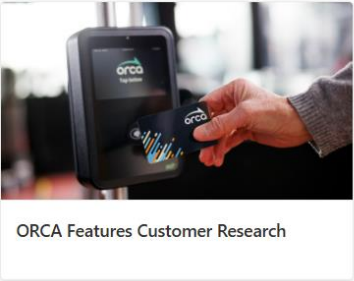
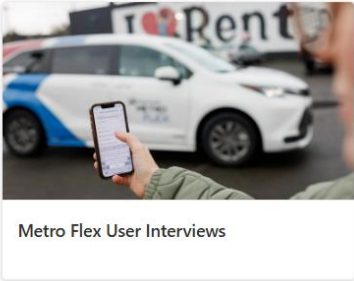
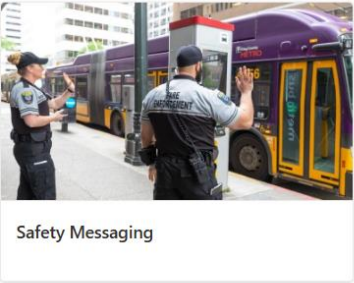
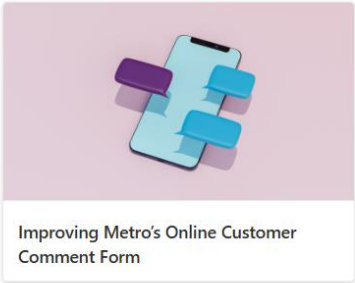


Data products: Research & learning profiles on key topics

- **The REAL Hub**—comprehensive portal provides numerous resources and data links for Metro/King County employees
- **Research and learning profiles** summarize key findings, methods, and insights from research and data collection efforts
 - 35+ profiles help inform Metro’s decisions and actions



Research & Learning Profiles



How does Metro data & research fit with a regional picture?

Aims of the Research Program

- Develop rigorous, relevant data and evidence so that Metro staff and leaders can make confident, informed decisions to advance agency goals and priorities
- Partner and share data where possible

Contact:

- King County Council:
stephanie.pure@kingcounty.gov
- Jurisdictions:
apleasant-brown@kingcounty.gov



Questions?