

# METRO'S STRATEGY FOR Delivering More and Better Mobility Solutions



Demand for transit is rising throughout King County, driven both by job and population growth and by the increasing number of people living in poverty or near-poverty who rely on public transportation.

To help meet the demand, Metro needs to make the most of our funding, operational know-how, and new technology and business models to provide more and better transit options in a cost-effective and equitable way.

**This four-part strategy will guide us.** As we move toward becoming a King County department, we will organize our internal structure and the work we do around this strategy.

The targets will help us by defining the achievements we should aim for. The targets are bold and will not be realized quickly. We will continually strive to reach them over the years ahead.

## Metro's 4-part strategy and targets (near term by close of 2019; five years by close of 2022)

### 1 MAKE TRANSIT EASY TO USE, AVAILABLE TO ALL

**Provide integrated, equitable and accessible mobility service**

**WHAT WE'LL DO:**

- ▶ Provide faster and more frequent and reliable fixed-route service to more places
- ▶ Find creative ways to serve less-dense areas, using new technology and business models and partnerships
- ▶ Integrate our services with Sound Transit and other transit agencies to give our customers seamless travel

**TARGETS:**

- ▶ Near term: 135 million Metro rides
- ▶ Five years: 235 million rides in King County across all Metro-operated or partnered services

### 2 GET THINGS BUILT

**Accelerate the development of transit infrastructure that is critical to service growth**

**WHAT WE'LL DO:**

- ▶ Develop the needed infrastructure (bus base, layover, corridor improvements, etc.)
- ▶ Streamline our organization and processes to get things done quickly and efficiently

**TARGETS:**

- ▶ Near term: Cut in half the capital planning and delivery process; deliver projects at twice the rate we do today
- ▶ Five years: Eighth base built

### 3 PARTNER WITH OTHERS

**Amplify the capacity of our system through partnerships**

**WHAT WE'LL DO:**

- ▶ Collaborate with others to deliver service growth, build infrastructure, offer innovative mobility services
- ▶ Strengthen our reputation for being out-front, being easy to work with, and moving quickly

**TARGETS:**

- ▶ Establish a clear definition of "partnership" and a template for use throughout Metro, and launch five private/public mobility partnerships
- ▶ Five years: Using METRO CONNECTS Development Program, deliver 20 transit corridors—RapidRide, express and frequent

### 4 ENABLE EMPLOYEES TO DO TOP QUALITY WORK

**Deliver by building a highly motivated and high-performing workforce.**

**WHAT WE'LL DO:**

- ▶ Hire skilled, motivated employees
- ▶ Offer training and development opportunities
- ▶ Promote health and well-being
- ▶ Reward high performance
- ▶ Work proactively

**TARGETS:**

- ▶ Near term: Increase employee well-being and performance by starting one wellness center in 2019; have wellness centers in all bases in five years
- ▶ Five years: Partner with local colleges and training centers to develop five internship programs

**CUSTOMER FACING TECHNOLOGY TARGET:**

- ▶ Near term: A unified mobile tool that enables customers to plan, track in real-time, and pay for mobility services