

## King County Transit Advisory Commission

July 20, 2021  
6 p.m. to 8 p.m.

Teleconference:

Here is the link to join the meeting via computer: <https://zoom.us/j/99560291505>

Here is dial in information: 1 (253) 215-8782, Meeting ID: 995 6029 1505

### 6:00 p.m. Welcome, Consent Agenda, and Announcements

- Consent agenda
  - Present:
    - TAC members: Sonja Tracy, Cheryl Harrison, Oskar Abian, Peter Rubin, David Johnson, Bobby Wooten, Lin Robinson, Jacob Struiksma, Angela Theriault
    - Jim Bennett, Shelby Cramer, Lizette Carrasco
  - Meeting minutes – June 2021
    - Correction need for June minutes: Sonja was not present at June meeting, remove as attendee
    - Vote: Pete moves to accept. Cheryl seconds. Minutes approved.
  - Working agreements
    - Vote: Pete moves to accept. Lin seconds. Working agreements approved.
- Announcements
  - Need nominations for new chair and vice chair
  - New re-occurring addition to TAC meeting: short introductions including (1) name, (2) pronouns if you would like to share, (3) access needs, (4) icebreaker
  - Icebreaker question: What are you looking forward to this weekend?

### 6:15 p.m. June meeting recap, reflection, follow up

Facilitators: Shelby Cramer, Lizette Carrasco, Community Engagement Planners, Metro

- Based on previous feedback, we will begin implementing a modified meeting structure – fewer presentations (max of 2 presentations per meeting), add more processing/reflection time following each presentation, “talking piece” to allow all TAC members to provide feedback/questions, introductions at start of meeting
  - Introductions: (1) name, (2) pronouns if you would like to share, (3) access needs, (4) icebreaker
- Metro staff liaisons plan to send meeting minutes soon after each meeting, including a request for future agenda items
  - More time and encouragement for TAC members to build agenda

- Recap of June meeting – clarified questions and reviewed follow-up from Sunny Knott regarding the ORCA vending machines.
  - Re-emphasized the need for good lighting at ORCA vending machines
  - Angela: would like more information about the machines including photos of vending machine. Advocates for voice-activated machines.
- Aaron to complete draft of ORCA vending machine letter. Jacob offered to assist.

### **6:30 p.m. Healthy Metro marketing campaign update; Behavior change**

Presenter: Jim Bennett - Marketing & Service Information, Metro

- Q: Will the campaign be tied to full-service restoration? At least on the Eastside cutbacks will discourage a return to ride so lower value in marketing. Basically, will a campaign without full service undermine credibility?
  - A: August-Sept this will be just brand campaign - “Return to Metro”. When the service change happens in early October, will emphasize service restoration efforts. Will emphasize that capacity limits have been lifted.
- Q: Is there any way to portray riding metro as an incentive for getting vaccinated for those who can?
- Comment: Enjoy the photo selection of King County landmarks
- Comment: In reference to scenery selection for photos, people take transit in any weather, all times of the day
  - A: Marketing materials from other times of the day/weather conditions do exist (e.g. stormy weather) and can be used.
- Comment: Metro and Link Connections mailers need to also be in braille
- Question: How are languages other than English chosen? I noticed for instance that Amharic is listed sometimes, but not for others (for instance with the orca card giveaway).
  - A: Depends on composition of local community we are trying to target with a particular campaign. Spanish included. Other selected languages were tier 2 languages. Also asks community groups: which languages are most prevalent in the area? Can’t always go by census numbers.
- Question: Is there a way to use this campaign to continue people that riding Metro is safe? (in terms of COVID)
  - A: Marketing materials related to COVID health and safety remain and will remain on coached. Will maintain messaging about vaccinations and COVID safety, but also simultaneously point out the positives (“It’s a great day to ride Metro”)
- Question: Do we have an estimate of what the current ridership percentages are?
  - A: Will follow-up with service planners. Constantly changing. At service change, estimate that will be up to 85% of ridership

- Comment: Can appreciate the ads with Metro buses and scenery backdrops, but emphasized the importance of the human element (i.e. including people in the ads).
- Question: How can we make sure the pre-loaded ORCA cards get into the hands of those who need it the most? Would be nice to have universal free-access opportunities
  - A: Metro does free days for New Year's Eve, for example. Concerted effort within Metro to put resources where needs are greatest – have focused on giving these pre-loaded ORCA cards to those who need it the most based on what we know about a particular community.
- (Rhetorical) question/comment: What motivates a deaf/blind person as a rider? Need to see that human element in marketing ads. Need to focus on all senses in ads. Also encourage inclusion of photo transcript on social media posts.
- Question/Comment: Many photos evoked sense of melancholy. Bring in light, more cheerful elements. Photo of girl on bus was more optimistic/cheerful
  - Comment: This was seconded.
- Comment: Include more materials that work for individuals with limited vision.
- Comment: Need to have inclusion of community voice/access advocates at the table throughout the planning phases, but especially at the start

*[TAC action: ask questions, provide feedback]*

## **7:10 p.m. SaFE Reform Initiative Phase 2**

Presenter: Shelby Cramer – Community Engagement Planner, Metro

- Breakout into small groups to provide feedback about what a safe and welcoming Metro looks like? Guiding questions:
  1. When have you felt safe on Metro? What about the experience made you feel safe?
  2. When have you felt unsafe on Metro? What about the experience made you feel unsafe?
  3. Imagine you're riding Metro and it's the best experience you've had with Metro. What do you need in your transit experience to feel safe?
  4. How can metro demonstrate to you that it's safe to use its services? (bus, bus stop, interacting with employees)

*[Breakout group #1] - Number indicates corresponding question from above.*

- 1 – Driver knew where they were going
- 1 – Usually feel safe on Metro. Like the focus on antiharassment for Metro.
- 1 – Generally feel safe on buses (physically). Helps when there are other riders on the bus (potential witnesses). Drivers are also helpful to give advice on how to navigate in unknown environments

- 1- Being able to get on/off bus easily. Having good lighting, especially at shelter spaces. Being able to sit down before bus restarts moving. When the buses level to the curb. Drivers saying the stop announcements if automatic speaker is not working.
- 2 – When bus drivers let people on not at designated spots. Need to reinforce stopping only at designated stops. Doing random stops should be reserved for emergencies only.
- 2 – Late night rider safety. Feel unsafe when people pull out weapons. Some streets are safer than others (downtown: 5<sup>th</sup> safer than 3<sup>rd</sup>).
- 2 – No sidewalks, or not safe to cross street because no intersection
- 4 – Would like to have records for vaccinated individuals. Would still like to see masks
- 4 – Place location of stops in well-lit areas, closer to intersections. Bus shelters and bus stops both have good lighting. No sudden braking, no running through the lights. Kneeling of bus can stop once an individual is already on bus (be mindful of imbalance when boarding/deboarding bus). Improve downtown transit experience. Clean up spills (i.e. slippery walkways), Ensure buses are level with streets. Prevent fights on bus. Prevent smoking on the bus. Would like to see clean buses, bus seats that are not cut up. Want to see more transit supervisors for oversight.
- 4 – Want to see less disruptive behavior (music, yelling, etc). Re-emphasize investing in lighting.
- 4 – Drivers need to be vaccinated. Everyone must wear a mask. Reinforcing that people need to keep their masks on at all times (have seen people remove their masks once on the bus).
- 4 – Buses need to be regularly cleaned.
- 4 – Positive reinforcement for vaccinations, how can Metro help in this effort?

*[Breakout group #2: Cheryl, Angela, Pete, Lin, David]*

Feeling of safety?

- Violence free environment - no weapons. No fighting. I feel safe.
- Safety at night - if there's lighting at a particular bus stop, I feel safe.
- Feeling of safety has to do with operator
- Operator who manages a dangerous situation - when they're more proactive. "If you're going to act this way, I'm going to stop the bus" or when they ask for help.
- Sometimes there's a type of quiet where people are talking to each other - community feeling.
- Off the bus/on the bus - am I waiting at a location where I have to wait a long time, for time I'm not expecting. Service restoration - if you're waiting an hour for a bus, that doesn't give you a feeling of safety and confidence in Metro.
- Hardly ever felt truly unsafe
- Confidence felt when there's a driver who is really attentive to both the road and the passenger experience. E.g. when someone like me gets on the bus - waiting till I sit down before stepping on the gas. The lurch of a moving bus can be dangerous. Some drivers are really good at noticing those things. Drivers who are mindful
- Late night service - service that's scheduled to be an hour apart, if it's a dark lonely street.

- Downtown at 4th and pine at night. Feeling of unsafety when buses are far apart. You don't know if they came early or are late.
- RapidRide -

#### Feeling of unsafety?

- If the driver is doing abrupt stops that cause the front of the bus to jerk low and the back high, if the driver makes calm stops at bus stops or lights. - this makes me anxious if they are jerky.
- At night, I don't feel safe getting on the bus downtown, making my transfer. So I'll look for a popular stop. James and 3rd is quiet at night, so it's unsafe.
- Downtown stops - don't inspire confidence.
- Driver care on the bus
- Feeling of that you don't feel protected around you.
  - Intimidation in play - people getting into your space. Some of it is a crowding issue. If driver doesn't take action. If you have more service, you have less crowding
- Access - when they changed the contract and have new drivers. Some were speeding, cutting other cars off, yelling out the window. That behavior doesn't engender a feeling of safety.
- Drivers - they have to remember that we're people. There's a different experience as a driver versus as a rider. I don't have the stability I used to have.
- Seats in the front. I don't have a visual disability. Assumption that I'm not disabled. Any way to encourage holding the seats at the front would be helpful and make me feel safe.
- Vashon Island - rural. Ferry schedules - arrivals and departures are not timed. Sometimes the schedule times are close, and the bus driver will leave when they have an empty bus even though the ferry is nearly there.
- Anxiety. Gaps of hours between one bus and the next. You get stranded.
- Where the bus actually is and where you transfer to ferry - there's no seats, no shelter. It's a break point too, and drivers take a break. And sometimes there's inclement weather and the driver will be on break and it's pouring rain and there are riders who they won't let on yet. Feeling of not being well cared for.
- Occasionally you'll end up on the edge of a highway, and you don't have a place to stand away from that traffic - no patch of paved area where you can feel safe.
- Sometimes the bus changes their route - I might be let off somewhere, and I don't know how to get where I'm going. It's unfamiliar place. Some sort of communication between driver and seat. There might be an audio announcement, but I can't hear that. What does my access look like as a deafblind person.
- Comms from Metro. Real time info is delayed. Sometimes an hour later. What kind of comms can there be sent ASAP? How are these things communicated?

#### Imagine

- Well lit
- Good signage, where you are and what's around you.
- Information when your bus is going to arrive. Predictability.
- Bus that is reasonably occupied - not full not empty.
- You can get a spot

- Ride is comfortable.
- Community feeling on the bus - something is happening in the city. Going to an event together or coming back from an event
- Repeat what's said - if the bus is on time, the driver is friendly and helpful. - sets a tone. Can help set a tone for when people get on the bus.
- Cleanliness
- Not driving like a bat out of hell
- Asked driver about the stop - he said it's way back there. He asked the passengers if someone would be willing to guide me across the street. He knew where I needed to go. He took the initiative to do that. He was flexible. He took it upon himself to use the resources he had available to help me.
- Drivers who are doing their job. And there are drivers who feel like they're providing a human service. Makes a difference when there's a driver who truly cares. When they care about the mission of providing public transportation.
- Sometimes drivers will ask passengers to tighten up

*[TAC action: provide feedback – what makes you feel safe/unsafe? What does a safe and welcoming Metro look like?]*

**7:45 p.m.      Good of the order**

- Comment: Seeing many announcements about buses being cancelled – why? Many buses are also still coming too early/too late.
  - A: Shelby will reach out about bus cancellations with service planning to get more information.

**8 p.m.          Adjourn**