

Transit Advisory Commission 2014 Work Program

1. “We are Metro” courtesy campaign/initiative (ongoing)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Inform Metro’s annual marketing plan with the concept of – We are all in this together; how can we riders make the best riding experience for each other?	Bob Virkelyst, supervisor of Metro’s marketing; Deborah Brockway, Metro special promotions; Melony Joyce, Metro’s accessible services; Rideshare operations; KCDOT communications	<ul style="list-style-type: none"> Receive a briefing on Metro’s annual marketing work plan Brainstorm suggestions and ideas for key messages and tools to disseminate key messages 	<ul style="list-style-type: none"> 2/17 – brainstormed additional ideas to share with marketing 3/17 – Deborah Brockway attended meeting, provided an update on campaign moving forward, how ideas might be incorporated 	Ideas from January retreat and February brainstorm shared with marketing on 3/16
2. Transportation funding (January through May)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Support Metro in addressing its short and long-term funding issues; stay apprised of timeline and opportunities to weigh in on transportation funding discussions	Executive and council staff	Receive a briefing on current transportation benefit district legislation under consideration (Jan)	<ul style="list-style-type: none"> 1/21 – watched King County Council meeting at which they were briefed on the formation of a TBD 2/17 – provided information on formation of TBD 3/17 – provided information on KCTD prop 1 	N/A
3. Service planning and service guidelines (Fall)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Understand and provide meaningful advice on service changes as they reflect Metro’s service guidelines and planning policies – especially how local circulation and social equity is incorporated into service planning	Metro’s service planning and strategic planning and analysis sections	<ul style="list-style-type: none"> Receive briefing on Metro’s service guidelines, including how social equity is incorporated into planning Share relevant data prior to meeting at which this is discussed 	TAC representative to participate in Equity Conversations project with other countywide stakeholders in reviewing Metro’s social equity related planning policies, communication/engagement	

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4. Customer service (Summer)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Provide advice to Accessible services on how to improve their customer service	David Hull, supervisor of Metro's Accessible services	<ul style="list-style-type: none"> Receive a briefing on Accessible services' customer service protocols and training Share relevant data prior to meeting at which this is discussed 	5/20 – Received a panel presentation from First Transit, Solid Ground, and Veolia on customer service practices and processes	
Understand how fixed-route customer service works and use knowledge to inform the "We are Metro" initiative to make it easier for people to appreciate Metro operators	Deidre Andrus, supervisor of Metro's customer service section	<ul style="list-style-type: none"> Receive a briefing on the MCS system, processes in place to commend operators Share relevant data prior to meeting at which this is discussed 		

5. Security and safety (April)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Learn more about the work and role of transit security; operators; and the role for riders in helping assure safety and security on the buses and at stops	Major Dave Jutilla, chief of transit security	<ul style="list-style-type: none"> Receive a briefing from the chief of transit police Share relevant data prior to meeting at which this is discussed 	6/17 – Received a briefing from Chief of Transit Police	Identified the importance of having coach numbers accessible to people with visual impairments
Use what is learned to inform the We are Metro initiative with key messages and ways to educate riders about what they can do	Metro's marketing section, Accessible services		See section 1	See section 1

6. ORCA policy considerations – moving to a cashless system? (TBD)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Stay apprised of any policy considerations related to ORCA fare payment and Metro's goal of moving		Share relevant data prior to meeting at which this is discussed		

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towards a cashless system				
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7. Transit priority during/post Alaskan Way Viaduct construction, accessibility and access to transit as part of Waterfront design (October)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Stay apprised of progress on this topic, weigh in as needed	Chris O'Claire, supervisor of Metro's Long-range planning and performance management; City of Seattle; WSDOT	Receive an update on southend pathway planning, waterfront design, and AWV construction – in particular where things are at in the decision making on all these things		

8. Sound Transit update, park and ride fee demonstration project (September)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Learn more about how Sound Transit is doing financially and what their future plans are, including their demonstration project to test charging fees at park and rides	Emily Yasukochi, Sound Transit policy planning	Receive an update on their demonstration project to test charging fees at park and rides		

9. Access paratransit operations (Fall)				
<i>Purpose</i>	<i>People</i>	<i>Preparation</i>	<i>Process</i>	<i>Product</i>
Understand how Metro goes above and beyond the federal minimums required for paratransit service; advise on potential policy changes related to this	Priscilla Vargas, manager, Metro accessible services and ridershare operations; Melony Joyce, quality, Metro accessible services	Receive a briefing on services Metro provides that go above and beyond the federal minimums; including relevant peer review work that is done comparing Metro with other transit agencies and the results		
Advise accessible services on ways to improve the overall functioning of operations; including	Melony Joyce, quality, Metro accessible services	<ul style="list-style-type: none"> Receive a briefing on costs and revenues; department's priorities or efforts to reduce 		

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advise on current and potential performance indicators and benchmarks		costs and increase revenues <ul style="list-style-type: none">• Receive regular updates on performance indicators• Share relevant data prior to meeting(s) at which this is discussed		
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