

First/Last Mile Pilot Services

Casey Gifford and Jean Paul Velez
Innovative Mobility Program
King County Metro

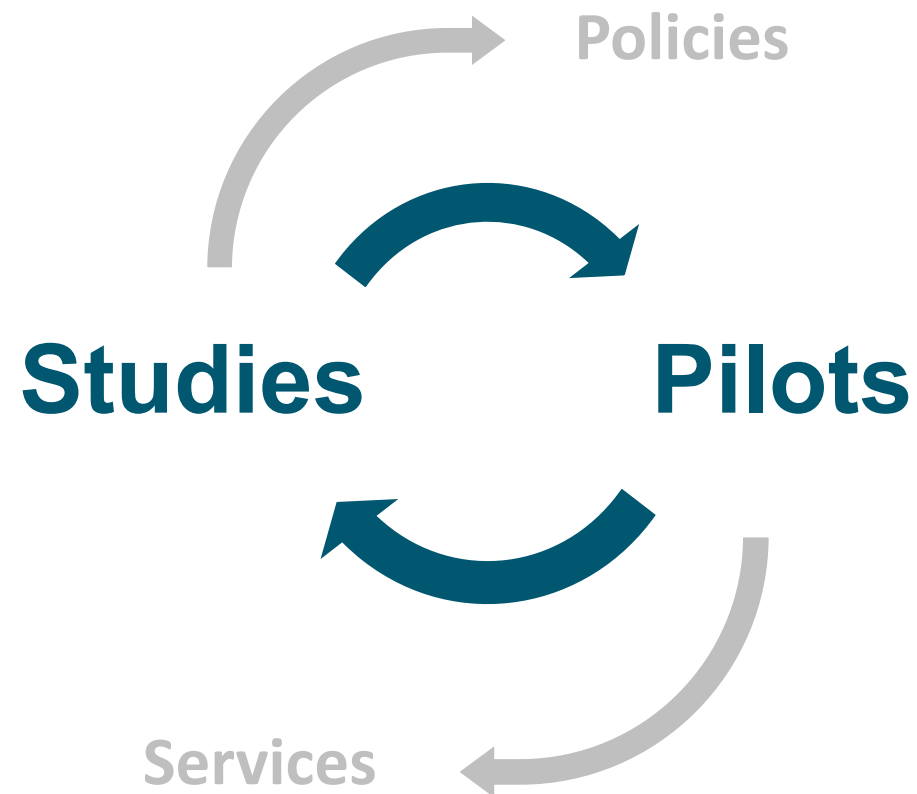
Hopelink Education and Outreach Field Trip
June 7, 2019

Policy framework



- Metro will **encourage technological innovation** and continually **evaluate ‘business as usual’** to create new ways to serve our customers better.
- **Test and implement** new services **enabled by emerging technologies** that improve customer service, help us operate more efficiently, and move us toward Metro’s strategic goals.

A Framework for Innovation



Pilot Guiding Principles

- Test new mobility services that **complement transit**
- Advance/support **equity**
- Gather rich primary **data**
- Increase capabilities as **mobility services manager** of public and private service providers
- Develop expertise adopting **higher risk profile**

First/Last Mile Program



Goal

Increase access to high frequency/ express transit service



Challenge

Lower densities, land use, and built form do not support efficient access.
Overcrowded park and rides fill up very early in the morning.



Concept

Shared, flexible, on-demand services that connect customers to transit.
Improve coverage and access time relative to other modes of access.

First/Last Mile program goals

- Grow fixed-route **ridership**.
- Improve customer's **access to transit** in lower density areas, overcrowded park & rides, or limited fixed route connections.
- Uphold King County's guiding principles of **equity and fairness**, financial sustainability, regional collaboration, and quality local government.
- Collect customer and operational **data to inform** future Metro planning efforts.

Ride 2 and Via to Transit

An illustration showing a woman in a teal suit and yellow tie walking towards a blue and yellow bus. The bus has 'Ride2 Your ride, connected' written on its side. The background is a light grey with some yellow dots.

Ride2 Eastgate

An illustration showing a woman in a teal suit and yellow tie walking towards a blue and yellow bus. The bus has 'Ride2 Your ride, connected' written on its side. In the background, a red and white bus is labeled 'RAPIDRIDE'. The background is a light grey with some yellow dots.

Ride2 West Seattle

An illustration showing a woman in an orange dress and yellow bag walking towards a grey bus. The bus has 'via TO TRANSIT' written on its side. In the background, a yellow bus is labeled 'RAPIDRIDE'. The background is a light blue with some yellow dots.

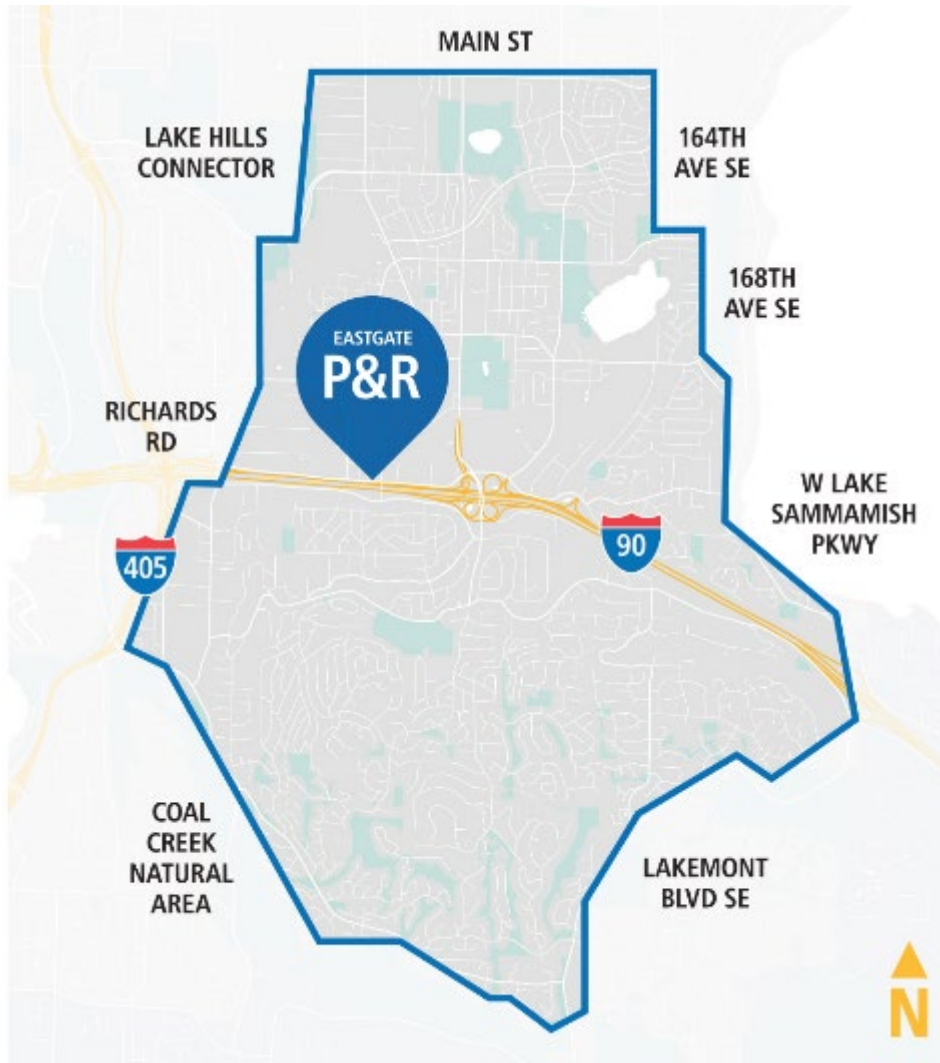
Via to Transit (Southeast Seattle & Tukwila)

How does it work?

- **Request rides on-demand** w/app or call center
- **Get picked up** within 10-15 minutes
- **Take a shared ride**
- **One end of trip must be transit hub**
- **Integrated fares**, transfer to buses, light rail, water taxi

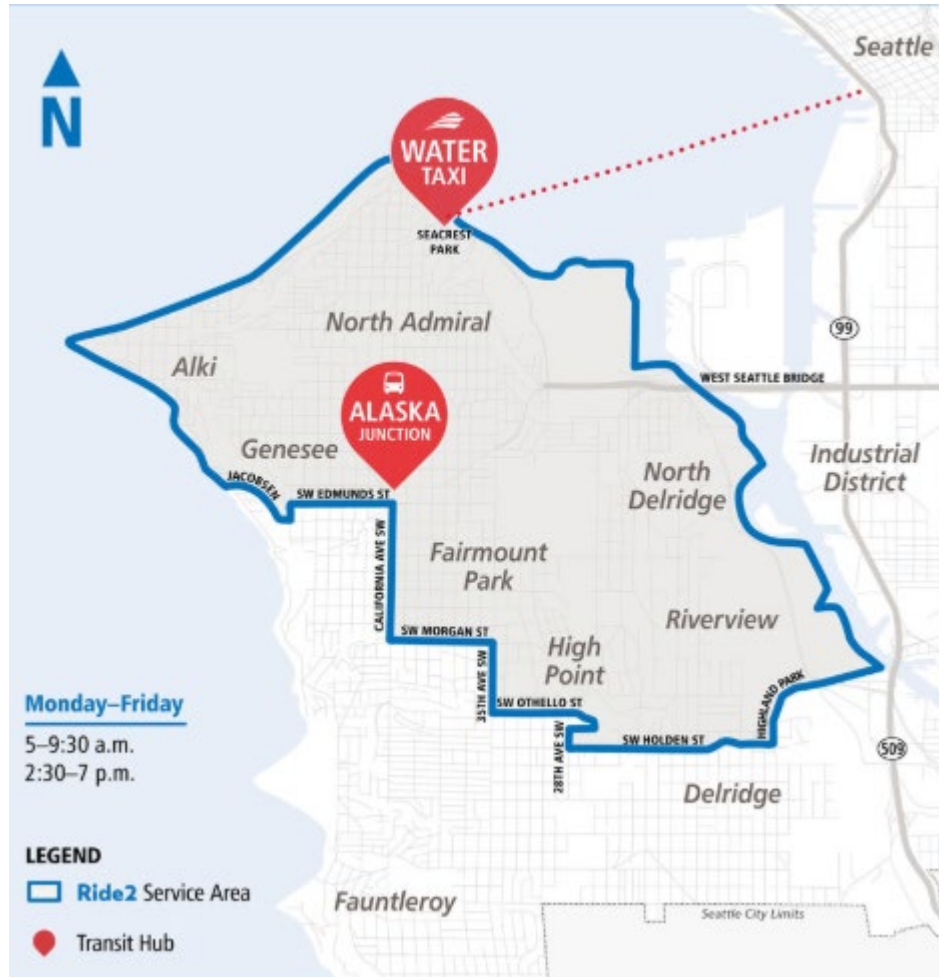


Eastgate – service parameters



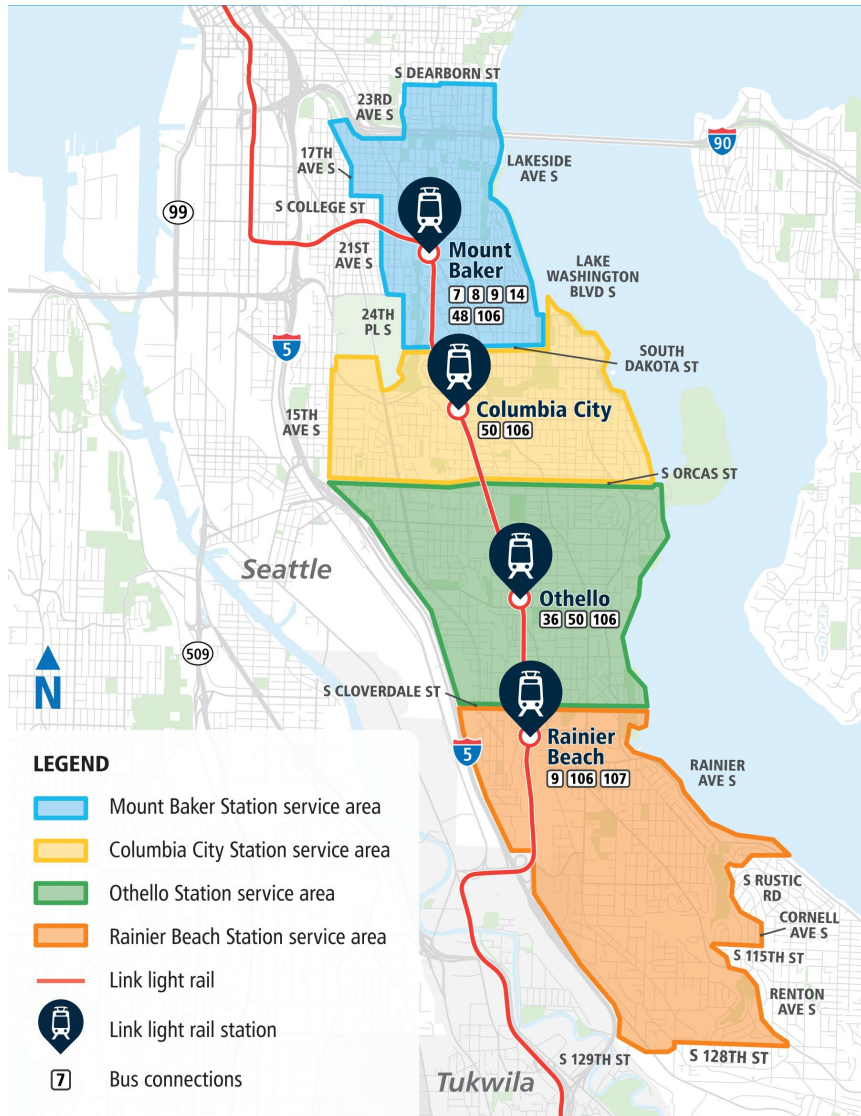
- **Hours:**
M-F 5:30-10AM; 3:30-8PM
- **App:** Ride2 Transit
- **Service Operator:** Hopelink
(originally Chariot)
- **Funding:** Metro
- **How to pay:** ORCA, Transit GO Ticket, cash, paper transfer
- **Launch:** Oct. 2018

West Seattle – service parameters



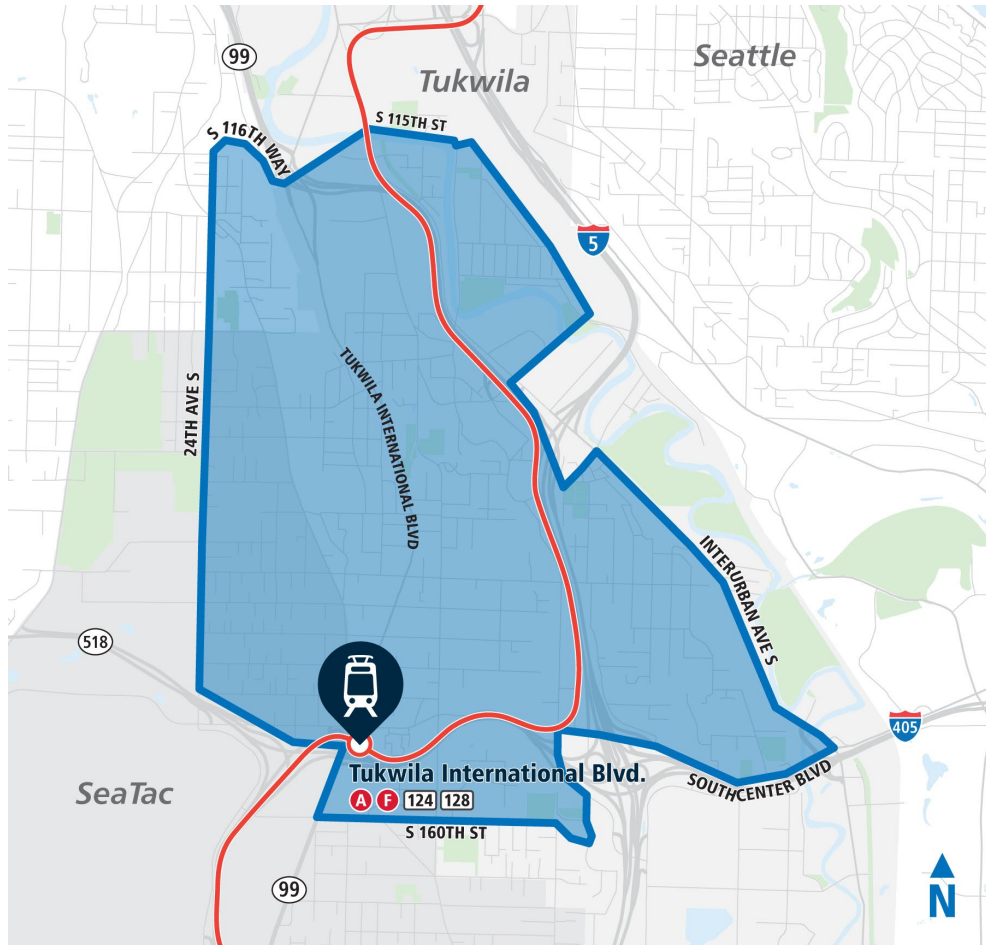
- **Hours:**
M-F 5-9:30AM; 2:30-7PM
- **App:** Ride2 Transit
- **Service Operator:** Hopelink
- **Funding:** Metro, City of Seattle
- **How to pay:** ORCA, Transit GO Ticket, cash, paper transfer
- **Launch:** Dec. 2018

Southeast Seattle – service parameters



- **Hours:** M-Sat 5AM-1AM, Sun 6AM-12 AM
- **App:** Via
- **Service Operator:** Via
- **Funding:** City of Seattle, FTA, Metro, Sound Transit
- **How to pay:** ORCA, Transit GO Ticket, credit/debit card
- **Launch:** April 2019

Tukwila – service parameters



LEGEND



Tukwila International
Blvd. Station service area



124 Bus connections



Link light rail



Link light rail station

- **Hours:**
M-F 6-9AM, 3:30-6:30PM
- **App:** Via
- **Service Operator:** Via
- **Funding:** FTA, Metro, Sound Transit
- **How to pay:** ORCA, Transit GO Ticket, credit/debit card
- **Launch:** April 2019

Accessibility and Equity

不論您是要上班、上學還是回家,您可使用**Via to Transit**, 只需短程的隨需共乘服務往返附近的Link輕軌車站

付款方式

Via to Transit的價格與Metro公車相同。適用標準Metro車資。

成人 (19歲及以上)	\$2.75
ORCA LIFT持卡人 (符合收入資格)	\$1.50
青少年 (6-18歲)	\$1.50
RRFP持卡人 (註冊長者、Medicare受益人、身障人士)	\$1.00

使用ORCA卡支付車資。乘客可以轉乘**Via to Transit**和公車, 無須支付額外車資。

在**Via to Transit**和Link輕軌之間轉乘時, 持有ORCA雇主公交卡的乘客無須支付額外車資。如果使用ORCA電子錢包或區域公交卡, 乘客轉乘Link輕軌可能需要支付差額。

恕不接受信用卡和現金車資和轉乘票。接受Transit Go行動車票 (Metro公車)。

MOUNT BAKER, COLUMBIA CITY
OTHELLO和RAINIER BEACH車站

VIA TO TRANSIT
下載手機APP, 輕鬆訂車

請在
kingcounty.gov/metro/via-to-transit/zh
查詢詳情, 或致電206-258-7739
並說「Chinese」。

Via to Transit是為期一年的先導計劃。

King County METRO
SOUNDTRANSIT
City of Seattle

Interpreter - 206-258-7739
Interpreters: Turjubaan, Perevodchik, Perekladach, 통역사, 翻譯員, Thông Dịch Viên, हिंदीकार, हिंदीकार

- Service areas
- Diversity of languages in marketing materials
- Ethnic media ads
- Outreach through community based organizations to promote service, build feedback loop
- Interpreter services for call center

Accessibility and Equity Cont.



- **Wheelchair accessible vehicle (WAV)** option.
- **Call center** option for people without smartphones.
- **Reduced fare programs** accepted with ORCA payment.
- **Integrated fares**, transfer to buses, light rail, and water taxi.

By the Numbers

Data from 5/20-5/26	Ride2 Eastgate	Ride2 West Seattle	Via to Transit
Average daily rides	86	22	623
Rides/vehicle/hour	2.4	0.6	3.9
Average wait times	6 min	4 min	7 min
Average ride rating	n/a	n/a	4.8
Reduce Fare Riders	12%	0%	32%

Evaluation

Sources

- Trip reports
- User surveys
- Focus groups
- Customer comments

What We'll Look At

- Effective and efficient service
- Change in travel behavior / complementing fixed-route transit
- Who is benefiting (and who is not)

Thanks!

Casey Gifford
cgifford@kingcounty.gov

Jean Paul Velez
jeanpaul.velez@kingcounty.gov

kingcounty.gov/metro/innovativemobility