Image from Nelson\Nygaard

2 POLICIES AND PROGRAMS

The Transit Master Plan (TMP) vision is for a Seattle served by a network of high quality, frequent transit routes that connect urban villages, urban centers, and manufacturing and industrial districts. The service network that supports this is delivered by appropriately scaled bus and rail modes, connecting residents and workers to the regional transit system via transportation centers that are well integrated with urban village life. All points of transit access, from a stop in a residential neighborhood to a light rail station, are accessible for people of all abilities. To support the TMP vision, Seattle should adopt and implement policies, programs, and investment priorities to make it easier and more desirable for people to take transit.

A TRANSIT SUPPORTIVE POLICY FRAMEWORK

VISION AND GOALS

The TMP vision is for Seattle to develop the Complete Transit System—a network of high-quality, frequent transit routes that connect urban villages, urban centers, and manufacturing and industrial districts. The service network that supports the vision is the Frequent Transit Network. The Frequent Transit Network is a network of top-quality services provided by bus and rail modes, connecting residents and workers to the regional transit system via transportation centers that are well integrated with urban village life. All points of transit access, from a stop in a residential neighborhood to a light rail station, will be accessible for people of all abilities. Bicycling also becomes a favored mode for accessing the Frequent Transit Network.

Further, to support the Complete Transit System, Seattle must adopt and implement policies, programs, and investment priorities that result in a high-quality transit system to make it easier and more desirable for people to take transit. "Quality" is defined as fast and reliable service that is safe, comfortable, and accessible for all users, providing the greatest degree of mobility and access possible with the appropriate technology.

Consistent with broader transportation system goals, the TMP will guide the City of Seattle in developing a Complete Transit System that:

- Makes riding transit easier and more desirable, bringing more people to transit for more types of trips
- Uses transit to create a transportation system responsive to the needs of people for whom transit is a necessity (e.g., youth, seniors, people with disabilities, low income populations, people without autos)
- Uses transit as a tool to meet Seattle's sustainability, growth management, and economic development goals
- Creates great places at locations in neighborhoods where modes connect to facilitate seamless integration of the pedestrian, bicycle, and transit networks
- Balances system implementation with fiscal, operational, and policy constraints

The TMP directs the Seattle Department of Transportation (SDOT) to make capital and service investments to help achieve this vision and goals. A strong set of policies will ensure that capital investments are optimized to create a more sustainable, economically resilient, and equitable city.

This chapter outlines the policy framework needed to deliver the TMP vision for a Complete Transit System in Seattle.

THE COMPLETE TRANSIT SYSTEM FOR SEATTLE

INVESTING IN THE COMPLETE TRANSIT SYSTEM

The TMP focuses on delivering fast, frequent, and reliable transit service between the city's urban villages and urban centers. However, the development of the Complete Transit System requires public and private investments and policies to enhance access to transit, improve customer information, create more consistent and usable stop amenities, enhance on-board passenger comfort, and ensure transit is safe and secure. To develop the **Complete Transit System**, Seattle must make investments and set policies at a variety of scales:

Local land use defines the market demand for transit. How land uses are oriented to the street, how much parking is provided, and the mix of uses within buildings all impact how effectively transit can serve residents, workers, and visitors in an area.

This public space in Portland is on a frequent streetcar line and at the center of a high-density, mixed use neighborhood.

A network of transit routes is needed to meet people's travel needs. No one transit route serves all the places people want to travel in a city. Effective urban transit requires a system of routes and places for connection that make transferring easy and convenient.

Light rail intersects the bus mall in downtown Denver providing easy, at-grade transfers to a frequent bus shuttle.

FIGURE 2-1 RELATIONSHIP BETWEEN COMPLETE TRANSIT SYSTEM ELEMENTS AND TMP SECTIONS

The Complete Transit System will:	*Implementation strategies indicated in color-coded TMP sections.*			
	Corridors	Service	Places	Funding and Monitoring
Put the Passenger First • Make transit easy to use • Create a safe environment for transit passengers • Make transit universally accessible • Make transit comfortable	Section 3		Section 5	
Make Transit a Convenient Choice for Travel • Provide mobility to a wide range of destinations • Facilitate fast and reliable operations • Increase ridership by integrating other modes and making access safe and easy • Invest in infrastructure where it can attract the most users		Section 4		
Use Transit to Build Healthy Communities • Make transit facilities central to community gathering places • Increase walking and bicycling to support increased physical activity and improve health outcomes • Seamlessly integrate transit, urban development, and the public realm • Provide access to daily needs and services on foot, by bicycle, or on transit • Employ best practices in transit-oriented design				
Improve Transit Service and Quality Through Partnerships • Optimize regional transit service investments • Work with neighboring jurisdictions where transit markets cross borders • Collaborate and share assets • Build political alliances	Section 3	Section 4		Section 6
Reduce Environmental Impacts of Personal Mobility • Use transit to meet environmental targets • Use energy responsibly • Consider lifecycle costs of transit infrastructure				

Streets and corridors are where most Seattle transit operates, along with other modes and transportation uses, such as parking. Making transit faster and more reliable often requires difficult tradeoffs in right-of-way allocation.

Places where people access, wait for, connect between, learn about, and experience transit routes must be great places. These places range from a bus stop in a residential neighborhood, to an arterial crossing in a commercial district where two major bus routes intersect, to a station where bus and rail transit modes connect and pedestrians and cyclists access the system.

Public space constructed as part of the Federal Courthouse in downtown Seattle provides seating and shade for transit passengers waiting for one of many routes that stop in front of the building.

All images from Nelson\Nygaard

TRANSIT SUPPORTIVE PROGRAMS

While capital and service improvements are a necessary focus of City transit investments and policy development, there is great opportunity to leverage the value of the existing system and services. Educating the public and providing incentives for residents and workers to change their travel patterns to transit and other environmentally friendly modes is an important part of the equation. The TMP recommends continued development and funding of programs that support transit use through improved pedestrian safety, better customer information and education, service enhancements, facility improvements, and strengthened policies—land use designations, zoning and development standards—that can be used during development review to achieve transit-supportive urban form and development patterns.

STRATEGY: INVEST IN PROGRAMS THAT BUILD TRANSIT RIDERSHIP

Many of the most cost effective ways to build transit ridership and create mode shift are not direct service or capital investments, but development of supportive programs. SDOT should identify resources to develop programs and policy initiatives that would improve transit use in the city. The TMP recommends that programmatic funds be identified and allocated to a suite of programs that improve access to transit service, improve customer knowledge, overcome major safety obstacles to transit access and use, improve transit supportive policies, and leverage Seattle's investments through partnerships with transit providers.

A combination of investment in programs that are already in place, development of new programs, and use of staff time to develop transit supportive policies is recommended. The strategies and programs listed in this chapter should be priorities for the City of Seattle.

Strategy PP1: Develop a Safe Routes to Transit (SR2T) Program

The goal of a SR2T program is to reduce physical barriers to transit use, making access to public transit easier and more convenient. The program should be designed to improve pedestrian, bicycle, and motor vehicle movement around high volume transit stops and stations. (The TMP provides facility design guidelines and multimodal transit access policies and strategies in Chapter 5). SR2T could also provide an opportunity for neighborhoods to submit projects for funding

SEATTLE MULTIMODAL TRANSPORTATION POLICY FRAMEWORK

The Seattle Department of Transportation (SDOT) is developing a multimodal transportation system that supports all Seattle residents' mobility needs. SDOT is striving to shift the focus of the transportation system from one that is auto-oriented toward a system of facilities, programs, and services that makes walking, biking, and taking transit easier and the preferred means of travel for most trips. Increasing travel choices is good for people—it generally saves money, time, and frustration and can increase physical activity. Getting more people walking, biking, and taking transit means fewer vehicle emissions and cleaner air. And with fewer people driving alone, it also means that transit and freight can get around more efficiently.

Important plans and documents that support and complement the TMP include:

- **The Seattle Comprehensive Plan** identifies an Urban Village Strategy to promote job and housing growth in concentrated centers that can be efficiently accessed and connected by a multimodal transportation system, including high quality, frequent transit. The Comprehensive Plan sets mode shift goals that promote a transition to non-single occupant vehicles. A major update to the Seattle Comprehensive Plan is underway. Elements of the Plan will be updated incrementally through 2015. TMP recommendations will be considered as one element in a framework for sustainable growth.
- **The Transportation Strategic Plan (TSP)** provides more detailed policy and investment direction for preservation, maintenance, and development of Seattle's multimodal transportation system. The TSP is currently being updated with a shifting focus from an auto-oriented approach to one that makes walking, biking, and taking transit easier, safer, and more enjoyable.
- **The Seattle Transit Plan** was developed in 2005 to support the creation of transit connections between urban villages. This concept was referred to as the Urban Village Transit Network (UVTN). The plan focused heavily on service policy and performance measurement. The TMP will replace the Seattle Transit Plan, providing more detailed direction for capital investments over the next five years and through 2030. The UVTN remains an organizing concept of the TMP, but the term UVTN is dropped in favor of a more detailed approach to corridor development; the TMP uses the Frequent Transit Network as the organizing framework for transit service in Seattle.
- **The Seattle Pedestrian Master Plan** and **Bicycle Master Plan** were developed in 2009 and 2007, respectively, following completion of the 2005 Seattle Transit Plan. The TMP has been developed with close attention to project priorities and policies established in these companion modal plans. The TMP recommends an approach to transit projects that is complemented by coordinated pedestrian and bicycle access and parallel mobility investments. The Bicycle Master Plan is being updated in 2012 to reflect rapidly changing best practices in urban bikeway design.
- **Chapter 3 of the Transit Master Plan Briefing Book** describes Seattle's transit, transportation, and land use policy framework in greater detail.

CASE STUDIES AND BEST PRACTICES

Case studies and best practices related to these strategies and programs are described in Chapter 7 of the Transit Master Plan Briefing Book. Specifically, see:

- 7-14 to 7-16: Local Government Standards for Transit Agencies
- 7-17 to 7-20: City-Based Transportation Demand Management Strategies
- 7-26 to 7-27: Transit-Supportive Policies and Programs (Transit First Policy)

consideration each year. Funding for a SR2T program could leverage local match funds from neighborhood groups or private developers interested in improving transit access around station areas or in priority bus corridors. A SR2T program could be structured to complement development incentives in transit station areas or priority corridors. Activities could include the following:

- Secure bicycle storage at transit stations and stops
- Safety enhancements for pedestrian and bicycle access to transit hubs, stations, and stops
- Removal of pedestrian and bicycle barriers near transit stations
- System-wide transit enhancements to accommodate bicyclists or pedestrians
- Provide clear wayfinding to key transfer points and transit information (preferably real-time) to facilitate convenient transfers at these locations

Strategy PP2: Develop Transit Information and Wayfinding Standards

Challenging topography, multiple transit providers, and recently introduced rail transit modes have created significant variability in public information for accessing transit and navigating a complex network of services in Seattle. The TMP (see Chapter 5) identifies guidelines and design standards for enhancing public information and wayfinding. SDOT should build on the work of the TMP and develop a detailed set of standards to govern transit wayfinding in Seattle and to coordinate with other modal and neighborhood-specific wayfinding programs. This effort would:

- Develop design standards and specifications for wayfinding improvements including intermodal transfers, pedestrian access to transit, and bicycle access to transit. These improvements could include simplified maps and signs to help orient transit users and others toward facilities in specific areas (e.g., Center City, near a rail station, in an urban village commercial district)
- Develop an interagency working group and facilitate coordination between Sound Transit, Metro, and other transit operators regarding public information provided at intermodal hubs such as King Street Station, Downtown Seattle Transit Tunnel stations, and transfer points
- Ensure transit information is included in Center City and neighborhood wayfinding programs targeting pedestrians and cyclists
- Develop standards for providing real-time transit information and ORCA card readers at key stops and/or transfer points

Maps at existing downtown wayfinding kiosks depict transit routes and stations. Downtown and transit wayfinding maps and directional signage could be integrated and expanded in scope to help passengers and pedestrians more easily navigate to transit facilities and other destinations.

Image from Flickr user Oran Viriyincy

NEW YORK CITY DOT SAFE ROUTES TO TRANSIT

The New York City Department of Transportation (NYCDOT) Safe Routes to Transit Program is comprised of three programs that work to improve access to transit facilities, with an emphasis on pedestrian access:

- Bus stops under the Els (elevated subway structures)
- Subway/sidewalk interface
- Sidewalks to buses

For additional information, see the TMP Briefing Book, page 7-46.

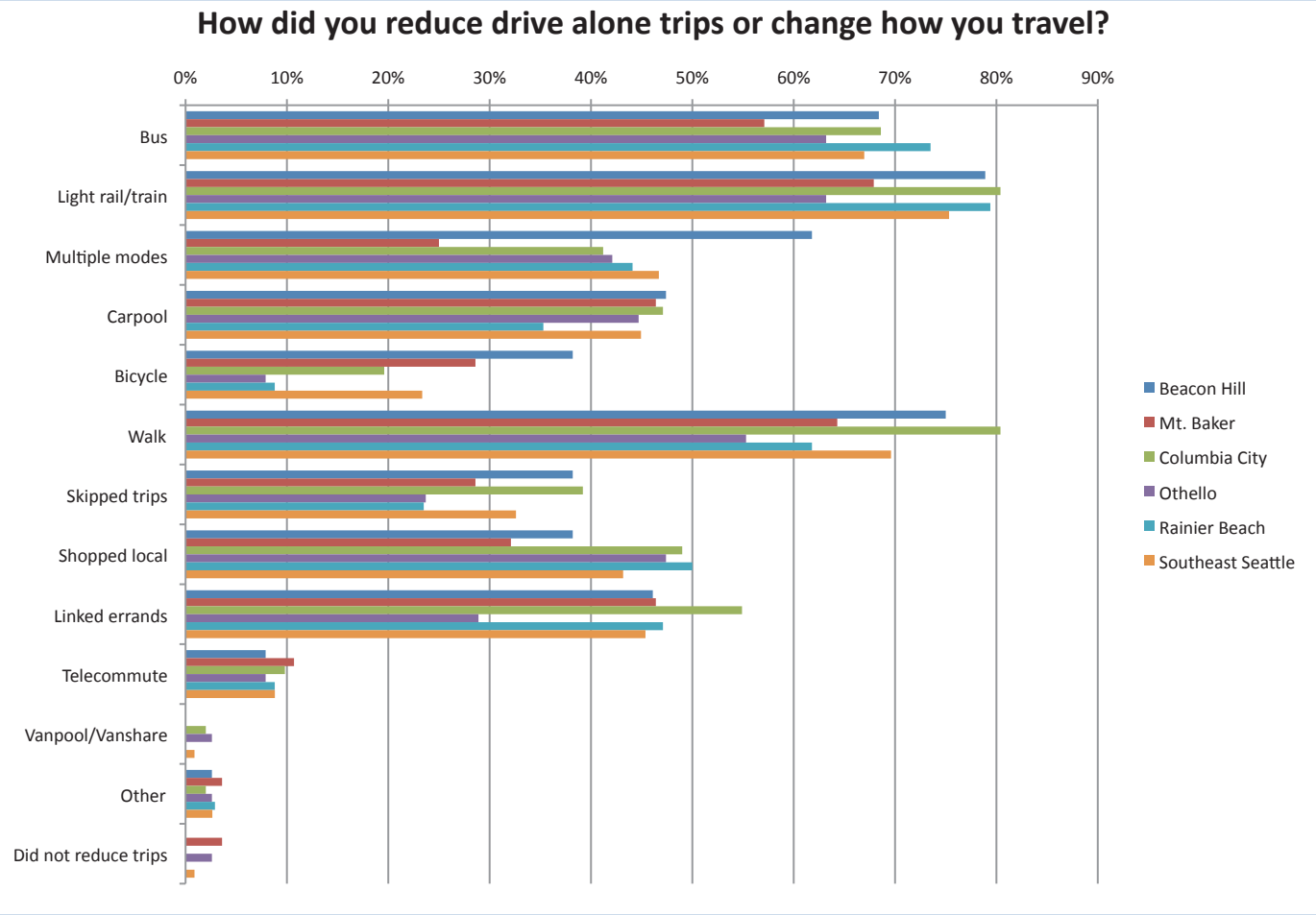
KING COUNTY METRO IN MOTION AND PORTLAND SMARTTRIPS

Residential and Commercial Trip Reduction Programs

King County Metro In Motion

King County Metro's recent Georgetown In Motion program targeted 6,000 employees and 600 households over 16 weeks with transportation options materials, incentives, and on-the-ground outreach. For households, the program typically sees a 10% direct mail response rate and a 6% pledge rate. Employees are more challenging to reach, particularly in areas consisting primarily of small employers. Georgetown In Motion utilized a multi-faceted approach consisting of email, direct mail, door-to-door employer visits, and distributing marketing materials in locations employees visit for lunch or coffee.

Success of the program was enhanced by sponsor participation throughout the neighborhood, and the presence of 15 in-store-displays at locations such as coffee shops, restaurants, and the post office. The response from participants indicates that a diverse distribution of program materials is most effective in reaching employees. More people heard about the program from a friend or co-worker than any other source (except for direct mail to households), indicating that word of mouth is a key strength to the program.



Results from four previous In Motion programs in Southeast Seattle demonstrated a 24% to 50% decrease in driving alone and a 20% to 50% increase in transit usage. As illustrated in the chart, transit and walking were the most widely used to replace drive-alone trips.

Source: Southeast Seattle In Motion Report

Portland (OR) SmartTrips

In Portland, the City Bureau of Transportation conducts several types of SmartTrips programs to reduce drive-alone trips and encourage use of walking, biking, transit, carpooling, and car sharing:

- **SmartTrips** neighborhood programs focus on a particular sector of the city comprising about 20,000 households. The City provides residents with targeted information for each desired mode of transportation. The City organizes activities such as "Ten Toe Walks," "Senior Strolls," and bicycle rides and classes in the target area. Based on follow-up surveys, SmartTrips results in a 9% to 13% decrease in drive-alone car trips by all area residents with a corresponding increase in other modes. The program costs about $10 per person in the target area, including staff time.
- **SmartTrips Business**, formerly SmartTrips Downtown, is an ongoing program available to all employers in the city. It provides information to employees, consults with employers on benefit and tax options, and will install a free bicycle rack in front of any business.
- **SmartTrips Welcome** is a relatively new initiative that targets new residents in particular neighborhoods, but is also available to all residents. It allows residents to request materials, which are delivered by bicycle.

The City of Portland organizes a series of Ten Toe Express walks focused around SmartTrips target neighborhoods.

Image from Mark McClure, portlandneighborhood.ning.com

Strategy PP3: Increase Support for Traveler Education Programs

Traveler education programs provide promotional information and resources to residents and employees to help them bicycle, walk, take transit, or carpool to their destination. Data on travel patterns presented in the Urban Mobility Plan Briefing Book (2008), page 3A-12, clearly illustrate that transit is a less attractive option for non-work trips in most Seattle neighborhoods. Therefore, promotional information and resources provided for non-work trips must be distinct from information provided for work trips. The sidebar on pages 2-6 and 2-7 highlight how programs in King County and the City of Portland have made this distinction.

Existing efforts to promote alternatives to single-occupant vehicle travel (SOV) in Seattle include:

- **King County Metro In Motion** focuses on two or three neighborhoods each year, providing free informational materials, targeted outreach, and organized activities to help residents discover their transportation options. The existing In Motion program has a residential focus, but Metro is piloting an employer program in the Georgetown neighborhood (see sidebar on page 2-6). The In Motion programs have been successful at shifting trips to non-single occupancy vehicle modes. However, research shows that program benefits decline each year following implementation, and the optimal cycle for a neighborhood to receive the program is every five years. Current funding is not sufficient to provide this level of outreach.
- **Way to Go, Seattle!** similarly provides incentives, tools, and centralized information to encourage residents and employees to drive less.
- **SDOT** has secured Regional Mobility Grant funding to conduct marketing and encouragement programs upon completion of improvements along NW Market/45th and Rainier Avenue to help increase transit ridership.

The TMP recommends that the City:

- Work with Metro to expand funding and reach of the In Motion program with a goal of reaching key neighborhoods every five years
- Work with Metro In Motion or Way to Go, Seattle! to increase outreach to employment centers with large clusters of small to mid-sized employers

UNIVERSAL TRANSIT PASSES

Universal transit passes are an effective means to reduce the number of car trips in an area; reductions in car mode share of 4%- 22% have been documented, with an average reduction of 11%. By removing barriers to using transit, including the need to search for cash for each trip, people become much more likely to take transit for both work and non-work trips.

Employers can provide monthly and annual transit passes as well as electronic vouchers in any amount on a regional ORCA card.

Image from Orcacard.com

Strategy PP4: Invest in Transportation Demand Management Programs that Increase Transit Use

The City of Seattle, King County, and Seattle businesses and institutions already support a strong suite of transportation demand management (TDM) programs. For example:

- The Downtown Transportation Alliance (a partnership between the Downtown Association, Metro, and the City of Seattle) supports Commute Seattle, an initiative that provides one-stop shopping for transportation resources in downtown Seattle
- The Duwamish Transportation Management Association (TMA) improves transportation options for employees in the Duwamish Business Community
- The City's Transportation Management Program requires developers to prepare a Transportation Management Plan (TMP) to reduce the potential traffic and parking impacts

FIGURE 2-2 IMPACT OF SELECTED EMPLOYER-BASED TDM STRATEGIES

Strategy	Details	Employee Vehicle Trip Reduction Impact
Parking Charges[1]	Previously Free Parking	20-30%
Information Alone[2]	Information on Available SOV- Alternatives	1.4%
Services Alone[3]	Ridematching, Shuttles, Guaranteed Ride Home	8.5%
Monetary Incentives Alone[4]	Subsidies for carpool, vanpool, transit	8-18%
Services + Monetary Incentives[5]	Example: Transit vouchers and Guaranteed Ride Home	24.5%
Cash Out[6]	Cash benefit offered in lieu of accepting free parking	17%

1 Based on research conducted by Washington State Department of Transportation.
2,3 Schreffler, Eric. "TDM Without the Tedium," Presentation to the Northern California Chapter of the Association for Commuter Transportation, March 20, 1996.
4 Washington State Department of Transportation.
5 Schreffler (1996).
6 Donald Shoup (1997), "Evaluating the Effects of California's Parking Cash-out Law: Eight Case Studies," Transport Policy, Vol. 4, No. 4, 1997, pp. 201-216. http://www.commuterchallenge.org (accessed November 2, 2007).

ECO PASS PROGRAM: CITIES OF DENVER & BOULDER

The greater Denver area Regional Transportation District provides both employee and residential annual Eco Passes at deeply discounted rates, good for all area transit services, on the condition that a pass is purchased for every employee or for every resident within a condo community, apartment building, or neighborhood association (i.e., there is universal enrollment). The cost per pass varies depending on size of the company or residential area and proximity to high quality transit service. The cost to the company or residential community per annual Eco Pass varies between $7.50 and $120, which is only 0.6% and 9%, respectively, of an Adult Express Pass purchased by an individual.

on surrounding neighborhoods and develop transit supportive provisions. There is no specific trigger for a TMP; rather, the TMPs are attached as conditions for approval of land use permits depending on the proposed use, the size of the project, and the level of congestion in the area.

Still, further investment in TDM remains among the most cost effective ways to support growth in transit ridership and encourage Seattle residents and workers to get out of their cars and try walking, biking, and transit. Figure 2-2 identifies the effectiveness of various employer-based TDM strategies. TDM programs that could be particularly effective in Seattle, and would add to the suite of programs already in place, include the following:

- Work with Commute Seattle and transit agency partners to improve transit pass programs for employees of smaller firms that are not required to provide employee transportation benefits. This could include an expanded universal transit pass program that would leverage the highly discounted rates afforded to larger organizations to provide free or discounted transit benefits to employees of these smaller employers. A relatively small amount of City funding would be required. This program could be implemented through Commute Seattle or by building specific TMAs.
- Develop programs that help employees realize the true cost of parking, thus making transit more price-competitive with driving. Parking cash out can be an effective employer-based strategy that allows an employer to charge employees for parking while giving employees a bonus or pay increase to offset the cost of parking. Employees may use this increase to pay for parking or may choose an alternative mode and "pocket" the difference. Other similar employer-based financial incentive programs include: allow employees to purchase individual days of parking on a pro-rated basis comparable to monthly rates; provide a few discounted days of parking each month for employees who usually commute using a non-SOV mode (under a similar program, City employees are able to park at the SeaPark garage twice per month at a discounted rate); offer lower parking rates to carpools and vanpools; and offering cash in lieu of free parking to provide a choice for employees.
- Create a residential transit pass program for neighborhoods and residential buildings to extend the benefits of discounted transit passes beyond major employers. Several U.S. transit agencies, including the Regional Transportation District serving Denver and Boulder, now provide opportunities for residential neighborhoods or large, multi-unit residential buildings to purchase discounted bulk transit passes. Most programs of this type require that a pass be provided for every residential unit in the neighborhood or building.
- Expand TMAs to other urban centers such as the U-District, Northgate, and other areas with a high concentration of employment and demonstrated interest from the private sector.

Chapter 5 of the TMP (see Transit-Oriented Neighborhoods Strategy 6 on page 5-9) includes several complementary TDM policies. In addition, an in-depth discussion of TDM best practices, including program recommendations specific to Seattle's Center City, is provided in Chapter 7 of the Urban Mobility Plan Briefing Book (2008).

YOUTH ACCESS TO TRANSIT

Our youth are particularly reliant on transit to get around, and will become the transit riders and proponents of tomorrow – but only if they are served well by transit today. The City should work to expand access to ORCA cards for students through partnerships with schools, Metro, and Sound Transit. The City should also continue to encourage route designs that serve student needs and passenger information systems that meet the high expectations of today's tech-savvy teenagers.

Franklin High School students boarding a Metro bus

Image from Oran Viriyincy

Strategy PP5: Explore a "Transit Streamline Program Agreement" with King County Metro

SDOT is positioned to make significant speed and reliability improvements in transit corridors where King County Metro operates transit services. These improvements have the potential to create operating and capital cost savings for Metro by delaying the need to add more buses to the fleet and could lead to operating savings due to reductions in running time variability and operating speed improvements. (See the Portland-TriMet Streamline Program sidebar on this page). For example, in a case where the net benefit of City capital investments results in a travel time savings equal to or greater than the route headway, operating cost savings from reducing the need for a vehicle and operator could be guaranteed for reinvestment back into the route or a route of the City's selection. Similarly, if City capital investments in bus layover facilities reduce recovery time (i.e., layover time) sufficient to allow reallocation of resources, these service hours would be reinvested locally. This program would require a clear memorandum of understanding between SDOT, Metro, and possibly other neighboring jurisdictions. Specifically, the program would address opportunities to:

- Reinvest travel time savings resulting from City capital transit corridor improvements in Seattle transit routes
- Reinvest travel recovery time savings resulting from City investments in bus layover facilities in the Center City
- Leverage Metro operating funds with a local match for service investment

Strategy PP6: Develop and Strengthen Transit Supportive Zoning Overlays

Transit-supportive overlay zoning should be expanded beyond light rail station areas (where Station Area Overlay zones are used) to transit-supported urban villages, urban centers, and commercial corridors. This expansion should be coordinated with Department of Planning and Development (DPD) work on a new Transit Communities land use and zoning strategy and regional efforts being led by Puget Sound Regional Council (PSRC) to develop model transit overlay ordinance language. A shift to a corridor-focused strategy for allocating future growth should also be addressed in the Comprehensive Plan update. Recommended elements of effective overlay zones could include expansion of policies that require or incentivize:

- Increased development capacity
- Zoning setbacks in redevelopment corridors where additional right of way may be needed to support transit, bicycle, or pedestrian facilities (e.g., Fifth Avenue near Seattle Center)
- Improved building frontages at transit stations or stops on High Capacity Transit or Priority Bus Corridors, including promoting the active use of building frontages for passenger shelter and providing ground floor windows
- Limitations on auto-oriented uses such as vehicle sales or repair

PORTLAND-TRIMET STREAMLINE PROGRAM

The City of Portland (OR) and TriMet, the regional transit agency, conducted a joint program of capital investments in transit priority treatments and service improvements, focused on TriMet's Frequent Service routes. Beyond the benefits for passengers—increased bus frequency, reduced travel times, increased schedule reliability, and improved branding and passenger information—the goal of the program was to demonstrate that the operational efficiency savings resulting from the improvements would cover the program capital costs. An initial study of the program,* prior to implementation of more aggressive thresholds for activating transit signal priority, found that:

- Round trip travel times on the streamlined routes declined by slightly less than a minute, while travel times on non-streamlined routes increased by over one minute for routes in the city and over two minutes for suburban routes.
- On-time performance of streamlined routes declined by less than half as much as non-frequent service routes.

Although there were no short-term cost savings, the study projected that TriMet could defer purchasing (and operating) additional buses to serve the streamlined routes by 8 years, resulting in longer-term operating and capital cost savings.

* http://www.nctr.usf.edu/jpt/pdf/JPT%209-3S%20Koonce.pdf

- Outdoor seating for restaurants and pedestrian-oriented accessory uses, such as flower, food, or drink stands
- Requirements that paved areas contain pedestrian amenities such as benches, drinking fountains, and other design elements (e.g., public art, planters, kiosks, overhead weather protection) and provide physical separation from driving lanes with landscaping or planters
- Review/enhancement of existing requirements for short- and long-term bicycle parking
- Consideration of adopting maximum parking limits (minimum parking requirements have already been reduced or eliminated)
- Restrictions on accessory parking and surface parking in front of buildings (commercial parking is already restricted)
- Limitations on driveways that cross sidewalks where pedestrians access transit

STRATEGY AREA:
TRANSIT SUPPORTIVE POLICIES AND PROGRAMS

Strategy PP1: Develop a Safe Routes to Transit (SR2T) Program

- **Policy PP1.1:** Identify funding to create and sustain a safe routes to transit program that makes strategic investments to improve safe access to transit
- **Policy PP1.2:** Engage transit agency and neighborhood partners to build program support and identify investment priorities

Strategy PP2: Develop Transit Information and Wayfinding Standards

- **Policy PP2.1:** Develop design standards and specifications for wayfinding improvements including intermodal transfers, pedestrian access to transit, and bicycle access to transit
- **Policy PP2.2:** Develop an interagency working group and facilitate coordination between Sound Transit, Metro, and other transit operators regarding public information provided at intermodal hubs and key transfer points
- **Policy PP2.3:** Develop standards for coordination of pedestrian and bicycle wayfinding
- **Policy PP2.4:** Ensure transit information is included in Center City and neighborhood wayfinding programs targeting pedestrians and cyclists
- **Policy PP2.5:** Develop standards for providing real-time transit information and ORCA card readers at key stops and/or transfer points

Strategy PP3: Increase Support for Traveler Education Programs

- **Policy PP3.1:** Work with Metro to expand funding and reach of the In Motion program with a goal of reaching key neighborhoods every five years
- **Policy PP3.2:** Work with the Metro In Motion program and/or Way to Go, Seattle! to increase outreach to employment centers with large clusters of small to mid-sized employers

Strategy PP4: Invest in Transportation Demand Management Programs that Increase Transit Use

- **Policy PP4.1:** Work with Commute Seattle and transit agency partners to improve transit pass programs for employees of smaller firms
- **Policy PP4.2:** Develop programs that help employees realize the true cost of parking
- **Policy PP4.3:** Create a residential transit pass program for neighborhoods and residential buildings
- **Policy PP4.4:** Expand TMAs to other urban centers and areas with a high concentration of employment and demonstrated private sector interest

Strategy PP5: Explore a "Transit Streamline Program Agreement" with King County Metro

Strategy PP6: Develop and Strengthen Transit Supportive Zoning Overlays

- **Policy PP6.1:** Expand transit-supportive overlay zoning beyond light rail station areas
- **Policy PP6.2:** Coordinate with PSRC effort to develop model transit overlay ordinance language
- **Policy PP 6.3:** Coordinate expansion of transit-supportive overlay zoning with Comprehensive Plan update