

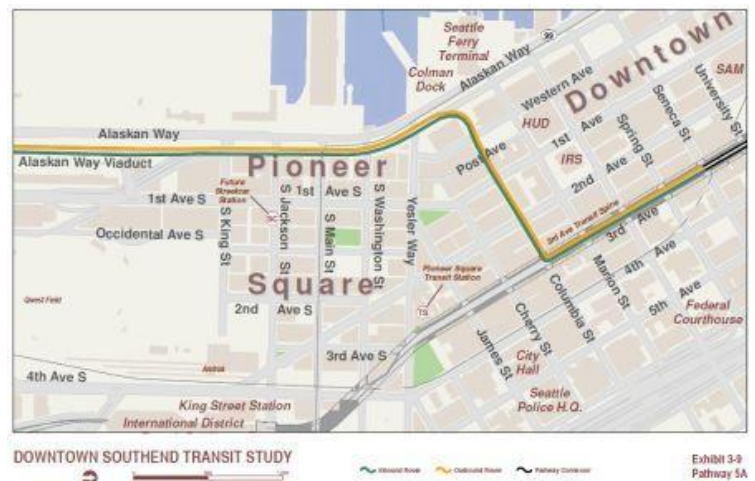
## Southend Transit Pathways Survey Summary

The SR99 tunnel project will close the Columbia and Seneca street ramps, which currently provide access to the Alaskan Way Viaduct in late 2015. Metro has been looking ways to connect transit from areas to the south of downtown to Third Avenue via Alaskan Way, both during and after the construction.

King County Metro Transit conducted an online survey from June 13-28, 2012 to gather rider feedback about the two potential pathways being considered (see details below). The routes targeted for this survey included 15, 15 Express, 18, 18 Express, 21 Express, 54, 54 Express, 55, 56 Express, 113, 120, 121, 122, 125. A total of **1,561** people took the time to provide feedback via the online survey.

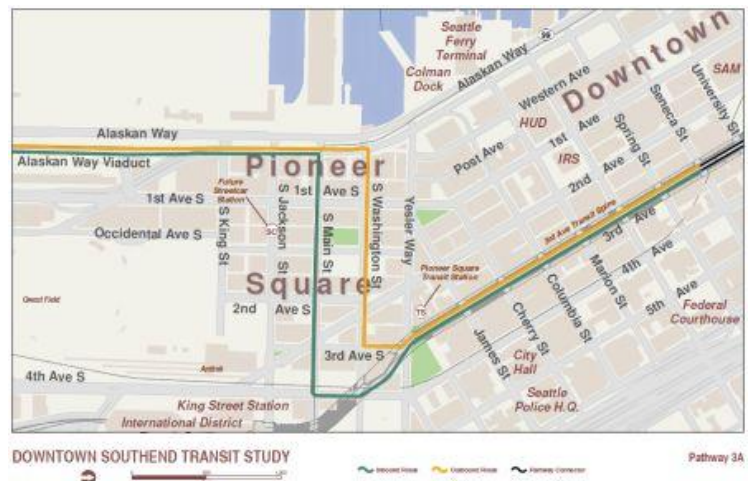
### Columbia Street pathway

- Buses would travel in both directions on Columbia Street from Alaskan Way to Third Avenue, probably using bus-only lanes.
- A bus stop near Columbia Street and Western Avenue would be the southernmost stop in downtown Seattle for riders from Ballard, Interbay, Uptown, and Queen Anne.
- Riders in West Seattle, Burien, and southwest King County would get to destinations such as Pioneer Square and the International District via a stop near Columbia Street and Western Avenue (much like the stops that are there today).



### Main/Washington streets pathway

- Buses would either travel into downtown on S Main Street and out of downtown on S Washington Street or in both directions on S Main Street, probably using bus-only lanes from Alaskan Way to Third Avenue.
- Buses would stop near S Main and S Washington streets at Occidental Avenue S.



### Outreach approach and notification

The outreach process was designed to reach a sample of the bus riding population on the affected routes. More than 22,500 electronic notifications were sent to riders of the 14 routes via Metro's GovDelivery alert system, as well as to subscribers of the Metro Matters email list. In addition to direct notifications, traditional media and social media tools were used to notify people of the opportunity to 'Have a Say.' When asked how they heard about the project, the majority of survey respondents indicated a Metro email alert.

In addition to the targeted bus rider outreach, the Metro project team met with nearly a dozen neighborhood groups and business associations to hear their preferences for a pathway. A summary of these meetings is not included here.

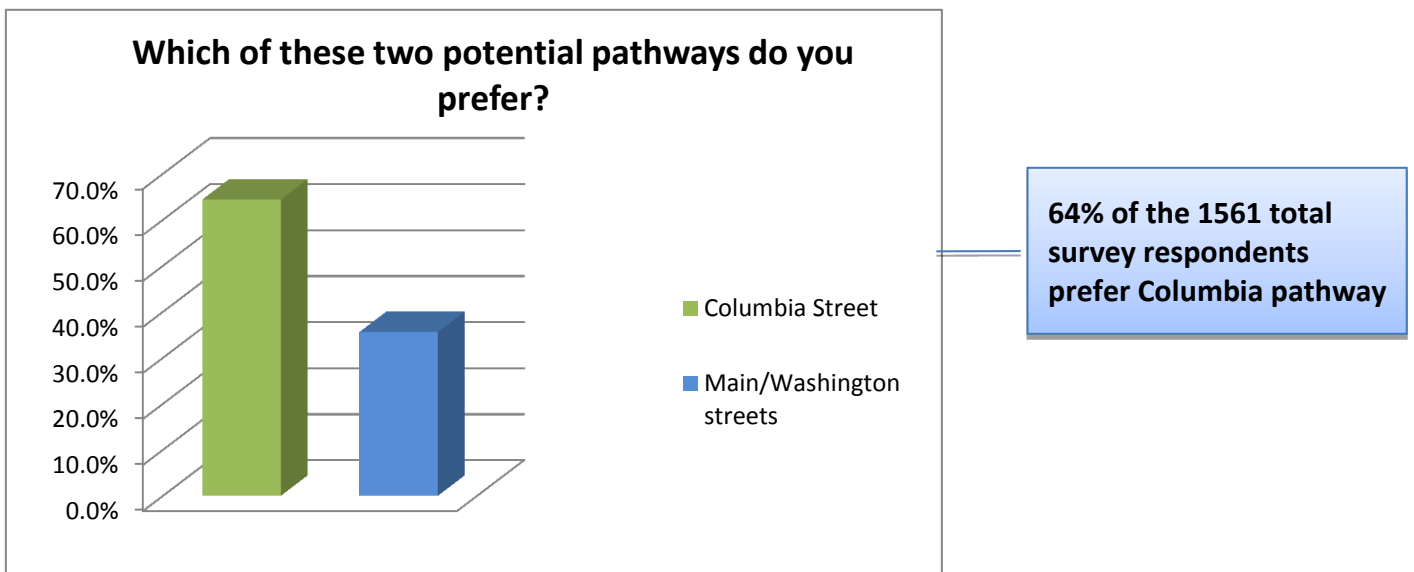
### Survey respondent demographics

Survey analytics show that approximately 11 percent of respondents to the demographic questions would be classified as low income with an annual household income of \$35,000 or less. Seven percent of respondents said they had a disability and of those, 70 percent said they were mobility impaired. Fourteen percent indicated they were a minority and one percent indicated English was not the primary language spoken at home.

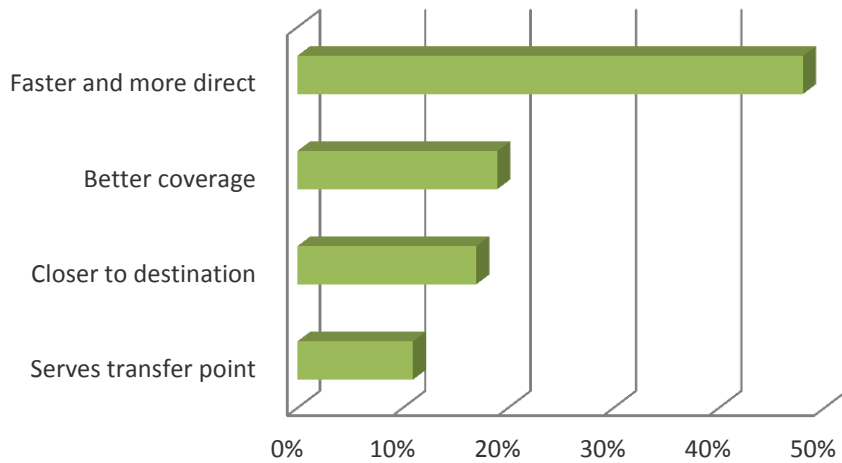
### Summary of community feedback

Survey respondents indicated:

- A preference for the Columbia pathway among the general public
- Fast and reliable service was the most important factor in selecting a pathway followed by a having stops close to the primary destinations where people traveled.
- Respondents preferred a pathway similar to their current one.

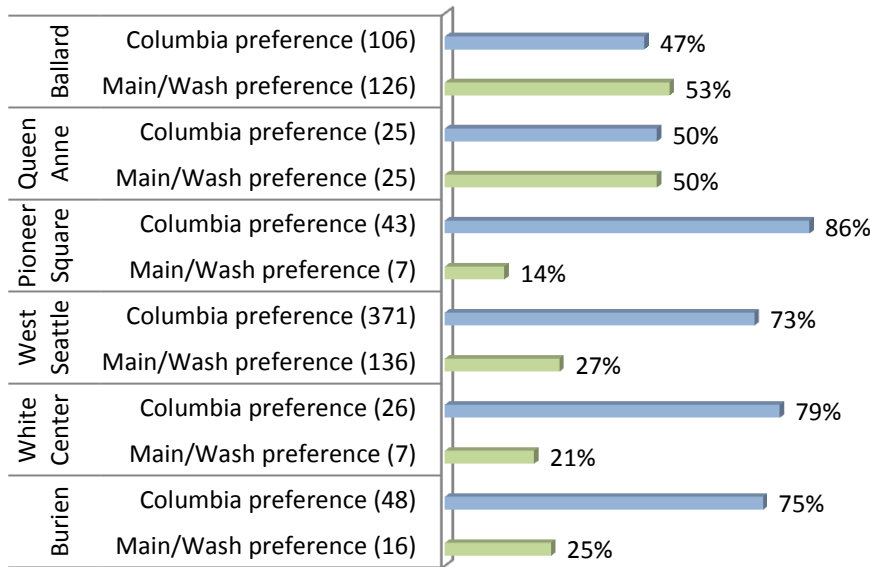


### Most important factors in selecting a pathway



Riders want a faster, more direct trip into downtown Seattle

### Pathway preference sorted by neighborhood



Riders tended to prefer their current pathways – West Seattle riders preferred Columbia while Ballard riders preferred Main and Washington