# Seattle Transit Measure (STM) Service Prioritization

Northwest Transit Exchange

October 3rd, 2024

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# Purpose & Outline

**Purpose:**

- Share SDOT's methodology for distributing transit service investments, and get your feedback

**Outline:**

- Seattle Transit Measure (STM) Background
- Transit Service Prioritization Methodology
- Origin-Destination Data
- Discussion

# STM Background

- Seattle Transit Measure (STM) approved in November 2020 with 80% voter approval
- Replaced the 2015 Seattle Transit Benefit District (STBD) Prop 1 (expired 2020)
- Levies a 0.15% sales and use tax (equivalent of $0.15 on a $100 purchase) from April 2021 – March 2027
- Raises ~$50M/year on average for transit service and access improvements

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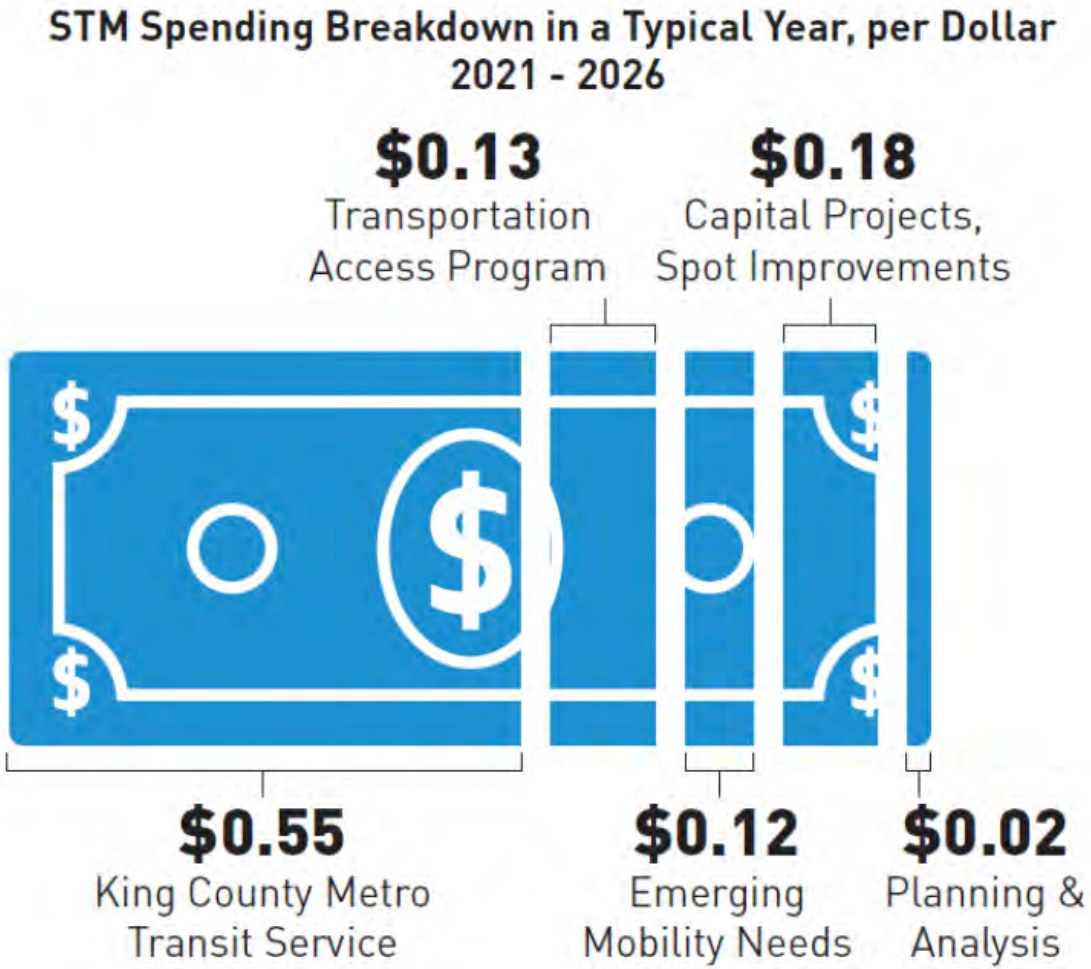
# STM Background – Funding Allocation



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# STM Background – Investment Approach

- STBD (2015-2020)
  - Based on Metro's Service Guidelines and gaps in the Frequent Transit Network.
  - Targeting investments in high-growth areas and future Rapidride corridors.
  - Equity analyses conducted in 2016 and 2017 overlaid service investments with demographic data on race, low-income households, people with disabilities, and zero car households. This data was used to inform future investments.

# STM Background – Investment Approach

- STM (2021-2027)
  - 84,000 annual service hours were carried forward from STBD.
  - Spending decisions focus on "*the needs of Black, Indigenous, and People of Color [BIPOC] and benefit these and other historically underserved communities, including low-income households, people with disabilities and other priority populations identified in SDOT's Transportation Equity program*."
  - Racial Equity Toolkit (RET) completed in 2021, leading to the development of the Transit Service Prioritization Methodology.

# Transit Service Prioritization Methodology



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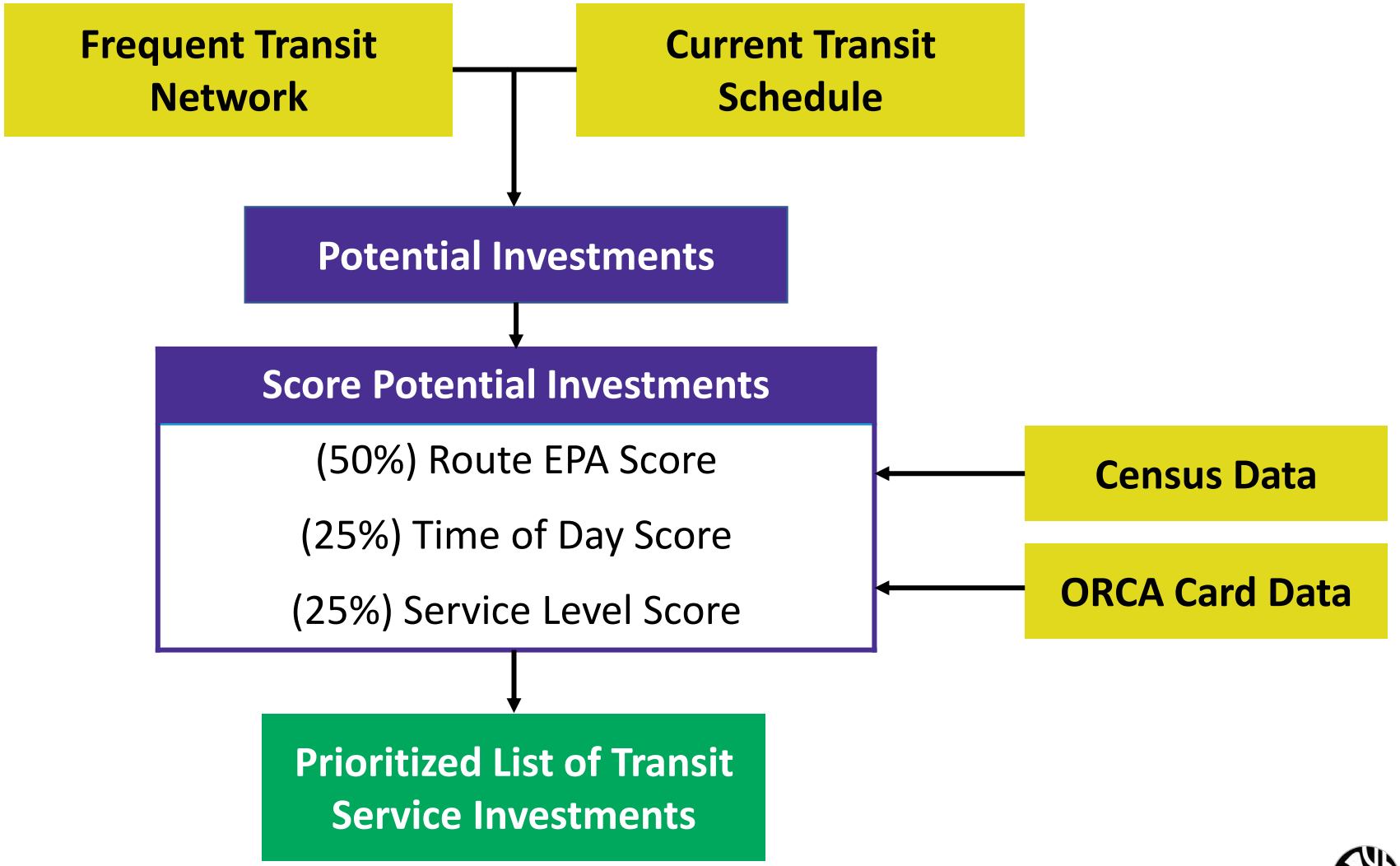
# Investment Prioritization Methodology



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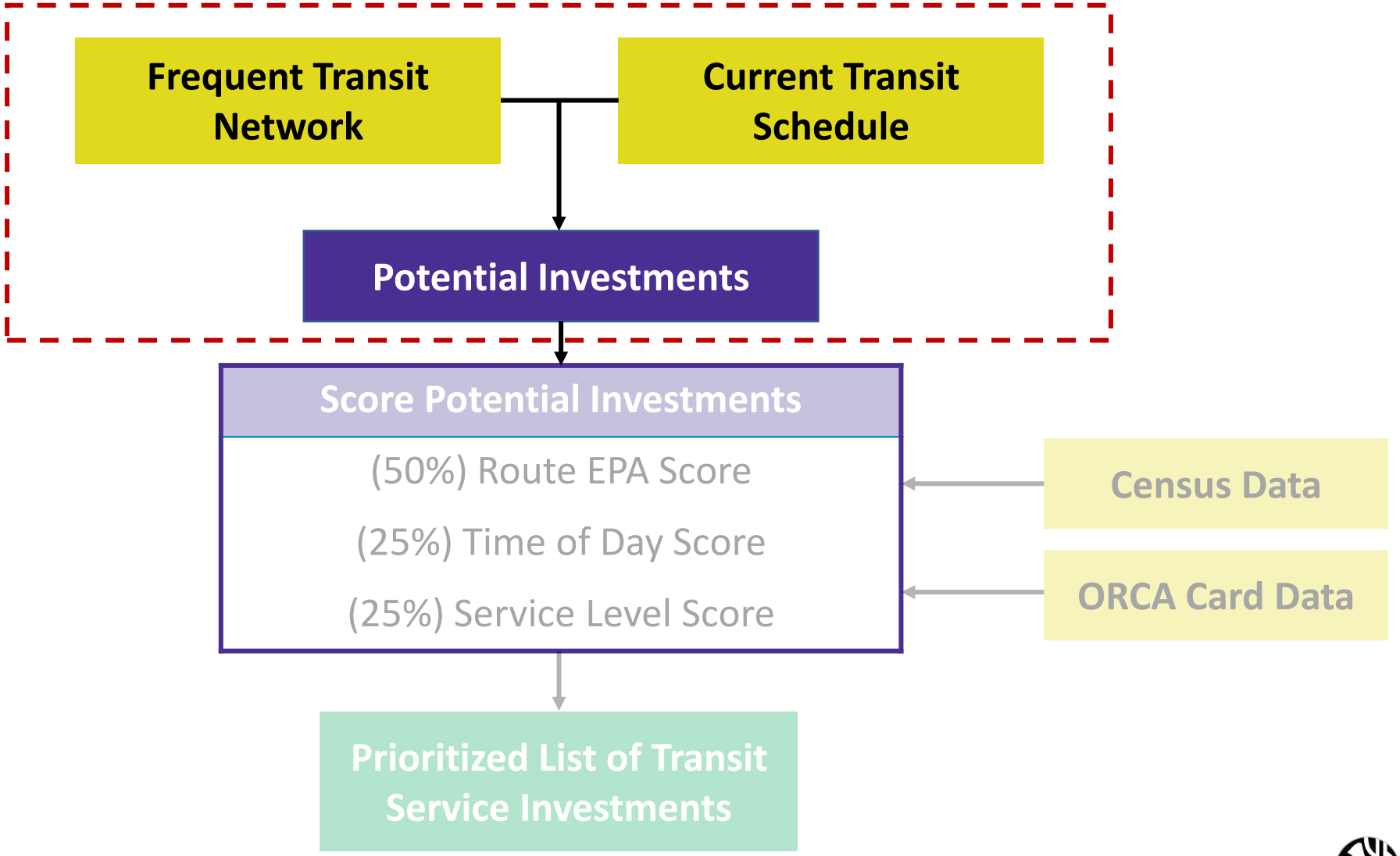
# Investment Prioritization Methodology



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# 1) Identify Potential Investments

## Frequent Transit Network (FTN)

## Current Transit Schedule

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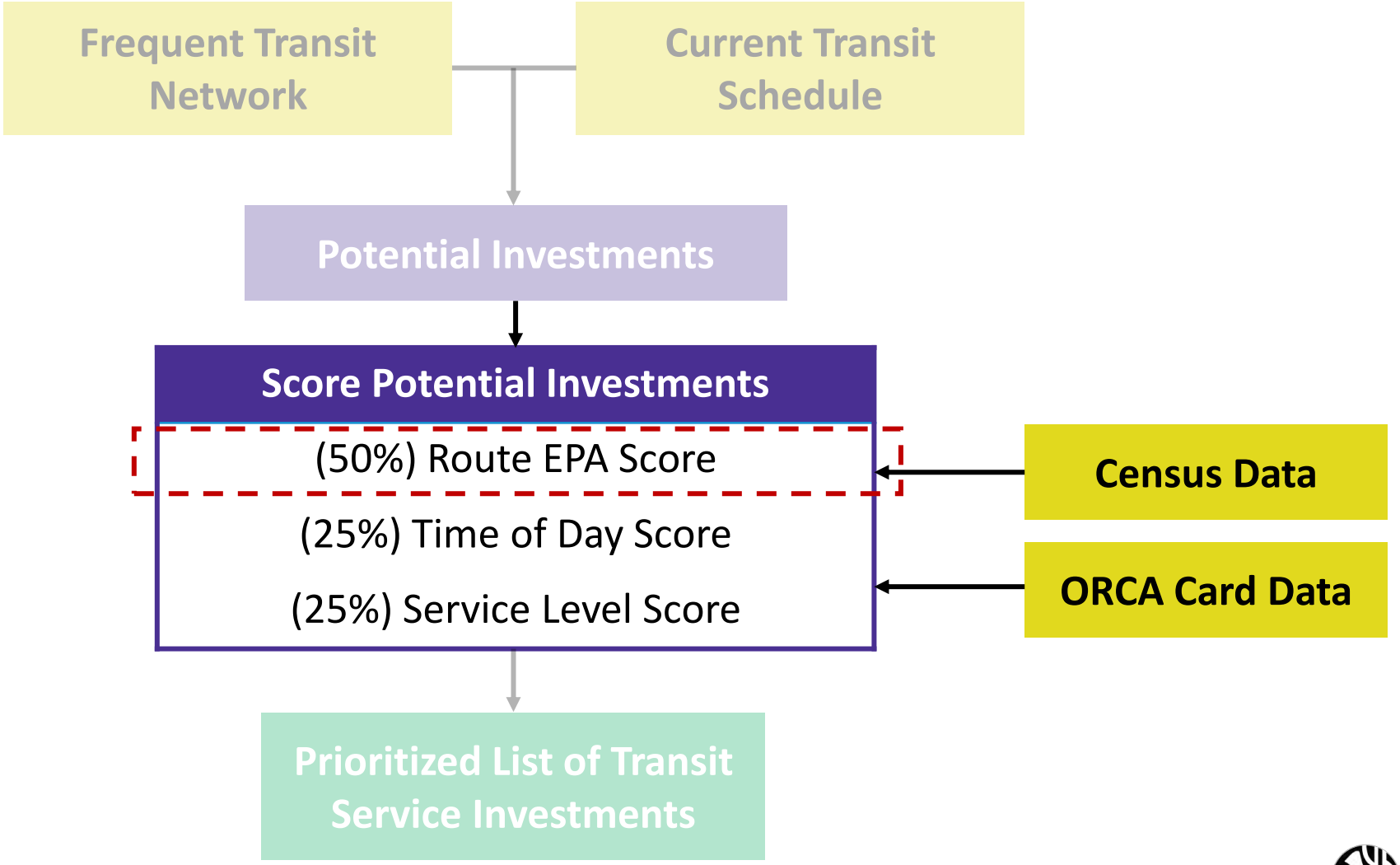




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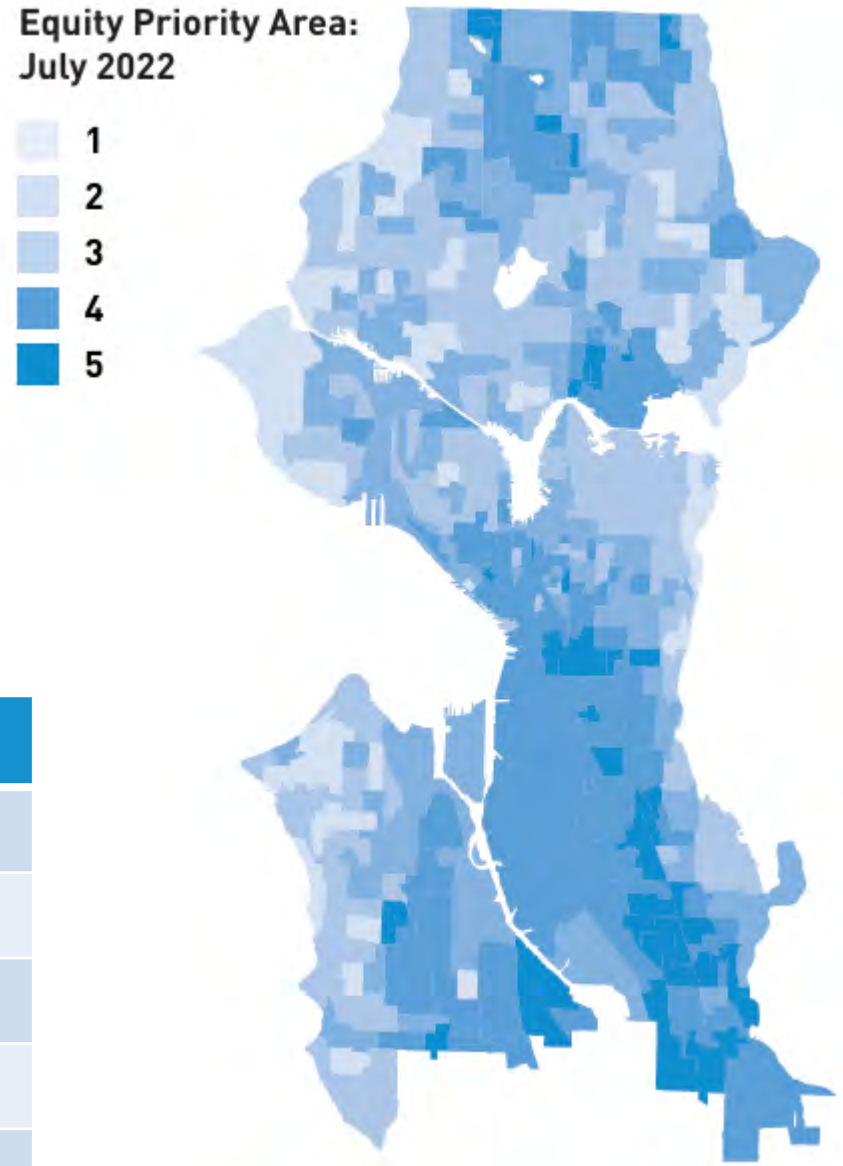
# 2) Score – Route EPA

- American Community Survey data is used to give each census block group in King County an Equity Priority score.
- Routes are assigned an Equity Priority score based on the average score of each bus stop the route serves, weighted by the number of trips serving the stop weekly. A bus stop's score is the same as the block group it is within.

| Population Characteristic | Weight |
|---|---|
| % Pop. that are Black, Indigenous, or People of Color | 40% |
| % Pop. with income below 200% federal poverty level | 30% |
| % Pop. that are foreign born | 10% |
| % Pop. that have a disability (ages 20-64) | 10% |
| % Households with limited English proficiency | 10% |



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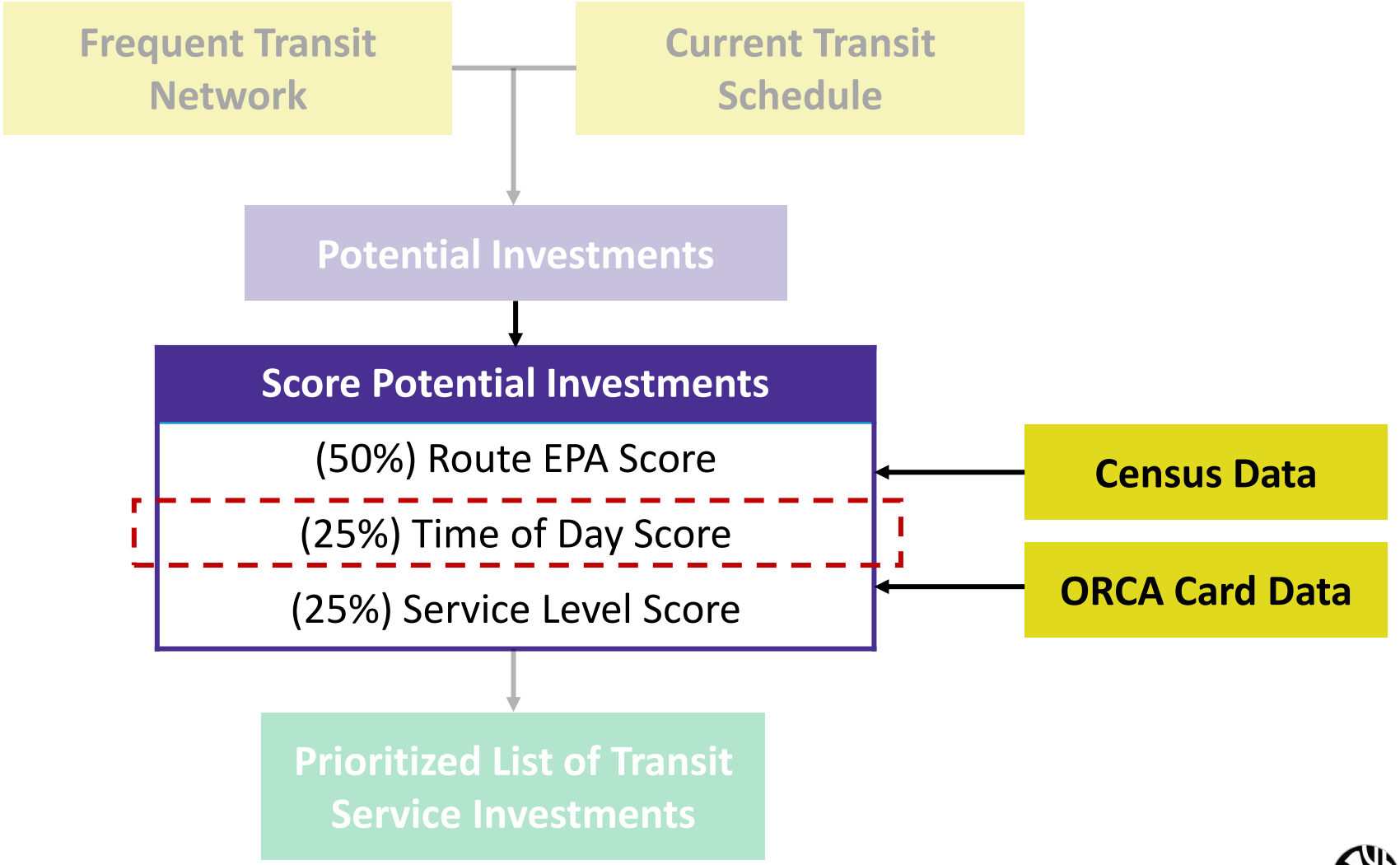




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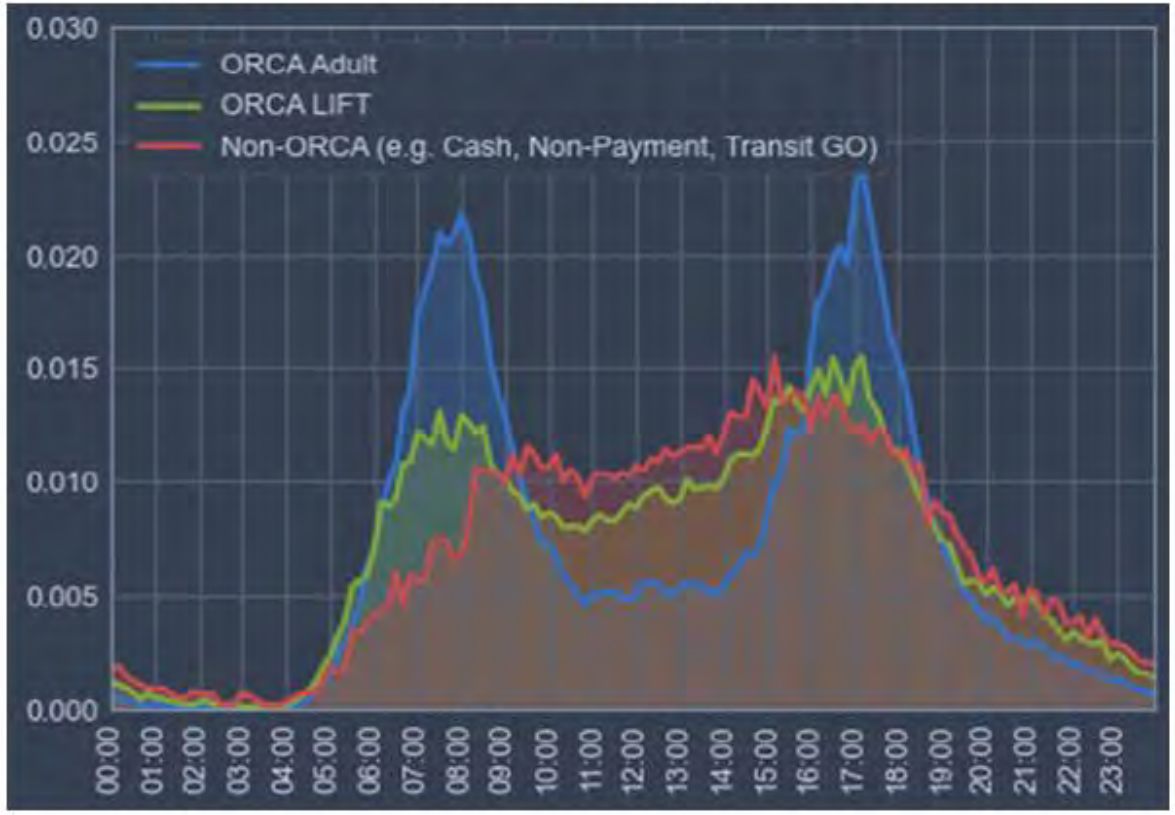
# 2) Score – Time of Day

- Potential investments receive higher scores if they would add trips during times when priority populations make up a disproportionate share of total riders, based on ORCA data.
- For each route, day of week, and hour, the percent of all ridership using reduced fare ORCA cards is used to assign a score from 1 to 5.

*Figure 9. Time of Day and Percent of Trips by ORCA Card Type.*



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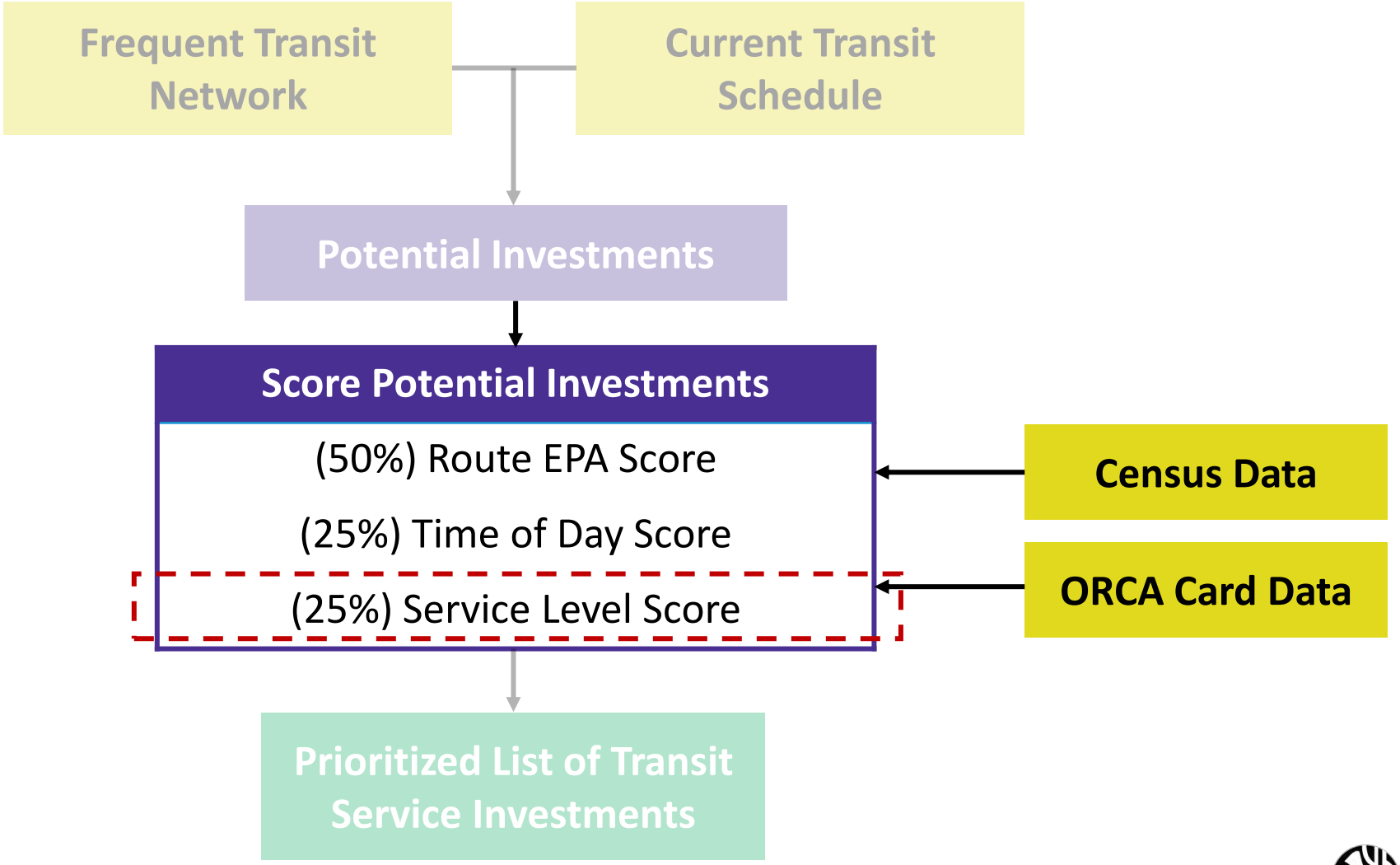




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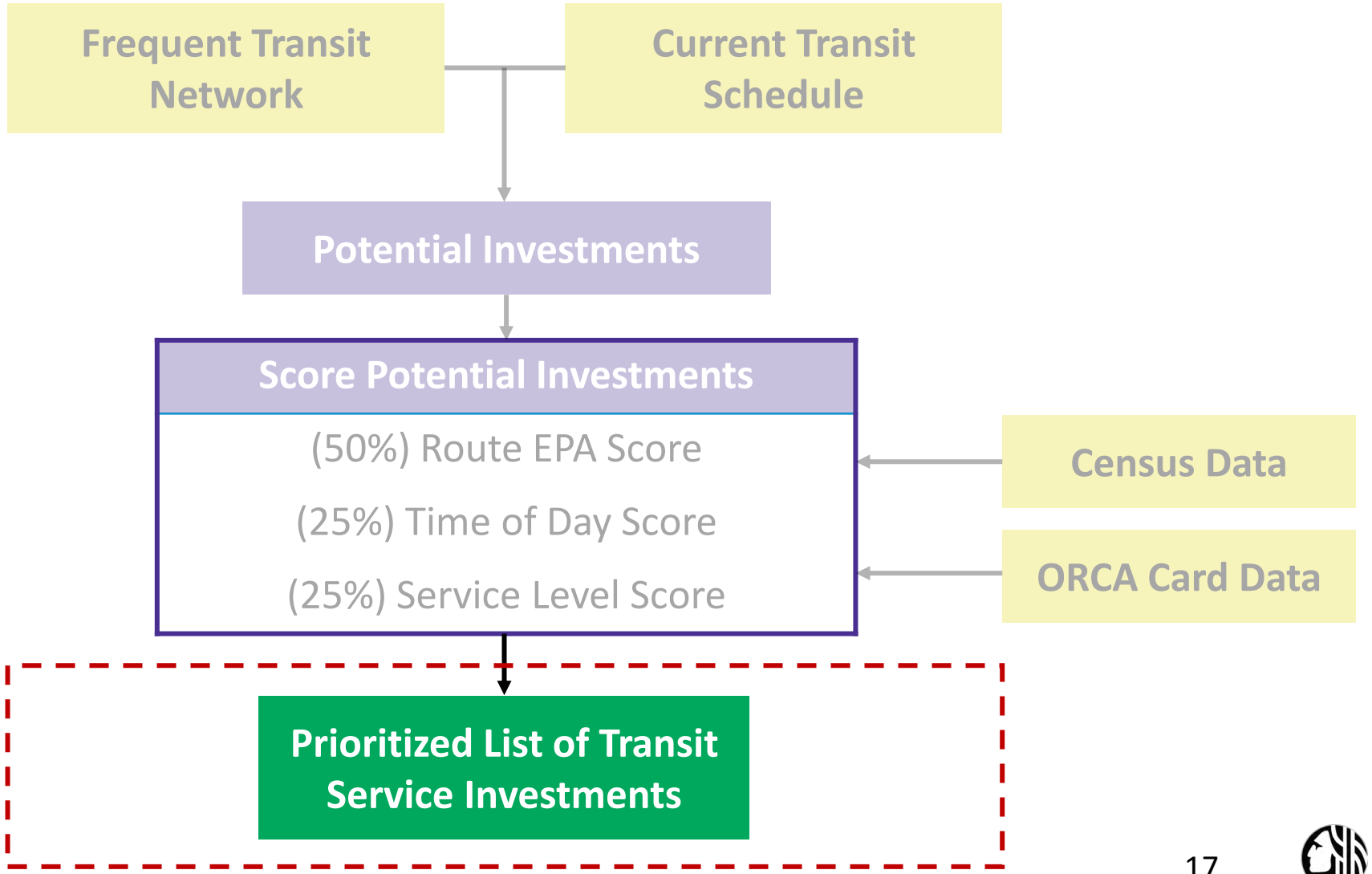
# 2) Score – Service Level

- Prioritizes routes that are further below their targets while also ensuring a minimum acceptable level of service across the city.
- Potential investments are scored 1 to 5.

| Service Level Investment | Target Service Level | Score (invest) | Score (gap to target) | Overall Service Level Score |
|---|---|---|---|---|
| Local | Very Frequent | 5 | 5 | **5** |
| Local | Frequent | 5 | 3 | **4** |
| Local | Local | 5 | 1 | **3** |
| Frequent | Very Frequent | 3 | 3 | **3** |
| Frequent | Frequent | 3 | 1 | **2** |
| Very Frequent | Very Frequent | 1 | 1 | **1** |

# Investment Prioritization Methodology



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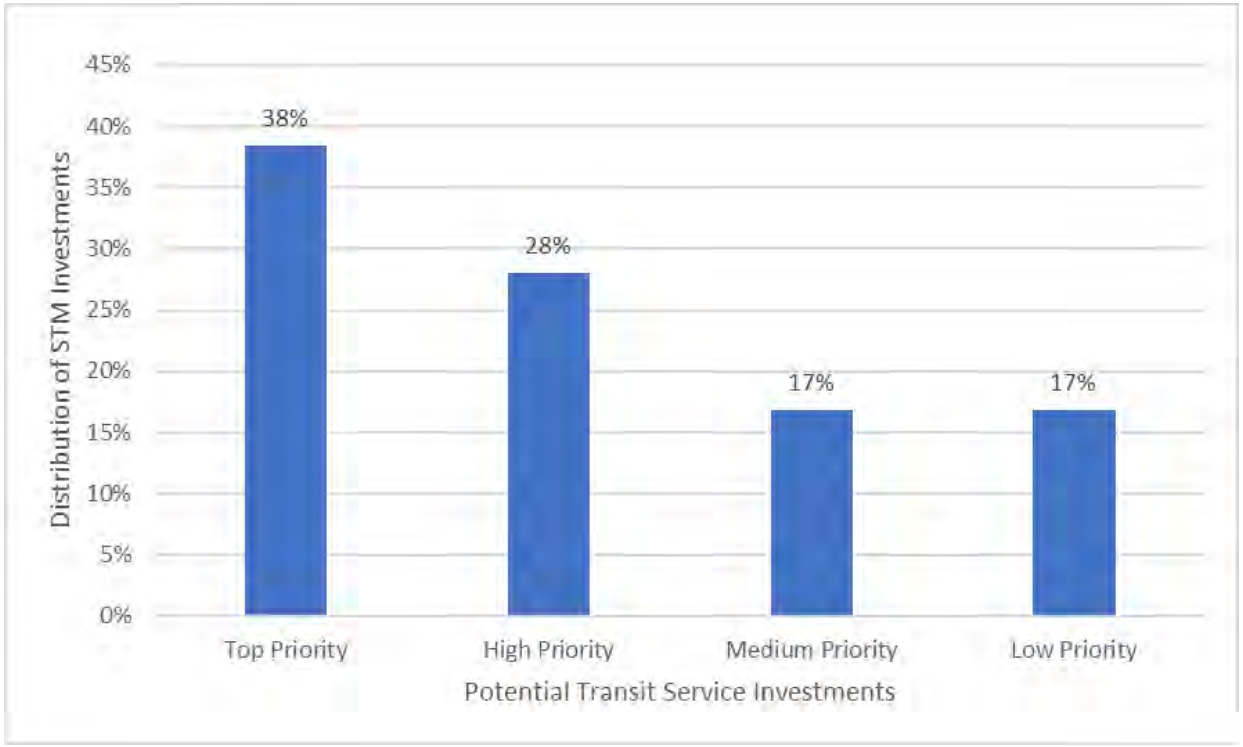
# 3) Prioritized List of Service Adds

## Fall 2024 Service Adds

| Route | Target | Trip Adds | Score |
|---|---|---|---|
| 107 | Frequent: 15 | 1 Sunday trip | 3.77 |
| H Line | Frequent: 10 Plus | 2 Sunday trips; 2 Saturday trips | 3.72 |
| 124 | Frequent: 15 | 1 Saturday trip; 2 Sunday trips | 3.63 |
| **60** | **Frequent: 10** | **1 Saturday trip** | **3.61** |
| **107** | **Frequent: 15** | **33 Weekday trips** | **3.60** |
| **125** | **Local** | **5 Weekday Evening trips** | **3.55** |
| 107 | Frequent: 15 | 52 Saturday trips; 52 Sunday trips | 3.53 |
| **60** | **Frequent: 10** | **44 Saturday trips; 44 Sunday trips** | **3.48** |
| H Line | Frequent: 10 Plus | 52 Saturday trips; 52 Sunday trips | 3.47 |
| **125** | **Local** | **19 Saturday trips; 52 Sunday trips** | **3.47** |
| 36 | Frequent: 10 Plus | 36 Sunday trips; 12 Saturday trips | 3.46 |

# Evaluation of Previous STM Service Investments

- In the 2022 STM Annual Report, SDOT pledged to use the new prioritization methodology to evaluate previous service investments beginning in 2023.
- **Evaluation Goal**: Understand how STM service investments made before 2023 stack up against all potential investments using new methodology
- Evaluation completed in Q4 2023; results indicated:
  - Generally good alignment of investments with prioritization methodology ranking
  - Should reallocate lowest priority investments into the top priority group



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# Origin-Destination Data



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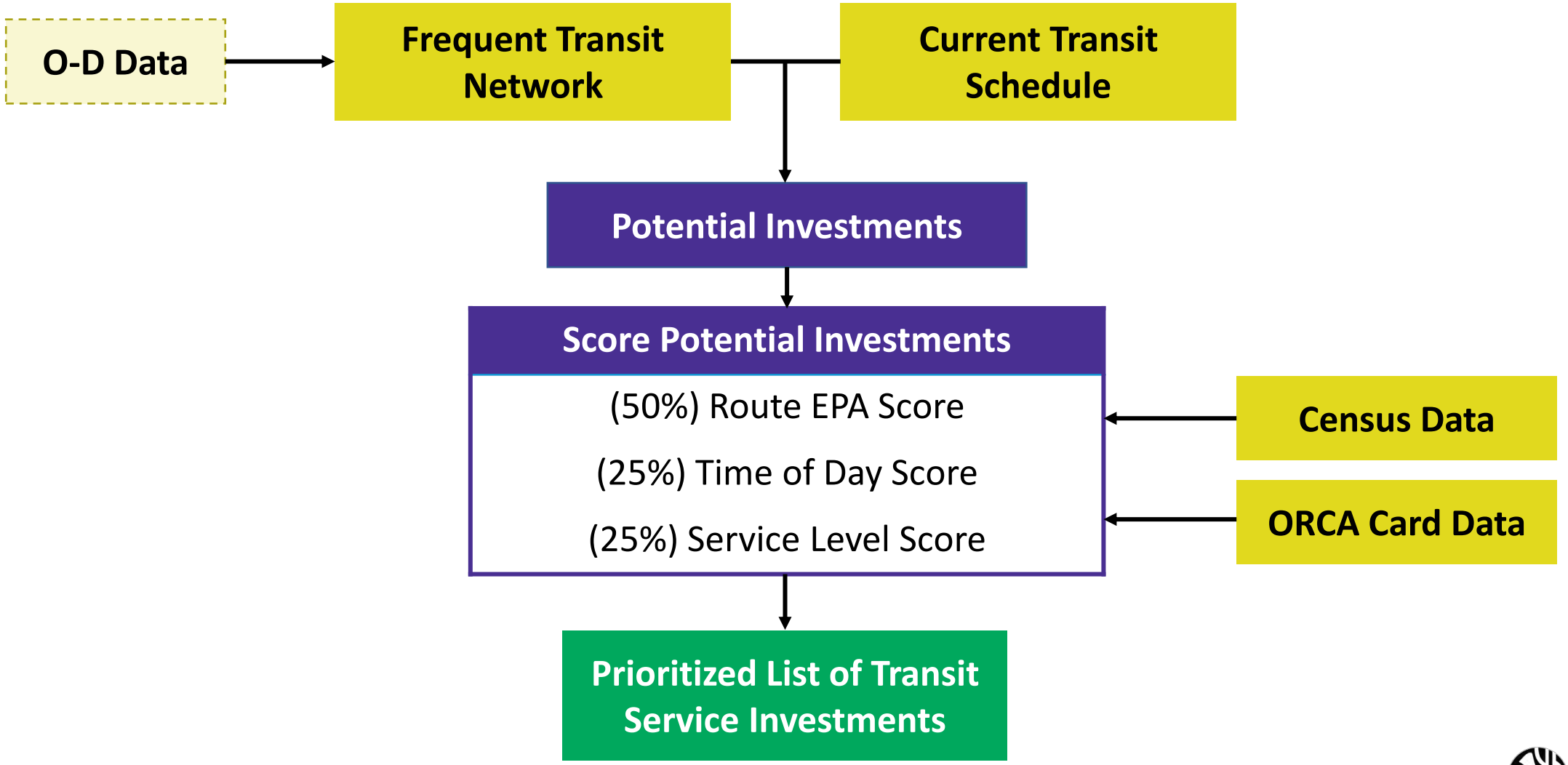
# Investment Prioritization Methodology



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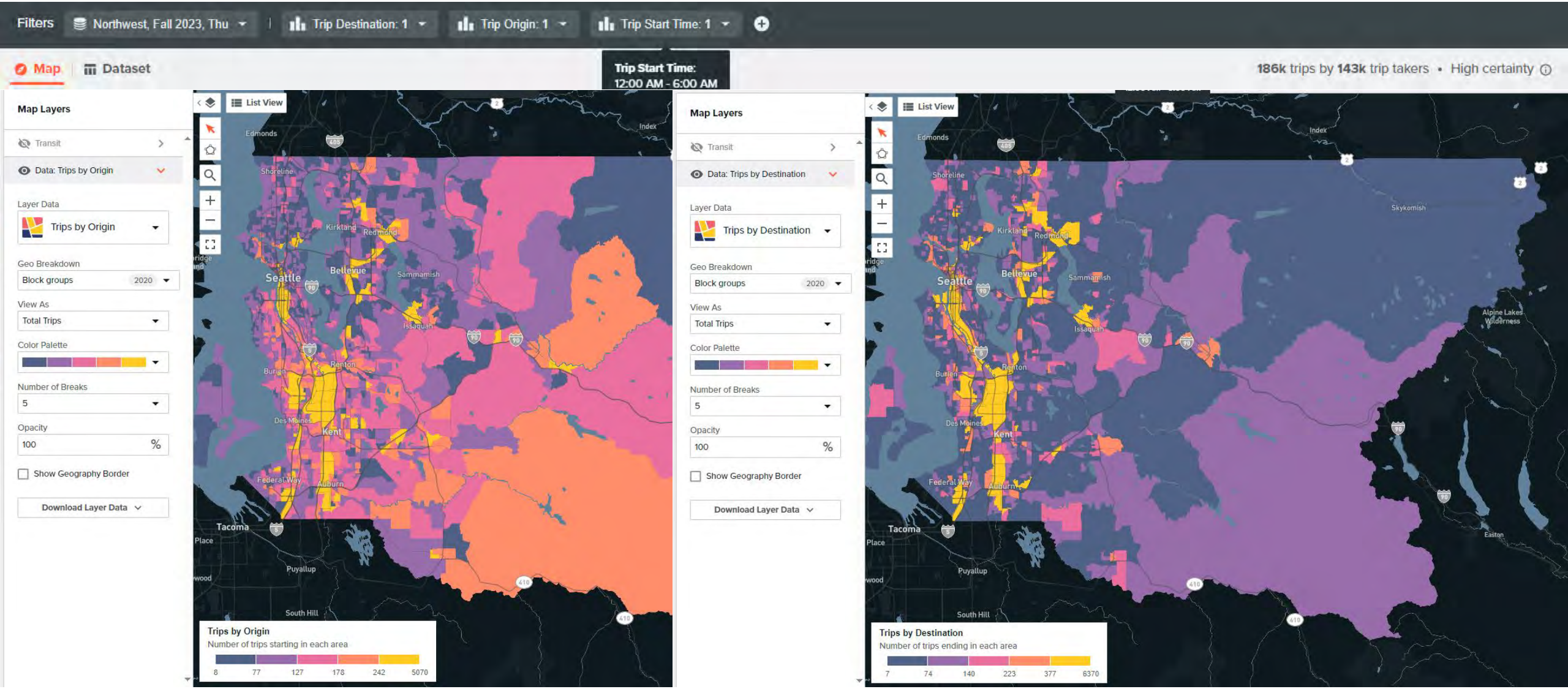




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# Thank you!



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