



Madison Street Area Bus Service Change Project

Phase One Community Engagement Summary

March – May 2023



Project background and purpose

The RapidRide G Line is currently planned to open in Fall 2024. The G Line project – originally known as Madison BRT – was introduced in the 2012 Seattle Transit Master Plan and is now in the process of being built. The G Line will operate every six minutes during peak times, encourage all-door boarding, ride in assigned bus lanes with special traffic signals and create various street improvements for the Madison Street corridor. All G Line features will help people move more efficiently and safely to the many destinations and services along E Madison Street, in partnership with the Seattle Department of Transportation (SDOT).

The opening of the new RapidRide G Line for Fall 2024 will run on an entirely new route in our transit system. Therefore, Metro will need to make changes to Capitol Hill, Central District, First Hill and Madison Valley bus routes in order to:

- Reduce a repeat of transit service along the E Madison St corridor
- Support street/roadway changes created through the RapidRide G Line Project.
- Improve transfer opportunities between transit services
- Improve transit connections between important destinations


Project goals

- **Improve mobility** for priority populations (as defined by the Mobility Framework) who are an important part of our current and potential customer base
- **Equitably inform, engage, and empower** communities and major employers traveling through the project area
- **Accommodate** the new RapidRide G Line
- **Improve bus service** to better meet the needs of riders and communities

Phase one community outreach

From March 20 through May 8, 2023, Metro shared information about the Madison Street Area Bus Service Change Project. Metro focused on reaching Route 10, 11, 12 and 47 riders and community members that live, work, and travel within the Capitol Hill, Central District, First Hill and Madison Valley neighborhoods. These routes and neighborhoods became important for our engagement efforts.

Metro prioritized online and in-person engagement with priority populations and engaged with as many riders and community members as possible throughout the project area. The main goal was to spread awareness about the proposed routes changes and to learn how feedback could best be shared.



We also developed a strong media plan, including ad purchases in local online and print publications to promote the project and online survey throughout Phase One engagement. Metro also posted weekly social media posts on Facebook, Instagram and Twitter, giving the public opportunities to offer feedback through the online survey and/or in-person engagement (i.e., open houses). In addition to English, project materials and information were provided in – Chinese, Korean, Spanish, Somali, Russian and Vietnamese.

Gathering community feedback, along with service and equity analysis and the project's service hour budget, helped inform which possible changes Metro would share in summer 2023. During this first phase of engagement, Metro focused on the following community engagement goals:

- Consult with communities about the Madison Street Area Bus Service Change Project concept and the RapidRide G Line
- Provide space and time for genuine rider feedback
- Elevate and center the voices from priority populations

What we heard

In-person findings

Metro engaged with over 267 people during phase one of in-person engagement. The following key themes summarize what Metro heard during these events.

- Riders are looking forward to the RapidRide G Line.
- Community members are interested in the bus service changes that come with the new G Line.
- Some were disappointed that Metro is proposing to remove Route 47 service.
- Others offered thoughts on bus route frequency and pathways for proposed route changes.
- Some suggested opinions about bus stop locations.
- Others asked about bus route service levels.

Online survey key findings

Metro received 2,027 online survey responses from March 20 through May 8, 2023. Overall, Metro received feedback from:

- 30% of respondents that identify as Black, Indigenous and/or as a Person of Color (BIPOC)
- 0.092% of respondents who are multilingual
- 2% of respondents who took the survey in a language other than English (two in Spanish and three in Korean)
- 48% of respondents with a disability

- 28% of respondents with low or no income

The following summarizes the feedback Metro received from the online survey.

Transit use

- A third or more of respondents use routes 10, 11 or 12.
- 84% of respondents use public transit weekly, with about a quarter (28%) riding 6 to 7 days a week.

Overall attitude toward proposed bus network

- Almost half (48%) of respondents agree the proposed bus network improves their ability to use public transit and connect to places that are important to them. Only a quarter (25%) disagree with the proposed transit network.

Attitudes toward revisions to Routes 10, 11 and 12

- There is mixed support for revising routes 10 and 12, with only 38% of respondents being supportive.
- More than half (51%) support the proposed changes to Route 11.
- The biggest reasons for not supporting or being unsure about supporting revisions to routes 10, 11 and 12 include:
 - Concerns with less or more difficult connections to light rail.
 - Difficulty with transfers.
 - The need to walk further.
 - More time on trips.
 - Reduced access to businesses, especially food establishments.

Attitudes toward removal of Route 47

- A small number of respondents (22%) support the removal of Route 47.
- The biggest reasons for not supporting/ being unsure about supporting the removal of Route 47 include the following.
 - Having to walk farther to access transit is challenging for those with mobility issues, given the steep hills in the area.
 - Leaving this densely populated area without easy access to public transit.
- Some now either use other routes (24%), walk/roll (10%) or drive/carpool (6%) to their destinations.



Next steps

Metro will use the feedback collected at events and from the online survey to update the proposed changes to routes 10, 11, 12 and 47. To capture final feedback, in summer 2023 Metro will share the updated routes with riders and community members in the Capitol Hill, Central District, First Hill and Madison Valley neighborhoods. Phase Two will follow the same engagement strategies and approach used in Phase One, but with more emphasis on reaching out to priority populations and affected riders.

Once complete, Metro will use the feedback collected during the second phase of engagement to update service proposals.

If you would like more information in your preferred language, please contact us at haveasay@kingcounty.gov

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- 联系我们 以电子邮件 (以您的首选语言) 发送至: haveasay@kingcounty.gov
- 聯絡我們 通過電子郵件 (以您的首選語言) 發送至: haveasay@kingcounty.gov
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