



MEMORANDUM

To: Transportation Commission

From: Allison Miskell, Transportation Planner, King County Metro – Mobility Services
Joel Pfundt, Transportation Manager

Date: April 23, 2021

Subject: JUANITA AREA COMMUNITY RIDE

Staff Recommendation:

It is recommended that the Transportation Commission receive a briefing, ask questions and provide comments on King County Metro's Juanita Area Community Ride transit service.

Background:

King County Metro Community Ride is an app-enabled transit option to get to local destinations and make bus connections. Rather than traveling along a fixed route, Community Ride offers on demand, point to point transportation within a designated service area. The Community Ride On Demand app provides your connection to shopping, appointments, transit, recreation, school, social events and more. Community Ride may also connect you to transit hubs to catch a bus, get to destinations beyond your neighborhood and back home. A Community Ride can begin and end anywhere within a designated service area during operating hours. Unlike fixed-route buses and shuttles that operate along a specific route only, Community Ride provides residents neighborhood and transit connections.

The Juanita Area Community Ride is operated Monday – Friday from 7:00 AM – 7:00 PM. The service area is show on page two of the memo.

The presentation will cover the following topics:

1. Community Ride Overview
 - a. Background – NEMP project
 - b. Service model
 - c. COVID modifications
2. Metrics
 - a. Ridership
 - b. Downloads
3. Marketing
 - a. Current approach
 - b. Word of mouth

