

# SOLID GROUND DOWNTOWN CIRCULATOR

## Overview and Survey Results



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**Seattle**  
Department of  
Transportation

# Our mission, vision, and core values

**Mission:** deliver a high-quality transportation system for Seattle

**Vision:** connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For **all**

# Overview

- History and Ridership of Circulator Service
- Survey Background and Results
- Next Steps

# History of Circulator Service

- Began in 2012, with end of Ride Free Area
- Mitigate impacts to those with little or no income
- Solid Ground hired to operate downtown circulator, serving Pioneer Square, Belltown and First Hill.
- \$350,000 annually to operate



# Service and Ridership

- Operates Monday-Friday, 7am-4pm
- Service every 30 minutes, 7 stops
- Annual Ridership:
  - 2016: ~75,000
  - 2017: ~61,000
- About 200-250 riders daily



# Survey Background

- 2018 budget restricted circulator spending to \$90,000 until survey and report on the results was complete
- Solid Ground developed in partnership with City and Metro focused on understanding:
  - Frequency and reasons for circulator use
  - Customer Satisfaction
  - Use of Metro Services



# Free Downtown Circulator

## Rider Survey 2018





# Survey Collected 2/12/18 - 2/23/18

## 224 individual surveys completed

Tell us what you think  
about the Downtown Circulator!

Name (optional) \_\_\_\_\_

How long did you wait? \_\_\_\_\_

Was your trip satisfactory?  yes  no

Was your driver helpful?  yes  no

How did you hear about the Circulator? \_\_\_\_\_

Why do you ride the Circulator?

housing  food  medical  services  commute  other

How often do you ride the Circulator? \_\_\_rides/week

Does the Circulator meet your transportation needs in the  
Downtown Seattle area?  yes  no  unsure

How can we improve the Circulator?

more hours  weekend service  expanded route  shorter waits  
 other \_\_\_\_\_

Date \_\_\_\_\_ Time of trip \_\_\_\_\_

Stop on \_\_\_\_\_

Stop off \_\_\_\_\_

What is your overall satisfaction with this service?

Not at all  
satisfied

Somewhat  
satisfied

Very  
satisfied

1

2

3

4

5

How often do you ride other Metro service? \_\_\_rides/week

How do you pay the fare on other Metro service? \_\_\_\_\_

Would you rather have access to regular bus service at a discounted  
fare or the existing circulator service?

discounted fare  Circulator  unsure

Do you use a mobility aid or need a lift to ride the Circulator  
or other Metro service? \_\_\_\_\_

Anything else you would like to tell us about the Circulator? \_\_\_\_\_



# Results

## How long did you wait?

**9 minutes**  
on average

## Was your trip satisfactory?

**94.0% Yes**  
0.9% No  
5.0% Blank

## Was your driver helpful?

**92.4% Yes**  
0.9% No  
6.7% Blank

## How did you hear about the Circulator?

**37.5%** Word of mouth  
11.6% Service Provider  
10.3% News/Flyer  
4.5% Medical  
7.1% Other  
29.0% Blank

## Why do you ride the Circulator?

**22.0%** Medical  
18.8% Food  
18.6% Services  
18.0% Commute  
12.3% Housing  
10.4% Other

# Results

**How often do you ride the Circulator?**

**5 rides per week on average**

**Does the Circulator meet your transportation needs in the downtown Seattle area?**

1.3%	No
2.2%	Unsure
3.1%	Blank

**What is your overall satisfaction with this service?**  
Rating 1-5 (not satisfied to very satisfied)

**4.6 overall satisfaction**

**How can we improve the Circulator?**

<b>37.6%</b>	<b>Weekends</b>
24.2%	Expanded Route
20.5%	More Hours
11.1%	Other
6.6%	Shorter Waits

# Results

How often do you ride other Metro service?

6 rides per week on average

How do you pay the fare on other Metro service?

33.0%	Orca Card/RRFP
23.2%	Cash
6.7%	Tickets
6.7%	Other
32.1%	Blank

Would you rather have access to regular bus service at a discounted fare or the existing Circulator service?

53.6%	Circulator
17.9%	Discounted Fare
15.6%	Unsure
10.3%	Both
3.6%	Blank

Do you use a mobility aid or need a lift to ride the Circulator or other Metro service?

68.3% No    14.7% Yes    17.0% Blank

# What riders are saying...



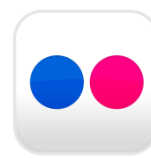
# Options for Further Consideration

- Targeted focus groups to better understand user needs
- Consider whether alternatives, such as reduced fare programs, could meet needs
- Improving circulator service to attract more riders

# Questions?

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[www.seattle.gov/transportation](http://www.seattle.gov/transportation)



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