



Date: May 21, 2019
Time: 5:00 p.m.
Place: Chambers

I. PRESENTATIONS

1. Rapid Ride

April Delchamps, Senior Transportation Planner, Hannah McIntosh, RapidRide Program Director, and Greg McKnight, RapidRide I Line Project Manager, provided an overview of the program.

RapidRide is a robust arterial bus rapid transit service that is the "Best of Metro," has high quality service and facilities, employs state of the art innovations, travels natural transportation corridors, and has the highest level of speed and reliability investments among metro services.

McKnight advised they are working on the planning stages of RapidRide I Line connecting Renton, Kent, and Auburn. Currently there are 6,000 daily riders on routes 169 and 180. Metro expects to invest \$120 million in capital investments that will include station amenities, new transit lanes, new sidewalks and new bike lanes.

King County is applying for FTA Small Starts Funding in 2020. Preliminary design in 2019-2020, final design and construction 2021 - 2023 and service is expected to start in September 2023.

The I line will run parallel to the Federal Way link extension. They are hoping to obtain half of the required funding from FTA grants. McIntosh provided details on the grant process.

Renton-Auburn-Kent Area Mobility Plan

Improve mobility for historically under served populations.

Re-balance service to increase network efficiency and invest in priority areas. Integrate RapidRide, fixed-route transit, dial-a-ride transit, and flexible mobility services.

Schedule for Renton-Kent-Auburn Area Mobility Plan

- Now - Fall 2019 - Outreach and Plan Development
- Fall 2019 - Spring 2020 - Service Change Ordinance Development
- Summer 2020 - Service Change Education
- Sept. 2020 -Service Change Begins

Community Engagement

- Metro is building overall awareness of the expansion program. They are explaining to the community the value of their participation and are listening to learn about and understand community needs and priorities along the corridor.
- Phase 1 - Needs Assessment (February - May)
- Phase 2 - Concept Development (May-July)
- Phase 3 - Final Plan (September)

Key Questions that will be addressed:

1. Where do community members go or where would you like to use transit in the Renton-Kent-Auburn areas?
2. What are the current barriers to accessing transit in the Renton-Kent-Auburn area?
3. What transit area improvements would encourage people to use transit more frequently?

Currently assessing:

- Public engagement process around Metro network needs
- Coordinating internally with other projects in Kent
- Capital investments for RapidRide Service
- I Line pathway - James or SR 516 (Canyon)

Upcoming activities

- Convening Mobility Board and Advisory Board
- Attending community events over the summer
- Planning community briefings and partnerships
- Ongoing coordination and planning with agency staff.

Metro-Kent Partnership

- Mobility plan recommendation
 - o Potential decision or action Q4 2019
- RapidRide I line locally preferred alternative
 - o FTA Small Starts application requirement
 - o Capital Investments within Kent
 - o Potential Decision or action Q4 2019 - Q1 2020
- Funding partnership
 - o Kent applied for and received an \$8 million grant for this project

Next Steps include:

- Developing recommendations based on feedback from Mobility Board, Advisory Board, and Kent city staff
- Return to Kent City Council on July 16 to report on progress

Councilmember Higgins requested King County partner with the City when it comes to improvements to infrastructure and connectivity at the stations and to consider expanding service on the North end of the East Hill so that a rider would only need to ride two buses to get to downtown Seattle.

2. Communications Update

Dana Neuts, Communications Manager gave a brief overview of the Communications Update that includes the mission, roles, tools and impact, and what's next.

The Communications Mission is to engage residents and businesses through genuine, inclusive two-way communication, represent the City professionally in all we do - meetings, public outreach, social media posts, marketing collateral, legislative and media relationships, resident and business communications and position Kent as a leader, a City to emulate, and one to be noticed, regionally and nationally.

Neuts reviewed the roles of the Communications Manager, Neighborhood Program Coordinator, and Community Engagement Coordinator.

Neuts indicated that Multimedia is a separate department, but critical to communications for consistent branding and messaging.

Communications is a 24/7 job. The team rotates covering issues as they arise.

Neuts reviewed the 2019 Legislative Agenda top 5 priorities achieved. Neuts expressed appreciation of Briahna Murray of Gordon Thomas Honeywell and the City's legislators in 11th, 33rd, and 47th districts for supporting Kent.

Neuts provided details and statistics on the use of social media tools:

- Facebook and Twitter statistics
- LinkedIn
- Vimeo
- YouTube
- Instagram
- Nextdoor

Each social platform has a unique audience and reach, purpose, content, shelf-life, voice and frequency. The goal is to engage the community and meet them where they are.

Neuts reviewed:

- KentWA.gov/News

- eConnect
- Scene
- Coffee & Conversation
- Ask me Anything with Mayor Ralph
- Kent Now videos

The goal of the City's Blog KentWA.gov/News, is to put all City news in one location for easy reference and to create a place for City to tell its own stories.

What's next?

Neuts indicated her team will be:

- Creating a strategic 2020 Communications Plan
- Identifying ways to build communications capacity internally, including a hiring a communications intern for the summer
- Refining governance, policies, best practices, standards and training for communications tools
- Developing a community engagement checklist and standards internally and feedback loop/outward reporting mechanism externally

Council expressed their appreciation of Neuts and her team and for growing the communications tools since she was hired as the Communications Manager.

Council expressed a desire to have a written policy regarding posting and responding to content on the City's social media tools.

Council also suggested Neuts reach out to the Police Department to see if their best practices regarding their use of Facebook and Twitter might help increase followers on the City's social media.

Meeting ended at 6:36 p.m.

Kimberley A. Komoto
City Clerk