

INNOVATIVE MOBILITY & TRANSIT

KING COUNTY METRO

APTA Annual Conference
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King County
METRO

Outline

- **First reflections**
- **Initial analyses of new services and technologies**
- **Innovative mobility action agenda**
- **Shared mobility initiatives**
- **Institutional change at Metro**

First reflections

King County Metro (2016)

Service Area	2,134 square miles
Population	2.1 million
Employment	1.36 million
Fixed-route ridership	121.5 million
Vanpool ridership	3.6 million (2015)
Access ridership	1.3 million (2015)
Active bus fleet	1,414 excluding ST
Bus stops	over 8,000
Park-and-rides	137 lots
Park-and-ride spaces	26,869 w/ ST



First reflections

Embracing innovation

- New private actors and technologies in public transportation space.
- Protecting the role of transit requires proactive approach towards innovation.
- Learn-by-doing, 'fail forward'.

Local News | Technology | Traffic Lab

UberHop: New carpooling service rolls out in Seattle

Originally published December 10, 2015 at 8:52 am | Updated December 10, 2015 at 12:39 pm

Uber tests out carpool rides with specific pickup and drop-off locations.



By **Evan Bush**
Seattle Times enterprise producer

Uber is [launching a new service](#) during Thursday's commute, and it looks closer to transit than taxi.

The service, called UberHop, costs \$5. Riders meet an Uber driver at a pickup spot, join the carpool and are driven downtown.

The company is launching three trial routes: From Ballard to South Lake Union, from Capitol Hill to downtown, and from Wallingford to downtown.

The routes will run from 7 to 10 a.m. and be reversed for the evening commute, between 5 and 8 p.m.

The app Thursday morning showed cars on each route leaving every 15 minutes from designated pickup sites.



Eastside | Local News | Traffic Lab

Micro-transit firm Chariot to join Seattle market

Originally published June 21, 2017 at 6:00 am | Updated June 21, 2017 at 4:00 pm



Lyft Shuttle mimics mass transit with fixed routes and fares

Buses are the new ride-share

by Andrew J. Hawkins | [@andyjayhawk](#) | Mar 29, 2017, 4:15pm EDT

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NOW TRENDING

First reflections

We are not starting from scratch



Bike racks, 1978



Vanpool, 1979

First reflections

We are not starting from scratch



Flexcar, 2000



Pronto, 2014

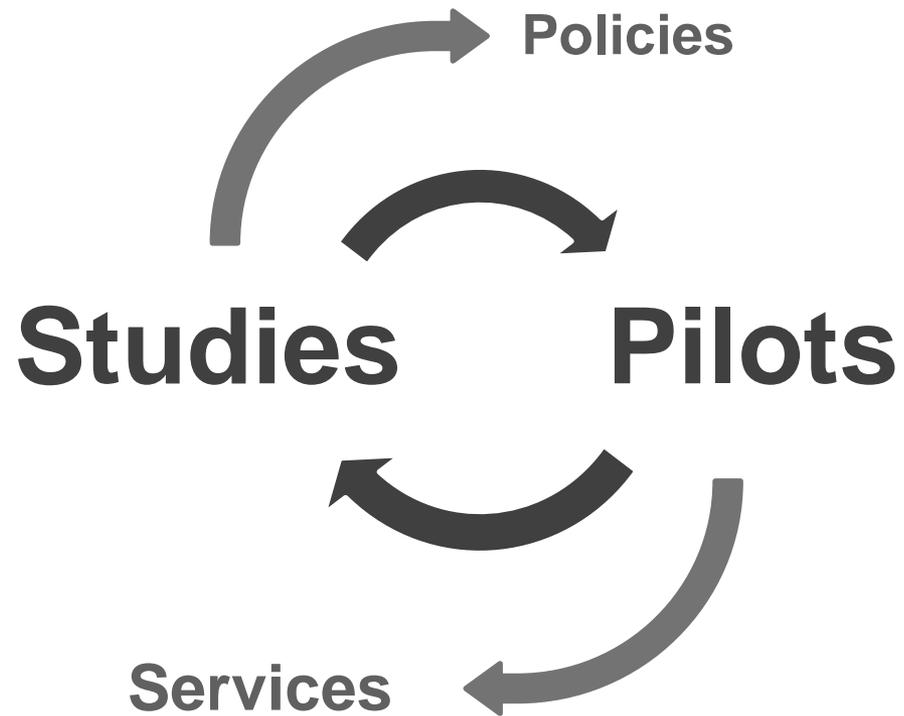
First reflections

Community Connections

- A new model to deliver mobility services to parts of King County that do not have the infrastructure, density, or land use to support traditional fixed-route bus service.
- Key features:
 - Community based process
 - Innovative services & products
 - Customized, creative solutions
 - Community partnerships
- Metro has provided and contracted new services, including:
 - Community transportation hubs
 - Community ride
 - Real-time rideshare
 - Trip pool
 - Community shuttle
 - Community van



A basic framework for innovation



Shared mobility report

SHARED MOBILITY TECHNICAL REPORT



July, 2017

 King County
METRO

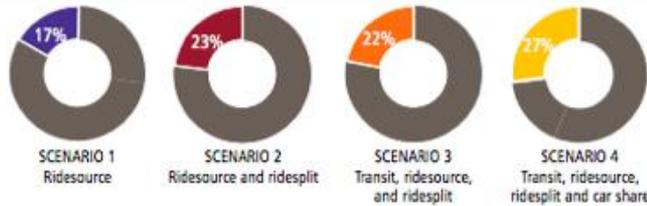
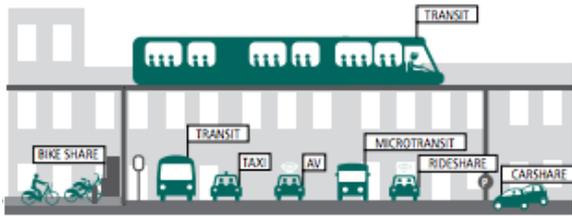
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- A collaboration between Metro, SDOT, Sam Schwartz Consulting and the UC Berkeley Transportation Sustainability Research Center.
- Development of methodological foundations to analyze the potential impact of shared mobility and other trends in the sector.

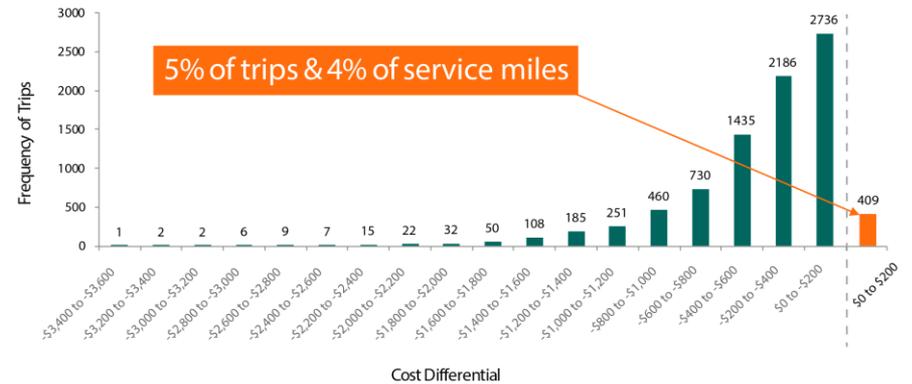
Shared mobility report

User: Improved options, reduced costs



- 17-27% of existing vehicles in King County could be reduced because it is cheaper for their owners today to choose shared mobility options.
- 17% = 227,658 cars!
- In additional scenarios accounting for AVs, reduction increases to 31-45%.

Agency: Improved services, reduced costs



- An analysis of the productivity of Metro’s non-express bus service shows that 5% of runs and 4% of service miles would be cheaper to the agency if provided by TNC.
- 36% of these trips occur between 10:00 pm to 5:00 am; 26% occur between 5:00 am to 9:00 am.

Innovative mobility action agenda

To achieve Metro's goals in both the short- and the long-term, Metro will embrace innovation by pursuing the following strategies:

- | | | | |
|------------|--|-----------|--|
| I | Leverage the growth of shared mobility options as a complement to Metro's services. | IV | Integrate Metro's data management platforms and engage with Smart City initiatives throughout King County. |
| II | Build an internal framework to support the realization of Mobility-as-a-Service . | V | Advance efforts to improve the efficiency of existing infrastructure and realize compact urban forms . |
| III | Embrace the strategic opportunities brought by electric, connected, and automated vehicles. | VI | Strengthen Metro's institutional capabilities to invest and nurture a culture of innovation . |

Innovative mobility action agenda

To achieve Metro's goals in both the short- and the long-term, Metro will embrace innovation by pursuing the following strategies:



I Leverage the growth of **shared mobility** options as a complement to Metro's services.

II Build an internal framework to support the realization of **Mobility-as-a-Service**.

III Embrace the strategic opportunities brought by **electric, connected, and automated** vehicles.

IV Integrate Metro's **data management platforms** and engage with **Smart City** initiatives throughout King County.

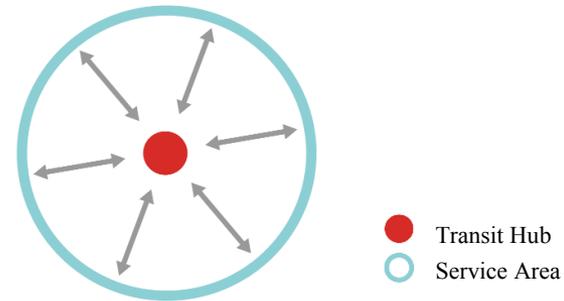
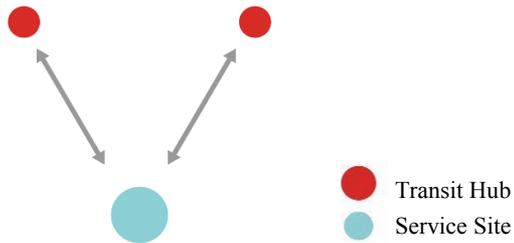
V Advance efforts to improve the efficiency of existing **infrastructure** and realize **compact urban forms**.

VI Strengthen Metro's institutional capabilities to invest and nurture a **culture of innovation**.



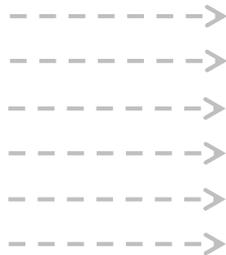
Shared mobility initiatives

First/Last mile program



Pilot #1: Bellefield

- 1 location
- Predetermined O-D pairs, < 2 miles
- Ridesplit only: UberPool
- Single flat fare for all rides
- Individual trip data sharing
- Separate WAV solution



Pilot #2: FTA MOD Sandox

- 3-4 locations
- Open service within 2-3 mile radius service area.
- Ridesplit and ridesource: Lyft Line, Lyft
- Standard rates, low income rates
- Individual trip data sharing, data sharing platform
- Integrated WAV solution, call center dispatch

Shared mobility initiatives

First/Last mile program

- **Challenge bringing together:**
 - Old institutions & new business models
 - Government policy goals & corporate goals
- **Principles:**
 - Incremental approach
 - Incentivize more comprehensive services, performance
 - Higher risk tolerance
- **Pilot #3:**
 - Build on lessons learned
 - Use RFP process to advance market to where we want it to be.
 - Closed proposal evaluation, targeting service launch in Q4 2017 / Q1 2018.



Shared mobility initiatives

Private transit management

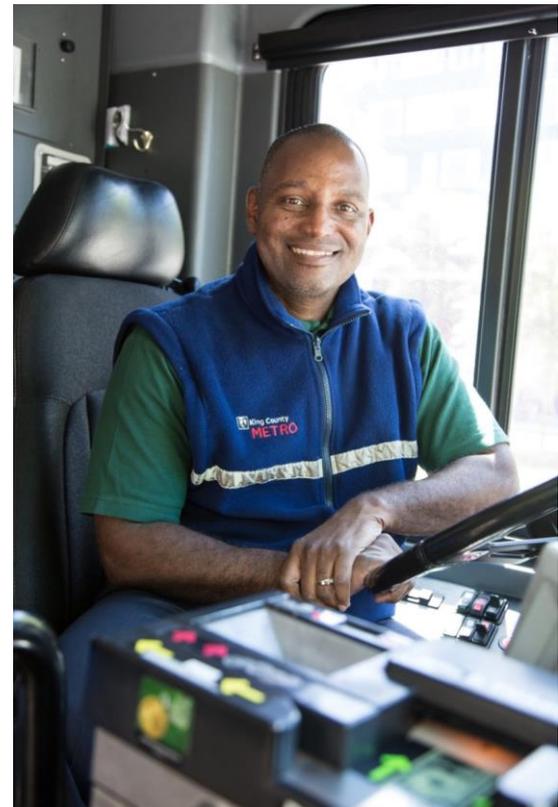
- **Background:**
State law awards Metro a local monopoly for the provision of public transportation services.
 - Original vision behind this law was prevent other providers from competing in our market.
 - 2017 reinterpretation is Metro will manage provision of services by new providers.
- **Approach:**
Implement a formal process to proactively authorize, monitor, and evaluate the provision of privately operated public transportation services, while retaining the overall management of public transportation.
- **Timeline:**
Intake process open in Q4 2017
Service launch in Q1 2018



Nurturing innovation

Embracing change at Metro

- **An expansion of our role – from service provider to mobility management.**
 - Growing role for partnerships and coordination with private sector operators.
 - Managing leadership through this change.
- **Advance needed regulatory changes to reduce barriers to innovation.**
- **Internal considerations**
 - Higher risk tolerance
 - Organizational changes and resource allocation
 - Labor discussions
 - Workforce development



Thanks!

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