Shared Mobility in Seattle:

Catch a Fish, Catch a Bus, Catch a Ride

APTA Sustainability & Multimodal Planning Workshop

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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**

Presentation overview

- Transportation in Seattle
- New Mobility Playbook
- Mobility as a Service (MaaS)
- Shared Mobility Hubs
- SODO Community Connections

Transportation in Seattle – Transit

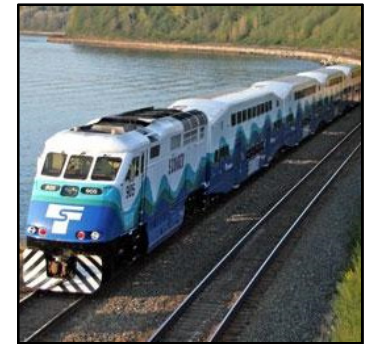- King County Metro
  - Bus, trolleybus, BRT

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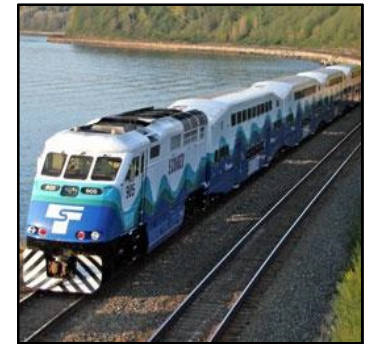
- Sound Transit
  - Light rail, bus, commuter rail
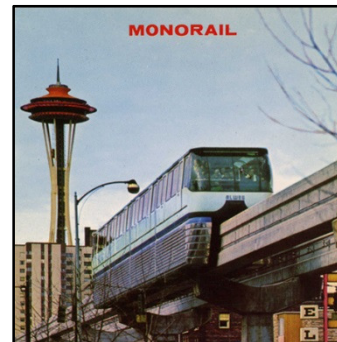
Transportation in Seattle – Transit

- King County Metro
  - Bus, trolleybus, BRT

  King County METRO

- Sound Transit
  - Light rail, bus, commuter rail

  SoundTransit

- SDOT/City of Seattle
  - Monorail, streetcar

  Seattle Department of Transportation

Transportation in Seattle – Transit

- King County Metro
  - System: 328K pax/weekday (~236K in Seattle)
    - Trolleybus routes: 73K pax/weekday (all in Seattle)
    - RapidRide BRT: 66K pax/weekday (~44K lines in Seattle)
- Sound Transit
  - Link light rail: 69K pax/weekday (~62K in Seattle)
  - ST Express regional bus: 63K pax/weekday (~50K in Sea.)
  - Sounder commuter rail: 17K pax/weekday (~15K in Sea.)
- SDOT/City of Seattle
  - Monorail: 6K pax/weekday
  - Streetcar: SLU 2.2K pax/weekday, First Hill 3K/weekday

Transportation in Seattle – "New"

- Ridesource/ridesplit: ~30K trips/day [Q4 '15, Q3 '16]
  - >10K Transportation Network Companies (TNC) vehicles active each week (Uber, Lyft, etc.)
- Free-floating carshare: ~4.4K trips/day
  - 1,940 vehicles (Car2Go, ReachNow)
  - 120K memberships (700K population in Seattle)
  - 125 dedicated on-street spaces, more to come
- "Pronto" station-based bikeshare: ~280 trips/day
  - 54 stations, 500 bikes; ended March 2017
- Free-floating bikeshare: ~2.1K trips/day [Q3 '17]
  - 1K bikes today, soon 3K to 6K+ (Spin, LimeBike)

New Mobility

What is it?

- Emerging technologies
- Smartphone- or app-enabled
- Shared mobility services
- On-demand and door-to-door service
- Need-based/pay-as-you-go
- Built on data infrastructure
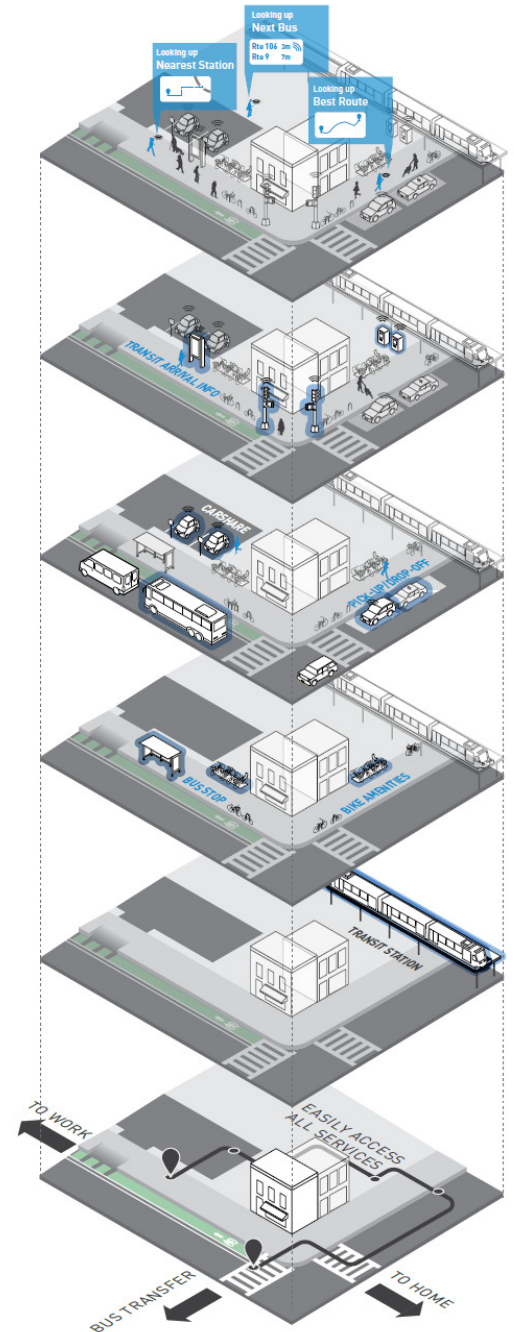

ASSISTANCE FROM TECHNOLOGY

REAL-TIME NAVIGATION

MOBILITY SERVICES
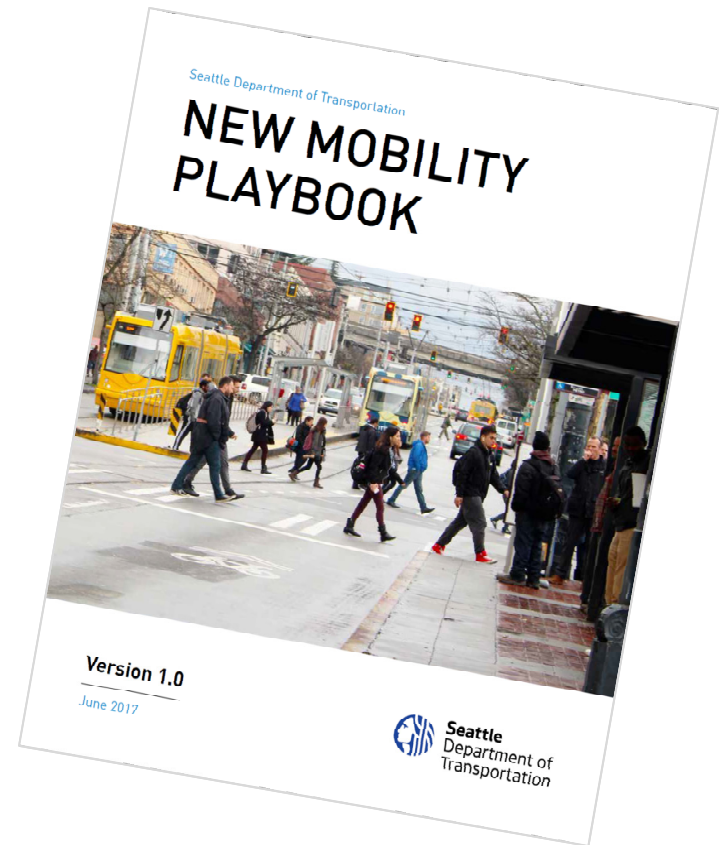
INFRASTUCTURE SUPPORTING MOBILITY

TRANSIT STATION

CONNECTIONS

New Mobility Playbook

Principles:

- Put people and safety first
- Design for customer dignity and happiness
- Advance race and social justice
- Forge a clean mobility future
- Keep an even playing field

Seattle Department of Transportation

NEW MOBILITY PLAYBOOK

Version 1.0

June 2017

Seattle Department of Transportation

IF WE LEAVE IT TO CHANCE...   IF WE SHAPE IT...

New Mobility Playbook

Our "plays":

- Ensure new mobility delivers a ==fair and just== transportation system for all
- Enable safer, more active, and ==people-first uses== of the public right-of-way
- Reorganize and retool ==SDOT== to manage innovation and data
- Build new information and ==data infrastructure== so new services can "plug-and-play"
- Anticipate, adapt to, and leverage ==innovative and disruptive== transportation technologies

Mobility as a Service (MaaS)

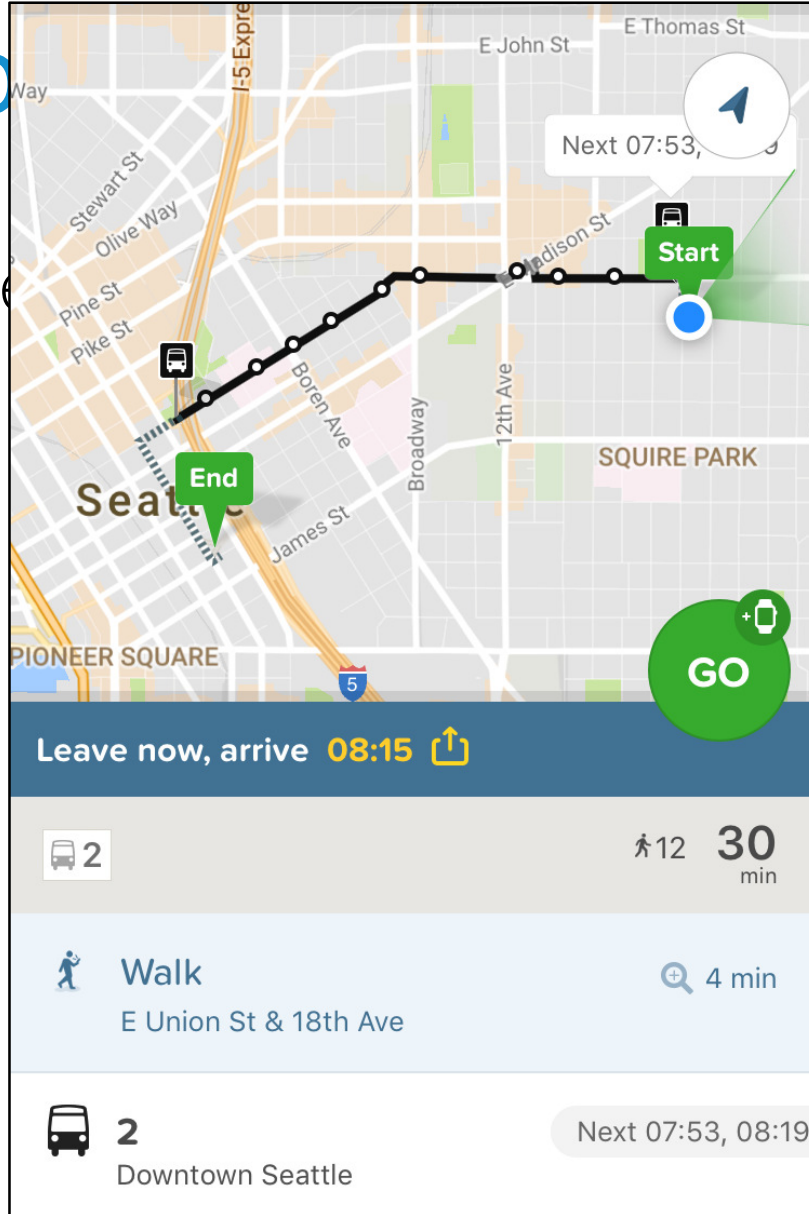- From "silver bullet" to "silver buckshot"
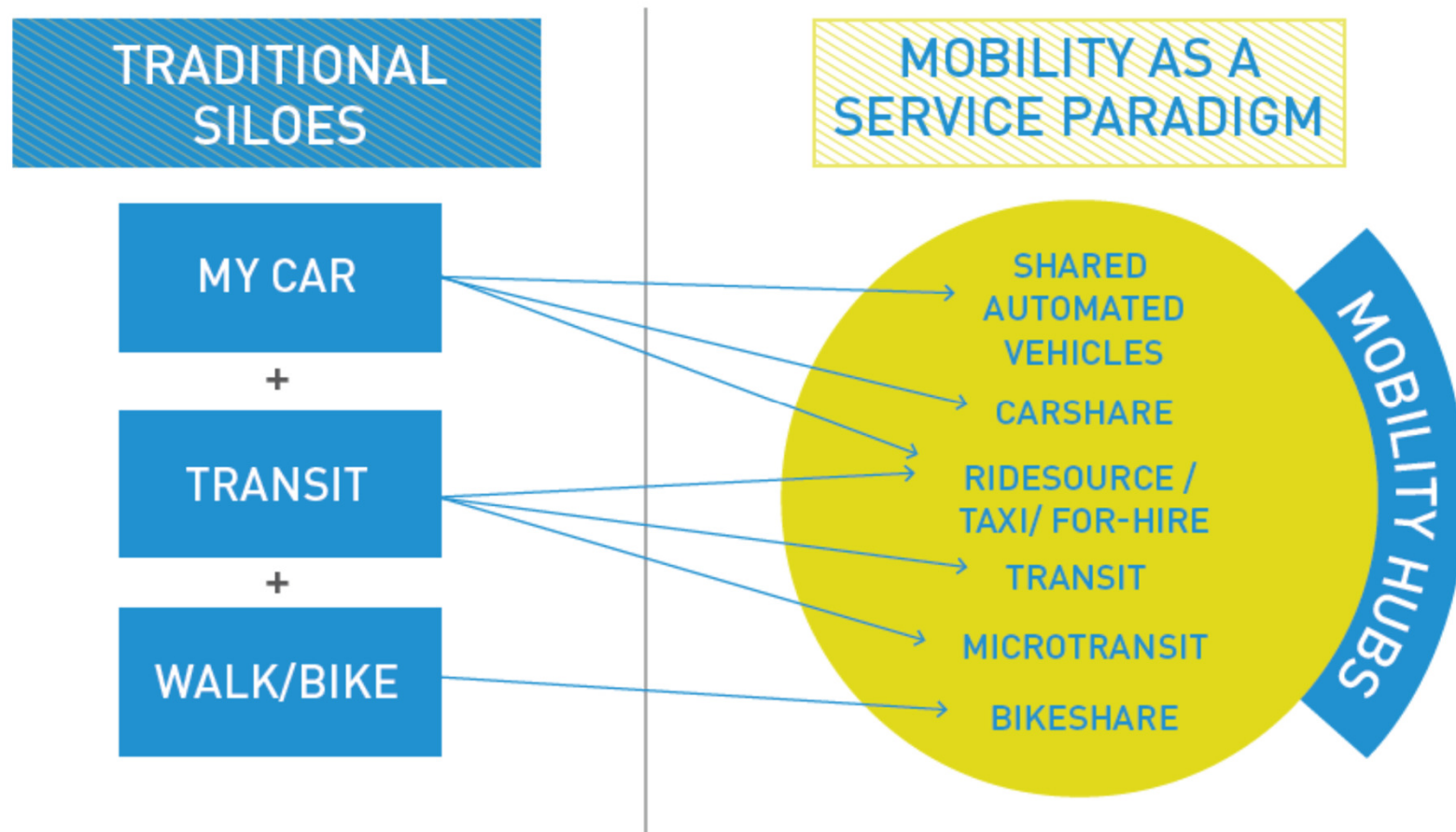
Mobility as a Service (MaaS)

Preview: "Citymapper" app
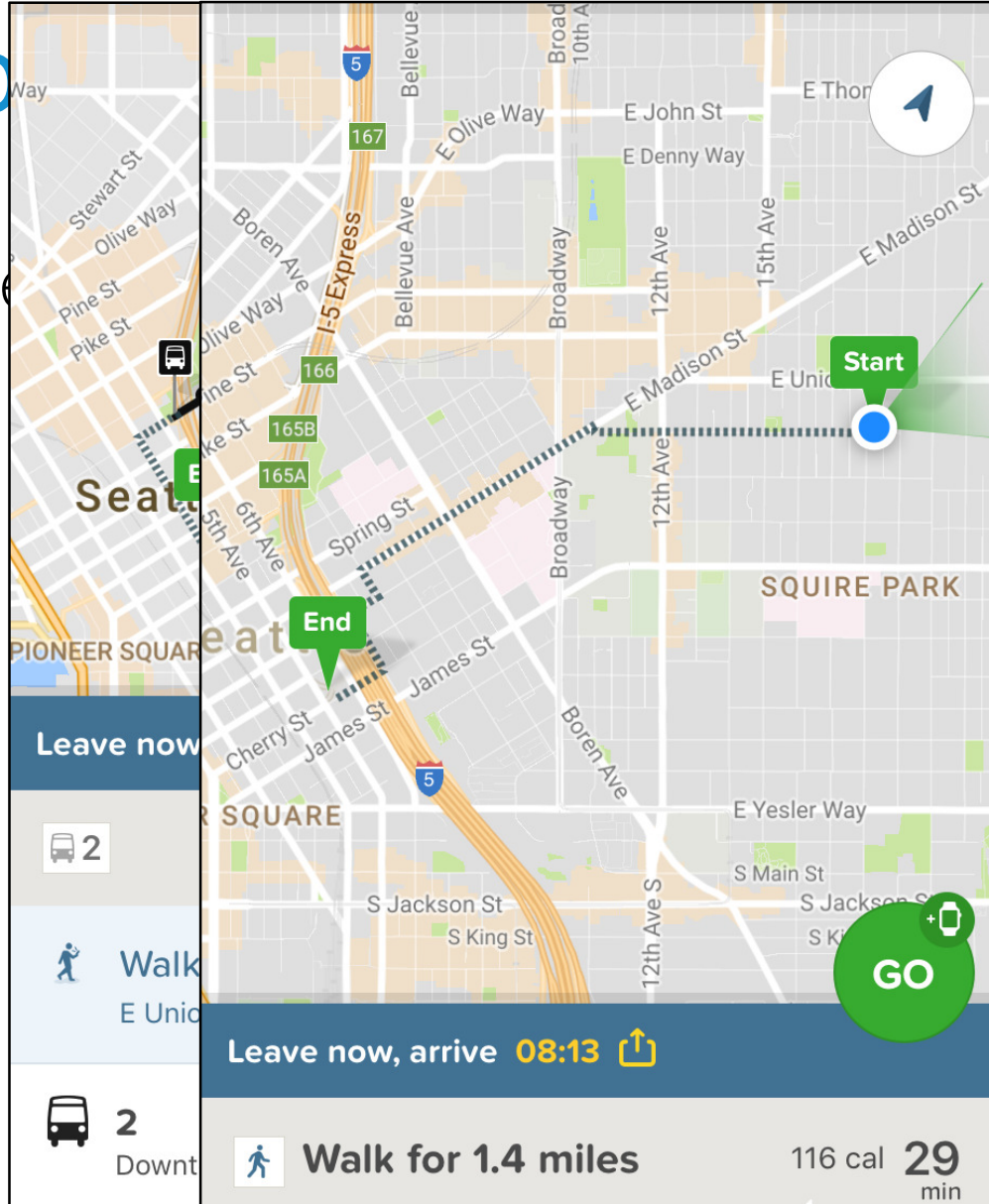
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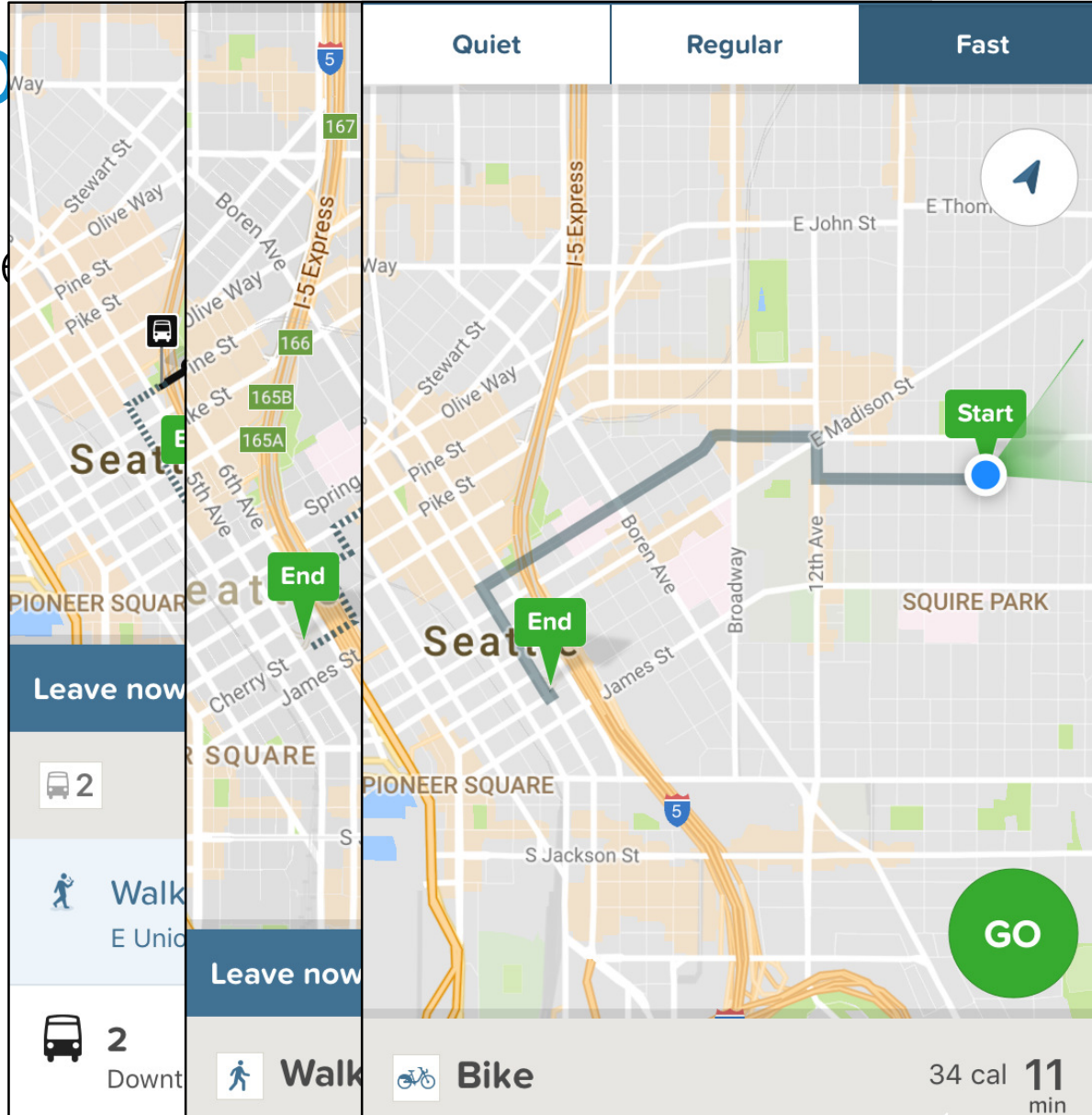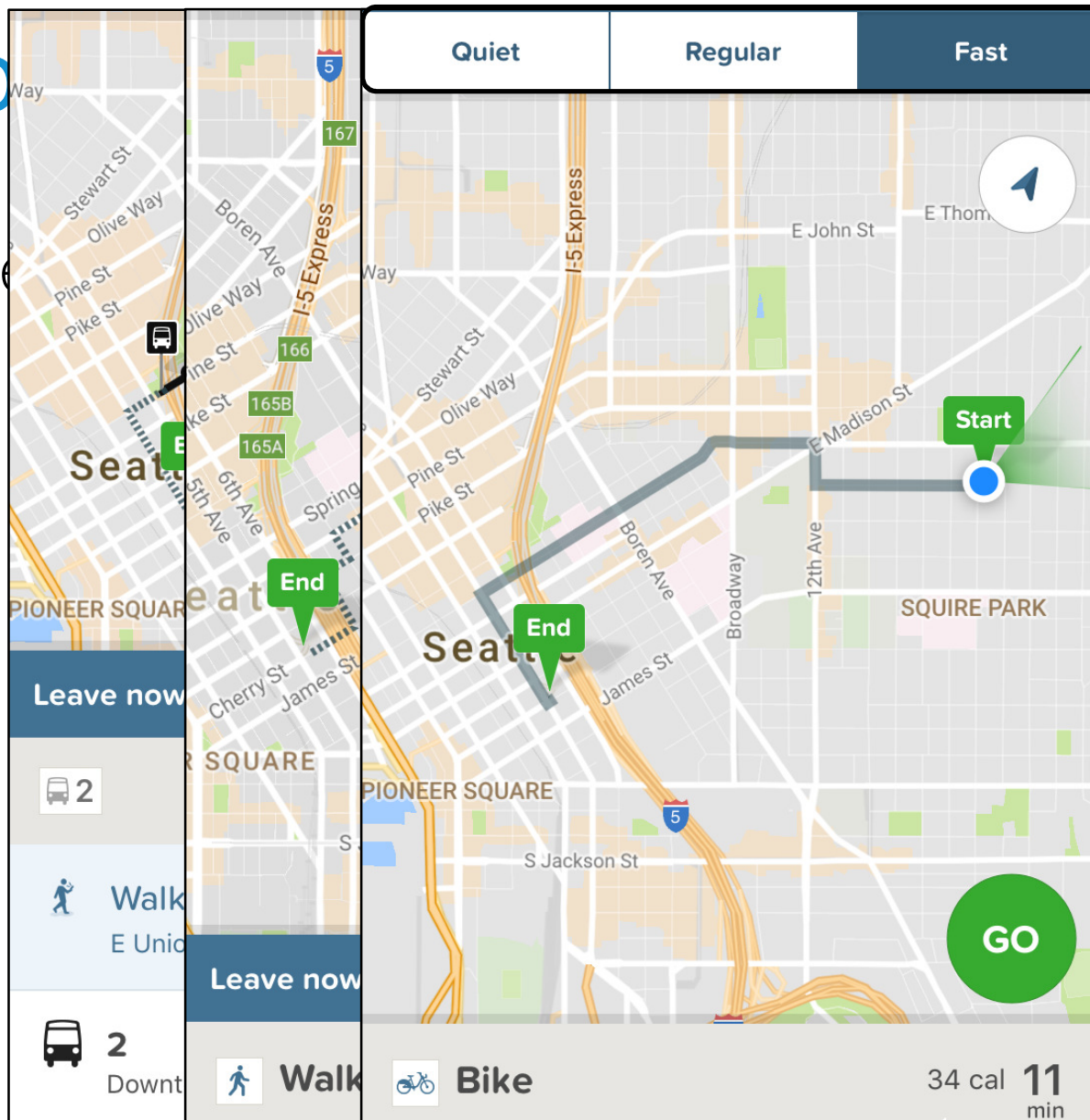
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Mobility as a Service (MaaS)

Preview: "Citymapper" app

- Walk
- Transit - bus (local, express, BRT), train (light rail, streetcar, commuter rail), ferry/water taxi
- Bike - owned, station/free-floating bikeshare, e-bike
- Ride - by provider, solo or shared

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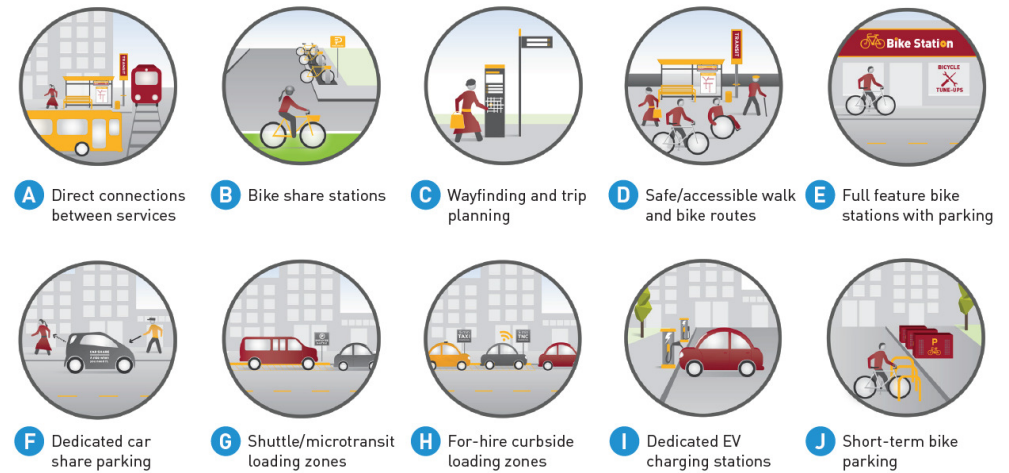- Motorcycle-share
- Drone, etc.

Mobility as a Service (MaaS)

Features/data for successful MaaS:

- Trip planning based on real-time conditions
  - Cost, time, GHG, health impacts, etc. ➔ Shows power of transit
- Ability to purchase transportation trips
- Multimodal booking and payments
- Fare bundling/mobility packages (like a cable package)
- Incentives, subsidies, rewards
- Real-time demand management, including transit
- Ability to pull robust transportation planning data that does not jeopardize privacy

Shared Mobility Hubs

- Physical manifestation of Mobility as a Service
- Prioritize highest carrying-capacity modes of travel
- Partner coordination
- Information, wayfinding, integration

A Direct connections between services

B Bike share stations

C Wayfinding and trip planning

D Safe/accessible walk and bike routes

E Full feature bike stations with parking

F Dedicated car share parking

G Shuttle/microtransit loading zones

H For-hire curbside loading zones

I Dedicated EV charging stations

J Short-term bike parking

Hamburg Hochbahn

Shared Mobility Hubs

"Westlake Hub",
downtown Seattle

- Downtown Seattle Transit Tunnel (Link, bus)
- Streetcar
- Monorail
- Bus zones
- Shuttles
- Rideshare

SODO Community Connections

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- Partnership with King County Metro, local business
- Light-industrial land uses, 45K employees, high SOV
- Last-mile connection from existing transit (commuter rail, light rail, regional/local bus, ferry)
- Fast, wide streets with missing sidewalks
- Stakeholder group with major employers
- Implement alternative service solutions by late 2017

Questions?

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www.seattle.gov/transportation/newMobility.htm

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