Shared Mobility in Seattle:
Catch a Fish, Catch a Bus, Catch a Ride

APTA Sustainability & Multimodal Planning Workshop
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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

![King County Metro Logo](image1)

![BRT in Seattle](image2)
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- Sound Transit
  - Light rail, bus, commuter rail
Transportation in Seattle – Transit

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- Sound Transit
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- SDOT/City of Seattle
  - Monorail, streetcar
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
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

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
Mobility as a Service (MaaS)

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- 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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- Taxi
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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
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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