CHALLENGE SEATTLE

OUR AREAS OF FOCUS

EDUCATION
Establishing a world-class workforce right here at home.

TRANSPORTATION
Sparking innovative solutions that keep our region moving.

CIVIC INNOVATION
Reimagining civic partnerships to enhance quality of life and opportunity for all.

Learn More

Learn More

Learn More
A transportation system that is safe, reliable, sustainable, and serves the entire community.

1) Create an I-5 system for the 21st century.
2) Integrate operations and planning.
3) Focus on the end user.
4) Proactively maintain transportation assets.
5) Establish a sustainable funding model.
6) Integrate land-use and transportation planning.
Challenge Seattle companies have made a commitment to reduce Single Occupancy Driving among employees.

- Reduce SOV rates significantly by 2035.
- Find innovative solutions.
- Share resources and lessons learned.
TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

Initial Focus:

Meet City of Seattle’s Target
“Less than 35% by 2035”

Challenge Seattle worksites in 2016:

Located in Seattle: 33% overall
TAKE A VIEW OF OUR IMPACT ON TRAFFIC

**Bill & Melinda Gates Foundation**

**Weyerhaeuser**

- **2008**
- **2016**
- **2013**
- **2018**
TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

Next Focus: Innovative strategies for worksites outside the urban core

Examples: Vanpools, Company Shuttles, Flexible Schedules, Smart Scheduling
BIGGEST FACTOR IN COMPANY’S ABILITY TO REDUCE DRIVE ALONE RATE?

A) Employees Charged for Daily Parking
B) Demographics of Employees/Nature of Work
C) Fully Subsidized ORCA Cards for Employees
D) Transit Access Near Worksite
E) Employee Cash Incentives for not driving alone
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TRANSIT: BIGGEST FACTOR IN ABILITY TO REDUCE DRIVE ALONE RATE

Source: Transit Accessibility Within King County CTR Sites, Zach Wieben, EIT, Masters of Urban Planning, University of Washington, February 2018
TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

To Maximize Our Impact

- Support Transit Partners
- Promote Ridership
- Collaborate and Partner in New Ways
- New Opportunities as ST2 & ST3 come on-line
CHALLENGE SEATTLE SUPPORTS “TRANSIT FOR THE WIN!”

Celebrating and rewarding riders for #RideTransit Month was possible thanks to major Challenge Seattle companies. Thank you @Starbucks for coffee cards and Golden Ticket tours!

Nicole just learned she won the Golden Ticket and received the donated @Zillow Gift Card. Congratulations to all of today's winners!

#RideTransit month lasts through June, and we'll have more donated prizes to surprise, delight & celebrate riders in the coming week!
Every Challenge Seattle Member Company to create plan to:

- Reduce trips
- Reduce peak congestion
- Address all impacts of business
  - Employees
  - Suppliers
  - Vendors
  - Customers
MOBILITY INNOVATION CENTER
at the UNIVERSITY of WASHINGTON

Helping to build the transportation system of the future
UW Mobility Innovation Center

Bring together public, private, and academic experts to solve real-world transportation problems facing the Seattle region.

• Project based – 6-9 month deliverables;

• Technology and policy-driven solutions that can be applied in the real-world

• Partners who are willing and able to implement prototypes or recommendations.
Innovation Frameworks for Smart Cities

Improved Incident Response on I-5: Using Technology to Speed Clearance

Driverless Seattle – How Cities Can Plan for Automated Vehicles

Alternative to Gas Tax? Developing an App to Pilot Road Usage Charge
# Virtual Command Center

**Proposed To:** Federal Highways Administration

## Proposal

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### Partners:
- WSDOT, SDOT, SPD, SFD, WSP, KC Metro, Sound Transit, AWS, BCG, Betterworkplace, Challenge Seattle, Google, Inrix, Microsoft, Siemens, Tableau, Uber, Vulcan, University of Washington

### Purpose:
- Grant application: Advanced Transportation and Congestion Management Technologies Deployment Initiative (ATCMTD)

### Scope:
- Implement Phase 3 of TIM-CM: a Regional Virtual Command Center for Integrated Management of the Seattle I-5 Corridor. ASK: $5,118,000 (41%) MATCH: $7,300,000 (59%). TOTAL: $12,418,000

### Deliverables:
- Enhanced Integrated Corridor Management (ICM) capabilities for data sharing, congestion analysis/decision support, and information dissemination on a cloud-based enterprise architecture (including a trust/security layer).
Dynamic Curb Study: Improving Traffic Flow, Transit Right of Way

What: Pilot curb management strategies and study resulting impact on traffic flow and transit right of way.

Partners:
- Amazon
- Seattle DOT
- King County Metro
- Sound Transit
- Challenge Seattle
Enhanced Mobile Ticketing:
Increasing Ridership and Improving Experience

What:  5 UW Student Teams will conduct focus group research and design mobile ticket enhancements to better meet the needs of infrequent riders.

- TEAM 1: Event Attendees (HCDE)
- TEAM 2: Tourists (EE ENGINE + BSchool)
- TEAM 3: Occasional Riders (HCDE)
- TEAM 4: Equitable Access (iSchool + Social Work + Policy)
- TEAM 5: Gen. Pop. Incident Avoidance (CoE + Comms)

Partners:
- King County Metro
- Sound Transit
- Challenge Seattle
Committed Leaders.
Shared Vision.
Greater Good.