Today’s presentation

Good news about commuter trips and partnerships

• Reduce drive alone rates
• Increased transit mode share
• Move Seattle
• Seattle Transportation Benefit District

Emerging Transportation and New Mobility
Jobs up, drive-alone down 2010 - 2017

- Drive Alone Rate: 35.2% in 2010, 34.2% in 2012, 31.1% in 2014, 29.7% in 2016, 25.4% in 2017
Mode Shift – CTR-Affected vs. Non Affected

2010 – 2017 Commute Mode Change – CTR affected & Non-affected

Respondents who started work between 6 a.m. and 9 a.m. on weekdays

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How commuters got to Center City in 2017

- 48% TRANSIT
- 10% RIDE SHARE
- 8% WALK
- 3% BIKE
- 6% OTHER
- 25% DRIVE-ALONE

Commuters surveyed arrived to work 6-9am
TRANSIT: includes bus, rail, and walk-on ferry passengers.
RIDESHARE: includes carpool and vanpool.
OTHER: includes telecommute, compressed work week, and other as noted by survey participants.
Seattle’s virtuous cycle of mobility

Transit Incentives

Improved Infrastructure

Service Investment

More Riders

EMPLOYERS

King County METRO

Seattle Department of Transportation

Sound Transit

Seattle Department of Transportation

King County METRO

Sound Transit

Sound Transit
Voter-backed measures increase ridership
Transportation equity – transit for all users

2,680 Cards
Distributed to low-income high school and middle school students

440,000 Trips
Taken by students with City of Seattle Youth ORCA cards

$648,000 Saved
In bus fare by participants of the Youth ORCA program
New Mobility Playbook

- Strategic direction and policy innovation
- Legislation
- Regulations and permitting
- Transit integration
- Pilots and project delivery
- Information infrastructure
- Partnerships
- Research, performance monitoring, and analytics
Mobility hubs
TNC growth is impacting the transportation system (profoundly)

- Over 1.2 million trips per month in Seattle
- 60% growth in trips between Q2 of 2016 and Q2 of 2017
- Cruising TNCs make up 10% of all peak hour trips in downtown
Free floating car share

Free-Floating Car Sharing Vehicles, end of year counts, by operator

- car2go
- ReachNow
New demand management tools

• Although SOV mode split is 25% more is needed during the “Period of Maximum Constraint”

• Innovative TDM strategies
  – Comprehensive Marketing Communication Plan
  – Telecommuting education and promotion
  – TNC management
  – Freight delivery management
  – First/last mile connections
Questions?

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www.seattle.gov/transportation