

Mobility: Impacts and Opportunities in Center City Seattle



Washington State Transportation Commission
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Seattle
Department of
Transportation

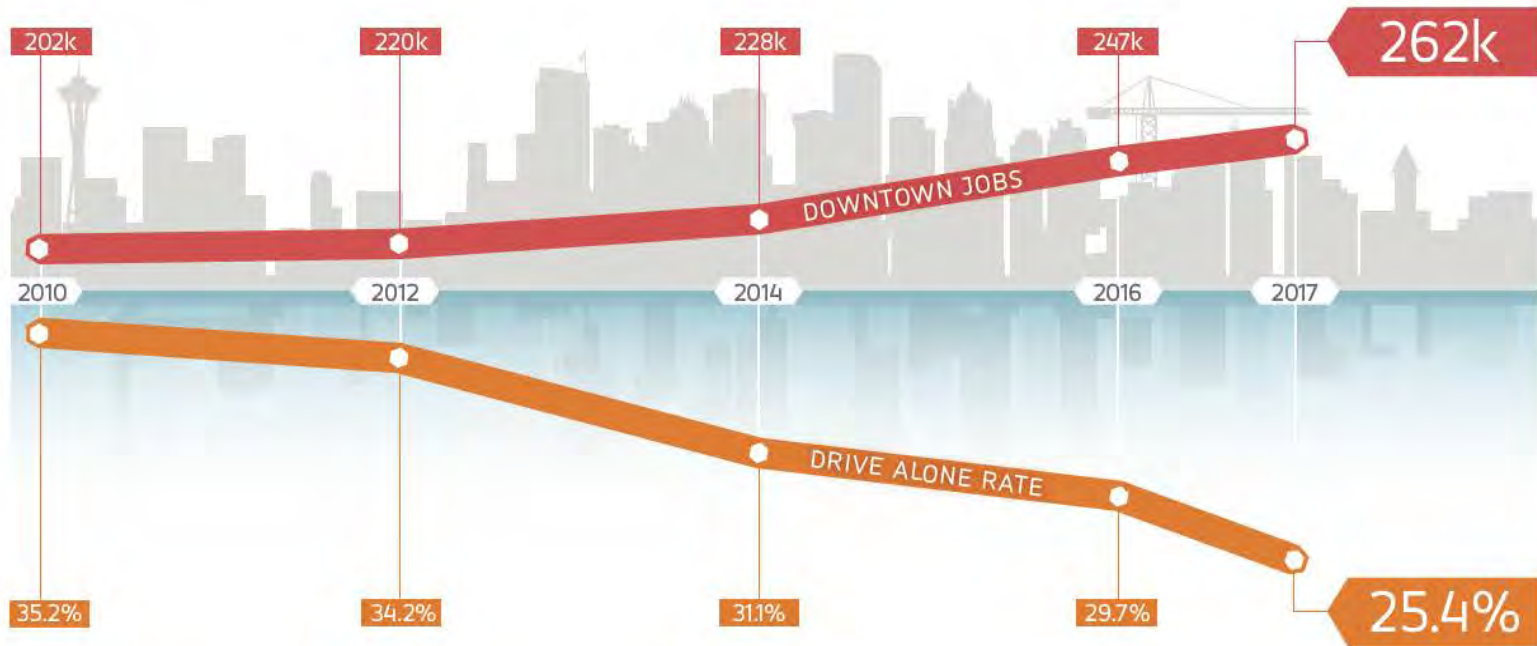
Today's presentation

Good news about commuter trips and partnerships

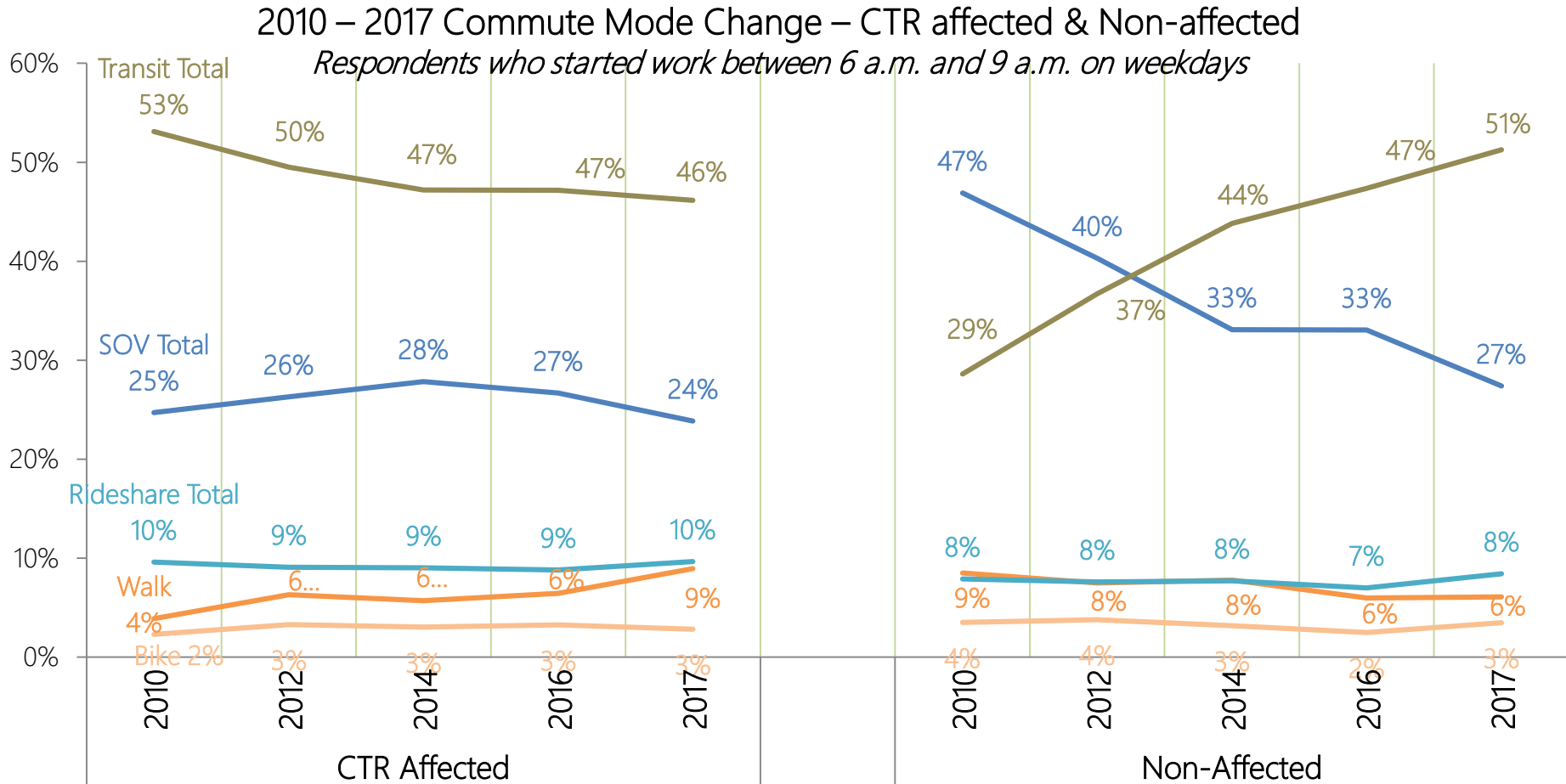
- Reduce drive alone rates
- Increased transit mode share
- Move Seattle
- Seattle Transportation Benefit District

Emerging Transportation and New Mobility

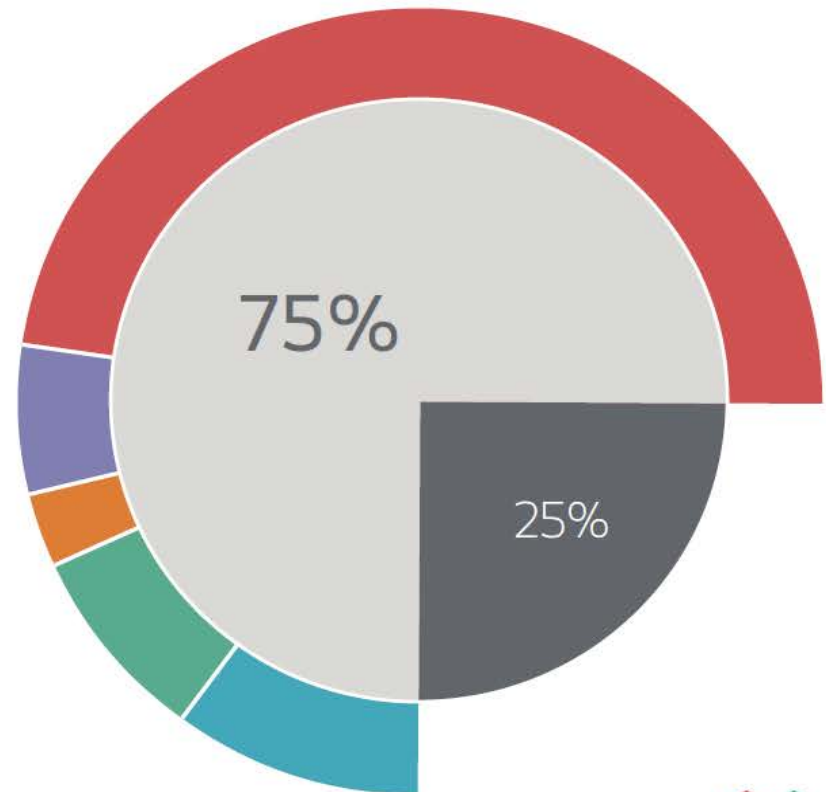
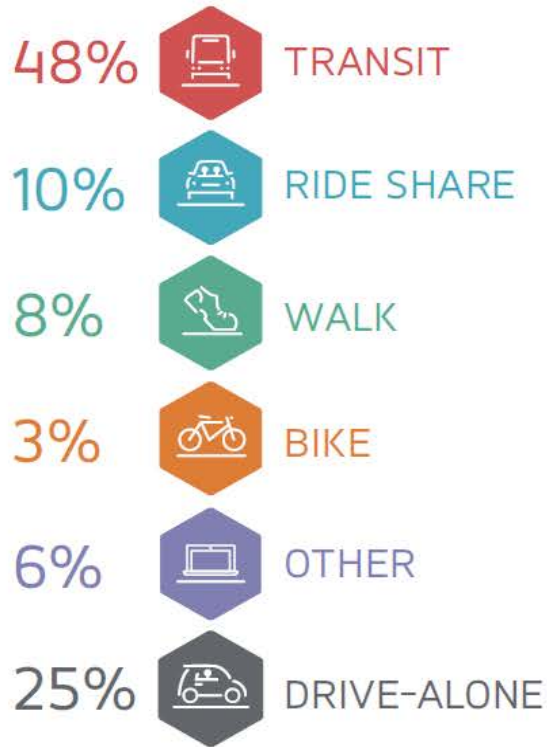
Jobs up, drive-alone down 2010 - 2017



Mode Shift – CTR-Affected vs. Non Affected



How commuters got to Center City in 2017



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.

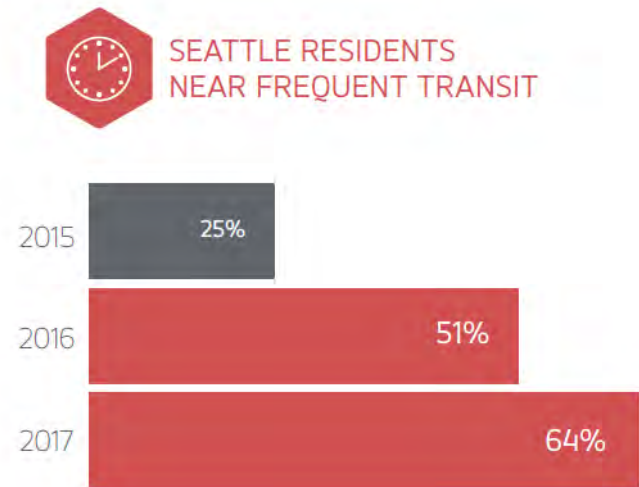
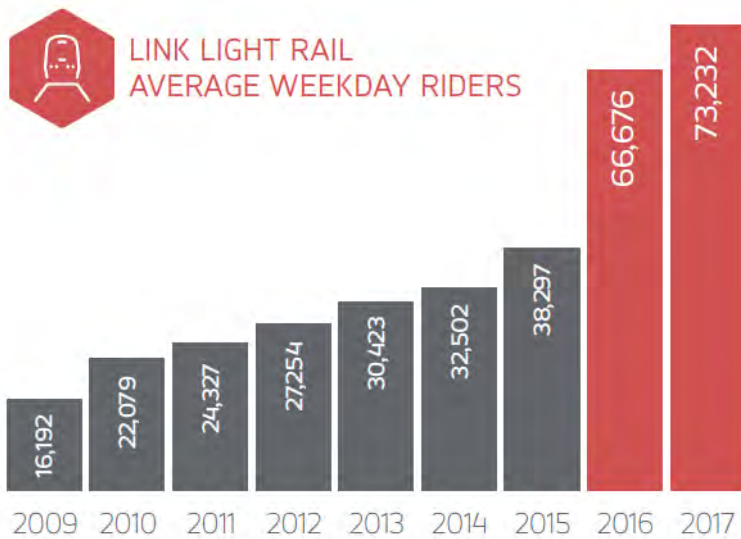


commute seattle

Seattle's virtuous cycle of mobility



Voter-backed measures increase ridership



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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

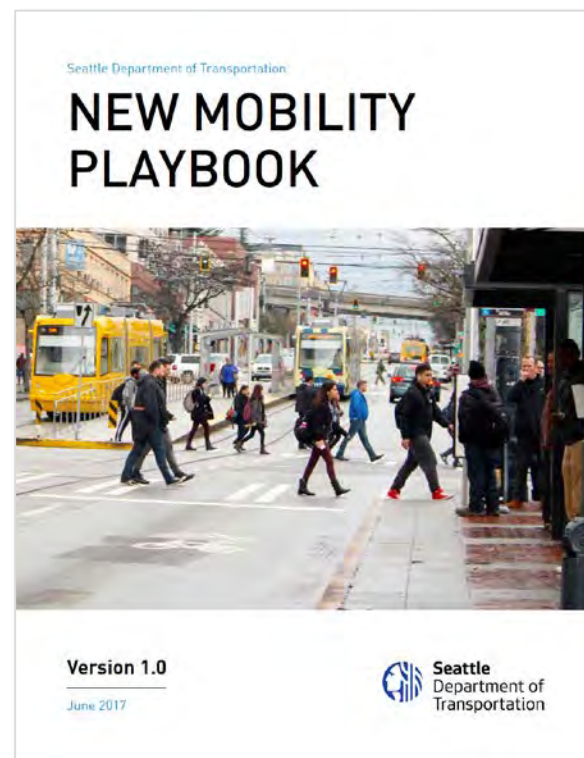


\$648,000 Saved

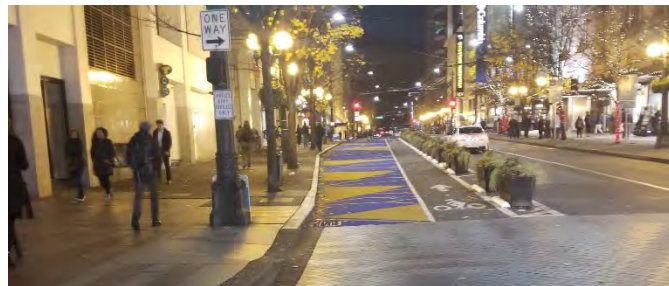
In bus fare by participants of the Youth ORCA program

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

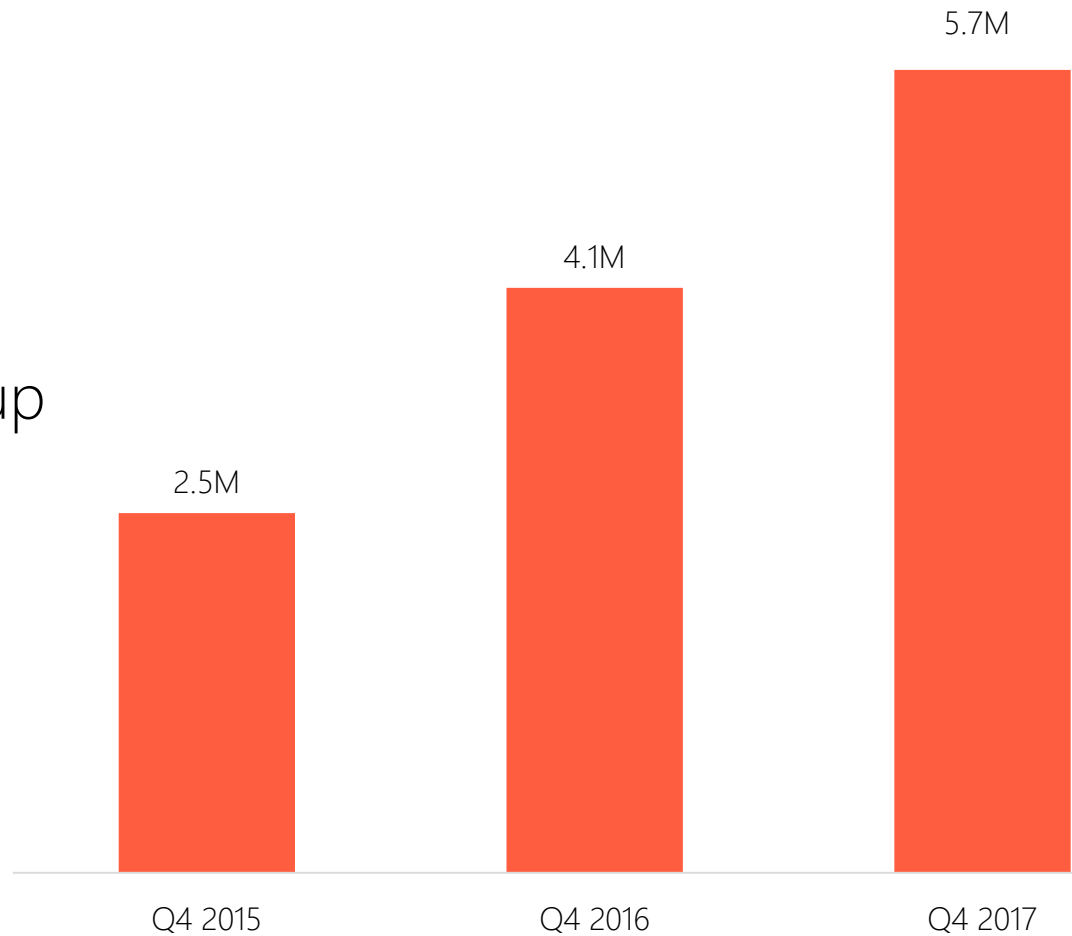


Mobility hubs

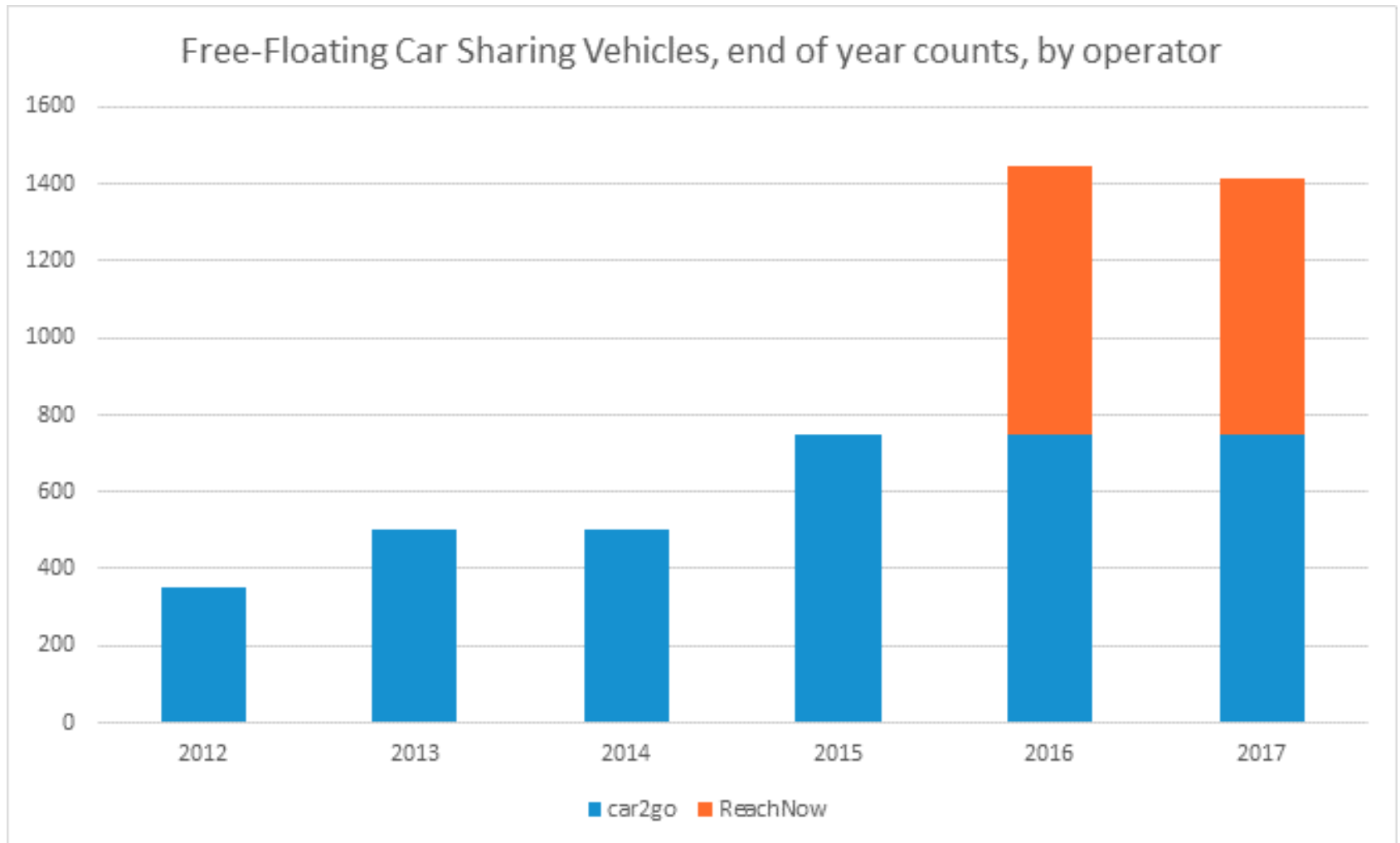


TNC growth is impacting the transportation system (profoundly)

- 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



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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