Seattle's New Mobility Playbook

More mobility, more information, more Seattle

WSTC Presentation
Seattle Department of Transportation
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Presentation Objectives

• Introduce the New Mobility program

• Overview of the New Mobility Playbook

• Spotlight SDOT’s current New Mobility work
This became legal on July 15, 2014
Rise of TNCs

- Roughly 20 million trips per year
- 39% growth in trips between Q4 2016 and Q4 2017
- Cruising TNCs make up 10% of all peak hour circling in downtown

Sources: "Can traffic sensors detect vehicle cruising?", 2017. Seattle DOT and Data Science for Social Good.
This expanded to ridesplit, zone-to-zone express service, car share fleet/TNC service, MaaS platform
A robust shared mobility marketplace
SDOT’s role within new mobility

- Anticipatory governance
- Nimble regulations that protect the public good
- Innovation-friendly environment
- Risk management
Why a playbook?

- Acknowledges changes
- Provides our point of view
- Establishes a framework to shape changes
- Documents an adaptable, iterative implementation plan
Shaping what’s next

We have to manage the emerging new mobility system so everyone can benefit from the upsides and we protect against the downsides.

IF WE LEAVE IT TO CHANCE...

- More congestion
- More carbon emissions
- Further legacy of transportation for the privileged

IF WE SHAPE IT...

- Managed congestion
- Less carbon emissions
- Equitable outcomes
Shaping what’s next

• People-centered framework
• Designed to shape, rather than react to, the future of mobility based on key principles
• Acknowledges and anticipates change
• Daylights upsides and downsides
• Replicable model to address automated mobility
• Model policies being advanced nationwide
Shaping what’s next

Our five plays are to:

PLAY 1:
Ensure new mobility delivers a fair and just transportation system for all

PLAY 2:
Enable safer, more active, and people-first uses of the public right of way

PLAY 3:
Reorganize and retool SDOT to manage innovation and data

PLAY 4:
Build new information and data infrastructure so new services can “plug-and-play”

PLAY 5:
Anticipate, adapt to, and leverage innovative and disruptive transportation technologies
From Vision to Action Plan

STRATEGY C3: PROMOTE THE SHIFT TOWARD ELECTRIC SHARED MOBILITY SERVICES

Seattle has developed a reputation as one of the nation’s leaders for electric vehicles (EVs). Thanks to several electric vehicles made in Seattle (City Light, electric trucks, and electric buses), the city has reduced its carbon footprint and improved air quality. Electric vehicles also offer a range of benefits to drivers, including lower maintenance costs and reduced emissions.

First Moves

- **Policy Framework:** Develop a comprehensive policy framework that supports electric vehicle charging in the public right-of-way.
- **Electric Vehicle Charging Infrastructure:** Implement electric vehicle charging infrastructure in residential areas, public buildings, and commercial zones.

Further Actions

- **Reduce Permit Fees for Fully Electric Car Share Services:** Implement reduced permit fees for fully electric car share services.
- **Support Innovation:** Support innovation in electric vehicle sharing programs.
- **Promote Charging:** Promote electric vehicle charging programs in high-traffic areas, such as commercial zones and public buildings.

Implementation and Regulatory Considerations

- **Building Codes:** Adjust building codes to accommodate electric vehicle charging infrastructure.
- **Regulatory Framework:** Develop a regulatory framework that supports the integration of electric vehicles into the transportation system.

City of Seattle

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Implementation Roles

**Implementer**
Write policies, deploy programs and pilots, and drive capital projects to ribbon-cutting

**Capacity Builder**
Build internal and partner organizational and leadership skills needed to advance shared mobility

**Funder**
Allocate funding and staff resources to implement programs, pilots, and projects

**Advocate**
Raise the profile of innovative projects, galvanize support for policy change and implementation, and reinforce accountability

**Convener**
Establish collaborative networks, cross-pollinate projects with diverse perspectives, and create peer learning networks

**Thought Leader**
Shape the direction of policy and projects and advance innovation
What are we doing now?

- Shared Mobility Hub Program
- Free-floating bike share pilot
- TNC Management
- Data projects
- Electrification projects
- Preliminary framework for automated mobility
- Preliminary AV Work
Shared Mobility Hub Program

1. Access to...
2. Connections between...
3. Better information about...
4. Creating great places amongst...

...public transit and other shared mobility
Free-floating bike share pilot

3 companies, 1 year, 1.5M rides

Permit program to stay flexible and adapt to changes

Equity focus in application and permit requirements

Now finalizing next iteration of bike share permit
TNC Management

Curbside management:
- Stadium TNC loading pilot
- Long-term planning of Seattle Center Arena and other major developments

Planning for the future of TNC services:
- Shared
- Electric
- Autonomous
Data Projects

- Open data project
- Regional shared metrics project
- Mobility demand and analytics insights
- New Mobility trends data
Electric Vehicles

- Curbside charging pilot permit program (EVCROW)
- DOE Grant to electrify shared mobility services
- EV Supply Equipment (EVSE) Strategic Deployment Plan
- Racial Equity Toolkit for EVCROW
Preliminary Framework for Automated Mobility

- Prioritize the needs of people walking, biking, and taking transit
- Support the testing of automated mobility technology
- Establish clear policy parameters to meet our core values (not counteract them)
Preliminary AV Work

• USDN/CNCA collaboration across PNW cities
• Smart Cities Collaborative
• Regional AV working group
• Automated Mobility framework for City of Seattle (in development)
This is just the beginning…
Thank you!

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