

King County Metro Innovative Mobility Program



Urbanism Next
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Metro as Innovation Leader



METRO CONNECTS on Innovation

*“Rapidly advancing technologies are changing the ways people travel. Metro Connects envisions Metro setting the bar for technological innovations in transit by investing and nurturing a culture of innovation...(Metro will) continually evaluate ‘business as usual’ and **create new ways to serve customers better.**”*



Innovative Mobility Action Agenda



Shared Mobility



Mobility-as-a-Service



Electric, Connected, & Automated



Data / Smart Cities

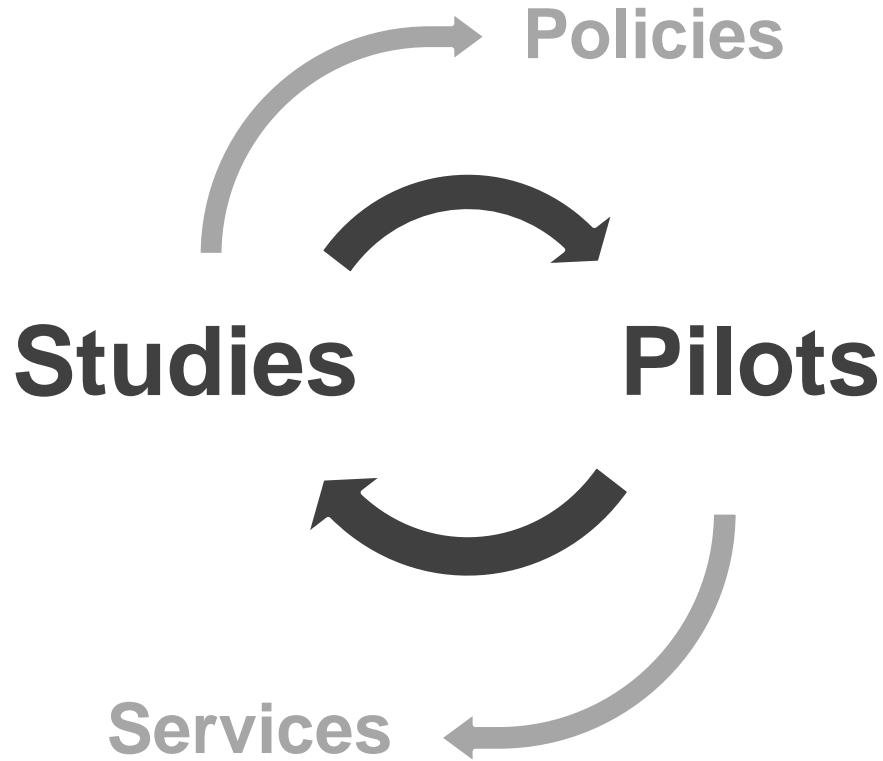


Infrastructure Efficiency



Culture of Innovation

Framework for Innovation



Pilot Guiding Principles

- Advance/support **equity**
- **Complement transit** (with some risk tolerance)
- Gather **data**
- Build out Metro's ability to **manage** a broader range of mobility services in coordinated manner

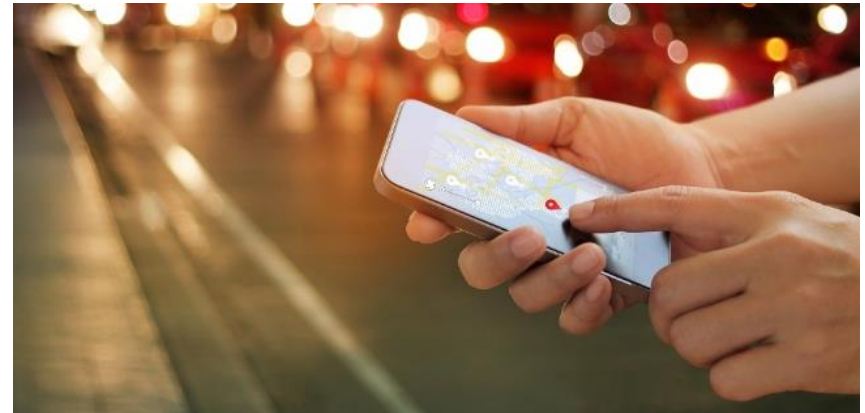
Shared Mobility: On-Demand First/Last Mile

Service

- 2-3 mile service area
- On demand, dynamically routed, shared service
- Pick-up: 10 minutes
- In-vehicle: 15 minutes
- WAV, call center

Goals

- Increase access to transit
- Test partnership with private provider



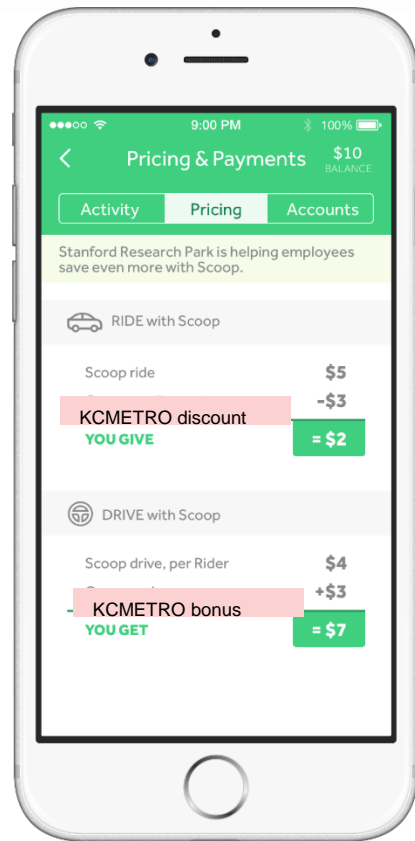
Mobility-as-a-Service: Carpool App Incentives

Program

- \$2/person incentive
- Multiple carpool app companies

Goals

- Increase high occupancy travel
- Support thriving market of dynamic carpooling services
- Test partnership with private providers



Infrastructure Efficiency: Car Share Parking

Concept

- 4 reserved parking spaces for car2go and ReachNow
- General purpose spaces as overflow

Goals

- Increase access to transit
- Increase parking space turnover
- Test partnership with private providers



Thank you!



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