King County Metro
Innovative Mobility Program

Regional Transit Committee
May 16, 2018

Policy Framework

"Rapidly advancing technologies are changing the ways people travel…(Metro will) continually evaluate 'business as usual' and **create new ways to serve customers better***."*

　　　　　　　　　　　　　　- METRO CONNECTS

"We're providing a network of options by complementing bus service with new technologies and mobility services to meet the pressing needs of our region."

　　　　　　　　　　　　　　- Rob Gannon

METRO CONNECTS

MORE SERVICE   MORE CHOICES   ONE SYSTEM

King County METRO
Long-Range Plan | 2016
ADOPTED JANUARY 2017

Innovative Mobility Action Agenda

Shared Mobility

Mobility-as-a-Service

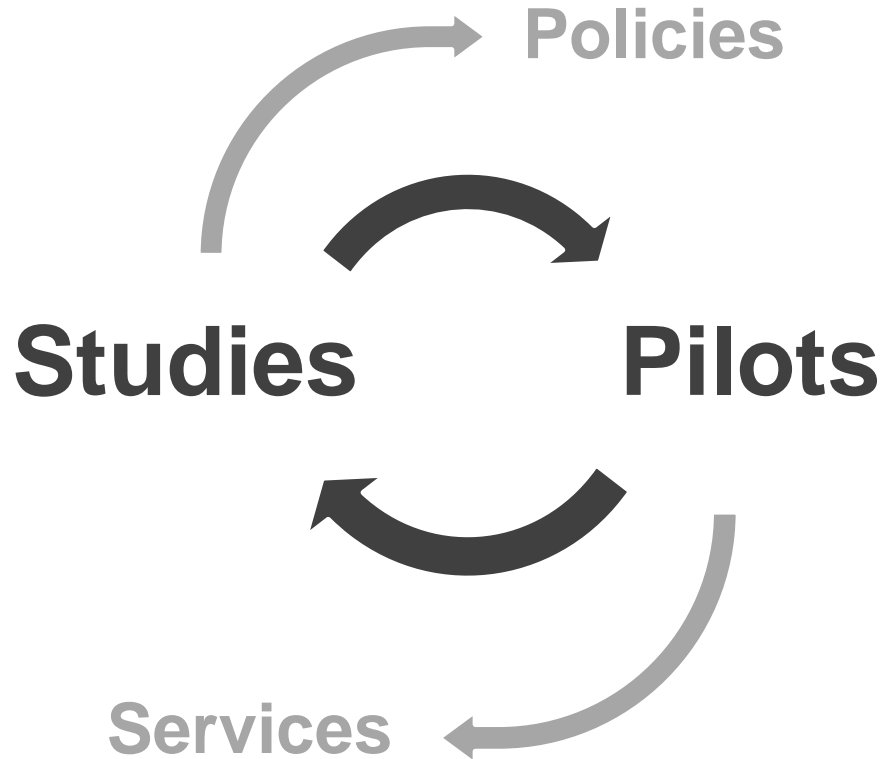**Electric, Connected, Automated**

Data Mgmt. & Smart Cities

Infrastructure Efficiency

Culture of Innovation

King County METRO · *We'll Get You There.*

Framework for Innovation

Policies

Studies

Pilots

Services

Pilot Guiding Principles

- **Complement transit**

- Advance/support **equity**

- Gather **data**

- Manage a **broad range of mobility services**

- Accept some **risk**

King County METRO   *We'll Get You There.*

Shared Mobility: On-Demand First/Last Mile

Why

- Increase access to transit

What

- Customers request rides to transit hubs using app or call center
- Partner with private mobility providers

Where/When:

- Within 2-3 miles of select transit hubs
- Park & Rides: Eastgate, Northgate, South Renton (target launch in July)
- FTA MOD: Partnership with Sound Transit (target launch in Q3 – locations TBD)

King County METRO   *We'll Get You There.*

Shared Mobility: Shared Employer Shuttles

Why

- Increase mobility options for employees
- Test complementing transit

What

- Authorize 2-5 employers to offer a shared shuttle service for their workforce
- No fares
- Not available to public
- Complements public transit
- Privately funded and operated

When

- Round 1 applications received April 21
- Round 2 deadline in July

Mobility-as-a-Service: Carpool App Incentives

Why

- Reduce SOV, increase HOV travel
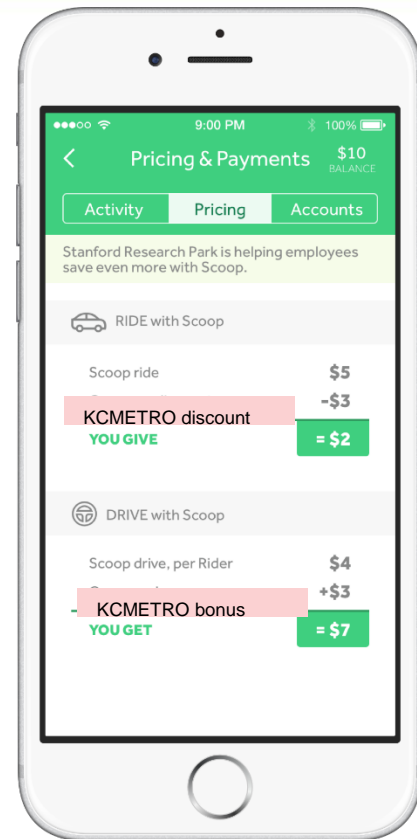- Increase mobility for areas w/poor transit service

What

- Discounted trips for riders, bonus for drivers
- Multiple carpool app companies
- Avg. $2/person incentive
- Data sharing

Where

- Target communities with high equity impact scores, lower transit LOS

When

- Target launch in summer 2018

Pricing & Payments $10 BALANCE

Activity   Pricing   Accounts

Stanford Research Park is helping employees save even more with Scoop.

RIDE with Scoop

Scoop ride $5
KCMETRO discount   -$3
YOU GIVE   = $2

DRIVE with Scoop

Scoop drive, per Rider $4
KCMETRO bonus   +$3
YOU GET   = $7

Infrastructure Efficiency: Car Share Parking

Why

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

What

- 4 reserved parking spaces for car2go and ReachNow
- Data sharing

Where

- Northgate Transit Center

When

- Launched January 17

Preliminary Findings

- Decrease in parking duration

Thank you!

More details:
kingcounty.gov/metro/innovativemobility

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