



# Piloting Connections to Transit

SDOT, King County Metro, Sound Transit

Transit Advisory Board  
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# Presentation overview

1. Introduce new/innovative mobility teams at SDOT, Metro, Sound Transit
2. Introduce interagency coordination on pilots and best practices
3. Present recent, current, and upcoming pilots related to providing and enhancing connections to transit
4. Discussion and questions

# Who we are

- **Seattle Department of Transportation** Mobility Services/ New Mobility team
- **Sound Transit** Innovation team
- **King County Metro** Connecting to Transit/ Innovative Mobility team

# What we aim to do

## Objectives / Guiding Principles

### SDOT

- Put people and safety first
- Design for customer dignity and happiness
- Advance racial and social justice
- Forge a clean mobility future
- Keep an even playing field

### Metro

- Complement transit
- Advance/support equity
- Gather rich primary data
- Manage a growing range of mobility services and providers
- Accept new risks

### Sound Transit

- Advance data analysis and research
- Pilot new partnerships and business models
- Test and develop smart infrastructure

## Shared Goals

- Prioritize people and safety
- Support or enhance (access to) mass transit spine
- Manage emerging mobility services
- Gather our own high-quality data
- Limit greenhouse gas emissions
- Advance equity objectives

# How we do it

**Primarily:** Pilot new technologies, partnerships, and business models to understand how they work and how best to manage them.

**Also:** Interagency coordination – meet every two weeks to:

- Share updates, best practices, and lessons learned
- Leverage resources
- Proactively identify collaboration/partnership opportunities
- Work on projects with discrete outcomes
- Align on priorities, methodologies, and interpretations

# Piloting Connections to Transit

On-demand first/last-mile services:

- Ride2 (Eastgate and West Seattle)
- Via to Transit (Southeast Seattle)
- Rideshare to Transit and Uber promotional partnership (Seattle area)
- Limited Access Connections (Tacoma-Puyallup area)

Car share parking (Northgate)

# On-Demand First/Last-Mile Services



## Goal

Increase access to high frequency/ express transit service



## Challenge

Lower densities, land use, and built form do not support efficient access.  
Overcrowded park and rides fill up very early in the morning.



## Concept

Shared, accessible, on-demand services that connect customers to transit.

Improve coverage and access time relative to other modes of access.

# Ride2

- **Ride2 Eastgate**
  - Launched October 2018
  - Originally operated by Ford Smart Mobility/ Chariot
  - Operations shifted to Hopelink on February 25, 2019
- **Ride2 West Seattle**
  - Launched December 2018
  - Operated by Hopelink with funding partnership from Seattle



# Ride2 Initial Results

## Key Performance Indicators

### Eastgate

- **Ridership:** 6,157
  - Daily Avg.: 79 \* (1.7 pax/veh/h)
  - Highest Day: 115 (3.6 pax/veh/h)
- **Avg. wait time:** 9m 9s \*
- **Avg. travel time:** 10m 31s \*
- **Access:** 50% of users beyond ¼ mile buffer from Metro network

*Data from October 2018 to March 2019*

### West Seattle

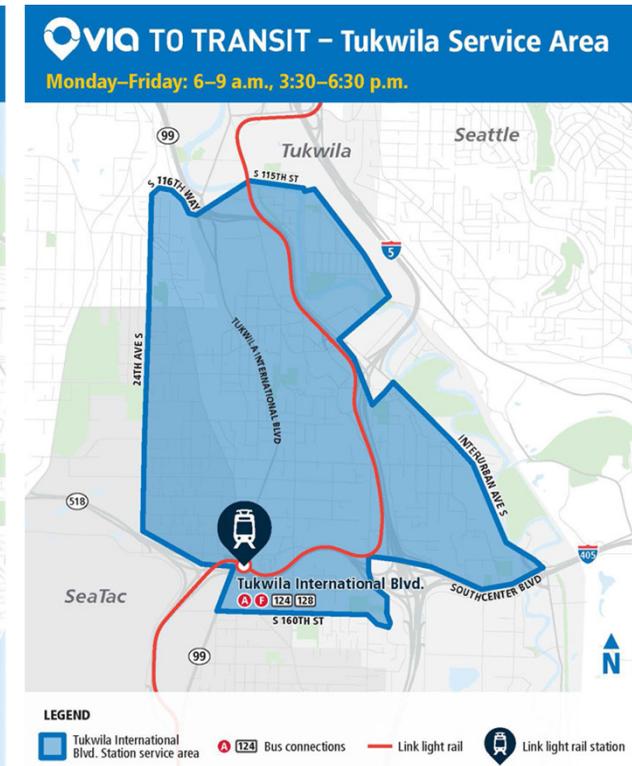
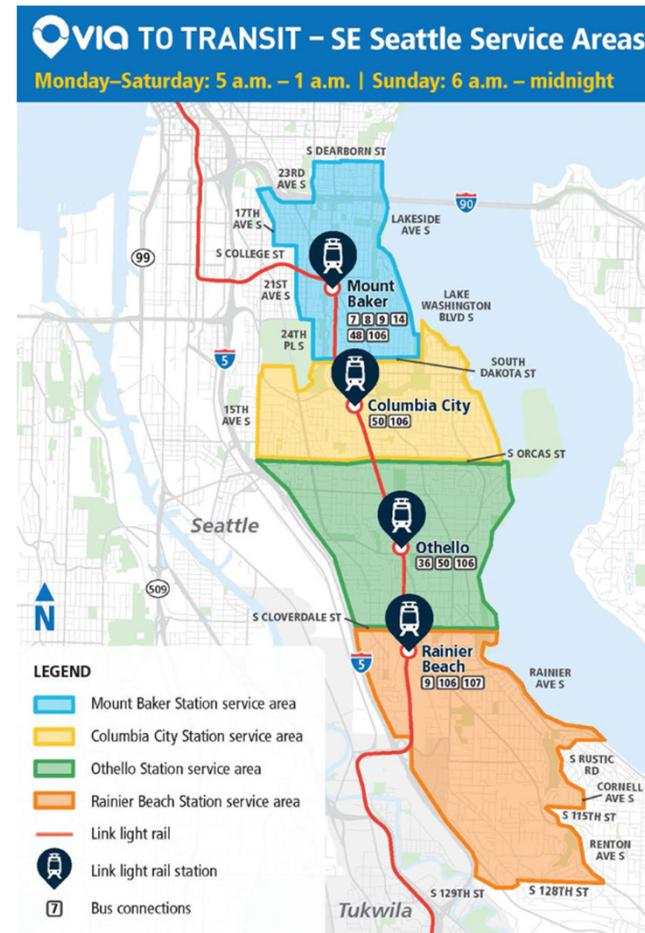
- **Ridership:** 2,051
  - Daily Avg.: 34 \* (0.8 pax/veh/h)
  - Highest Day: 63 (1.4 pax/veh/h)
- **Avg. wait time:** 8m 31s \*
- **Avg. travel time:** 10m 31s \*
- **Access:** 12% of users beyond ¼ mile buffer from Metro network

*Data from December 2018 to March 2019*

*\*Averages do not include launch, holiday, and weather closure weeks.*

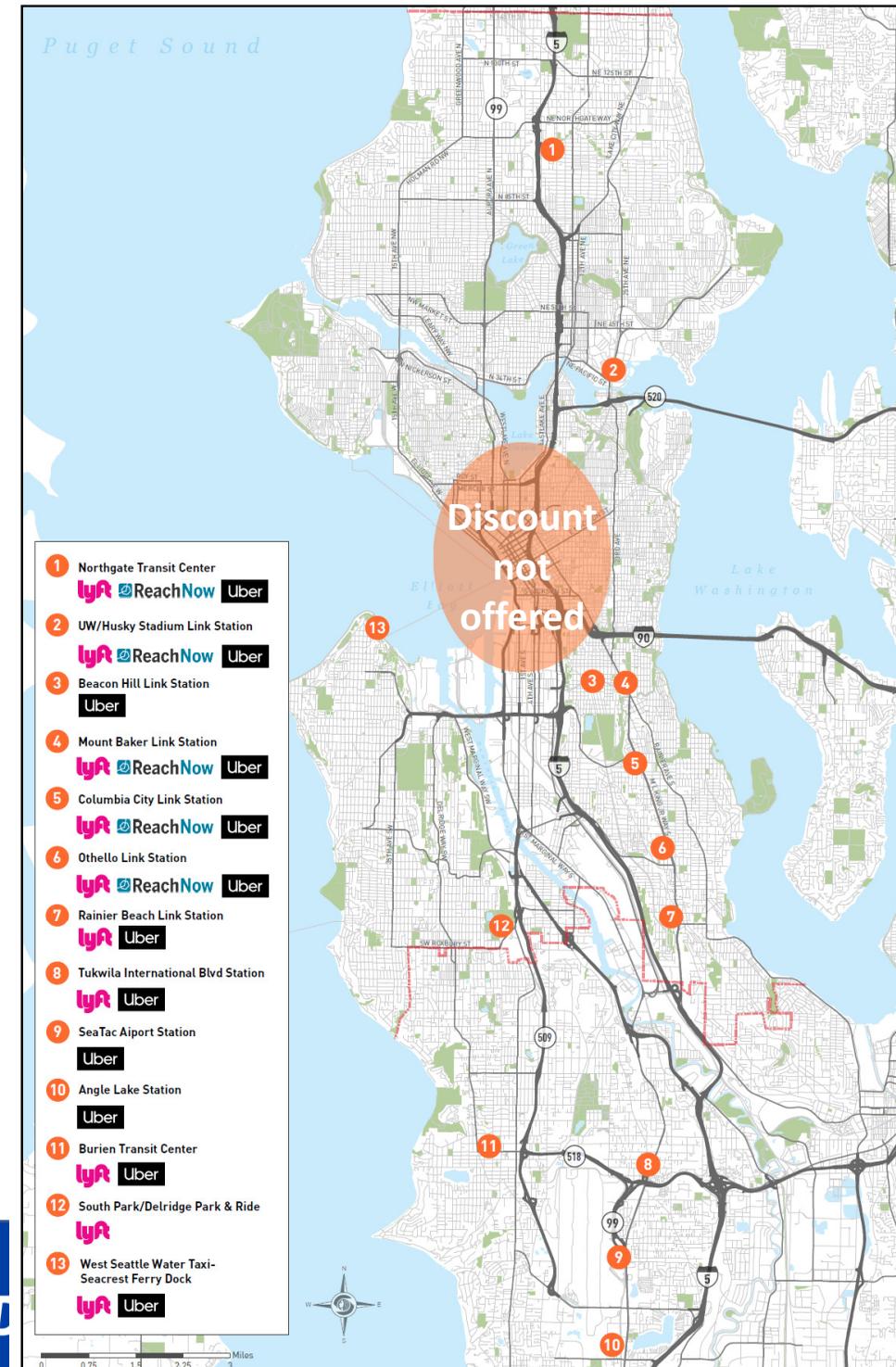
# Via to Transit

- Launched April 2019
- Shared-ride service to 5 Link Stations
- ORCA passes accepted as payment
- Operated by a new (to the area) Transportation Network Company (TNC): **Via**
- Delivered as part of an FTA Mobility on Demand Sandbox grant in partnership with Sound Transit, with additional funding from Seattle



# Rideshare to Transit

- **Goal:** Reduce single-occupancy vehicle trips downtown during the 3-week closure of SR 99
- **How:** Local TNCs (Lyft, Uber, ReachNow) self-subsidized discounts for trips that connected to transit
- Discount offered December 2018 through February 2019



# Rideshare to Transit Initial Results

- Over **15,000** discounts offered to over **6,000** riders during 2-month promotion
- **2-3** discount redemptions per user on average
- **90** discounted rides per day on average
- **96%** were shared rides



**RIDESHARE  
TO TRANSIT!**

Save \$2.75 off your rideshare trip  
by connecting to transit.



King County METRO   SOUNDTRANSIT   Seattle Department of Transportation

[seattletraffic.org/ridesharetotransit](http://seattletraffic.org/ridesharetotransit)

# Uber Promotional Partnership

- Uber self-subsidized \$3.50 discount on individual or shared rides connecting to or from Uber-selected pilot locations (Beacon Hill Link station and Link stations further south)
- Discount offered September 2017 through March 2018
- Pilot partnership accomplished through informal agreement

Partnerships

## A winning combination: Uber and public transit

September 1, 2017 / Seattle



Seattle boasts a strong and growing public transportation system, but there may be places you want to go that aren't close to public transit. That's where Uber comes in. We're committed to making Seattle's public transportation more accessible and efficient—let us get you door-to-door even when you're on a budget.

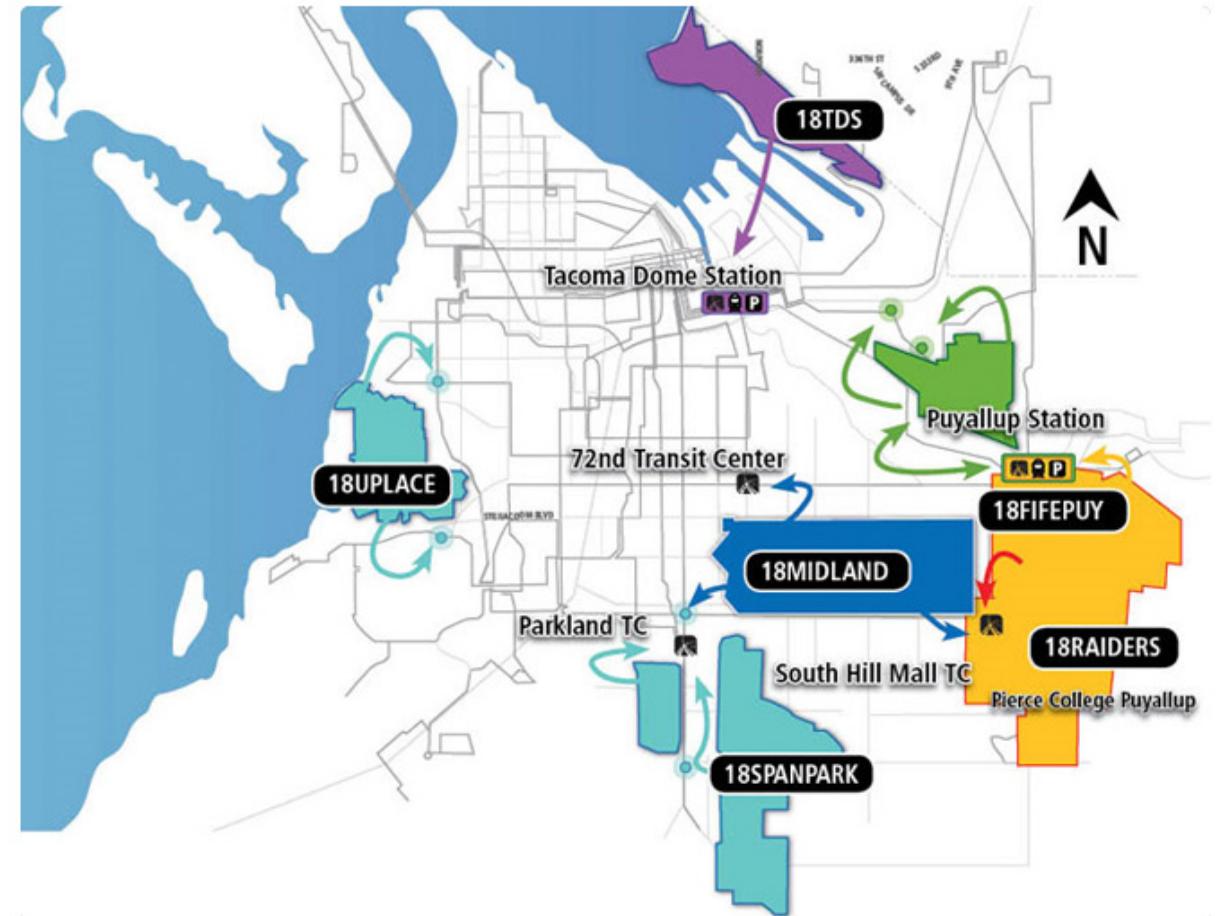
For a limited time, enter the promo code **TRANSIT** into your Uber app, choose uberX or uberPOOL, and get a \$3.50 discount on your rides to or from select transit stations. Why \$3.50? That's the equivalent cost of the most expensive public transit fare from any of these stations.

How it works:

*Uber blog September 1, 2017*

# Limited Access Connections

- Launched May 2018
- Lyft rides are provided at no cost to the rider in specific zones within Pierce Transit's service area, Monday-Friday, 5am-7pm
- Delivered by Pierce Transit as part of an FTA Mobility on Demand Sandbox grant in partnership with Sound Transit and Lyft



# Car Share Parking - Northgate Transit Center

- **Goal:** Increase access to high frequency/express transit service for all
- **Challenge:** Overcrowded park-and-rides (parking stalls are occupied for about 8 hours)
- **Concept:** Offer designated parking for car share
- **Launched:** January 2018



# Car Share Parking Initial Results

Goal	Achievement	Explanation
Increase access to transit	Okay	1/2 of users use transit for return trip, but 2/3 used car share to connect to nearby retail
Increase parking space turnover	Good	3 hour median parking duration
Support car-free or car-light households	Good	Half of users don't have cars
Test partnership with private providers	Good	Positive relationships with car2go and ReachNow

# Questions?

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