New Mobility Playbook

Planning Commission Briefing
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September 14, 2017

Seattle
Department of
Transportation

Today's agenda

- Introduce New Mobility program

- Overview of New Mobility Playbook

- How could SPC engage/collaborate on Playbook implementation and updates?

What is new mobility?

- Emerging technologies
- Smartphone- or app-enabled
- Shared mobility services
- On-demand and door-to-door service
- Need-based/pay-as-you-go
- Access to information
- Built on data infrastructure
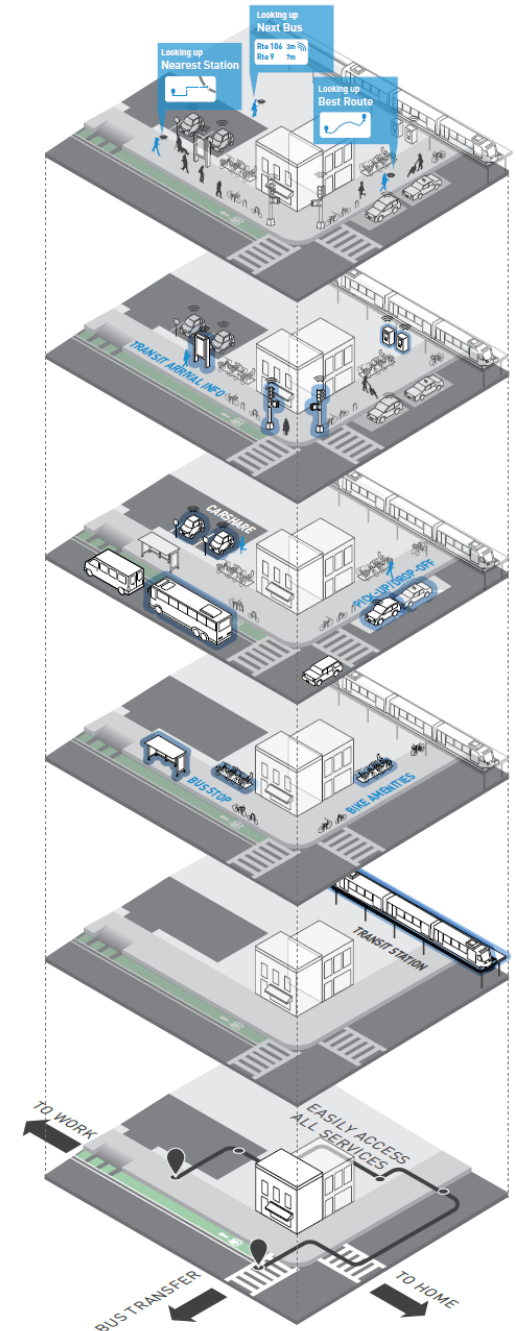- Electric vehicles

ASSISTANCE FROM TECHNOLOGY

REAL-TIME NAVIGATION

MOBILITY SERVICES

INFRASTUCTURE SUPPORTING MOBILITY

TRANSIT STATION

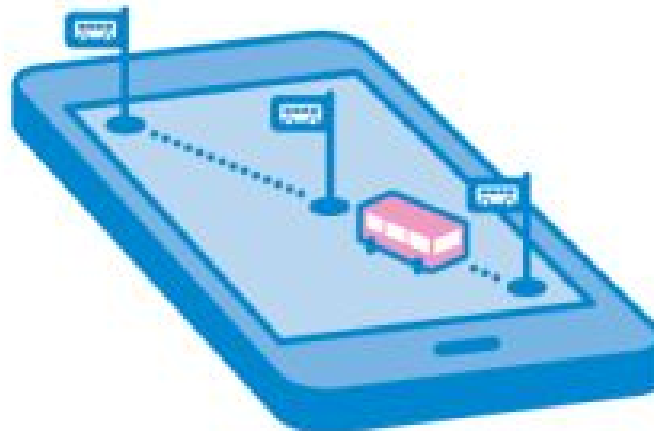CONNECTIONS

SDOT's role within new mobility

As industry and consumer preferences shift...

- Industry growth and disruptions
- More sharing and choice
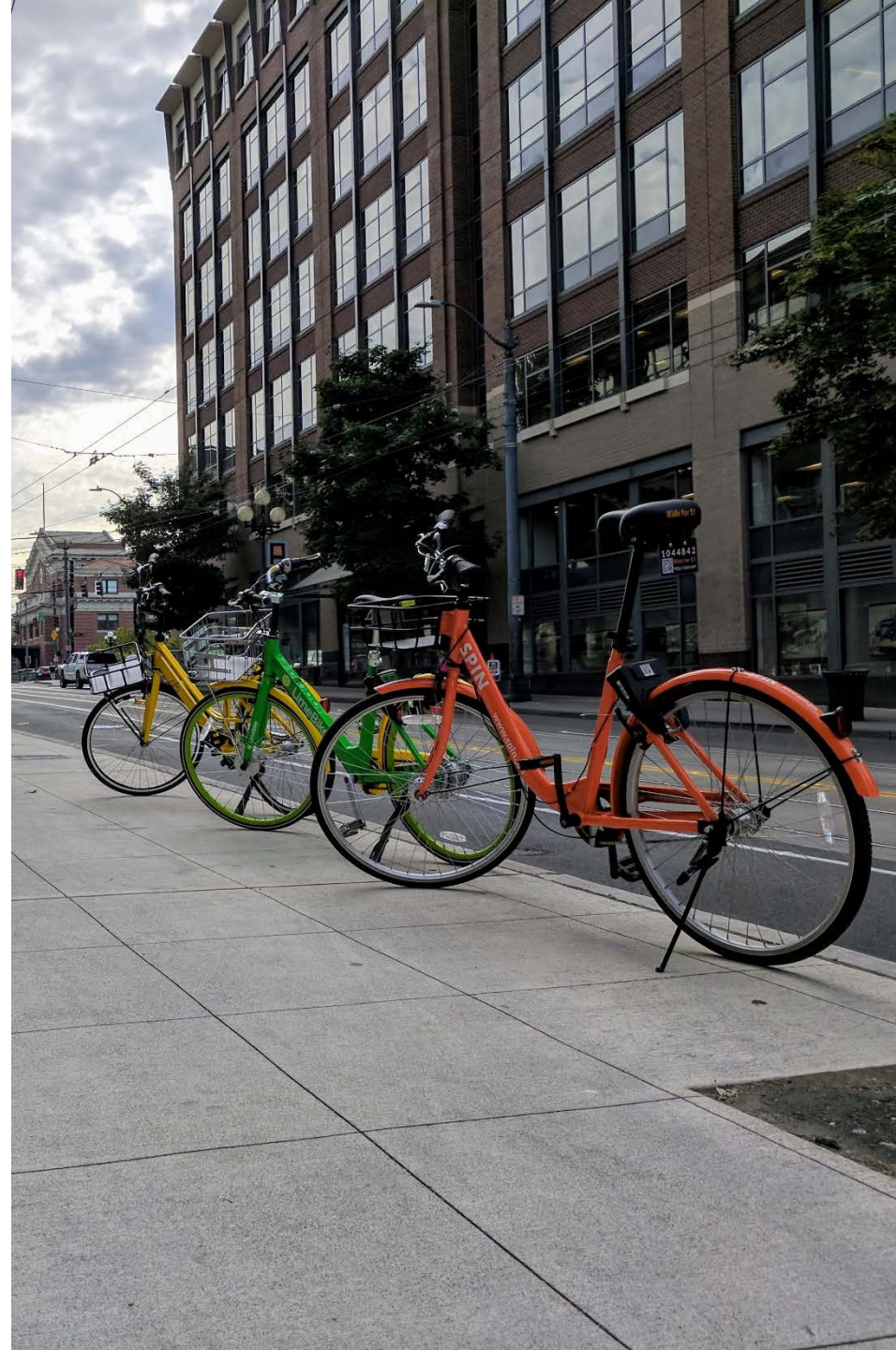- Rapid socialization
- Low barrier to entry

SDOT responds and anticipates...

- Anticipatory governance
- Nimble and effective regulations
- Innovation-friendly environment
- Risk management

What we do

- Relationships with emerging technology providers
- Rethinking access to transit and wayfinding
- Developing pilot programs

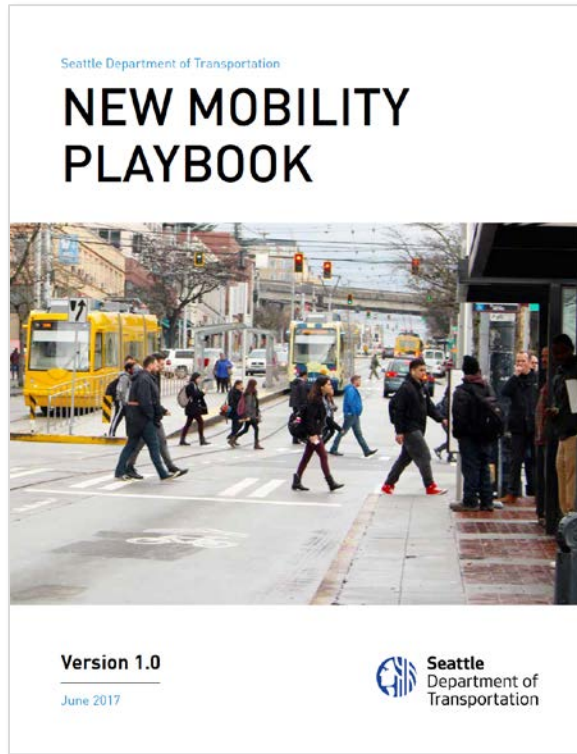# Intent of the Playbook

- Our point of view
- Our framework to shape changes
- Our tactics
- Our invitation to partner

1 Our 5 Core Values

2 Our Principles for New Mobility

3 Our Plays

4 Our Strategies

5 Our First Moves

6 Our Invitations to Innovators

7 Our Further Actions
Appendix A: www.seattle.gov/transportation/newMobility.htm

Respond and anticipate to new mobility

Seattle Department of Transportation

NEW MOBILITY PLAYBOOK

Version 1.0

June 2017

Seattle Department of Transportation

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

PRINCIPLES FOR NEW MOBILITY

Put People and Safety First

Design for Customer Dignity and Happiness

Advance Race and Social Justice

Forge a Clean Mobility Future

Keep an Even Playing Field

Respond and anticipate to new mobility

Seattle Department of Transportation

NEW MOBILITY PLAYBOOK

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June 2017

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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

IF WE LEAVE IT TO CHANCE...   IF WE SHAPE IT...

Invitation to innovators

How might we…

- share data with mobility providers?

- redesign our procurement process to better partner with innovators?

- deliver e-commerce and urban goods?

- design services for people with disabilities and for older adults?

- design services available for people without credit cards, bank accounts, or smartphones?

SPC Collaboration

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

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1. Shared Mobility Hubs

Strategy 1.6:
- Develop a Shared Mobility Hub program with a public-facing brand, actionable Implementation Plan (including a regional definition of shared mobility hubs, a hub typology, access hierarchy, siting plan, financing, phasing, and other implementation considerations), and demonstration sites
- Integrate shared mobility hub amenities into ongoing Sound Transit 2, Sound Transit 3, and Move Seattle transit projects

2. Urban Goods Movement

Strategy 2.3:

- Work with the University of Washington's Urban Freight Lab to understand the impacts and benefits of e-commerce and other emerging shared delivery models in Seattle
- Assess the applications, impacts, and design implications of drone delivery and building integration

2. Urban Goods Movement

Strategy 2.3:
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3. Equity

Elements:

- Affordability and subsidies
- Going beyond traditional target markets
- Culturally-appropriate marketing
- Digital equity
- Banking, securitization, and payment options

- Focus on aging
- ADA accessibility
- Democratizing information
- Ladders of opportunity, workforce development, and local economic development

4. Public Space Recovery

Strategy 2.1:
- Expand 3-minute passenger loading zones citywide from which ridesourcing and microtransit services can be required to pick-up and drop-off passengers (i.e., "pin drops" are tied to physical passenger loading zones)
- Identify near- and long-term Pavement to Parks and parklet opportunities for the Adaptive Streets program

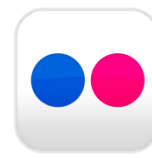# 5. Automated Mobility

Strategy 5.3

- Adopt the preliminary Automated Mobility Policy Framework as an ordinance and require annual updates to reflect changes within the automated mobility industry
- Develop a Transition to Full Automated Mobility Phasing Plan to seamlessly shift between human-driven vehicles to fully-automated vehicles
- Update minimum street design standards in Seattle's public ROW improvements manual, Streets Illustrated, to reflect changes in automated vehicle form factors

Questions?

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