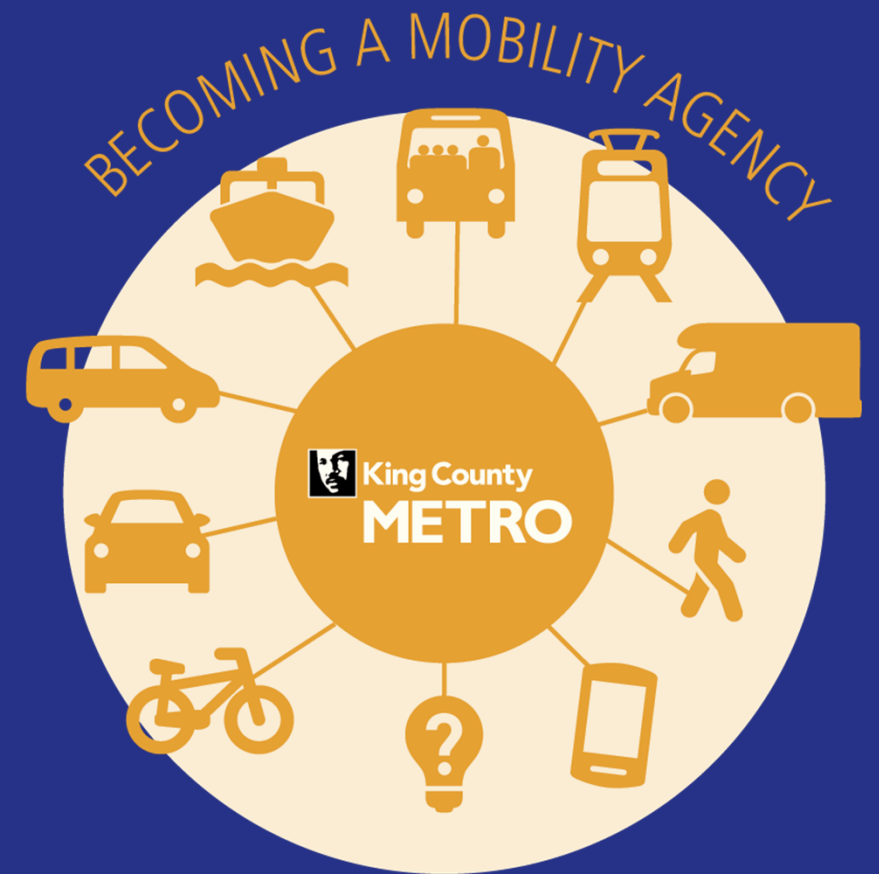


# Mobility Framework: moving forward together towards an innovative, integrated, equitable & sustainable mobility system

Seattle Transit Advisory Board  
September 25, 2019



# Objectives for Today's Briefing

- **Summarize research and analysis** on travel trends, best practices
- **Discuss Equity Cabinet's work** in moving from 10 Guiding Principles to 5 themes
- **Discuss key questions** the Equity Cabinet considered in each theme area
- **Discuss draft recommendations** from Equity Cabinet
- **Review timeline** for policy updates (Strategic Plan, METRO CONNECTS, Service Guidelines)

# Goals for 2019-20 Policy & Planning Efforts

- **Mobility Framework:**
  - plan for an integrated, innovative, equitable, and sustainable mobility future
  - ensure policies and investments put people first
  - advance equity
  - meet mobility needs
  - reduce regional greenhouse gas emissions
- **Regional Planning:** to develop an ambitious yet realistic plan to fund and implement METRO CONNECTS while advancing equity and addressing climate change



# Mobility Framework: Why It Is Needed

- Responds to King County Council Motion 15253, and significant changes in our region:
  - The rapidly changing transportation landscape, with its wide array of new technologies, innovative services, and mobility providers
  - King County's growing and increasingly diversifying population
  - The persistent inequities that exist by race and place
  - The climate crisis



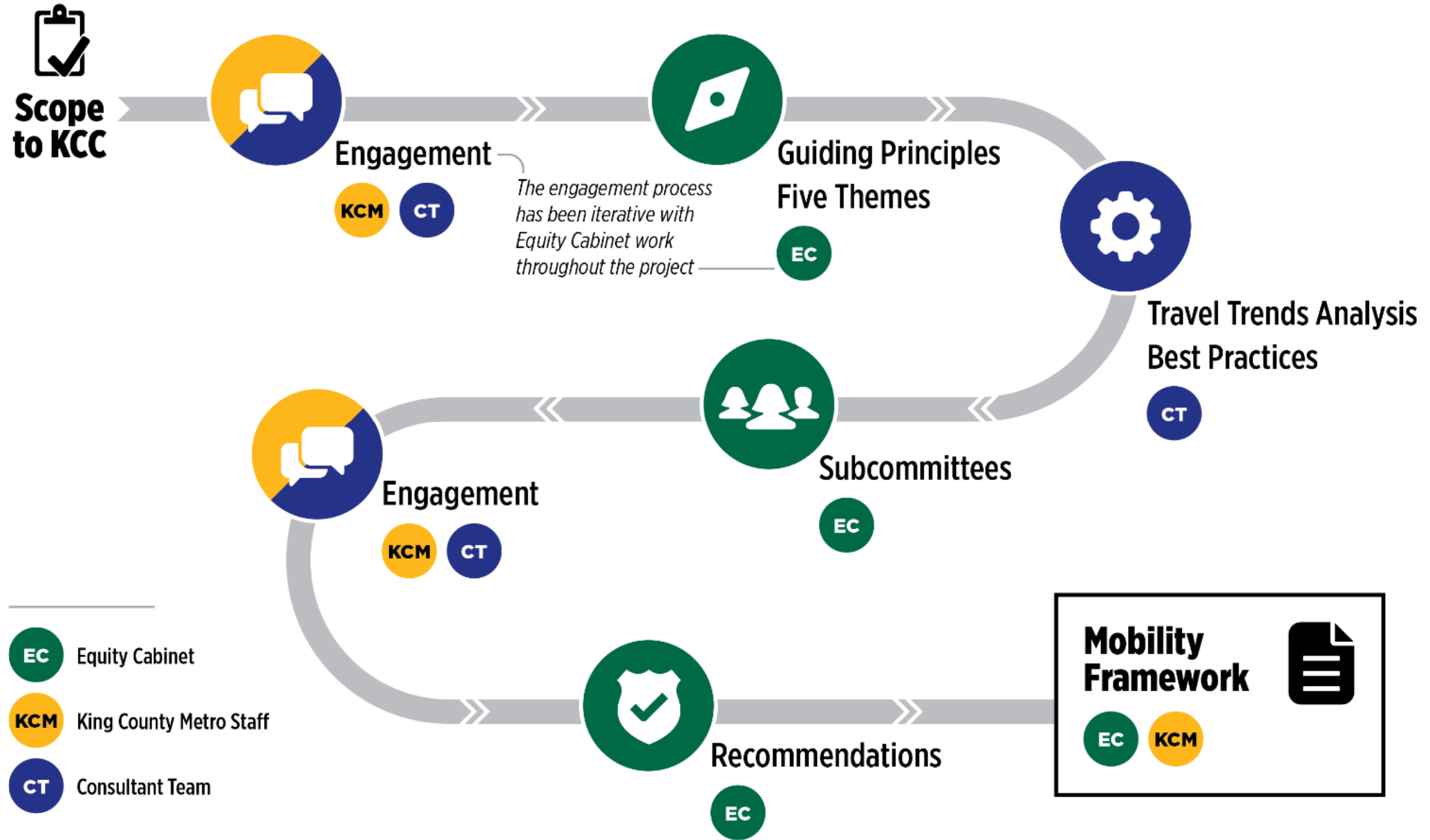
# Mobility Framework Status

**Metro needs updated policy that supports an innovative, integrated, equitable, and sustainable regional network.**

Work includes:

- Travel trends and mobility analysis
- Review of best practices
- Engagement
  - *Co-creating framework with a community-led Equity Cabinet*
  - *Equity Cabinet & Metro incorporated feedback from elected officials, community & advocacy groups, employers, and others*
- Development of guiding principles and recommended actions for Metro and partners (informed by research, analysis, and engagement)

# Mobility Framework Process





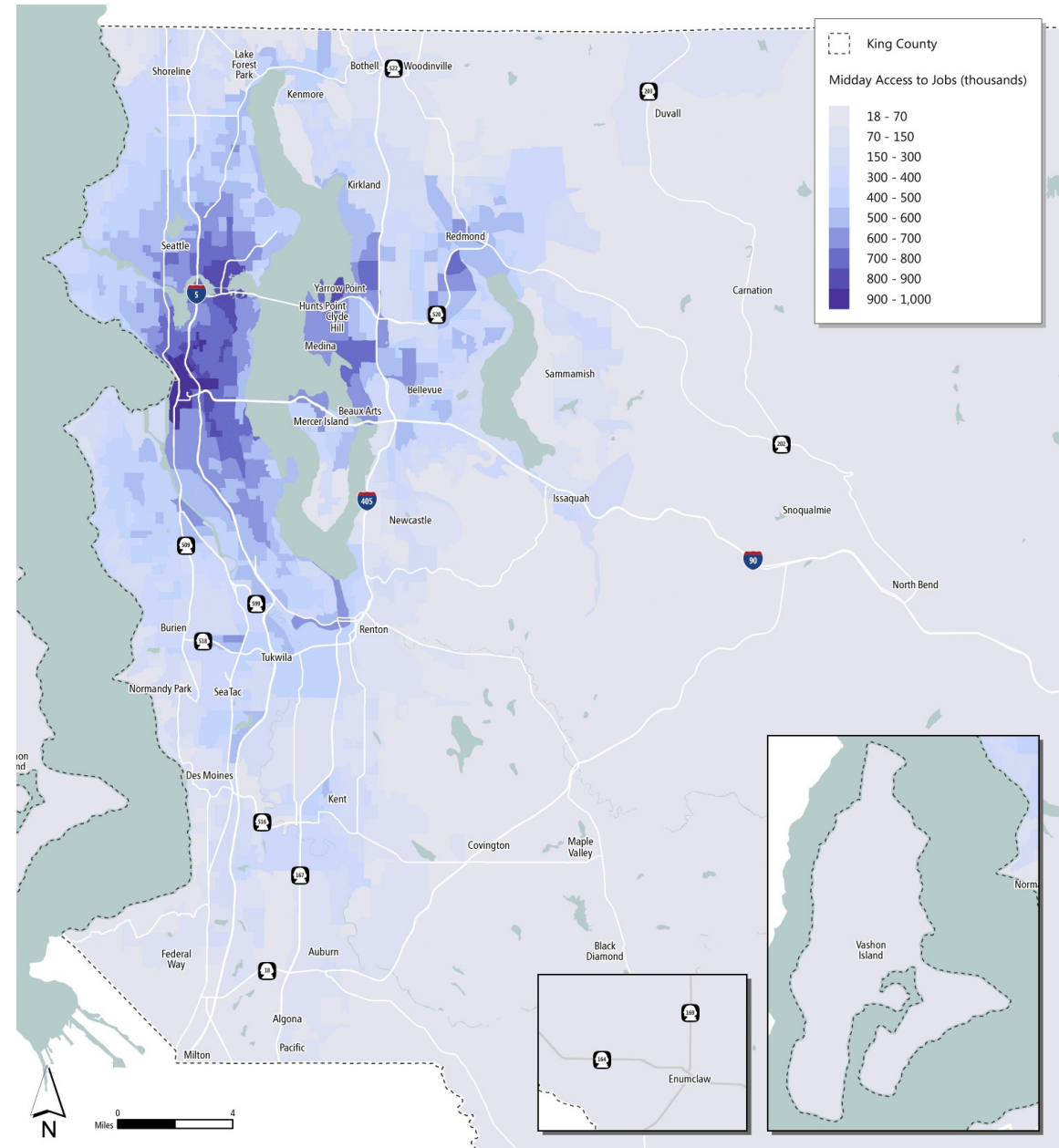
# Equity Cabinet Composition & Process

- **Comprised of 22 community leaders**, representing riders and communities countywide, including priority populations (low- and no-income populations, people of color and indigenous people, immigrants and refugees, limited-English speaking communities, people with disabilities)
  - *Many, but not all, participated in Open Space Equity Cabinet*
- **Met 1-2 times/month since May 2019**
- **Goals:**
  - Community-led process and product, share power and decision-making (*best practices*)
  - Work with Metro to incorporate stakeholder & public feedback
  - Hold Metro accountable throughout policy update process



# Travel Trends – Consultant Work

- Focused first on who is living in King County and where priority populations are concentrated
- Identified job distribution, with a focus on wages
- Explored economic and cultural displacement
- Considered land use implications for travel behavior and greenhouse gas (GHG) reduction





# Travel Trends – Consultant Work (*cont.*)

- Analyzed transit access to jobs, schools, and services throughout the day
- Reviewed changes in travel behavior (distance and mode) over time by population
- Identified potential GHG impacts of current sustainability strategies
- Developed composites to identify new service opportunities
- Explored impacts of new mobility services on transit ridership

SHIFTS TO RIDESOURCING PREDOMINANTLY FROM DRIVING, PUBLIC TRANSIT, AND TAXIS

Study Authors Location Survey Year	Rayle et al.* San Francisco, CA 2014	Henao* Denver and Boulder, CO 2016	Gehrke et al.* Boston, MA 2017	Clewlow and Mishra** Seven U.S. Cities***** Two Phases, 2014 – 2016	Feigon and Murphy*** Seven U.S. Cities***** 2016	Hampshire et al.**** Austin, TX 2016
Mode						
Drive (%)	7	33	18	39	34	45
Public Transit (%)	30	22	42	15	14	3
Taxi (%)	36	10	23	1	8	2
Bike or Walk (%)	9	12	12	23	17	2
Would not have made trip (%)	8	12	5	22	1	-
Carsharing / Car Rental (%)	-	4	-	-	24	4
Other / Other ridesourcing (%)	10	7	-	-	-	42 (another TNC) 2 (other)

# Best Practices – Consultant Work (*cont.*)

Innovation Best Practices Examples	Impact
Pinellas Suncoast Transit Authority – Transit Dependent Late Shift (Pinellas County, FL)	✓ ✓
MBTA - On-Demand Paratransit Pilot Project (Boston, MA)	✓ ✓
Metro Community Connections (King County, WA)	✓ ✓
SFMTA and SFCTA Guiding Principles for Emerging Mobility Services and Technologies (San Francisco, CA)	✓ ✓ ✓
Allegheny County Port Authority Bike Share Partnership (Pittsburgh, PA)	✓ ✓
LA Metro Office of Extraordinary Innovation (Los Angeles, CA)	✓ ✓ ✓
TriMet Mobility On Demand Sandbox Trip Planner App (Portland, OR)	✓ ✓
Austin Smart Mobility Roadmap (Austin, TX)	✓ ✓
Mobility as a Service: Whim Mobile Application (Helsinki, Finland)	✓ ✓

Collaboration



Safety



Transit



Congestion



Sustainability



Equitable Access



Disabled Access



Accountability



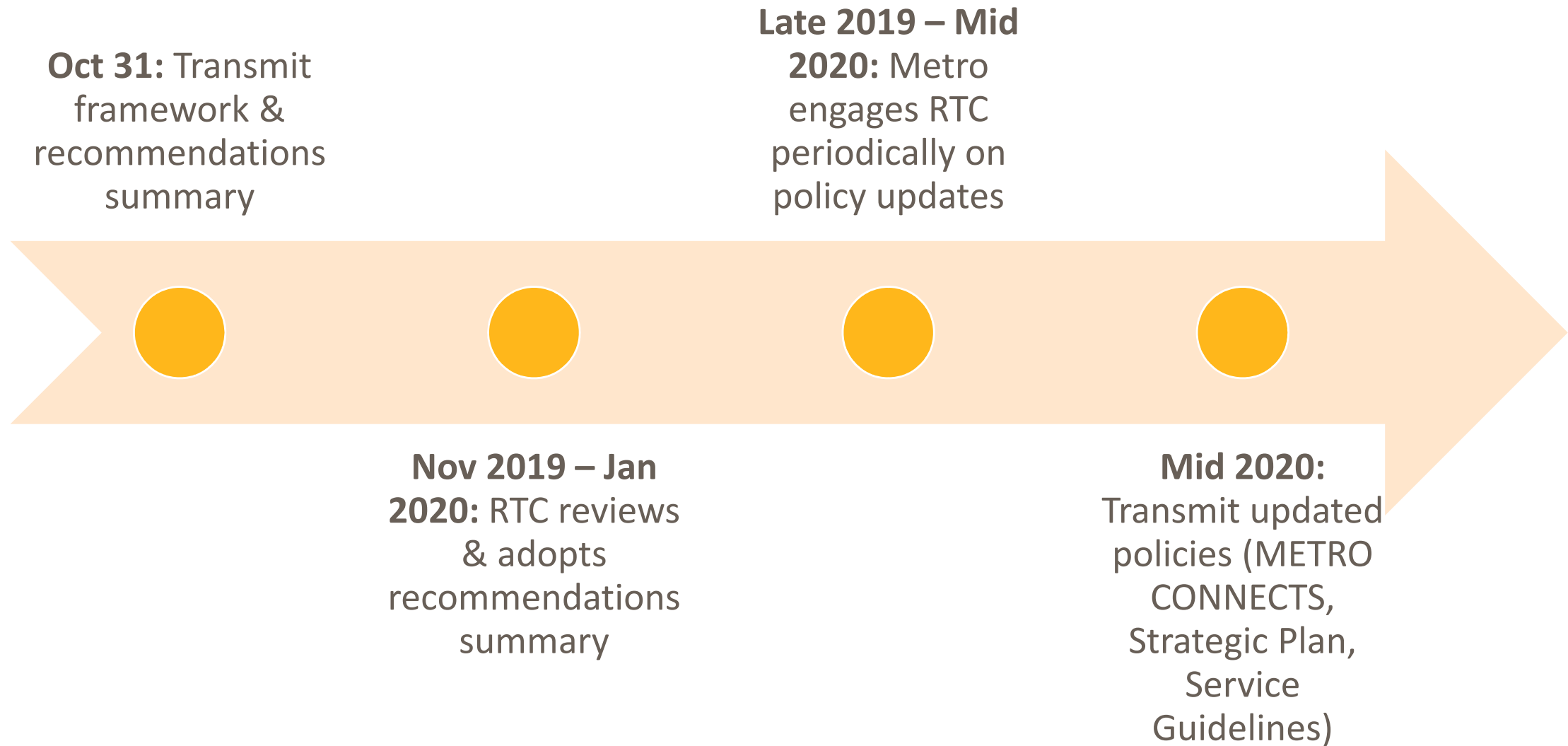
Labor



Financial Impact



# Next Steps & Opportunities for RTC Engagement



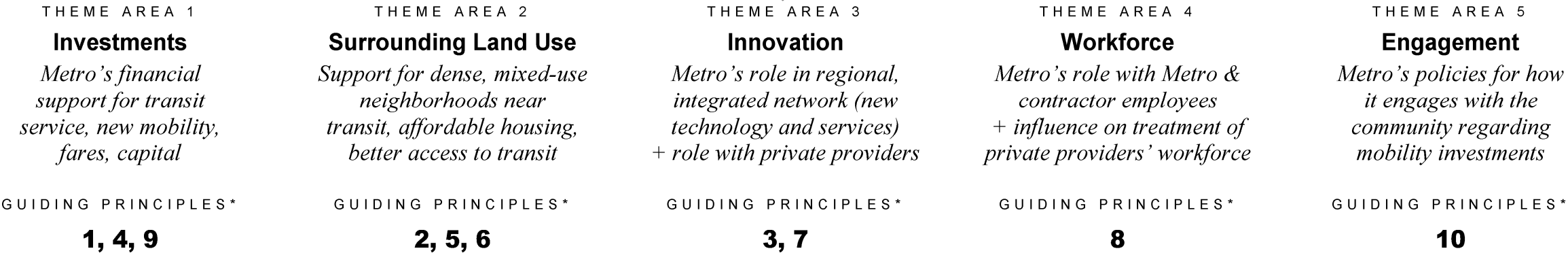
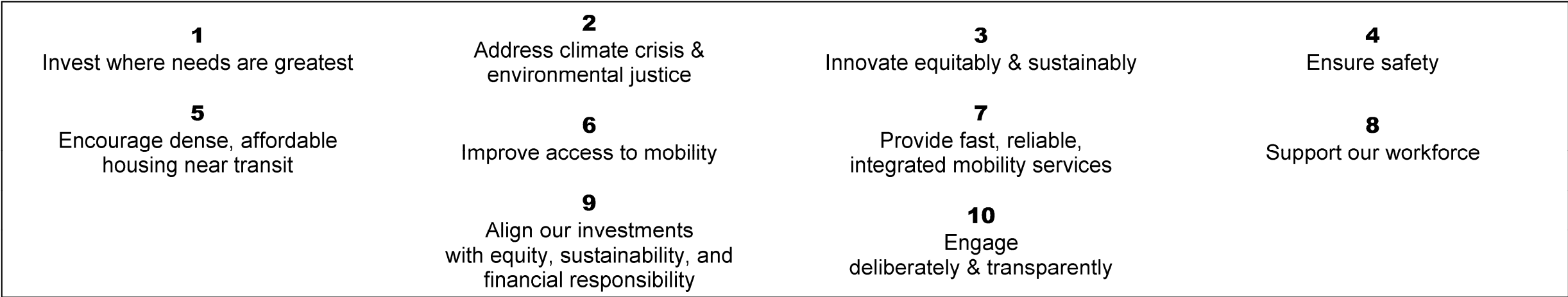
# Potential Timeline for RTC Engagement

Month	Action and Topic
October 2019	Review existing policy documents
November 2019	Review/adopt Mobility Framework Recommendations Summary (TBD)
December 2019	King County Council review/adopt Mobility Framework Recommendations Summary (TBD)
January 2020	Discuss Strategic Plan and performance measures updates
February 2020	Discuss updated METRO CONNECTS costs and prioritization
March 2020	Discuss Service Guidelines updates
July 2020	Begin review of transmitted updated policy documents (Strategic Plan, METRO CONNECTS, Service Guidelines)
November 2020	King County Council adoption of policy documents



# Guiding Principles to Recommendations

## Guiding Principles



# INVESTMENTS

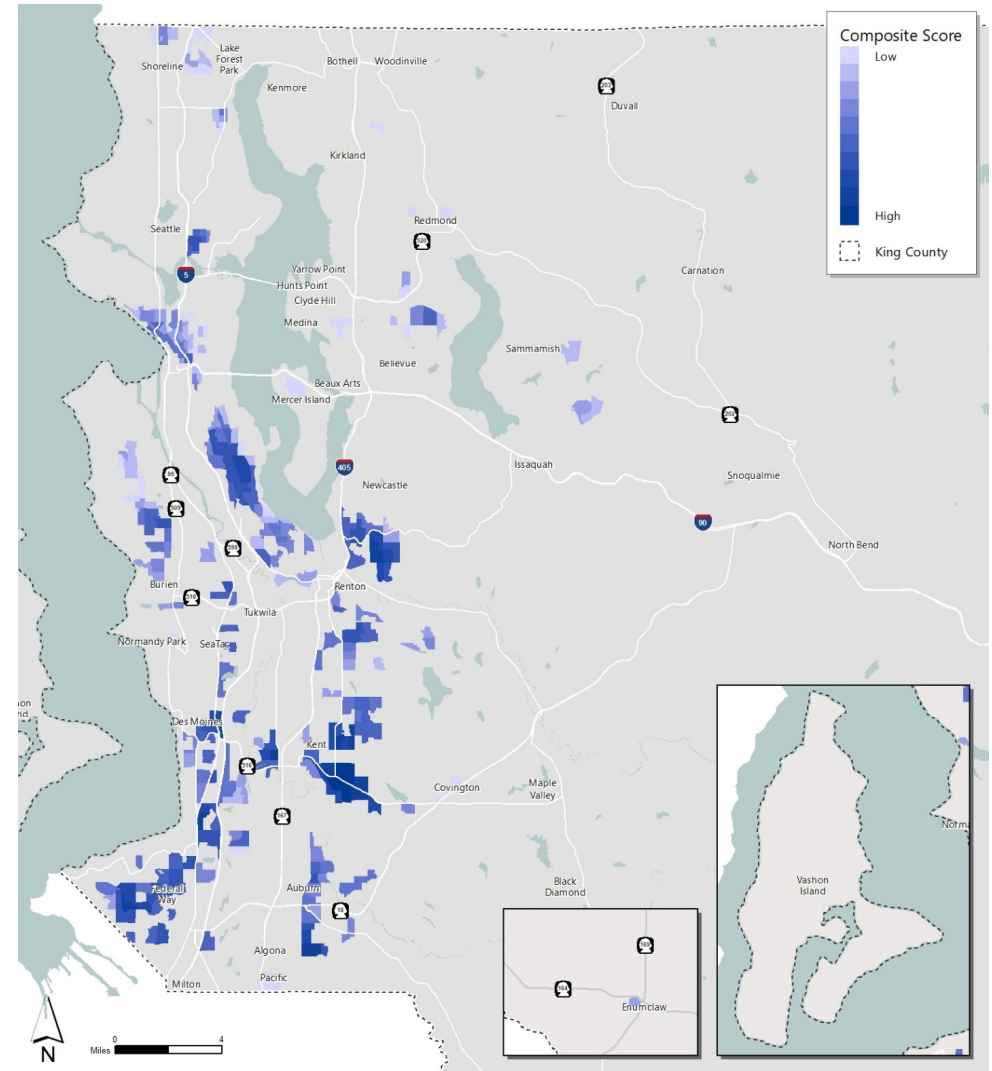


## Relevant Guiding Principles

- **Guiding Principle 1:** Invest where needs are greatest
- **Guiding Principle 4:** Ensure safety
- **Guiding Principle 9:** Align our investments with equity, sustainability, and financial responsibility

# Investments: Key Questions

- **Key Questions (*examples*)**
  - How should unmet need for priority populations be defined, and where does it exist?
  - How can Metro invest to better address unmet need, while balancing the need to support ridership and reduction of greenhouse gas emissions?
  - What can Metro do to make the transit experience feel safe?



## Investments: Recommendations

- **Provide additional transit service in areas with unmet need**, defined as areas with high density; a high proportion of low-income people, people of color, people with disabilities, and members of limited-English speaking communities; and limited mid-day and evening service. Adapt Metro's adopted policies to meet this need and to ensure regular and ongoing evaluation of needs in those areas. \$
- **Support investments to increase safety**, including bus safety features, a safety app and amenities such as lighting, real-time arrival signs, and informational campaigns. \$
- **Support improvements to increase speed and reliability** to make transit investments most successful and to provide incentives for local jurisdictions to prioritize use of right-of-way for transit and access to transit. ★\$



# SURROUNDING LAND USE



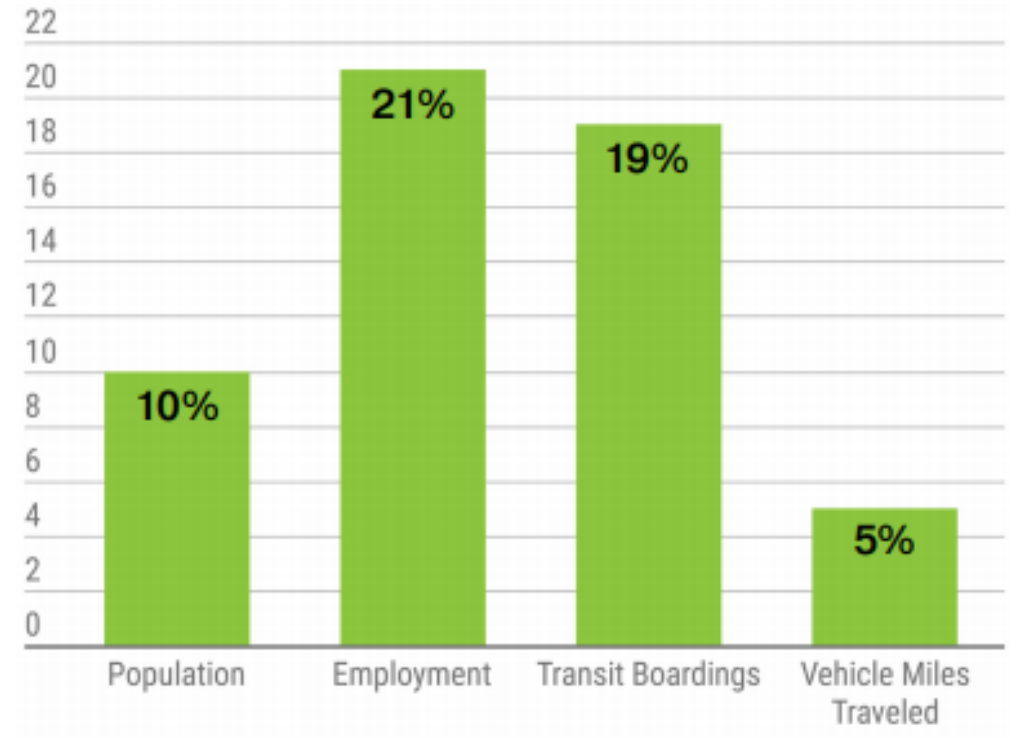
## Relevant Guiding Principles

- **Guiding Principle 2:** Address climate crisis, environmental justice
- **Guiding Principle 5:** Encourage dense, affordable housing near transit
- **Guiding Principle 6:** Improve access to mobility

# Surrounding Land Use: Key Questions

- **Key Questions (*examples*)**
  - How can Metro best help make a car-free or car-lite lifestyle an easier choice and reduce greenhouse gas emissions from vehicles?
  - How can Metro influence the allocation of public space in ways that support accessibility?
  - How can Metro use its influence and support the work of others to increase housing affordability and minimize displacement near transit?

Population, Employment, Transit Boardings, and Vehicle Miles Traveled, 2010-2017



**Data Sources:**

Transit Boardings: National Transit Database Monthly Adjusted Release, December 2017.

<https://www.transit.dot.gov/ntd/data-product/monthly-module-adjusted-data-release>

Population: OFM, April 1, 2018 Population of Cities, Towns and Counties.

Employment: ESD, WA Employment Estimates (seasonally adjusted) April 2018.

# Surrounding Land Use: Recommendations

- **Increase dense, mixed use zoning, affordable housing, and reduced parking requirements in urban areas near transit** through the Growth Management Planning Council, by developing a King County Transit-oriented Development policy, and by updating Metro's adopted policies to provide incentives for jurisdictions that provide increased density and/or affordable housing. ★\$
- **Develop station area and right-of-way guidelines** that prioritize transit use and access for people who walk, bike, or roll to the station. ★\$
- **Develop people-friendly street designs near transit**, including traffic-calming measures and ways to make bus stops safe for all ages, genders, and abilities. ★\$
- **Meet King County's climate goals by reducing car use** and by prioritizing ways to make transit convenient and accessible. \$

# INNOVATION



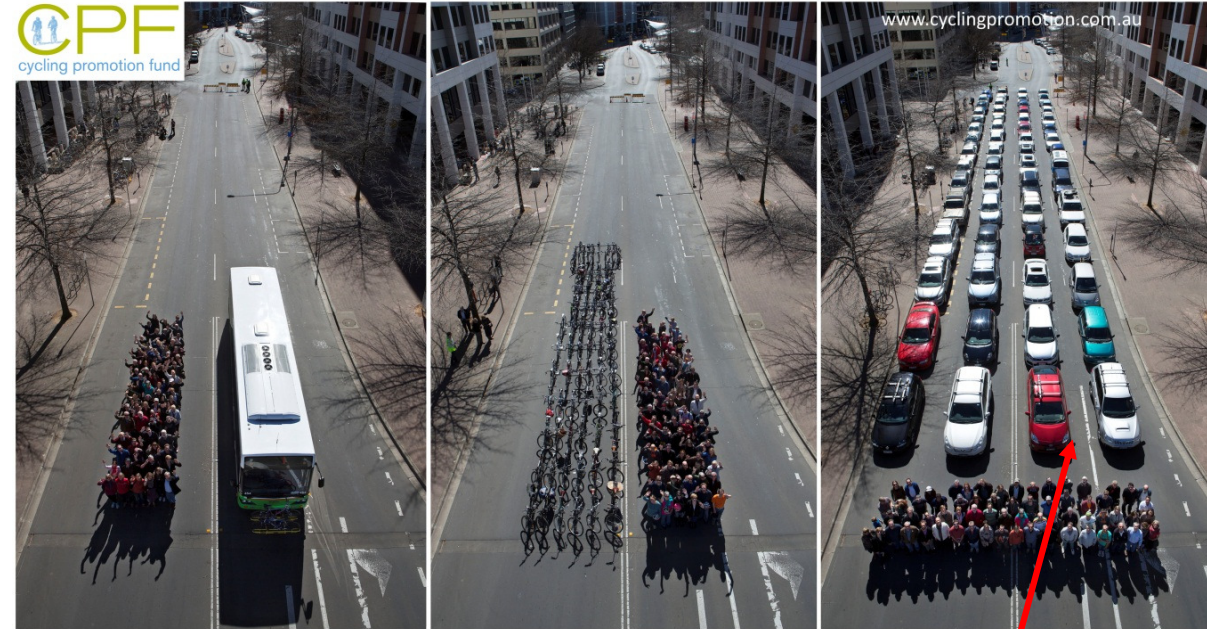
## Relevant Guiding Principles

- **Guiding Principle 3:** Innovate equitably & sustainably
- **Guiding Principle 7:** Provide fast, reliable, integrated mobility services



# Innovation: Key Questions

- **Key Questions (examples)**
  - What role should innovations have in an integrated mobility system?
  - How can Metro implement innovations equitably and sustainably, while compelling private providers with whom we partner to share our values?
  - How can Metro work with partners to ensure innovations support an integrated mobility system and the equitable use of public space?



If no one shares a ride, providing “innovative” services still results in the same amount of congestion and pollution

# Innovation: Recommendations

- **Change Metro's adopted policies to assert the role of innovation, address new mobility services, and support innovative, equitable, sustainable mobility** to ensure they supplement transit services and work first for priority populations.
- **Develop new mobility guidelines for how Metro partners with private providers** that incentivize an equity and climate focus.
- **Facilitate integrated payment and planning** to help customers plan and pay for multimodal trips, in partnership with ORCA agencies and private providers, including micromobility providers. ★\$
- **Enhance communications** to raise awareness of mobility innovations.
- **Convene and support jurisdictions** in developing a regional framework for innovative mobility partnerships. ★

# WORKFORCE



## Relevant Guiding Principles

- **Guiding Principle 8:** Support our workforce



# Workforce: Key Questions

- **Key Questions (examples)**
  - How do we help our workforce prepare for technological and transportation-related advancements?
  - How can Metro support career paths in a way that makes the workplace more inclusive?
  - How can we contract for services to advance equity and sustainability?
  - How can we reach priority populations for job recruitment and retention?





# Workforce: Recommendations

- **Strategically partner with the labor community** to build new “communities of ridership” and benefit Metro employees, priority populations and the environment. ★\$
- **Use future transportation innovations to target new riders as potential employees.**
- **Use strategic and culturally specific communication methods** to build community relationships.
- **Build infrastructure to provide pathways to mobility-related employment,** including a “school without a school,” an equity in mobility summer internship program, an approach to assist with costs associated with workforce development and employment pathways, and community-based mobility career hubs.★\$
- **Use strategic workforce planning** to meet current and future workforce needs. ★\$
- **Purposefully foster a sustainable learning culture within Metro.**
- **Require the centering of equity in all contracts and subcontracts.**

# ENGAGEMENT



## Relevant Guiding Principles

- **Guiding Principle 10:** Engage deliberately and transparently



# Engagement: Key Questions

- **Key Questions (*examples*)**
  - What strategies should Metro use to improve our engagement and communication practices?
  - How can we demonstrate openness to shared decision-making and co-creation?
  - How can we reach people with the greatest barriers to access?



# Engagement: Recommendations

- **Strengthen communications** to ensure that priority populations are aware of existing services, new pilots and services, service changes, affordability programs, etc.
- **Build lasting relationships in communities** and compensate community members for their time and expertise.
- **Use a coordinated cross-departmental approach to engagement**, including a continuing King County Equity Cabinet.
- **Develop an equity-centered engagement framework** by co-creating with the community and measuring equity and sustainability over time.
- **Develop a community liaison program** to hire people to act as a conduit to the community.
- **Identify metrics to measure success and continually improve**, and regularly report on engagement metrics.

## Discussion

- **Comments or questions on recommendations?**
- **What recommendations or concepts would RTC members like Metro to focus on in the policy updates?**



# Closing and Questions