



# Employer Shared Transit Stop Program



# Our vision, mission, and core values

**Vision:** Seattle is a thriving equitable community powered by dependable transportation

**Mission:** to deliver a transportation system that provides safe and affordable access to places and opportunities

Committed to **6 core values:**

- Equity
- Safety
- Mobility
- Sustainability
- Livability
- Excellence

# Presentation overview

- Background / Shared Stop Pilot
- Goals of a Permanent Program
- Proposed Action
- Shuttle Vehicle Permitting
- Shared Transit Stops
- Stakeholder Engagement
- Next steps

# Background / Shared Stop Pilot

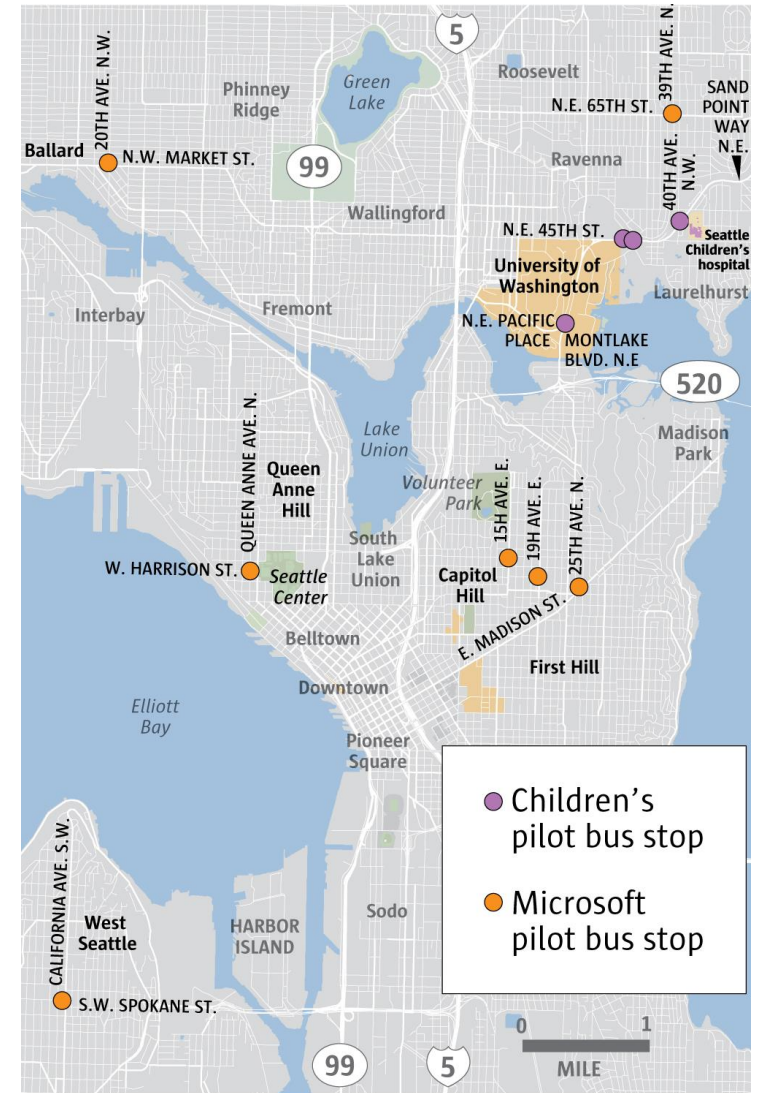
- Employer shuttles enabled by RCW 35.58.250
- Connect worksites and campuses
- Serve residential neighborhoods for commutes
- 2005: Established Shuttle Vehicle Load Zone (SVLZ) i.e. white curb zone & Shuttle Vehicle Permit fee in SMC in response to growing demand for reliable access at the curb



Courtesy: The Urbanist

# Background / Shared Stop Pilot

- April 2017: Launched Employer Shared Transit Stop Pilot with King County Metro, plus Microsoft (8 stops) and Seattle Children's Hospital (4 stops)
  - Evaluation report issued October 2018
    - No major impacts to transit or roadway operations
    - Best practices for stops and roadways for future sharing
    - Basis for considerations in Director's Rule
  - Strong collaboration and communication with partners
- Policy development through 2018-19 with pilot and potential partners
- Put on pause early 2020 due to COVID-19 pandemic



Courtesy: The Seattle Times

# Goals of a Permanent Program

- Maintain public transit priority in transportation system
- Increase employee travel options via shared modes
- Reduce SOV travel, carbon emissions, and congestion
- Make efficient use of curbspace
- Appropriately price private use of the public right-of-way
- Manage staff workload and costs
- Further downtown mobility goals, West Seattle mobility goals

# Proposed Action

- SDOT proposes to update the SMC using lessons learned from the pilot to reflect the growing use of employer shuttles and demands for curbside use and how to effectively accommodate that use while continuing to prioritize public transit use, speed and reliability.
- Ordinance would:
  - Make updates to definitions of bus zone, shuttle vehicle, shuttle load zone, and special permits
  - Provide updated authority for administration and issuance of system of shuttle vehicle permits
  - Update fee structure for shuttle permits, zones and shared stops
- Accompanied by Director's Rule (draft to be noticed for comment)
- Future budget supplemental may be needed to account for staffing and resource needs depending on volume of permit requests

# Shuttle Vehicle Permitting

- **Shuttle Vehicle Permit** – allows a shuttle vehicle to use any SVLZ
  - Maintains and modernizes existing annual permit
  - Removes fixed fee amount in SMC, moves to SDOT Fee Schedule (\$300 to \$600 in 2022)
  - Data requirement as permit condition (info on shuttle routing and stops, passenger utilization, delay or crash incidents)
- **Shuttle Vehicle Load Zone** – a specific curb use reserved for shuttles only
  - Creates formal application process (via Director's Rule) for new zones
  - Shuttles can continue to use 3-minute or 30-minute loading zones with others
  - Hourly review fee for applications - \$320/hour in Fee Schedule (updated annually)
    - Modeled after similar Street Use vending review
  - Require reimbursement for new SVLZ infrastructure (signs, paint, etc.)

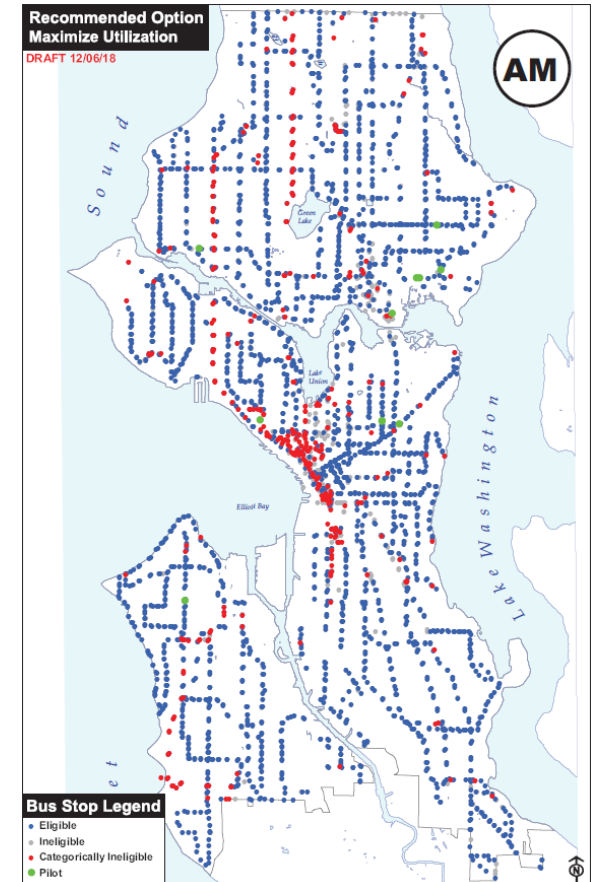


# Shuttle Vehicle Permitting

- Allows better cost recovery for serving shuttle permits
- Application process for new zones streamlines staff intake and review
- Hourly review charge reimburses staff time and produces better applications
- Shuttle data requirement provides more visibility into shuttle operations

# Shared Transit Stop – Applications

- **Shared Transit Stop** – a bus zone approved for shuttle use
- Excludes stops with highest potential for conflicts
  - RapidRide stations, transit lane, layover, unprotected bike facility
  - Leaves ~90% of Seattle stops within city eligible for application
- Permit approval depends on shuttle & stop specifics
  - Transit zone length and roadway operations
  - Bus boarding activity and frequency
  - Shuttle capacity, frequency, boarding policy
- Application process and details via Director's Rule
  - 10 applications biannually/20 annually, per employer
  - Max 50 shared stops per employer, 250 total citywide



# Shared Transit Stop – Review

- Conduct stop/shuttle analysis and preliminary decision (approve, deny, need more information)
  - Confer with King County Metro on applications and preliminary decision
- Solution to application could be other curb uses:
  - New or existing SVLZ, existing passenger-load curb uses
- Same hourly review fee for applications - \$320/hour
- Permit condition to minimize dwell at transit stops – reduce vehicle “friction”
- Approved Shared Transit Stop - \$5,000/stop/year use fee
- All stops reviewed annually for potential renewal – not permanent or vesting

# Stakeholder Engagement

- King County Metro
- Pilot partners (Microsoft, Seattle Children's Hospital)
- Stop notifications at pilot launch in 2017
- Media coverage (Seattle Times, The Urbanist, Geekwire)
- Metro rider alerts during pilot expansion, 2018
- Potential employer applicants, shuttle operators, labor
- Commute Seattle, Transit Advisory Board
- **Overall:** Support for pilot and program permanency, learning lessons from San Francisco



Courtesy: The Seattle Times



# Next steps - Process

- Consideration at Council transportation committee in early 2022
- Notice of Director's Rule with comment period and address questions
- Prepare for program launch (Q1 2022)
- Continued outreach with major employers, major institutions, Commute Seattle
- Revise Shuttle Vehicle Permit and conditions
- Create revised Shuttle Vehicle Load Zone application and new Shared Transit Stop Use application

# Next steps - Timeline

Date	Activity/action
Early 2022	Publish Director's Rule
Early 2022	Legislative Approval
Q1 2022	Launch updated Shuttle Vehicle Permit, Shuttle Vehicle Load Zone, Shared Transit Stops permit program

# Questions?

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[www.seattle.gov/transportation/projects-and-programs/  
programs/transit-program/employer-shared-transit-stop-pilot](http://www.seattle.gov/transportation/projects-and-programs/programs/transit-program/employer-shared-transit-stop-pilot)

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