King County Metro
Innovative Mobility Program

Urbanism Next
March 6, 2018

Casey Gifford
Innovative Mobility Project Manager
Metro as Innovation Leader
“Rapidly advancing technologies are changing the ways people travel. Metro Connects envisions Metro setting the bar for technological innovations in transit by investing and nurturing a culture of innovation…(Metro will) continually evaluate ‘business as usual’ and create new ways to serve customers better.”
Innovative Mobility Action Agenda

Shared Mobility  Mobility-as-a-Service  Electric, Connected, & Automated

Data / Smart Cities  Infrastructure Efficiency  Culture of Innovation
Framework for Innovation

Policies

Studies

Pilots

Services
Pilot Guiding Principles

- Advance/support equity
- Complement transit (with some risk tolerance)
- Gather data
- Build out Metro’s ability to manage a broader range of mobility services in coordinated manner
Shared Mobility: On-Demand First/Last Mile

Service
- 2-3 mile service area
- On demand, dynamically routed, shared service
- Pick-up: 10 minutes
- In-vehicle: 15 minutes
- WAV, call center

Goals
- Increase access to transit
- Test partnership with private provider
Mobility-as-a-Service: Carpool App Incentives

Program
- $2/person incentive
- Multiple carpool app companies

Goals
- Increase high occupancy travel
- Support thriving market of dynamic carpooling services
- Test partnership with private providers
Infrastructure Efficiency: Car Share Parking

Concept
• 4 reserved parking spaces for car2go and ReachNow
• General purpose spaces as overflow

Goals
• Increase access to transit
• Increase parking space turnover
• Test partnership with private providers
Thank you!

Casey Gifford
Innovative Mobility Project Manager
cgifford@kingcounty.gov
206-263-0118