Ideation to Creation: Putting Emerging Technologies to the Test

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Urbanism Next
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“Let us come together and unify under this guiding belief: **mobility is not a privilege, nor simply a basic service, but a basic and essential human right**…

As provisioners of the public good, **it is our duty to assure mobility reaches everyone in a sustainable, healthy and equitable manner.**”
Metro’s Long Game

**d2D**
- Accessibility
- Build
- Partnerships
- Workforce

**ESJ**
- Safety
- Sustainability

**BECOMING A MOBILITY AGENCY**

**NEW PROJECTS**
- Cost, quality, safety, equity
- Hire, train, grow service

**DEMONSTRATE METRO’S VALUE**

**REGIONAL FUNDING STRATEGY**
- $500M
- $1B
- $3B

**2019–2020 PRIORITIES**
- Build org capacity
- Wellness centers
- New service guidelines
- Regional coordination

**7 RAPID RIDE EXTENSIONS**
- 2021–2027

**SOUND TRANSIT EXPANSION**
- 2021–2024

**1M**
- People in the region
- Daily trips

**5.3M**
- People in the region
- Hours of service

**6.5M**
- Hours of service
- Daily trips

**Healthy Communities**
- Thriving Economy
- Sustainable Environment

**Innovate Base 2030**

**Accessibility**
- 4.1M people in the region

**Build**
- 4M hours of service

**Partnerships**
- 400K daily trips
Equity
Equity at the Center

• Inherent tension between speed and ethos of innovation vs best practices in advancing equity.

• Inaction is not a choice. New, more impactful services are urgently needed.

• Learn by doing. We have had to make tough decisions, and we have learned from those and improved (when possible) the next time around.
Community engagement

- Pre-launch and ongoing outreach through different **community based organizations** to promote service, build feedback loop.
  - People with disabilities
  - Multicultural / LEP
  - Refugees
  - Low income
  - Neighborhood-based

- Outreach **influenced addition of the Rainier Beach zone**, now sees high ridership numbers.
Service design

- Service aims to connect areas of high concentration of low income and minority populations with high capacity transit.

- Service provisions to facilitate more equitable access:
  - Call center alternative to smartphone app (interpreters in 9 other languages)
  - Wheelchair accessible vehicles offered at equivalent level of service
  - Reduced fare programs through ORCA card payment
Marketing for a diverse community

- Diversity of languages in marketing materials:
  - Call center (10)
  - Print materials (7)
  - Service website (5)
  - Social media buys (5)
  - Ethnic media paid advertising (2)

* English, Spanish, Chinese/Mandarin, Chinese/Cantonese, Korean, Tagalog, Somali, Amharic, Vietnamese, and Russian
Sustainability
Reduction in SOV

- All our innovative mobility pilots offer an alternative to SOV travel; KPIs track mode shift, VMT reduction.

- Need for a more nuanced approach in our VMT reduction analysis: look beyond single trip VMT reduction to gage the impact of our projects in broader time cycles.
Connections to Nature
Partnerships
It takes a village

Service provider, Metro, is the provider of Via to Transit, planned and funded the service with Metro, and now we manage our contractor hips:

Private sector partner, Via, delivers the technology, and operates the service

Local partners, Sound Transit and SDOT, planned and funded the service with Metro

Peer partner, LA Metro, planned and implemented a similar service with Via -- service is product of a two-region collaboration, exchange of ideas, best practices, strategies, etc.

Research partners, Eno Center and University of Washington, are leading research efforts to analyze the service’s impact

Federal partner, FTA, helped originate the service and provided funding through its Mobility on Demand Sandbox Program.
• Need to explore **new governance structures for mobility management**.

  • **Analysis and Planning**: developing a shared understanding and vision of the future.
  
  • **Funding and Coordination**: leveraging regional resources to deliver key services, address funding gap.
  
  • **ROW management**: pricing or other tools to optimize outcomes from the use of roads.
  
  • **Land use**: working with cities to deliver better transportation and land use integration.
Models for private partnership

**Car Share Pilot**
- Car share as new mobility option to access P&R
- Metro allows use of its facility in exchange for adherence to rules, data, and regular surveys. No direct Metro funding.
- Services 100% private

**Carpool Incentives**
- Carpool as new mobility option when fixed route isn’t efficient solution
- Metro contributes small incentive to users to facilitate carpool, gets data in exchange
- Services are 100% private

**Via to Transit**
- First/Last mile connection to fixed route services
- Metro and partners fund the service, Metro collects fares
- Service is public-private hybrid: it’s a Metro service operated by Via.

*Level of direct involvement by Metro = More control, better data, higher risks*
Regional mobility framework

• A framework for the **equitable implementation of mobility services** and achievement of our **GHG emissions reduction** goals.

• Analysis will lead with **racial justice**, will incorporate other equity elements.

• Advisory by an **Equity Cabinet of 15-20 paid community leaders** representing key populations.
Thanks!

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