Mobility on Demand: The Seattle Experience So Far

Alex Pazuchanics

Mobility Solutions Manager, Transit and Mobility Division

Seattle Department of Transportation

City of Seattle

Government Partnership Framework

- SDOT
  - Manages RoW Access
  - Procures Transit Service
- King County Metro
  - Provides Transit Service
- Sound Transit
  - Provides Regional Transit Service

Interacting With MoD Operations

Public Sector Managers

Regulating the Business Model

Regulating the use of Right-of-Way

Partnering or Procuring to Meet Objectives

Private Sector Providers

Public Sector Influences on Sustainability

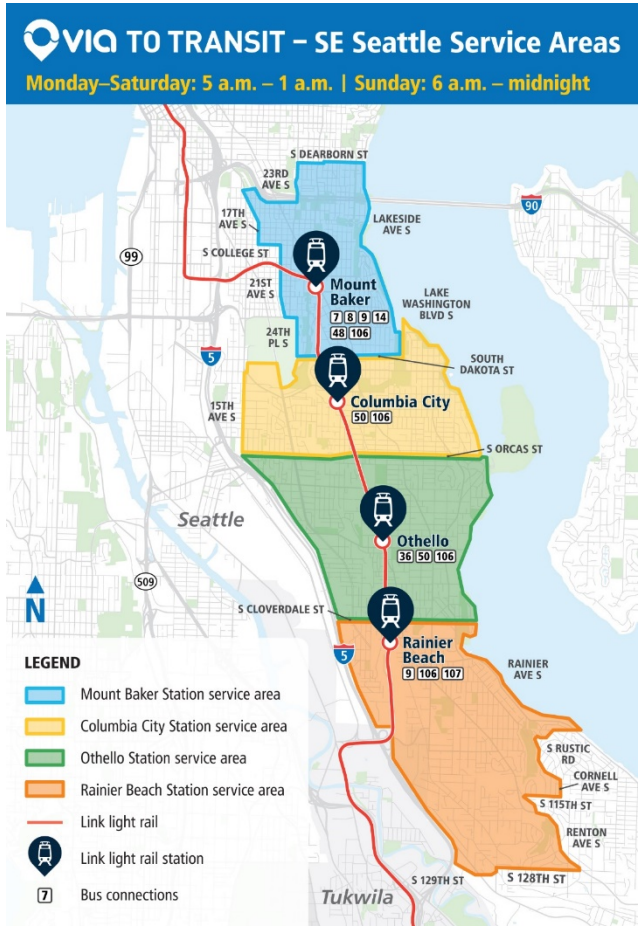
Full Public
Cost Capture

Operationally
Sustainable

Policy-
Optimized

Seattle’s Playbook: Partnering

- First and last mile shared ride service connecting with transit
- 12-month pilot (launched April 2019)
- Project impetus: FTA Mobility on Demand Sandbox Grant
- Project partners: King County Metro, Sound Transit, City of Seattle, Via



Seattle’s Playbook: Regulating

Source: The Stranger

- All-electric bike share fleet surpassed 2 million trips in 2019
- Operators pay an annual per device fee and are required to provide citywide service
- Novel audit process to ensure compliance with public objectives

What’s Next: Future Approaches

- Supporting the shift from “managing disruption” to “preserving and growing options”
- Better linking policy objectives with profitability
- Continued research into trip types and trip demand