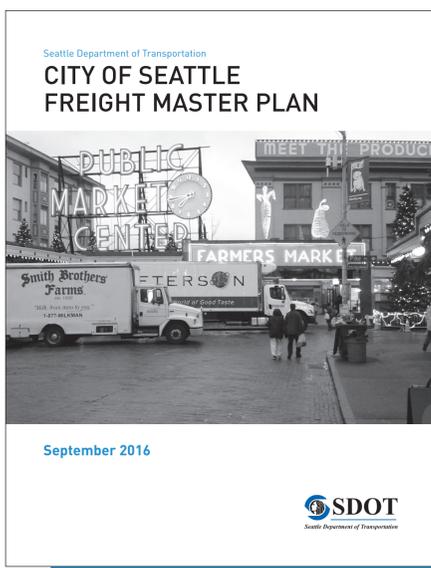


MEET SEATTLE

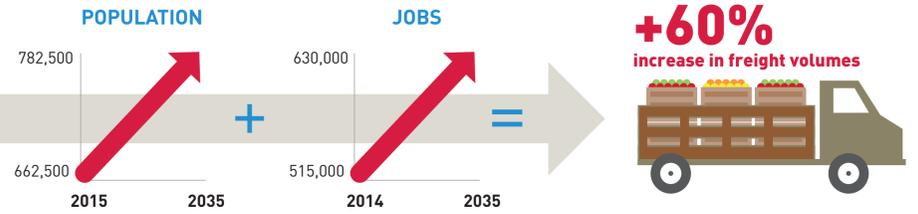
URBAN GOODS MOVEMENT

Washington is the second most trade-dependent state in the nation, and Seattle is at the center of that trade economy.

Our Freight Master Plan provides solutions for how we improve our position as a gateway for global trade and efficiently move goods in a fast-growing, densely populated and compact environment.



Our city is growing, increasing demand for local freight



- E-commerce retail sales are growing by more than 15% annually.
- More online shopping means more deliveries.
- Over 85% of buildings in Seattle's Center City rely on public street space for deliveries.
- Increasing curb space demands require new ways to gain delivery system capacity.



Photo by University of Washington

THE URBAN FREIGHT LAB

Urban Freight Lab is a unique partnership with the City, University of Washington, and private sector (Costco, Nordstrom, UPS, USPS, and more)

Final 50 Feet Program goals

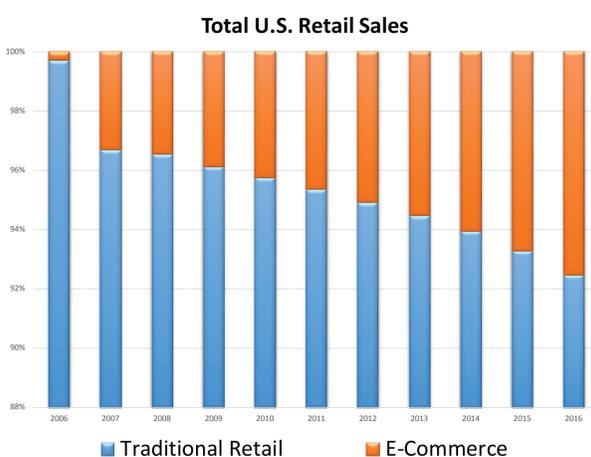
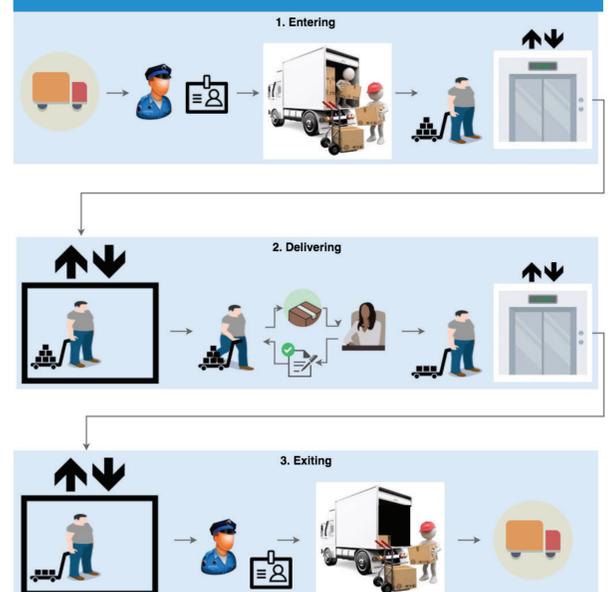
1. Reduce truck dwell time
2. Reduce failed first deliveries

THE FINAL 50 FEET

The greatest opportunities to reduce truck curb times lie within building systems design.

Pilot projects aim to:

- Reduce security clearance time (12%)
- Reduce delivery travel time within building (61%)

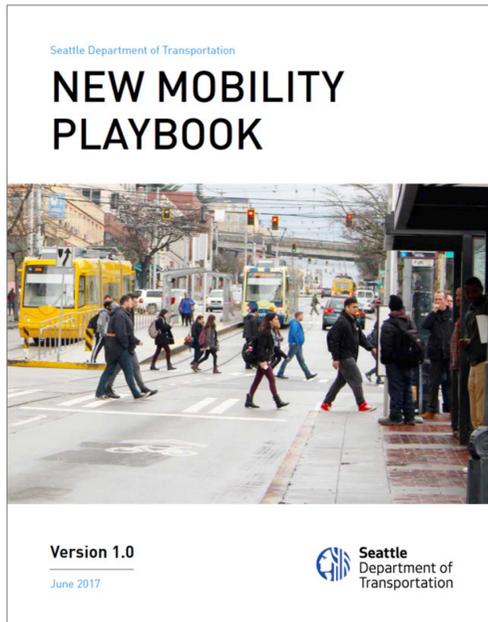


Source: www.census.gov/retail/index.html

MEET SEATTLE

**MORE OPTIONS.
MORE INFORMATION.
MORE SEATTLE.**

New Mobility Playbook



Why a New Mobility Playbook?

As transportation becomes increasingly shared, active, self-driving, electric, and data-driven, Seattle is planning ahead to ensure the fast-paced changes in mobility help us create a safe, equitable, sustainable city with a transportation system that serves everyone.

Our New Mobility Playbook offers strategies, based off of five “plays” that will shape our approach to new technologies:

- Play 1:** Ensure new mobility delivers a fair and just transportation system for all
- Play 2:** Enable safer, more active, and people-first uses of the public right of way
- Play 3:** Reorganize and retool SDOT to manage innovation and data
- Play 4:** Build new information and data infrastructure so new services can “plug-and-play”
- Play 5:** Anticipate, adapt to, and leverage innovative and disruptive transportation technologies

What are our First Moves?

Car Share and Bike Share Permits

We are using our permitting authority to expand shared transportation options. Our free-floating car share operators allow Seattleites to use a shared car when needed. And car share helps remove vehicles from our streets. Every car share vehicle in Seattle removes approximately 10-12 private cars!

We also recently launched a new pilot program that allows dockless bike share companies to operate in Seattle under a permit. Initial results are promising and show us outperforming most major bike share systems across the nation (we get an average of 2.2 trips/bike/day)!



Shared Mobility Hubs

While Seattleites increasingly expect on-demand mobility, navigating connections can be difficult. SDOT is taking a coordinated and partner-driven approach to transit integration with its shared mobility hubs program. These hubs aggregate transportation connections and mobility information into one seamless travel experience.



Electric Vehicle Charging Stations

In the Fall of 2016, Seattle passed the Drive Clean Seattle Resolution that set a goal that 30% of light duty vehicles registered should be electric by 2030 to aid in reducing greenhouse gas emissions. To accomplish this, SDOT launched a pilot that will allow public and private EV charging providers to install publicly-available EV charging infrastructure in the right of way. This is a critical step to electrify shared mobility services.

Mobility as a Service Marketplace

Imagine being able to search for your travel options and available incentives, book, and pay for your transportation options on-the-fly. Now imagine you have several MaaS products to choose from, offering different transportation packages and value-add services that meet your travel needs. We are taking a marketplace approach to MaaS by working with public transit and private sector partners to develop a data platform to enable product developers to create apps and mobility products for consumers. Look for our pilot in 2018!

