



TEN transport transformations

transpogroup 
WHAT TRANSPORTATION CAN BE.

ONE

CHANGE IS HARD AND
INEVITABLE.

CHANGE IS HARD & INEVITABLE

one



GMA

CHANGE WILL CONTINUE

one

Kirkland Growth from 2010–2035

 13,000 population increase

 22,000 job increase

CHANGE WILL CONTINUE

one

Regional Growth from 2010–2040

 35% population increase

 57% job increase

TWO

LAND USE AND
TRANSPORT ARE LINKED.

Which comes first...

**transportation investments
or land use?**



CHICKEN AND EGG PROBLEMS

two

Walk Score Find Apartments Get Scores My Favorites Add to Your Site Log in

Type an address, neighborhood or city Go iOS Android Share

Living in Kirkland



Walk Score 48 **Transit Score 41**

Kirkland has an average Walk Score of 48 with 48,787 residents.

Kirkland has some public transportation.

The most walkable Kirkland neighborhoods are Moss Bay, Norkirk and Everest.

[Nearby Apartments](#)

[View Kirkland apartments for rent](#) | [View Kirkland homes for sale](#)

Walk Score 48 **Kirkland is a Car-Dependent city**
Most errands require a car.

Walk Score Find Apartments Get Scores My Favorites Add to Your Site Log in

Type an address, neighborhood or city Go iOS Android Share

Living in Ballard Seattle



Walk Score 87 **Transit Score 51** **Bike Score 80**

Ballard is the 12th most walkable neighborhood in Seattle with 17,010 residents.

Ballard has good public transportation and is very bikeable.

Nearby neighborhoods: Whittier Heights, Loyal Heights, North Queen Anne, Phinney Ridge, Sunset Hill, Interbay and Fremont.

[Nearby Apartments](#)

[View Seattle apartments for rent](#) | [View Seattle homes for sale](#)

Walk Score 87 **Ballard is Very Walkable**
Most errands can be accomplished on foot.

CHICKEN AND EGG PROBLEMS

two





two

Transit
vs.
Roads

THREE

WE ARE EVOLVING.



Generation Y



Baby Boomers

three

access over ownership



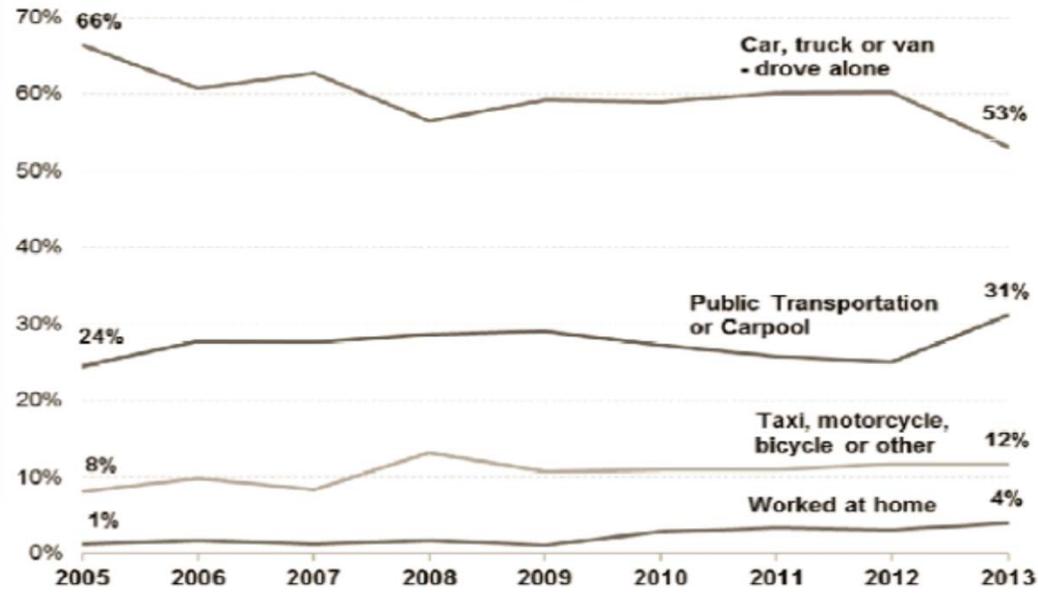
BEHAVIOR IS CHANGING

three

Millennial or Generation "Y"



Transportation Mode for 20 to 24 Years, Central Puget Sound Region, 2005-2013



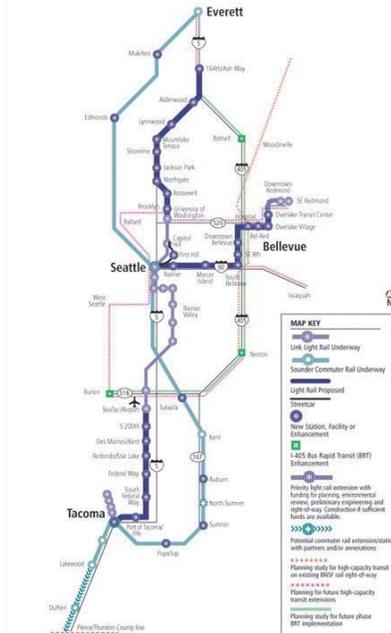
FOUR

WE ARE STILL BUILDING
AND INVESTING.

IF YOU BUILD IT..

four

Sound Transit 2
Regional Transit System Plan Map



ST2



I-405 BRT

CKC TRAIL



I-405 BRT



ST3?



KC LRP

FIVE

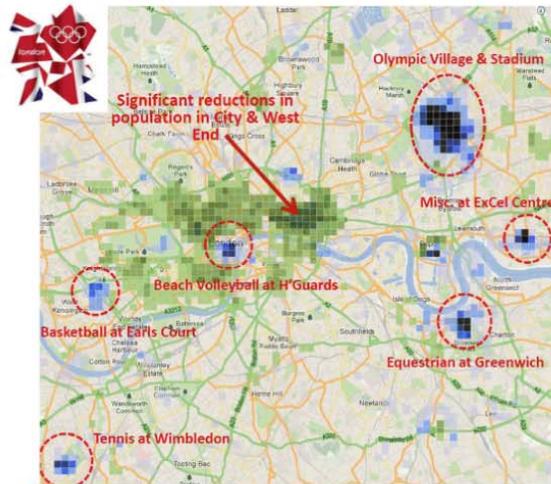
WE ARE DATA DRIVEN.

BIG & small DATA

five

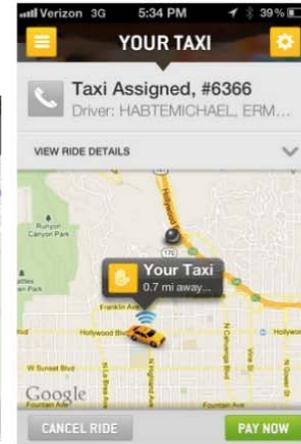


real-time results.



crowd five sourcing.

24/7 connectivity.



GETTING PEOPLE WHERE THEY WANT TO GO

five



SIX

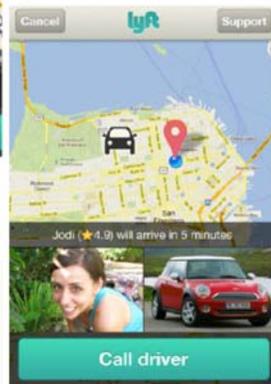
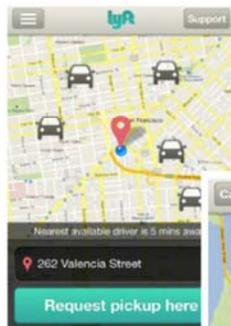
SHARED-USE ECONOMY
IS HERE TO STAY

MUST BE INTEGRATED

six

Lyft & Uber technologies

improving mobility



MUST BE INTEGRATED

six



BIKE SHARE



CAR SHARE

REAL TIME AND REALLY INTEGRATED

six

Enterprise IT



- Directory Services
- Single sign-on
- Payroll
- Access Control

Parking



- Parking gates
- Parking sensors

Shuttle



- Embarkation events
- Pickup points
- Routes

Active Trackers



Transit

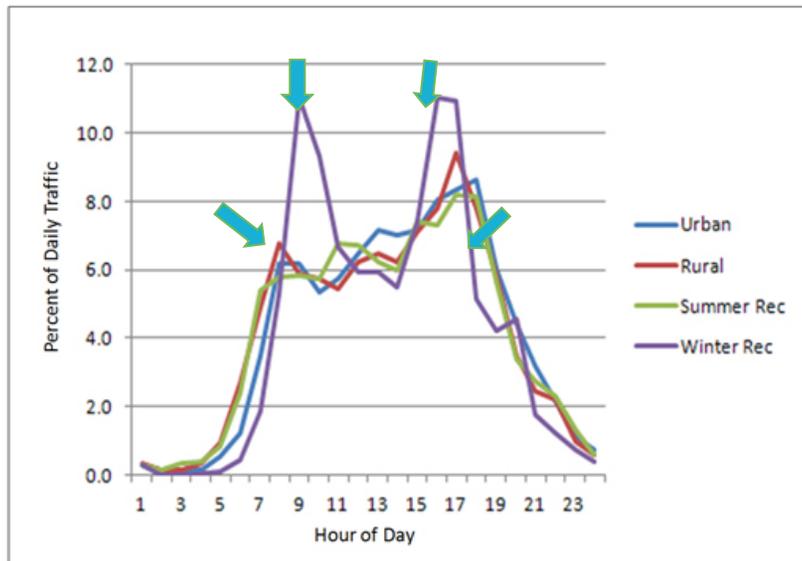


SEVEN

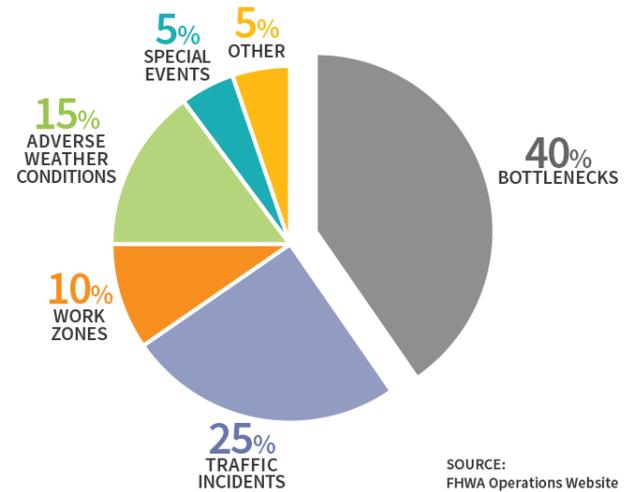
TRANSPORT IS
MULTIFACETED

TRANSPORT IS MULTIFACETED

seven



CAUSES OF CONGESTION





TOLLING



CAR SHARE



BIKE SHARE



LICENSE REGISTRATION



PARKING



TRANSIT FIRST MENTALITY

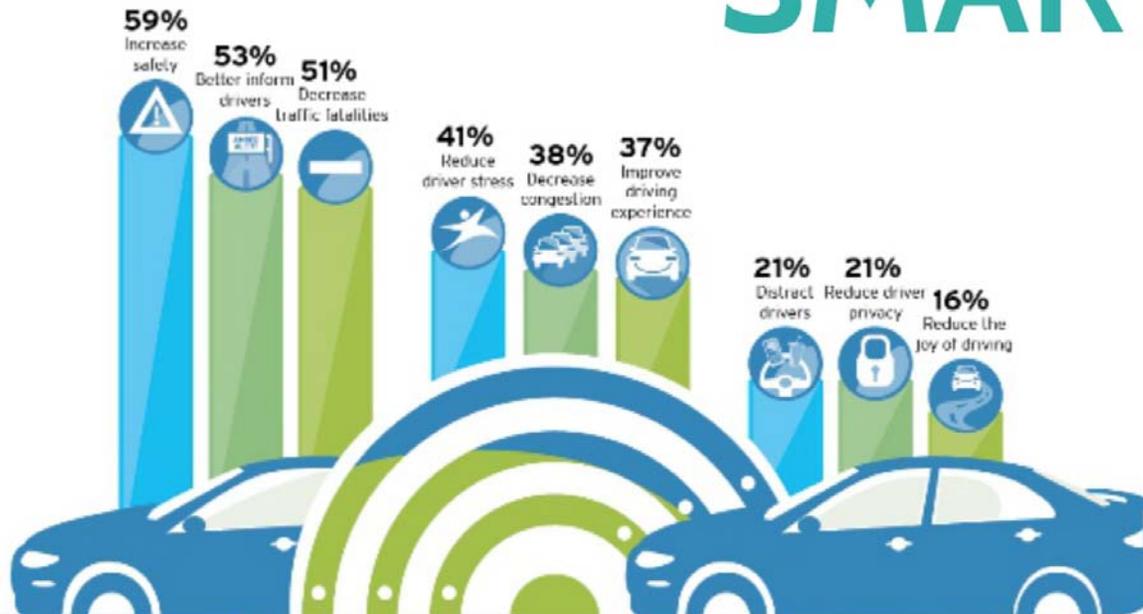
TRANSPORT IS GETTING SMARTER

seven



Connected vehicles will...

SMART



EIGHT

TRANSPORT IS A
VALUABLE COMMODITY

VALUE OF TIME



30 CRASHES A DAY
MORE THAN **10,000** A YEAR

NEARLY **35,000** TOTAL
CRASHES IN THE LAST
THREE YEARS

— — **VISION ZERO WILL SAVE LIVES** — —

150 PEOPLE SUSTAIN
LIFE-CHANGING INJURIES
EVERY YEAR

APPROXIMATELY **20**
PEOPLE DIE ON OUR STREETS
EACH YEAR

NINE

BUSINESS IS PART
OF THE SOLUTION

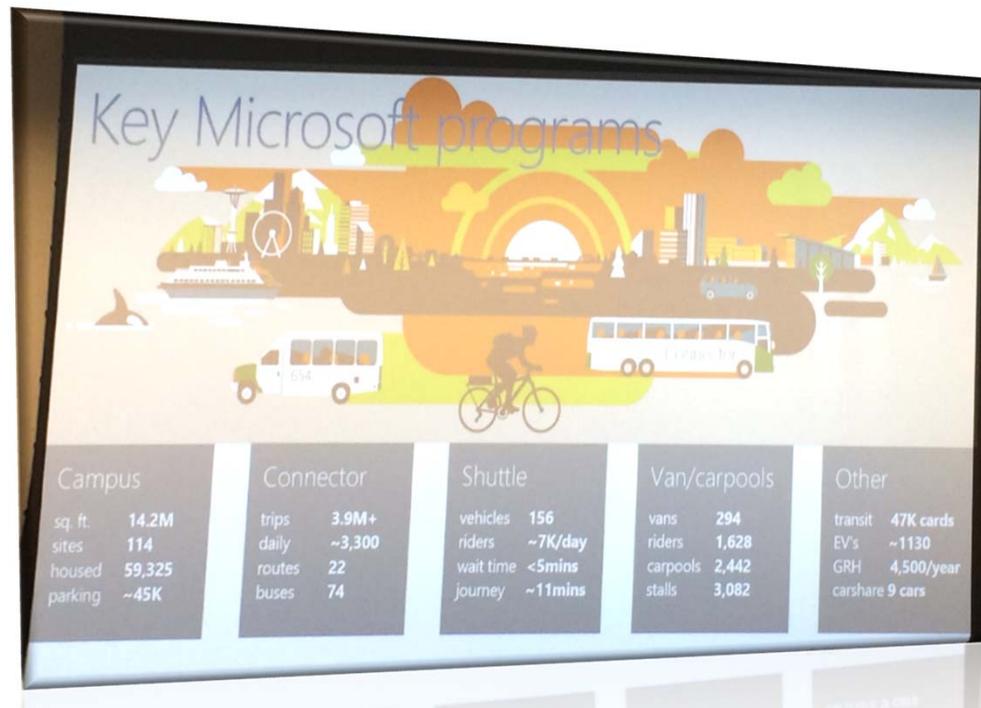
BELLEVUE BEFORE & AFTER

nine



WHAT ARE BUSINESSES DOING?

nine



- Asset for Employees
- 1000 empty seats a day

“GAMIFYING” TRANSPORTATION

nine

INCENTIVES PLATFORM

- Commute calendar
 - Parking charges
 - Commute bonuses
 - Donations
 - Ledger
- Levels
- Badges
- Challenges
- Rewards

The screenshot displays the 'Commute Calendar' app interface. At the top, it shows 'Home Commute Calendar' and 'July 2014'. The calendar grid uses icons to represent different transportation modes: a red 'P' for parking, a green person for walking, a blue bicycle for biking, a red car for carpooling, and a blue bus for public transit. A sidebar on the right shows a 'Pay Period Summary' for July 7 - July 20, with a total charge of \$14.00, a bonus of \$6.00, and a donation of \$6.00. Below this, there are progress bars for 'Log 20 bike trips' (9 trips to go) and 'Log 10 walking trips' (8 trips to go). A 'Walk Bike Ride' challenge is also visible. At the bottom, a 'Pay Period Details' table shows transactions for July 7-10, 2014, including carpooling, parking, biking, and bus travel with associated charges and bonuses.

Date	Time	Location	Description	Bonus	Charge
7/7/2014	7:00 AM	Springbrook	Carpool	\$2.00	(\$6.00)
7/8/2014	7:00 AM	Springbrook	Parking	\$0.00	(\$8.00)
7/9/2014	---	---	Bike	\$2.00	\$0.00
7/10/2014	---	---	Bus	\$2.00	\$0.00

luum.

group 7/

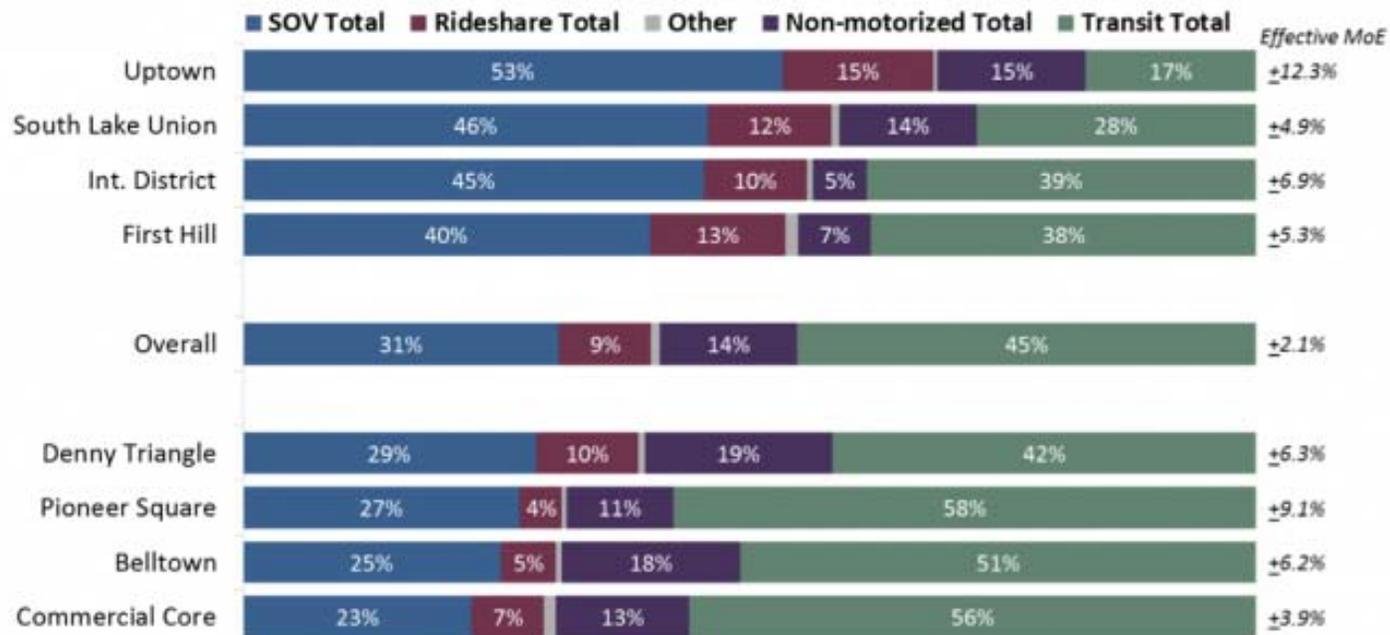
TEN

SOLUTIONS DEPEND
ON PARTNERSHIPS

UNDERSTAND COST AND VALUE

ten

Respondents who started work between 6 a.m. and 9 a.m. on weekdays



PARTICIPATE AND PARTNER

ten

- Bus Passes
- Bike Facilities
- Showers
- Work from Home?





THANK YOU

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