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DRAFT Mobility on Demand Policy Framework

Emerging mobility on demand services are changing the way people and goods move in Washington. These changes create new opportunities for WSDOT to enhance the state's transportation network and make better use of limited public resources.

This document outlines the draft core principle areas (as well as example strategies) for WSDOT's mobility on demand (MOD) policy framework for review & feedback from partners.

WSDOT Mobility on Demand Emphasis Areas

WSDOT's mobility on demand program has identified following emphasis areas to guide the state's work over the coming years:
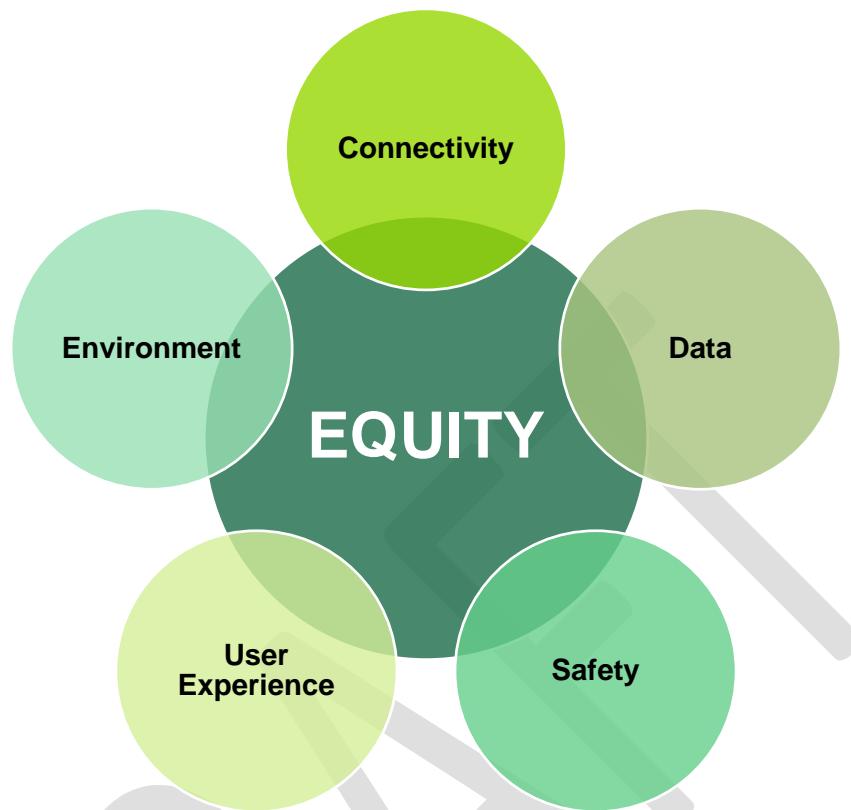
1. **Maintain** a robust public transportation network as a backbone for mobility on demand services
2. **Enhance** connectivity and data sharing between transportation providers to maximize the efficient and seamless use of transportation networks
3. **Expand** access to mobility on demand services to assure all Washingtonians benefit from new and innovative services.

Core Principles & Example Strategies

It is central that mobility on demand services benefit all people in Washington state, including vulnerable populations.

WSDOT's core principles of mobility on demand:

- Enhance **connectivity** to public transportation and other efficient modes
- Promote the open exchange of **data** that advances the public interest
- Improve **safety** and help Washington reach state target zero goals
- Provide the best possible **user experience** for all Washingtonians
- Protect and enhance the **environment** by reducing air pollution

Equity

- Promote solutions that meet the needs of vulnerable populations, such as: people with low income/economically disadvantaged people, youth, seniors, people with limited mobility/disabilities, the unbanked (people without access to bank accounts)
- Ensure transportation is ADA compliant, with a goal to be accessible beyond ADA compliance (i.e. people traveling with children and seniors)
- Bridge the "digital divide" by providing options for those with limited or no access to technology
- Encourage fair labor practices that protect Washington workers
- Work with marginalized communities to increase access to desirable mobility options

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Connectivity
- Integrate multimodal systems using innovative technology
- Seamlessly and efficiently connect travelers across the state's transportation network
- Encourage fare payment integration, including options for the unbanked
- Maximize existing infrastructure (roads, telecom, etc.)
- Utilize the 5.9Ghz spectrum that has been reserved for public safety applications. (e.g. transit signal priority and V2X communications)

Environment
- Reduce single occupancy vehicle (SOV) trips
- Reduce greenhouse gas (GHG) emissions
- Prioritize environment/health for vulnerable populations

Data
- Create a regulatory environment that protects the data of private citizens
- Create a regulatory environment that encourages data sharing partnerships while protecting intellectual property and maintaining a competitive, innovative environment.
- Foster public-private partnerships that enable data security
- Assist local and regional partners in utilizing data for transportation planning purposes

Safety
- Ensure safe mobility on public right of way
- Reduce traffic fatalities and serious injuries (Target Zero, Vision Zero)
- Reduce risks for priority populations
- Enhance safety for high occupancy and active modes

User Experience
- Provide solutions that are easy & fun to use
- Provide flexible transportation options for all users, emphasizing priority populations
- Increase the opportunity for advertising and "services" (e.g. WiFi, Food, Beverages, etc.) to be part of the MOD experience.

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Next Steps

By June 2020, WSDOT and partners aim to produce the following deliverables:

- Categorize key issues and identify the level(s) of government where each category is best addressed

- Facilitate workshop to develop a business case and project scope for WSDOT's mobility on demand activities, including consideration of local, state, and national issues

- Develop two-year WSDOT mobility on demand action plan