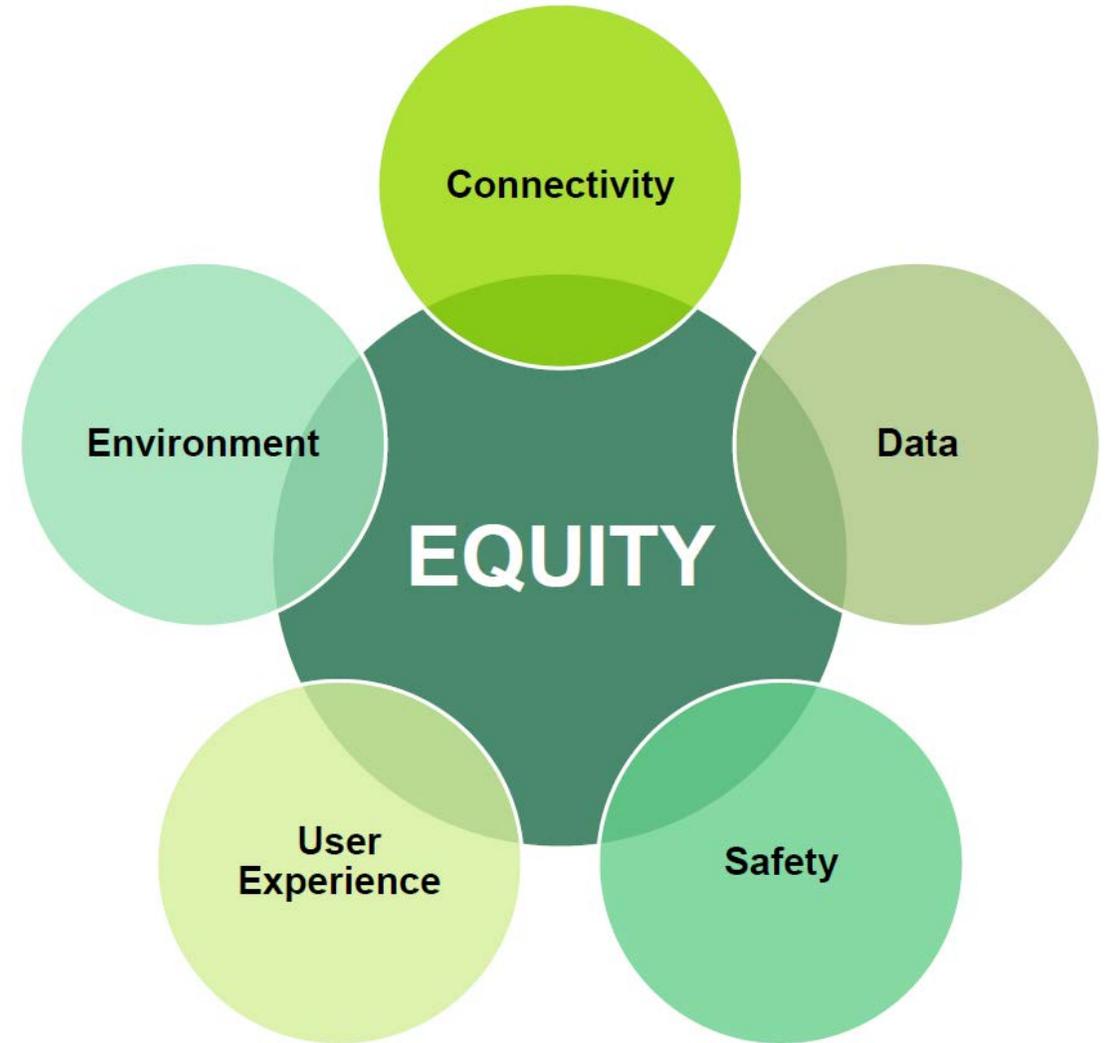


Mobility on Demand

Thomas Craig, Ricardo Gotla, Megan Reardon
Transportation Demand Management Executive Board
May 24, 2022

MOD Principles

- Enhance **connectivity** to public transportation and other efficient mo
- 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 **environme** by reducing air pollution



Government Role in Mobility on Demand (Feb 2019)

Interviews with MOD technical experts to define appropriate roles for governing entities to play with regard to MOD.

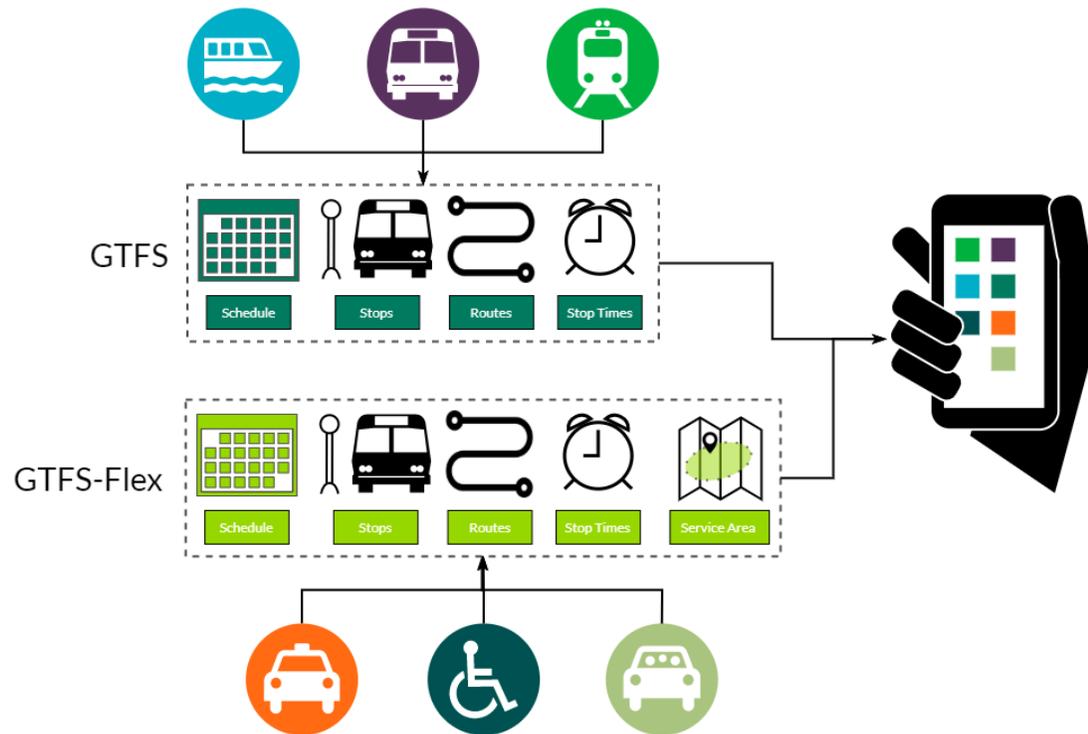
1. Establish a vision and goals – e.g. Accessibility, safety, equity
2. Provide a regulatory framework – Data standardization
3. Mitigate risk – Transit-centric approach
4. Maximize the capacity of transportation infrastructure

State funded activities since 2020

- GTFS and GTFS-flex statewide
- ITS4US transit data standards coordination
- One-Call/One-Click (Hopelink)
- RideshareOnline (King County Metro)
- Via to Transit (King County Metro)
- ZAP program – WSDOT/PTD grant program

GTFS and GTFS-flex statewide

“General Transit Feed Specification” data

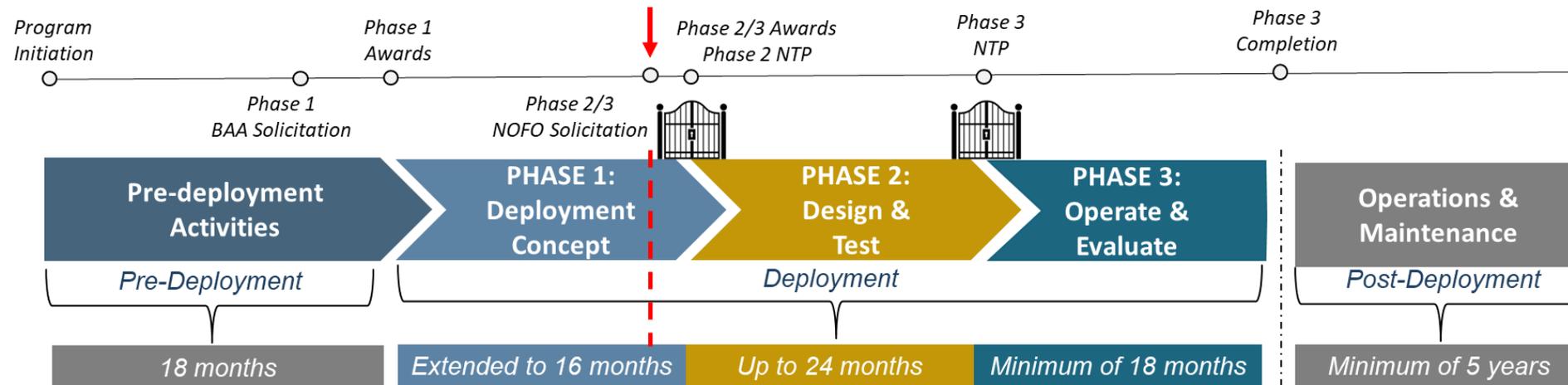


- Grant funding for project to support agencies in developing GTFS
- Inventory all state data and address gaps
- Includes fixed route and demand response operators

ITS4US transit data standards coordination

USDOT ITS JPO-funded project including three state DOTs

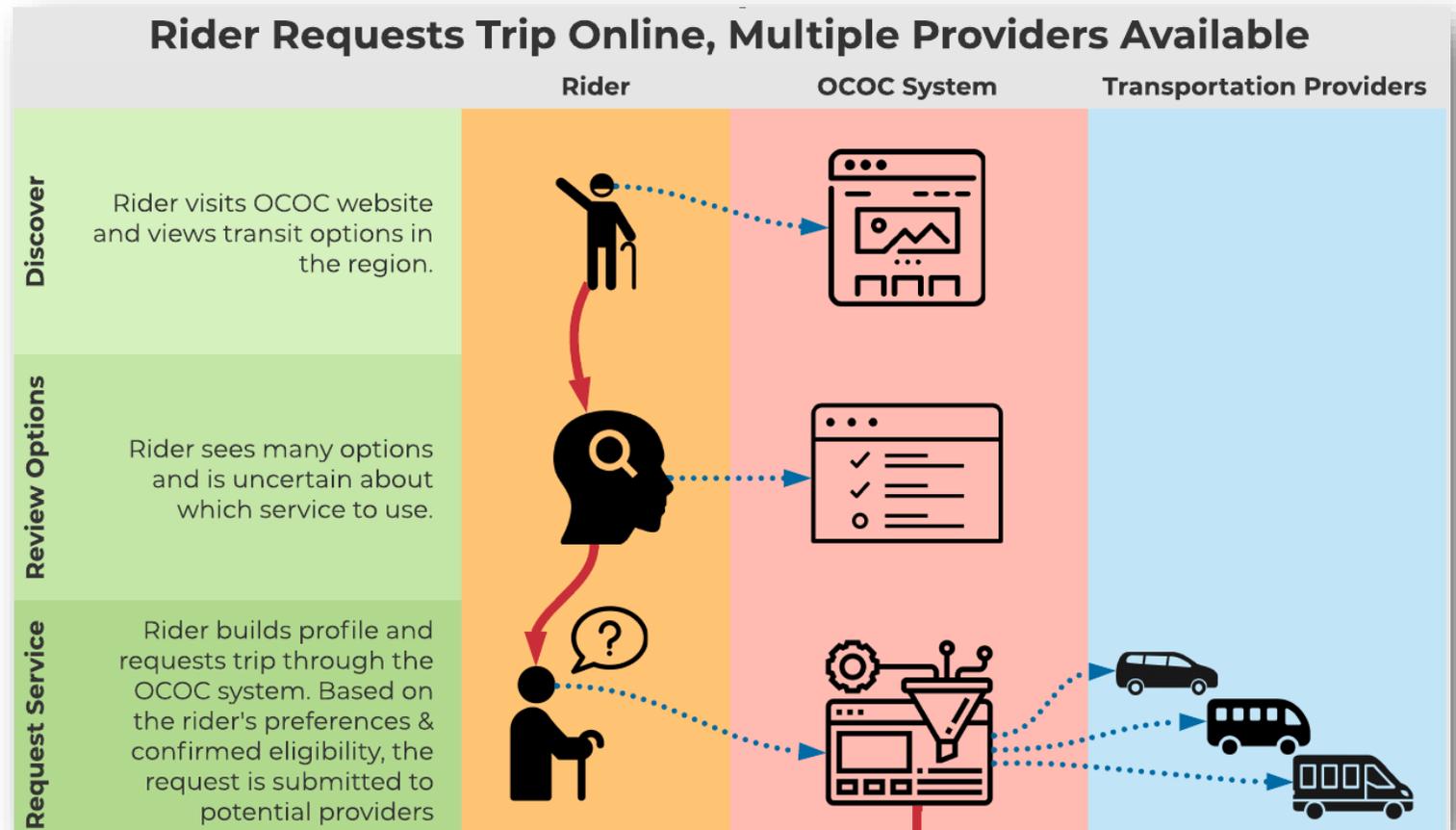
- Develop common standards for software data outputs
- Ensure data is aggregated and easily accessed
- Coordinate technology training
- Prioritize benefits for underserved riders



One-Call/One-Click (with Hopelink)

WSDOT grant-funded project managed and performed by Hopelink in coordination with other Puget Sound organizations

- Built on standardized data like GTFS-flex
- Customized trip design and coordination for community transportation
- RFP out for initial software development



RideshareOnline.com (with KCM)

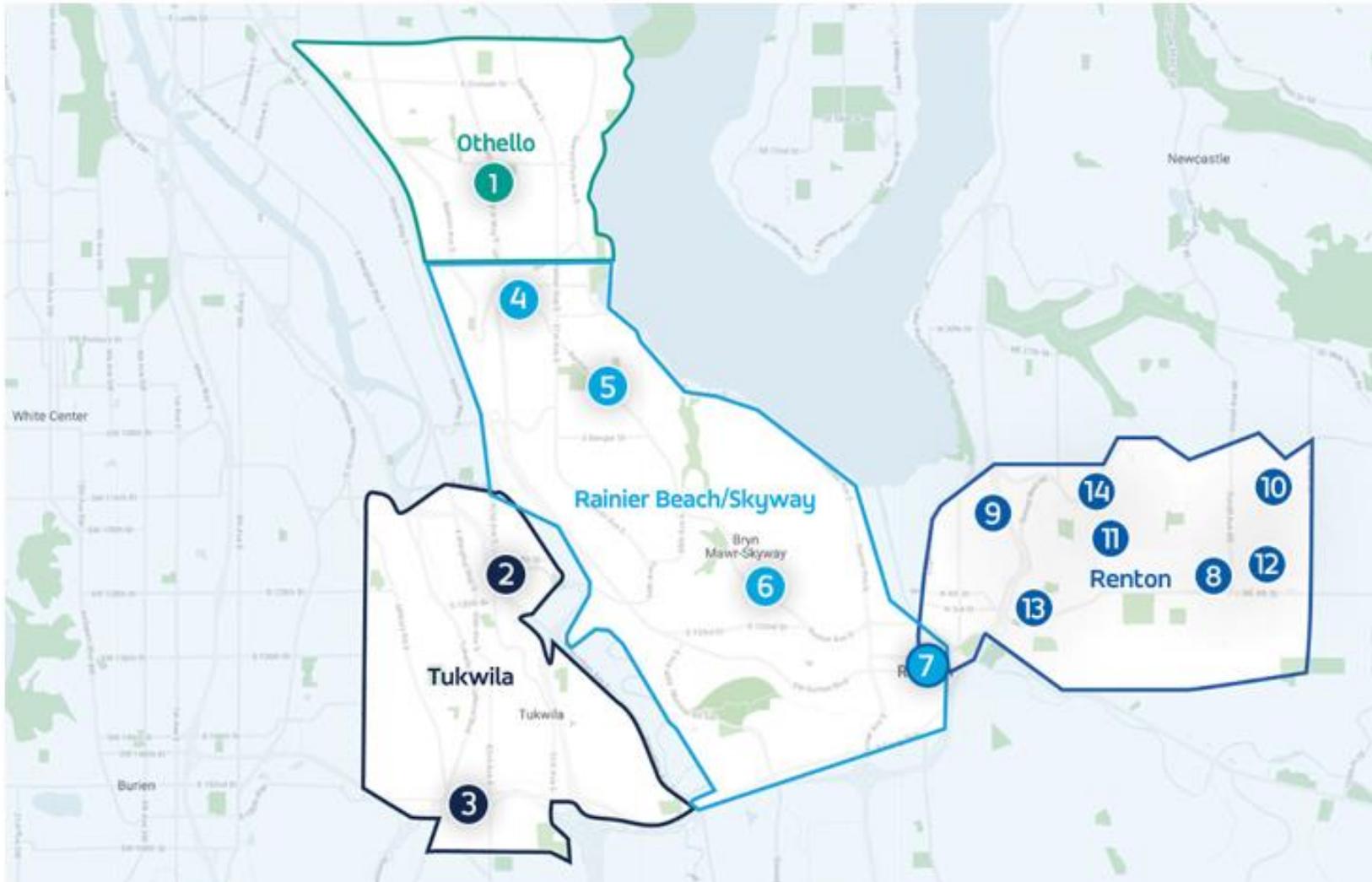
- Software contracted by WSDOT and administered by KCM
- Vanpool and carpool ridematching
- Worksite administration and incentives
- Review under way for future program revisions

The screenshot displays the RideshareOnline.com website. The top navigation bar includes the site name, a tagline 'Powered by brilliant commuters. Like you.', and links for 'Main | About | Commuters | Employers | Promotions'. A left sidebar contains 'Sign Up' and 'Log In' buttons, followed by a list of transportation modes: Carpool, Vanpool, Bus/Rail, Bike, Walk/Wheel/Run, Work From Home, SchoolPool, and Ferry. Below this is a section titled 'tools to manage your trips in Washington' with icons for 'commute cost calculator' and 'ridematch'. A central banner image shows two women in a car. A semi-transparent text box over the image reads 'take someone go with a passe bring down the'. A right sidebar menu lists 'Dashboard', 'Ride Match', 'Calendar', 'Rewards', 'Profile', 'Support', 'Contacts', and 'FAQ'. The main content area features a 'Leaderboard' titled 'Top Individuals - May 2022' with a table of results.

Rank	Commuter	Trips
1	Howard H	60
2	Eric B	52
3	Adria M	50
4	Eric C	46
4	Jacob J	46

[View Full Leaderboard >>](#)

King County Metro Via to Transit



- Book a ride on-demand
- Pay upon booking with ORCA
- Calling the service areas to book a trip

Zero-emissions Access Program (ZAP)

- WSDOT's ZAP grant is funded under [House Bill 2042, 2019-20](#).
- ZAP grants fund zero-emissions carshare pilot programs in underserved and low-to-moderate income communities that have limited access to public transportation or are in areas where emissions exceed state or federal standards.
- The ZAP grant's goal is to expand access to clean fuel transportation options and provide opportunities for zero-emissions carshare programs in underserved communities where access to public transportation is less available ([RCW 47.04.355](#)).

Discussion

Thank you