

The ACES Revolution

Charting a Course for Sustainable Transportation in the Pacific Northwest



Low-Carbon Prosperity Institute
28 November 2018





Automated • Connected • Electric • Shared



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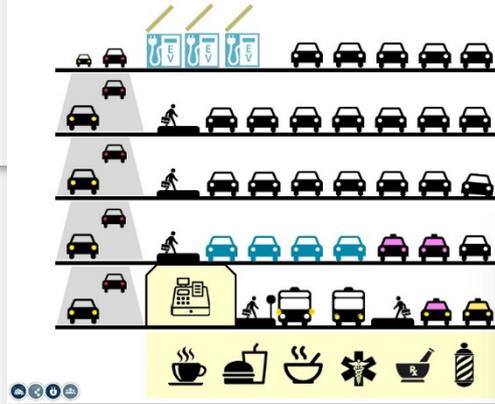


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Mobility Marketplace Concept



GAMIFICATION

The weekly commute game!

SCORE Incentivize means selection during weekly commute to work to reduce coastal freeway congestion

STORY Drivers participate in weekly puzzle game, earning rewards, points and status for optimal choice of daily transportation means to work



THE RULES

- Check in (locate) on before leaving home & Check out after reaching the office (i.e. did not use origin-electrometer)
- Use own vehicle (with odd plate last digit on odd dates. Tol fee \$2 if driving through freeway. No points)
- Use own vehicle (with odd plate last digit on even dates. Tol fee \$0 if driving through freeway. Lose points)
- Use alternative means (metro, sub, b, transport, bike share, ride with friend's even last digit plate number) on even dates. Unlock a prize.

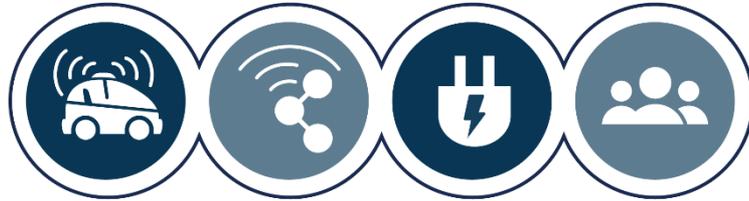
THE MONITORING

- Toll Gates
- Bluetooth Beacons
- Classroom Background mob app
- QR / RFID technology
- Telematics Card, Micro Sensors
- Smart Cameras

THE ACHIEVEMENTS & REWARDS

- Virtual Currencies
- Virtual Items
- Badges
- Personalized Gifts
- Recognition in Social Networks
- Status





ACES

northwest network

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“The ACES Northwest Network is a unique collective working to bring Automated, Connected, Electric, and Shared vehicle technologies to the Puget Sound region.”

Tom Alberg
Madrona Venture Group



Bryan Mistele
INRIX

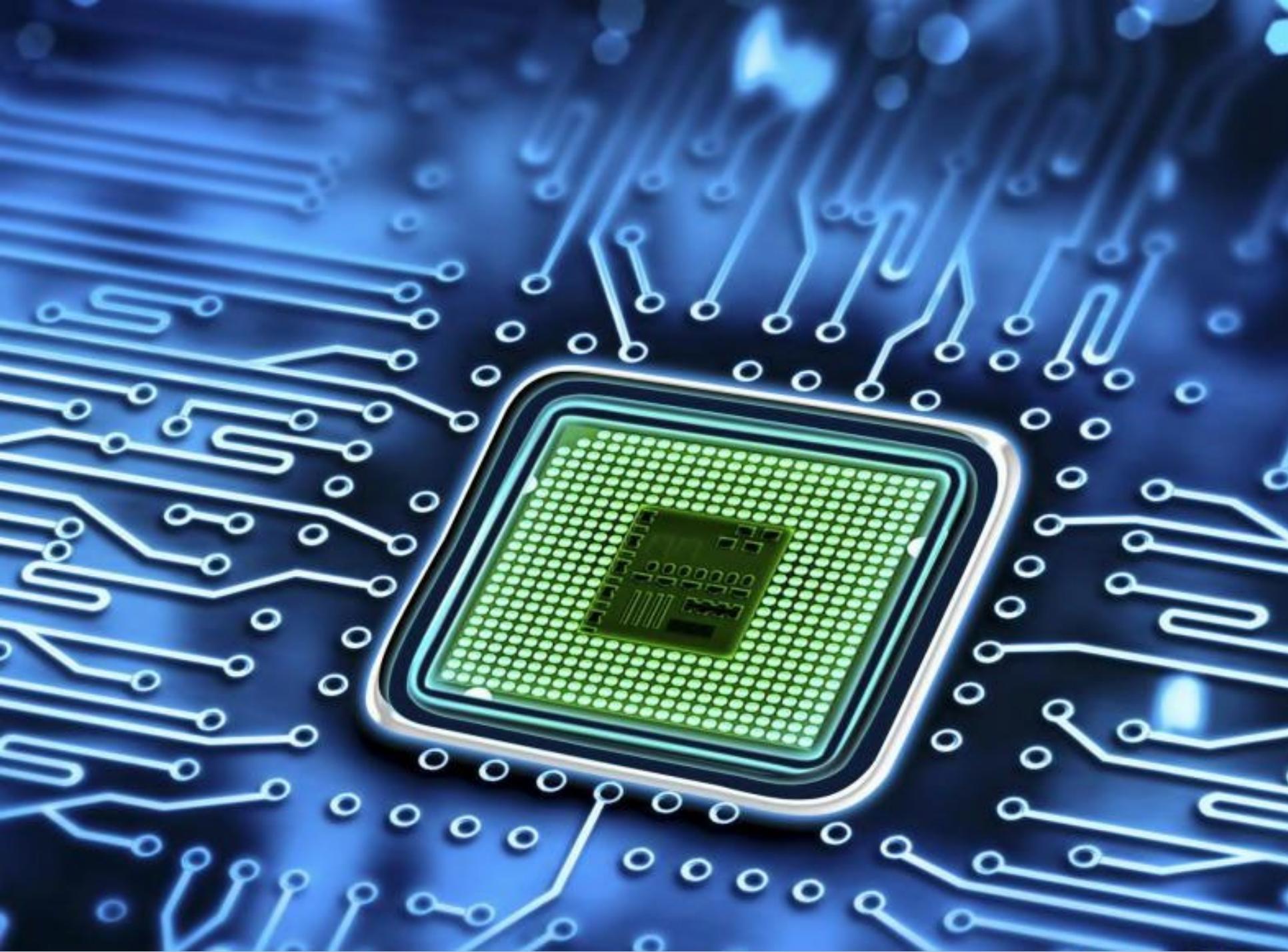


CO-CHAIRS
ACES Northwest Network



Vision

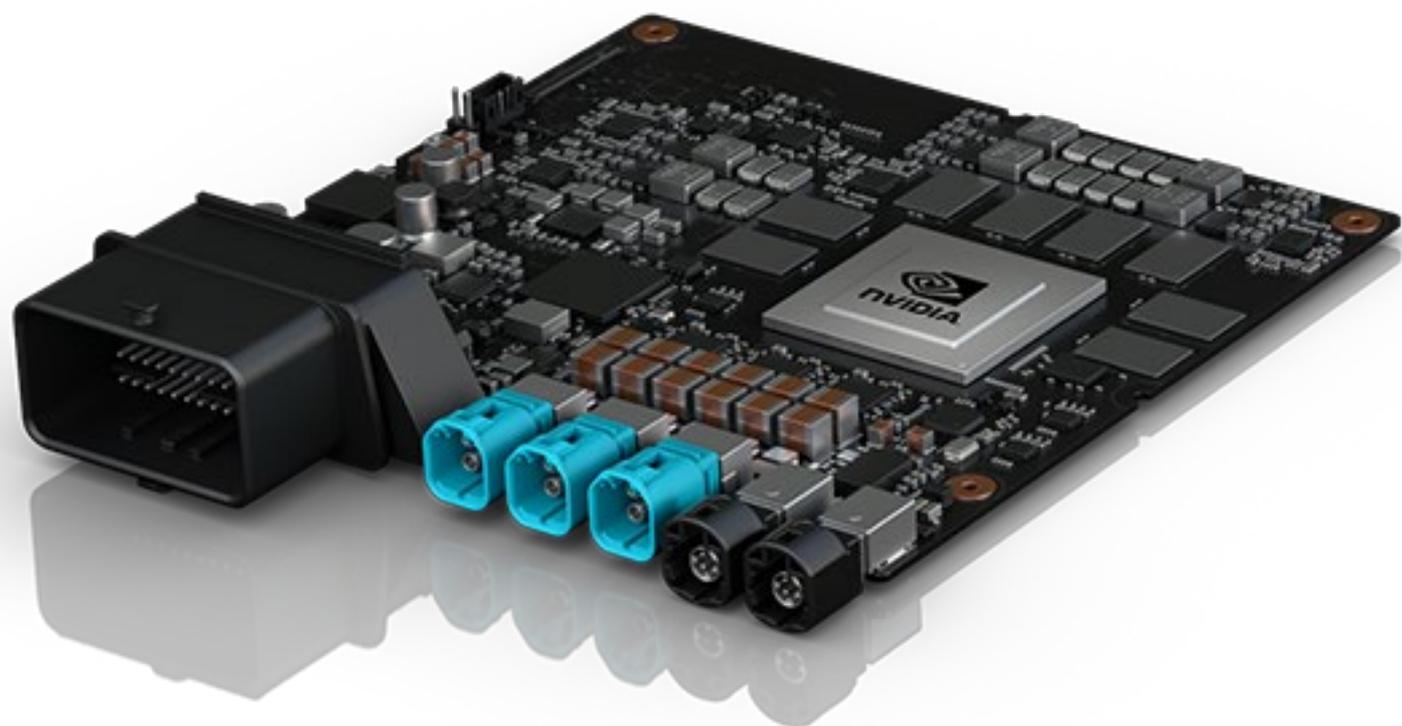


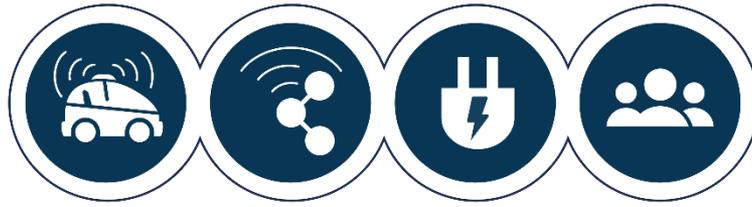
















Mission

- ***Accelerate*** and integrate technology into our transportation system
- ***Remove*** barriers to transportation innovation at federal, state, and local levels
- ***Promote*** region as international “Center of Excellence” for ACES adoption
- ***Increase*** mobility for lower-income and underserved travelers



Values

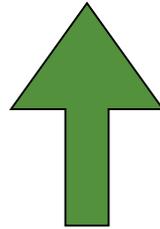
Sustainability

Equity

Access



Environmental Sustainability



Economic Prosperity

***VMT is evidence of
economic prosperity***

***Reducing VHT creates
more economic prosperity!***



Mobility Marketplaces



By Scott O. Kuznicki and Mark Harmsworth

For The Herald

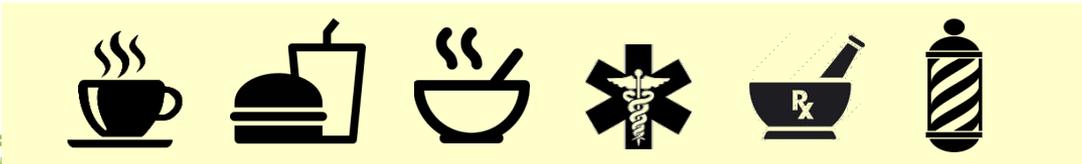
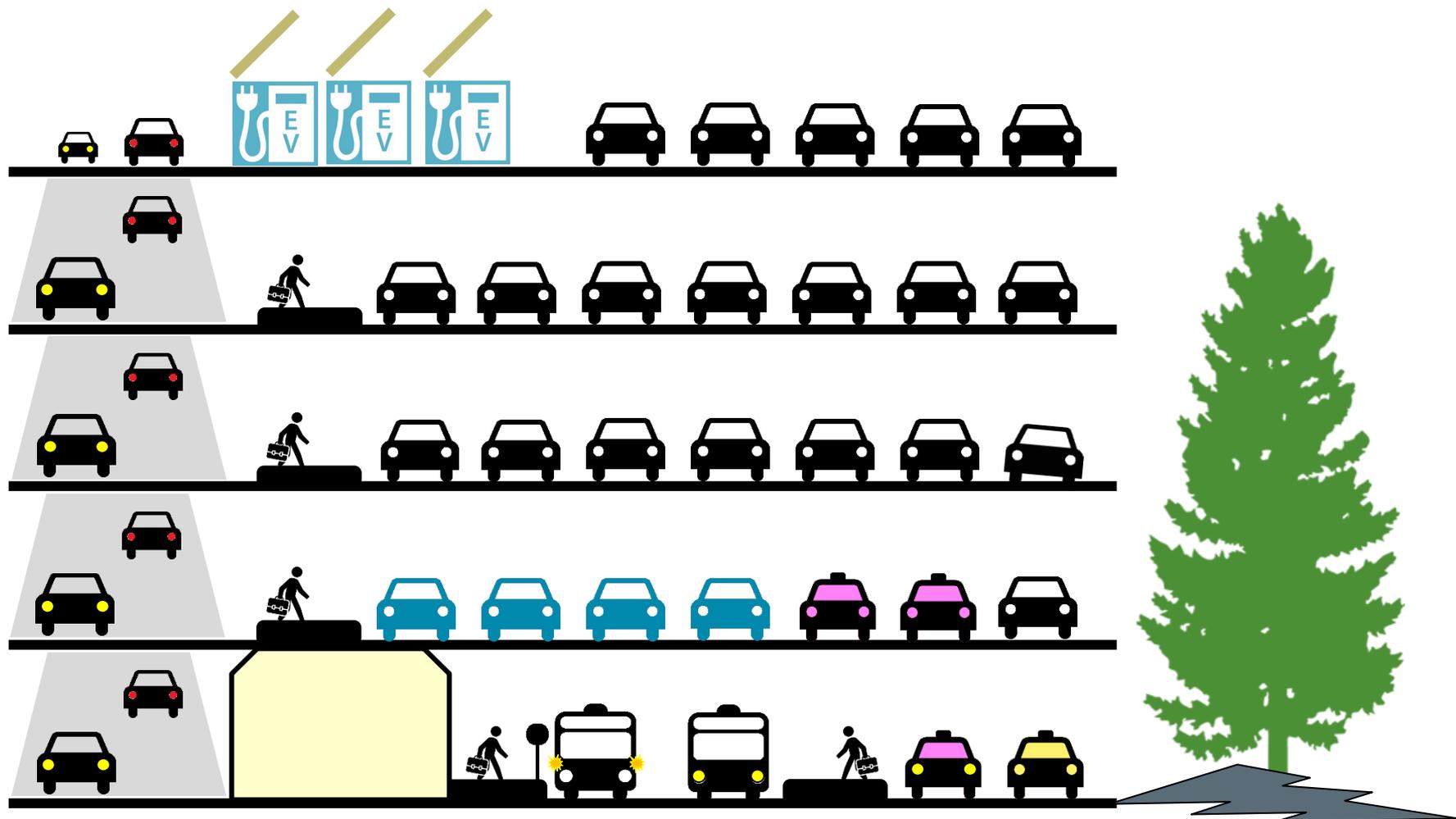
Our region's transportation system is collapsing under ever-increasing demand.

Substantive improvements to the backbone of our transportation system — the freeway system — are left to languish despite the ongoing overwhelming regional preference for the private automobile in commuting. Sound Transit, the agency in control of the majority of our region's transportation spending, incurs cost overruns on key projects while buses and parking facilities throughout the region are at capacity.

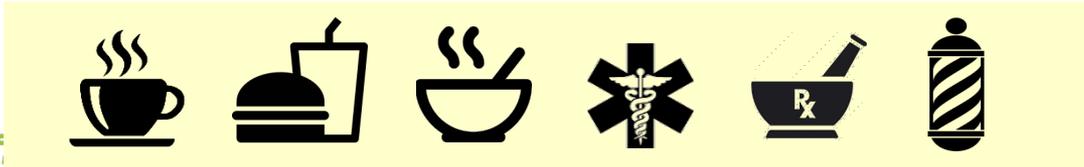
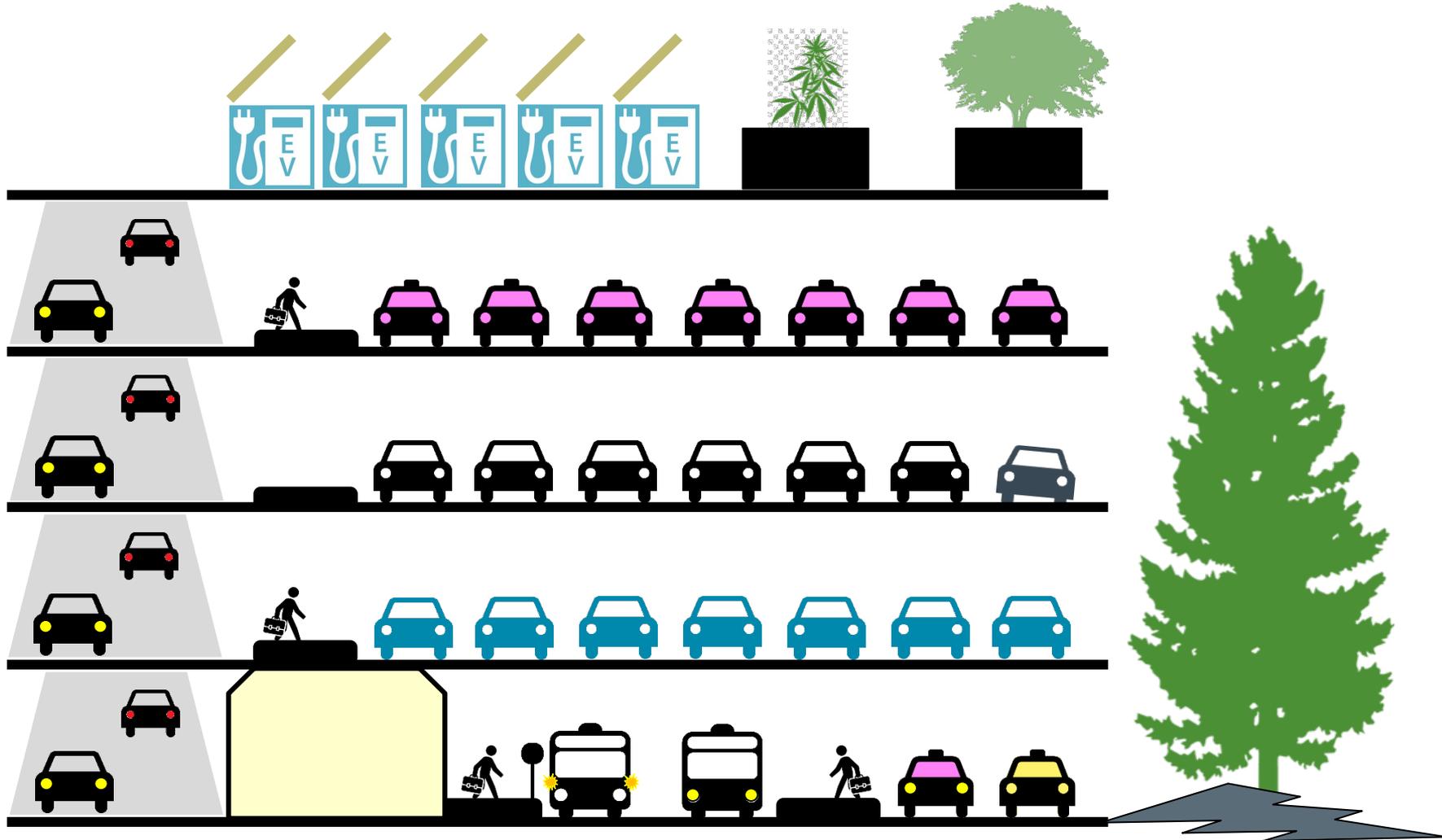
It's clear there must be a path forward for reasonable public-private partnerships that can ease access to transit, improving ridership and give drivers real alternatives in a world where key transportation needs are likely to be unmet for decades to come. One of these innovative opportunities is the possibility of a public-private partnership for park-and-ride expansion with an eye toward the future of mobility.



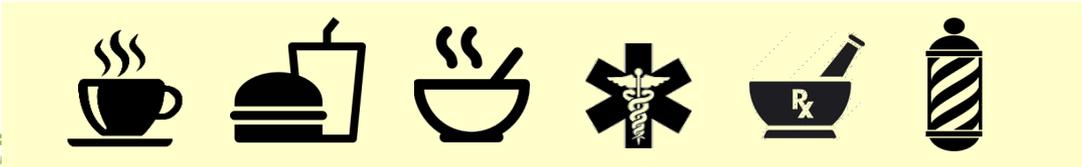
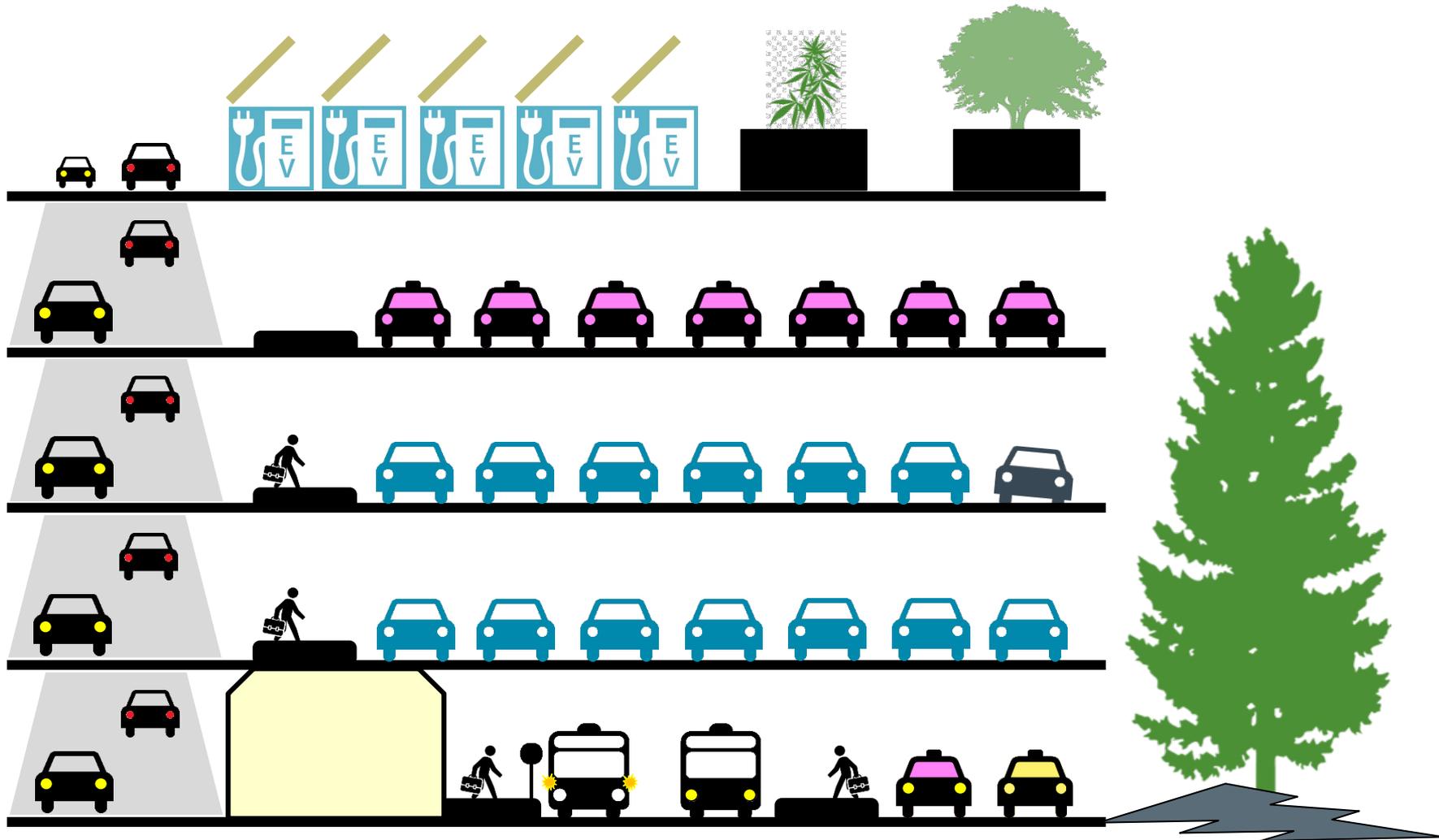
Mobility Marketplace Concept - Year 1



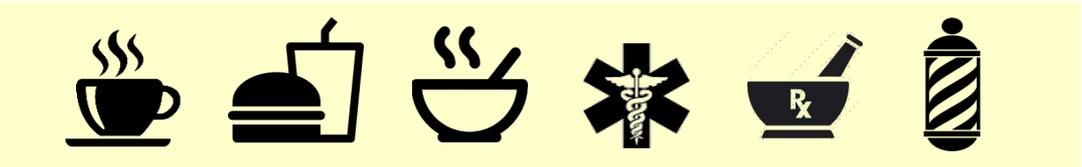
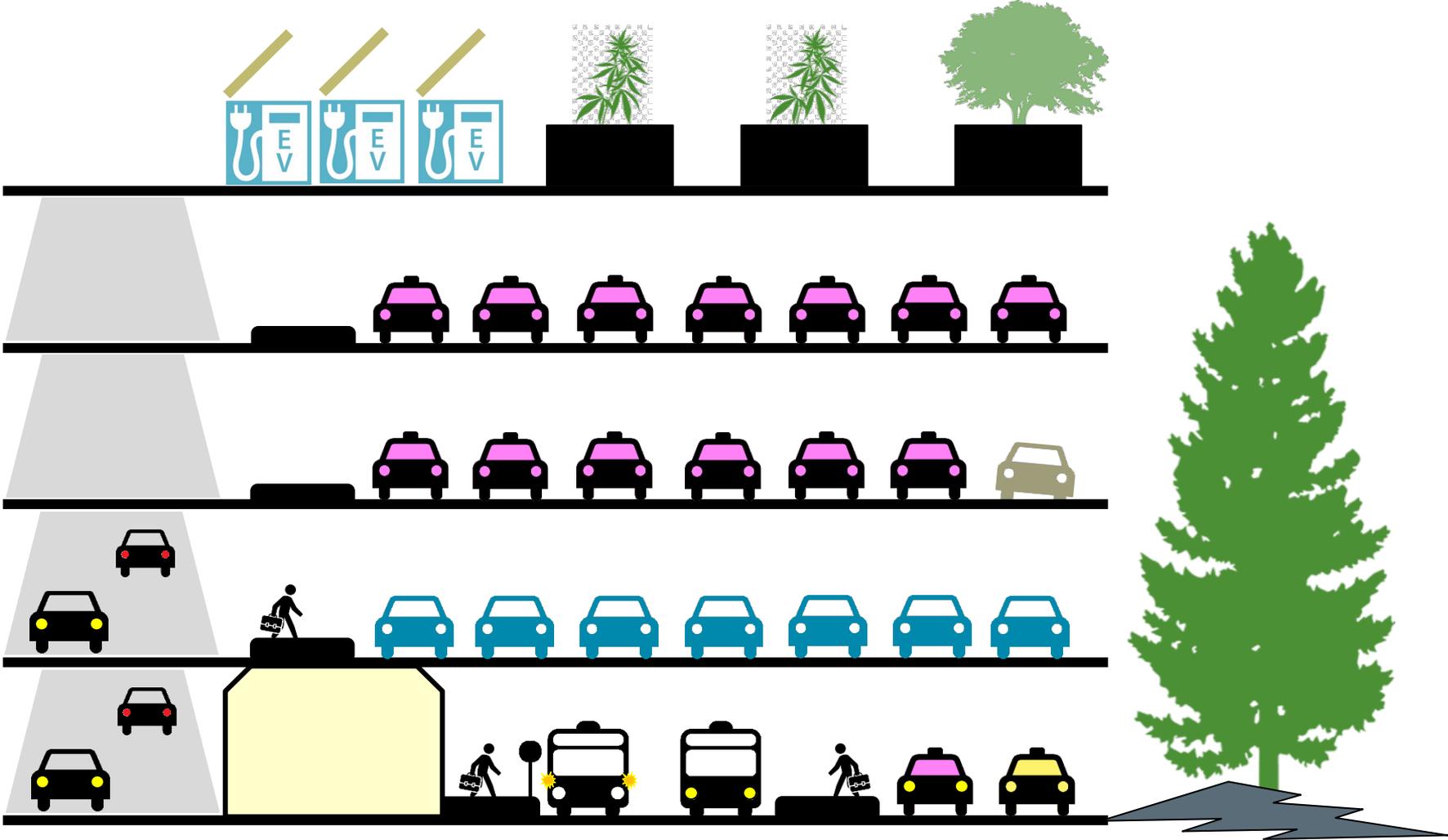
Mobility Marketplace Concept - Year 5



Mobility Marketplace Concept - Year 10



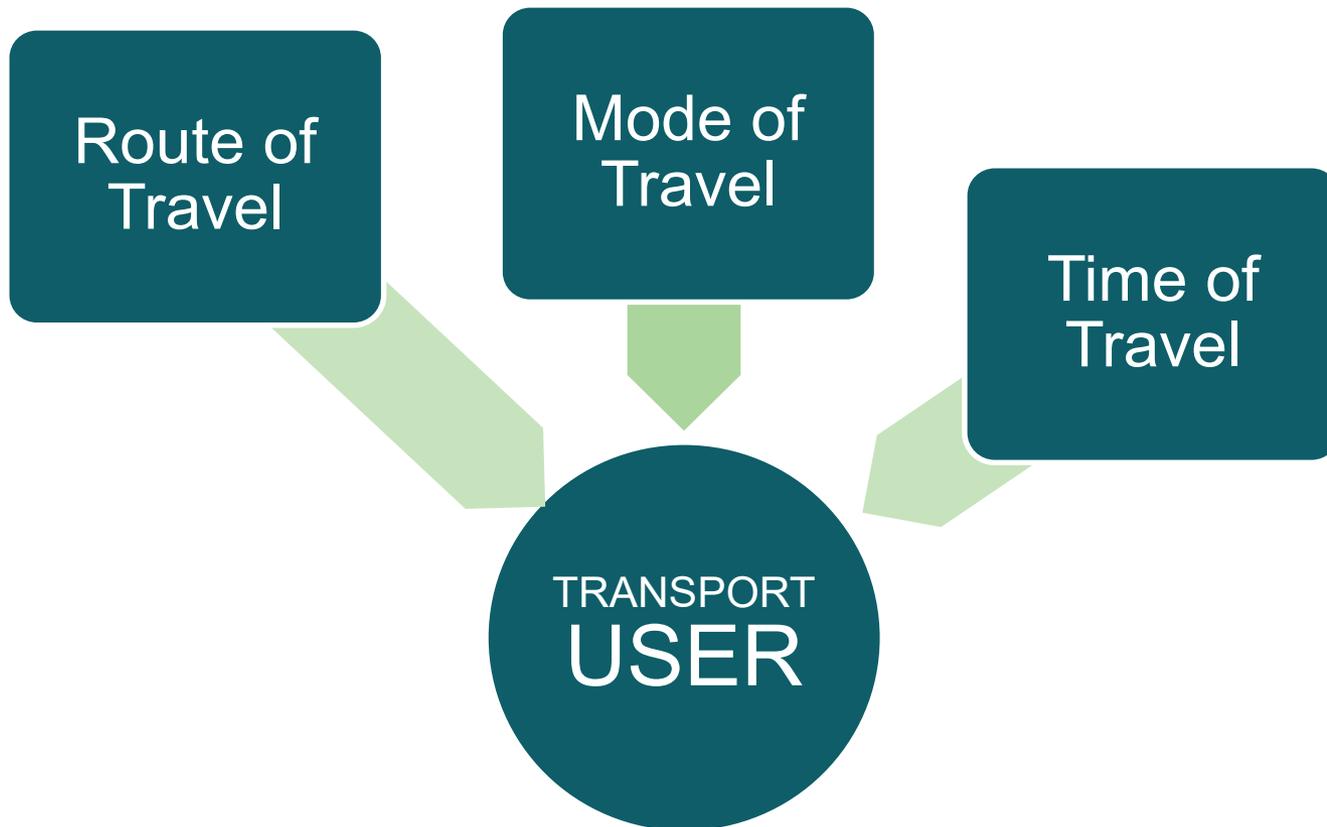
Mobility Marketplace Concept - Year 20

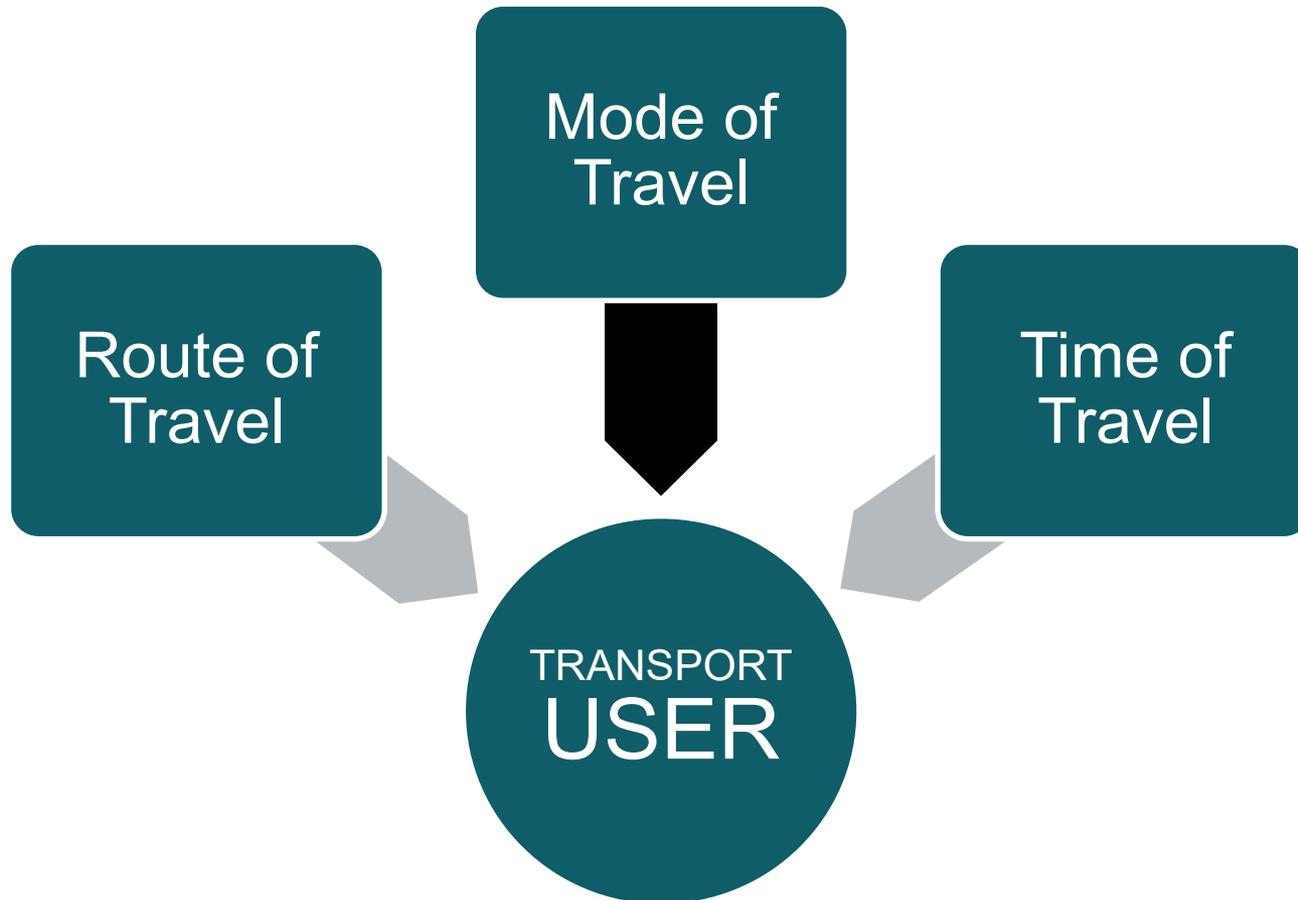






Gamification of Transportation Choices





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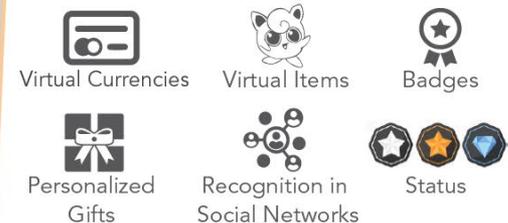
THE RULES

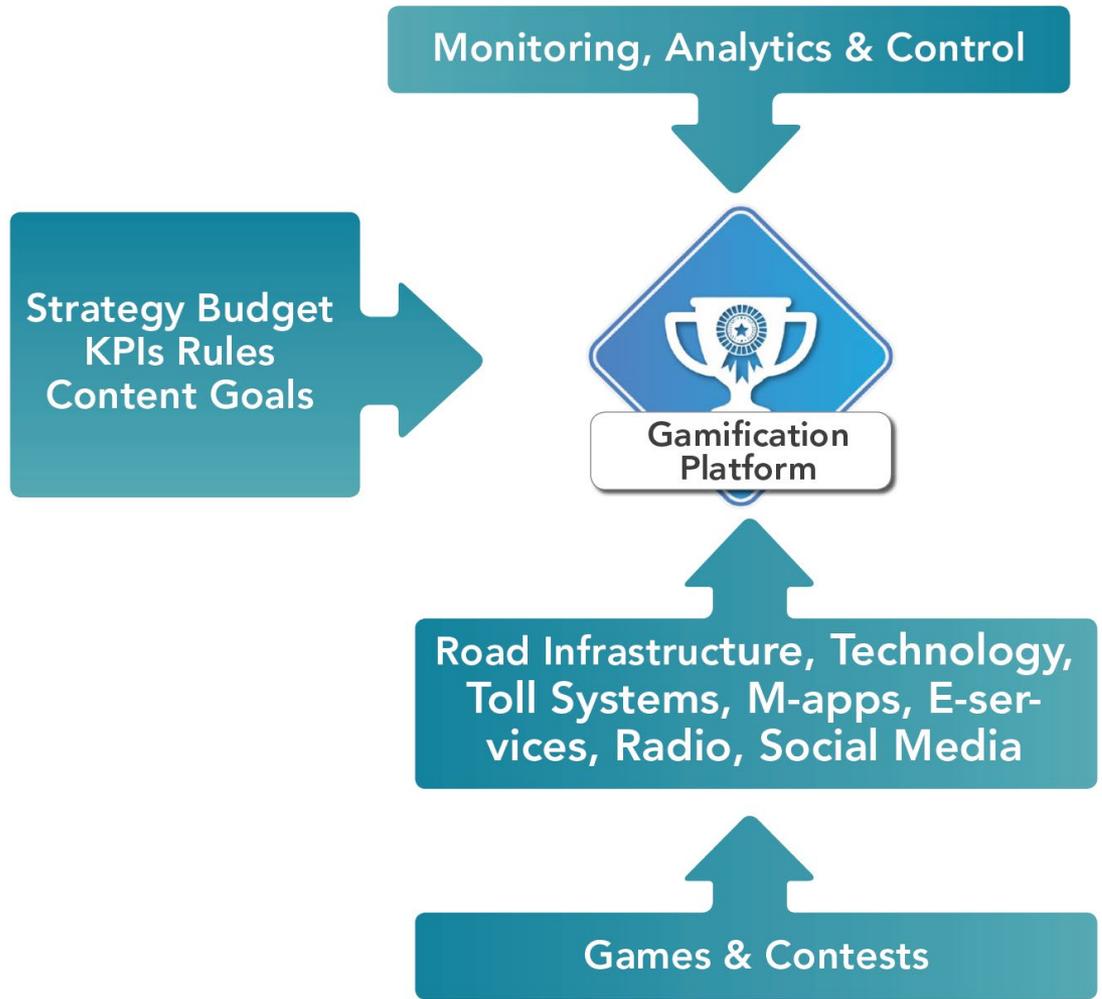
- Check in location before leaving home & Check out after reaching the office (i.e. define origin-destination)
- Use own vehicle (with odd plate last digit) on odd dates. Toll fee \$2 if driving through freeway. No points
- Use own vehicle (with odd plate last digit) on even dates. Toll fee \$8 if driving through freeway. Lose points
- Use alternative means (metro, public transport, Rideshare, ride with friend's even last digit plate number) on even dates. Unlock a prize.

THE MONITORING



THE ACHIEVEMENTS & REWARDS







Programs

An aerial photograph of the Seattle area, showing the city skyline in the distance across the water, with a dense urban area in the foreground. The text "Seattle, South Sound, and Bellevue Working Groups" is overlaid in white. The image captures a wide expanse of the Pacific Northwest, including the city of Seattle, the South Sound region, and Bellevue, all viewed from an elevated perspective. The foreground is dominated by a mix of residential and commercial buildings, interspersed with green spaces and trees. The middle ground shows a large body of water, likely the South Sound, with a long bridge extending across it. In the background, the city skyline of Seattle is visible, set against a backdrop of mountains and a clear sky.

Seattle, South Sound, and Bellevue Working Groups



Flexible Electric Vanpool Program

BRITISH COLUMBIA

VANCOUVER

SURREY



BELLINGHAM



EVERETT

BELLEVUE
SEATTLE

KENT

TACOMA

OLYMPIA



WASHINGTON

Demonstration Corridor





62,000 Chrysler Pacificas



Leadership
 Resources
 Energy
 Results

Eastside | Local News | Traffic Lab

Sound Transit settlement will subsidize Uber and Lyft rides to Mercer Island transit center

Originally published March 29, 2018 at 6:00 am | Updated May 1, 2018 at 2:54 pm



1 of 2 Some of the money in a \$10.1 million settlement Mercer Island gained in a lawsuit last year is going to subsidize Uber and Lyft rides for island residents to the Mercer Island park-and-ride. (Gene J. Puskar/AP)

Mercer Island will spend up to \$226,900 in taxpayer funds to provide discounted Uber and Lyft rides from its wooded neighborhoods to the island's often-packed transit center.

By Mike Lindblom Seattle Times transportation reporter

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Some of the Sound Transit taxes paid by Eastside residents will subsidize Lyft and Uber rides to the Mercer Island transit center.

The six-month test project is meant to take pressure off the island's 447-stall park-and-ride garage, which often fills before 7 a.m. as people arrive to meet I-90 express buses.

The program is funded by up to \$226,900 that's earmarked for "first-last mile solutions" to move people between transit and their final destinations. At least 26 other park-and-ride facilities in King County are chronically full, so these kinds of arrangements might spread.