



Committed Leaders.
Shared Vision.
Greater Good.



JPMORGAN CHASE & CO.



NORDSTROM

OUR AREAS OF FOCUS



EDUCATION

Establishing a world-class workforce right here at home.

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TRANSPORTATION

Sparking innovative solutions that keep our region moving.

[Learn More](#)



CIVIC INNOVATION

Reimagining civic partnerships to enhance quality of life and opportunity for all.

[Learn More](#)



ENGAGING PARTNERS: ESTABLISHING A COMMON AGENDA

A transportation system that is safe, reliable, sustainable, and serves the entire community.

- 1) Create an I-5 system for the 21st century.
- 2) Integrate operations and planning.
- 3) Focus on the end user.
- 4) Proactively maintain transportation assets.
- 5) Establish a sustainable funding model.
- 6) Integrate land-use and transportation planning.



TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

Challenge Seattle companies have made a commitment to reduce Single Occupancy Driving among employees.

- Reduce SOV rates significantly by 2035.
- Find innovative solutions.
- Share resources and lessons learned.



TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

Initial Focus:

Meet City of Seattle's Target
"Less than 35% by 2035"

Challenge Seattle worksites in 2016:

Located in Seattle: 33% overall





TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

BILL & MELINDA
GATES *foundation*

2008



2016



Weyerhaeuser

2013



2018





TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

Next Focus: Innovative strategies for worksites outside the urban core

Examples: Vanpools
Company Shuttles
Flexible Schedules
Smart Scheduling



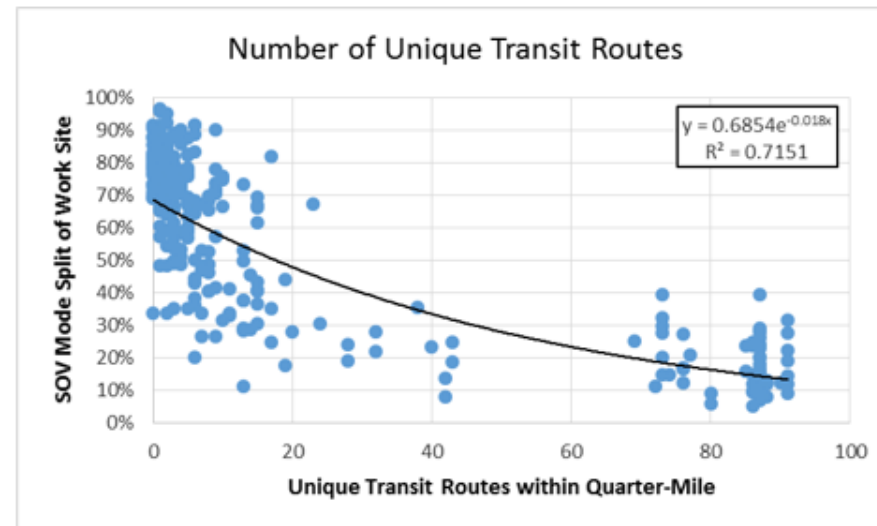
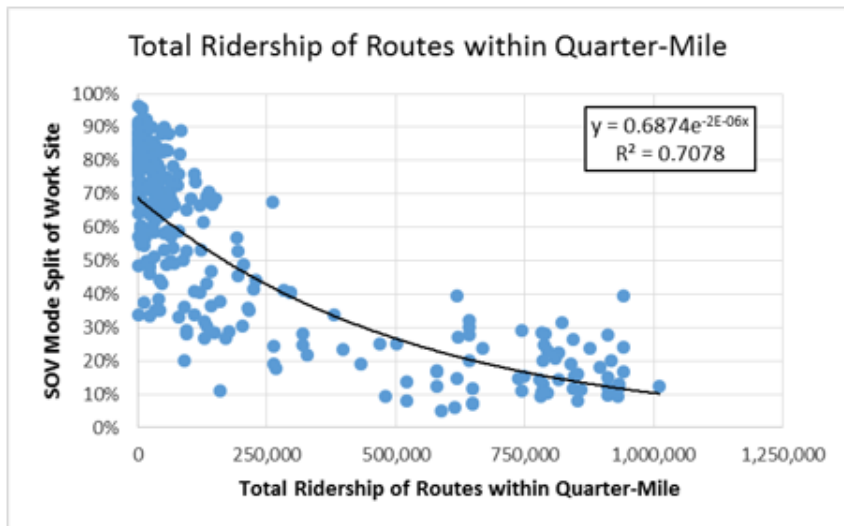
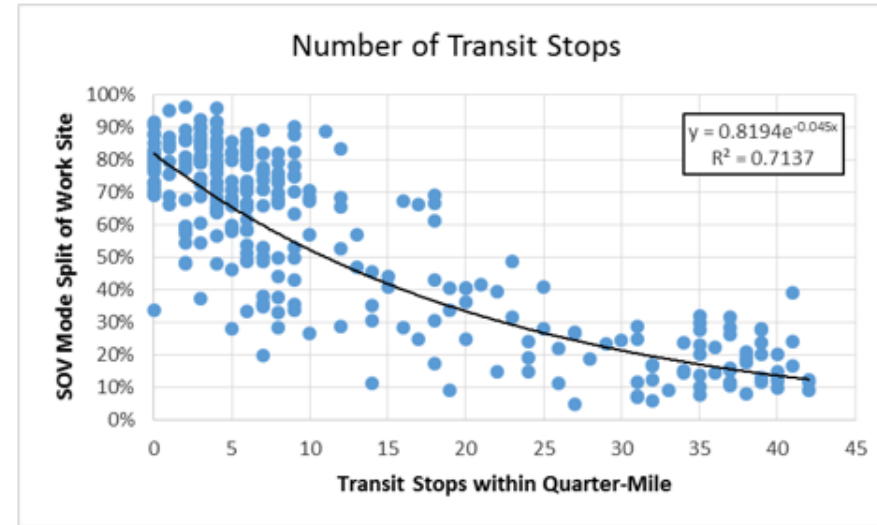
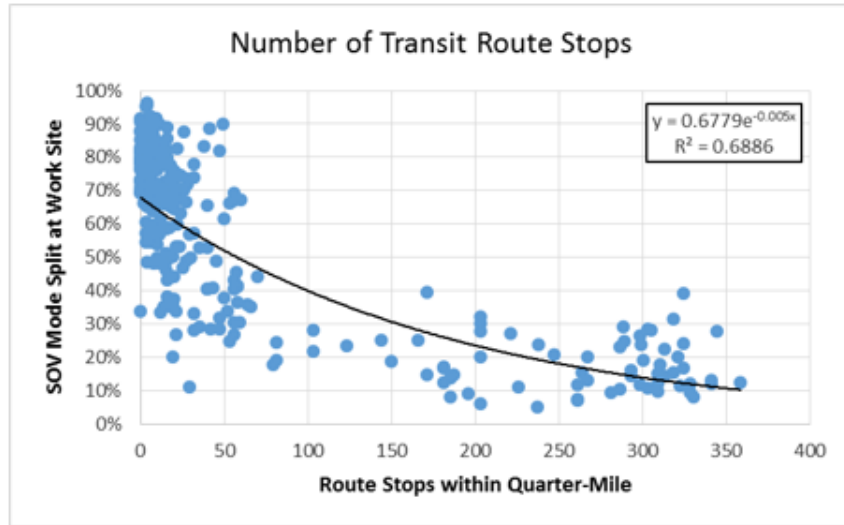
BIGGEST FACTOR IN COMPANY'S ABILITY TO REDUCE DRIVE ALONE RATE?

- A) Employees Charged for Daily Parking
- B) Demographics of Employees/Nature of Work
- C) Fully Subsidized ORCA Cards for Employees
- D) Transit Access Near Worksite
- E) Employee Cash Incentives for not driving alone

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TRANSIT: BIGGEST FACTOR IN ABILITY TO REDUCE DRIVE ALONE RATE





TAKING ACTION: REDUCING OUR IMPACT ON TRAFFIC

To Maximize Our Impact

- Support Transit Partners
- Promote Ridership
- Collaborate and Partner in New Ways
- New Opportunities as ST2 & ST3 come on-line

CHALLENGE SEATTLE SUPPORTS "TRANSIT FOR THE WIN!"

 **King County Metro** 🇺🇸🇨🇦🇮🇪🇧🇺 @kcmetrobus · 1h
Celebrating and rewarding riders for #RideTransit Month was possible thanks to major Challenge Seattle companies. Thank you @Starbucks for ☕️🇺🇸 coffee cards and 🍰📷👤 Golden Ticket tours! 🥰❤️🚌



You and Transportation Choices Coalition

🗨️ 🔄 ❤️ 3 ✉️

🔄 King County, WA 🇺🇸 Retweeted

 **King County Metro** 🇺🇸🇨🇦🇮🇪🇧🇺 @kcmetrobus · Jun 20
Nicole just learned she won the Golden Ticket and received the donated 🇺🇸🇨🇦 @Zillow Gift Card 🙌🙌
Congratulations to all of today's winners!
#RideTransit month lasts through June, and we'll have more donated prizes to surprise, delight & celebrate riders in the coming week!



🗨️ 2 🔄 3 ❤️ 13 ✉️

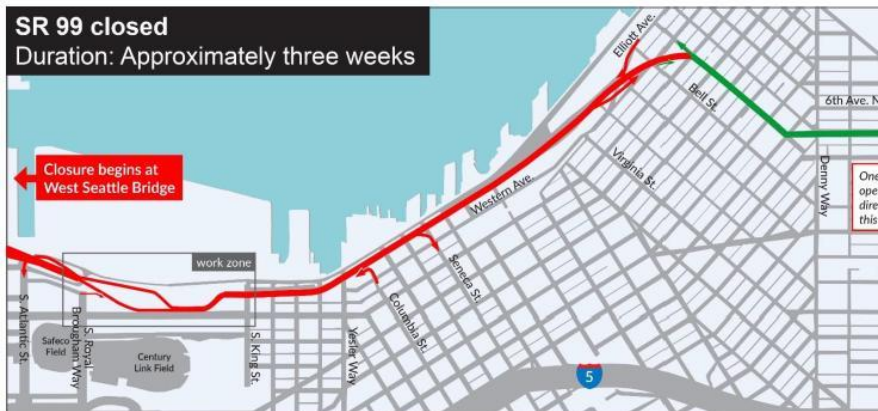
Show this thread



#REALIGN99 & "MAX CON"

Every Challenge Seattle Member Company to create plan to:

- Reduce trips
- Reduce peak congestion
- Address all impacts of business
 - Employees
 - Suppliers
 - Vendors
 - Customers





MOBILITY INNOVATION CENTER

at the
UNIVERSITY of WASHINGTON

**Helping to build the
transportation system of the future**

UW Mobility Innovation Center



**MOBILITY
INNOVATION
CENTER**

at the

UNIVERSITY *of* WASHINGTON

Bring together public, private, and academic experts to solve real-world transportation problems facing the Seattle region.

- Project based – 6-9 month deliverables;
- Technology and policy-driven solutions that can be applied in the real-world
- Partners who are willing and able to implement prototypes or recommendations.



Innovation Frameworks for Smart Cities

[Read more](#) | [Download Report](#)



Improved Incident Response on I-5: Using Technology to Speed Clearance

[Read more](#) | [Download Report](#)



Driverless Seattle – How Cities Can Plan for Automated Vehicles

[Read more](#) | [Download Report](#)



Alternative to Gas Tax? Developing an App to Pilot Road Usage Charge

[Read more](#) | [Download Report](#)

VIRTUAL COMMAND CENTER

PROPOSED TO: FEDERAL HIGHWAYS ADMINISTRATION

PROPOSAL



Partners:
 WSDOT, SDOT, SPD, SFD, WSP, KC Metro, Sound Transit, AWS, BCG, Betterworkplace, Challenge Seattle, Google, Inrix, Microsoft, Siemens, Tableau, Uber, Vulcan, University of Washington

Purpose:
 Grant application: Advanced Transportation and Congestion Management Technologies Deployment Initiative (ATCMTD)

Scope:
 Implement Phase 3 of TIM-CM: a Regional Virtual Command Center for Integrated Management of the Seattle I-5 Corridor. ASK: \$5,118,000 (41%)
 MATCH: \$7,300,000 (59%). TOTAL: \$12,418,000

Deliverables:
 Enhanced Integrated Corridor Management (ICM) capabilities for data sharing, congestion analysis/decision support, and information dissemination on a cloud-based enterprise architecture (including a trust/security layer).



Dynamic Curb Study: Improving Traffic Flow, Transit Right of Way

What: Pilot curb management strategies and study resulting impact on traffic flow and transit right of way.

Partners:

- Amazon
- Seattle DOT
- King County Metro
- Sound Transit
- Challenge Seattle



Enhanced Mobile Ticketing: Increasing Ridership and Improving Experience

What: 5 UW Student Teams will conduct focus group research and design mobile ticket enhancements to better meet the needs of infrequent riders.

- TEAM 1: Event Attendees (HCDE)
- TEAM 2: Tourists (EE ENGINE + BSchool)
- TEAM 3: Occasional Riders (HCDE)
- TEAM 4: Equitable Access (iSchool + Social Work + Policy)
- TEAM 5: Gen. Pop. Incident Avoidance (CoE + Comms)

Partners:

- King County Metro
- Sound Transit
- Challenge Seattle



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