



# Innovation and Technology Fund

- proposed investment in ST3

Executive Committee  
April 7, 2016

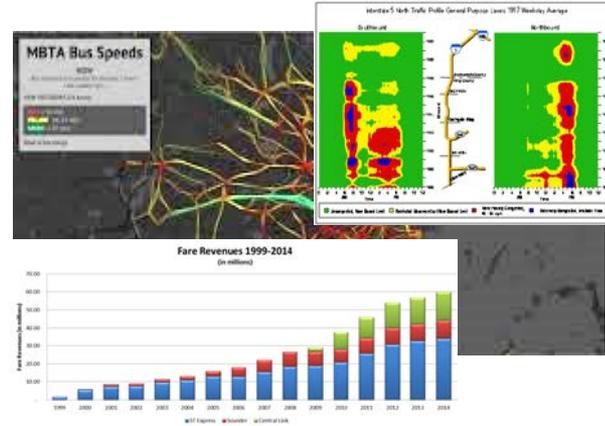
 **SOUNDTRANSIT**

## Smart infrastructure



- Real-time, location-based customer data
- Performance data gathering

## Business intelligence



- Data interpretation & visualization
- Continuously seeking performance and efficiency improvements

## Innovative partnerships

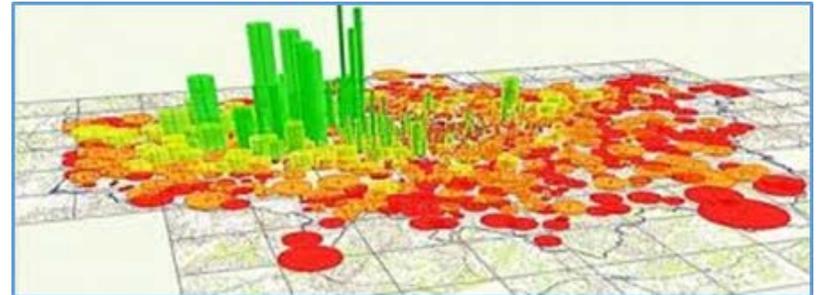
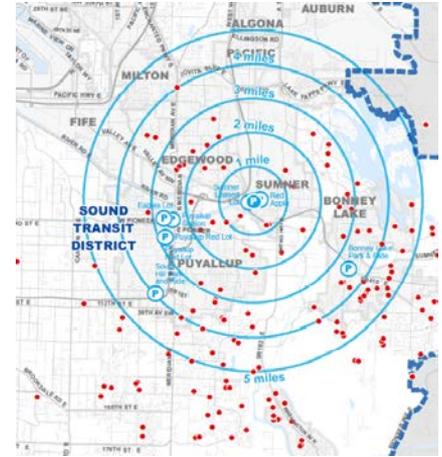


- New ideas and business models
- Flexible, multimodal mobility network
- Integrated payment systems

- More sensors, more data, more performance tracking, e.g.
  - Parking availability
  - Bike storage utilization
  - Wheelchair securement area use
  - Passenger counting and traffic pattern detection
  - Transfer times and multimodal integration performance
- Accurate customer information where and when needed
- Accessible interfaces and enhanced wayfinding for limited-mobility, limited-English and special needs riders



- A sea of data to make sense of:
  - *Market and ridership data*
  - *Economic and demographic data*
  - *Built and natural environment data*
  - *Operational and performance data*
  - *Crime, accident, incident and safety data*
  - *Non-transit regional mobility and traffic data*
  - *Customer satisfaction and potential customer needs*
- Data analysis
- Data visualization
- Data-driven decision making and action



# Innovative partnerships and business models

- Research partnerships
- Integrating HCT with driverless and connected vehicles
- Next-generation multi-purpose payment systems
- Transportation Demand Management
- Shared Use Mobility: first/last mile and complementary services
- Multimodal integration: making transit centers into mobility hubs
- Industry best practices, work with peers/national organizations



Proposed funding amount: \$75 million (\$2014)

## Performance outcomes

- More flexible and integrated mobility services
- Improved equity, convenience and ease of use
- Improved performance monitoring and reporting
- Improved efficiency and cost effectiveness of system
- Target: 1% increase in systemwide transit ridership (5,000+ riders/day)

