

A low-angle, upward-looking shot of a white and blue Sound Transit train. The train is moving upwards, with its windows and doors visible. The blue section of the train features the Sound Transit logo and name. A semi-transparent dark grey box is overlaid on the middle of the image, containing yellow text.

Innovation and Technology Fund

- proposed investment in ST3

Executive Committee
April 7, 2016

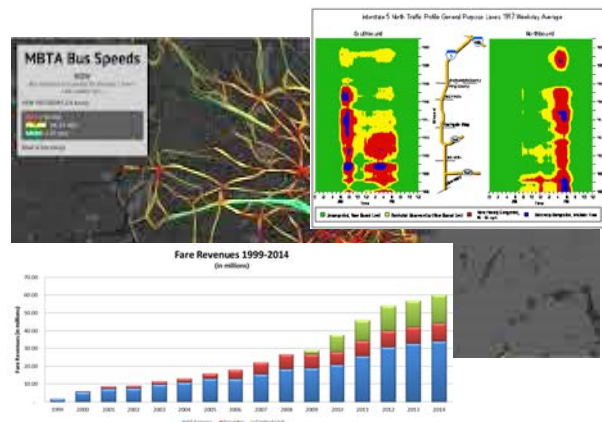
 **SOUNDTRANSIT**

Smart infrastructure



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

Business intelligence



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

Innovative partnerships

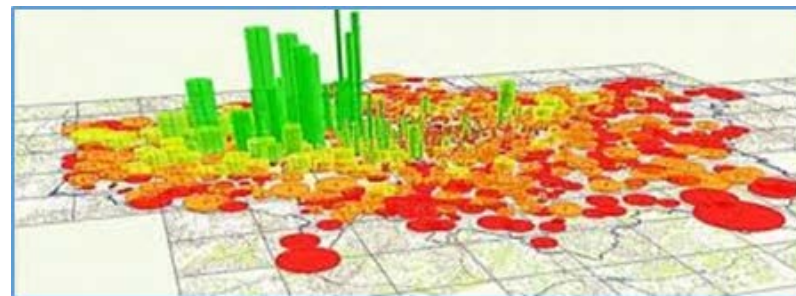
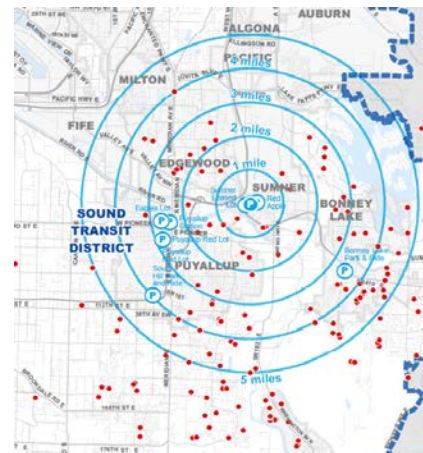


- New ideas and business models
- Flexible, multimodal mobility network
- Integrated payment systems

- 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



- 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)

