

A low-angle shot of a white and blue Sound Transit train. The train is moving from left to right. The blue section of the train features the Sound Transit logo and the text 'SOUND TRANSIT'. The white section has several windows. The background shows a glass and steel structure, likely a station or transit center.

Innovation and Technology Fund

- proposed investment in ST3

Executive Committee
April 7, 2016

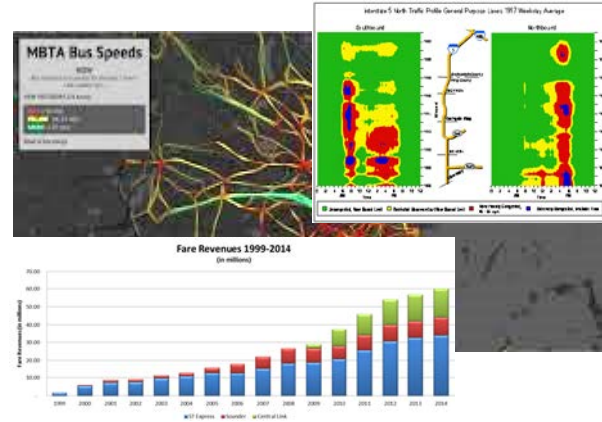
 **SOUND TRANSIT**

Smart infrastructure



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

Business intelligence



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

Innovative partnerships

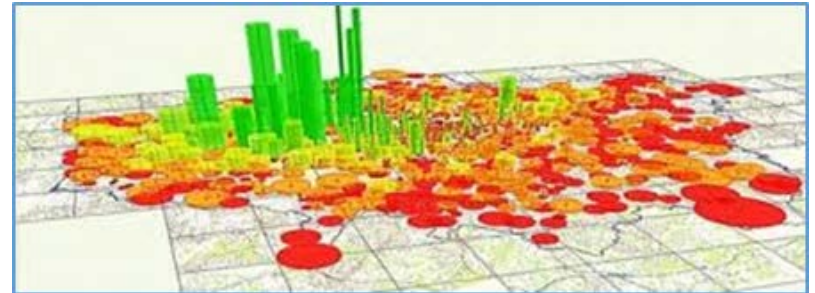
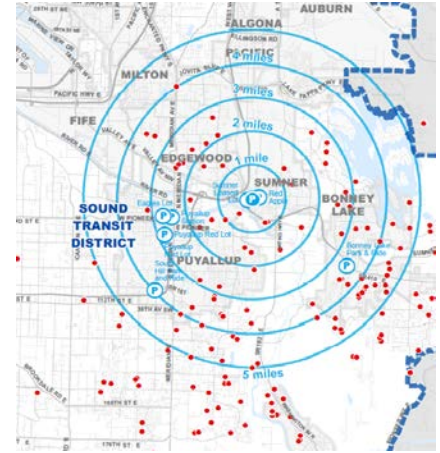


- New ideas and business models
- Flexible, multimodal mobility network
- Integrated payment systems

- 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

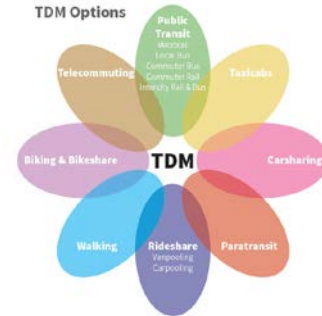


- A sea of data to make sense of:
 - *Market and ridership data*
 - *Economic and demographic data*
 - *Built and natural environment data*
 - *Operational and performance data*
 - *Crime, accident, incident and safety data*
 - *Non-transit regional mobility and traffic data*
 - *Customer satisfaction 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)

