

Employer Shared Transit Stops Program



Presentation outline

- Program Goals & Background
- Shared Stops Pilot & Lessons Learned
- Program Proposal & Attributes
- Council Action vs. Director's Rule
- Action Now vs. Future Changes
- Next Steps



Program Goals

Goals:

- Ensure public transit's vital role in transportation system
- Actively manage shuttles to maximize public benefits
- Provide employers with consistency and clarity for shuttle loading
- Encourage increased use of shared modes
- Support Downtown recovery

Forthcoming Action in December:

- Approve Ordinance permitting SDOT to establish a permanent program, amend Seattle Municipal Code, and adopt fee structure

Background

- Single-employer shuttles authorized by state law
- Shuttles already have access to 3- and 30-minute load zones if they fit, and Shuttle Load Zones (permitted since 2005) if they fit
- Both employers and SDOT had need for more strategic approach to shuttle loading



Shared Stops Pilot & Lessons Learned

- Spring 2017: Employer Shared Transit Stops Pilot
 - Seattle Children's Hospital: 4 shared stops
 - Microsoft: 8 shared stops
- October 2018: Evaluation Report
 - No major impacts to transit or roadway operations
 - Best practices include active management and close partnerships
- Successful pilot operation with no negative feedback



Program Proposal



1. Make the Employer Shared Transit Stops Pilot **permanent**
2. Establish a **new fee structure**
3. Formalize the permit **application process** with detailed criteria
4. Collect more **data** and shuttle operations information through annual vehicle permitting process

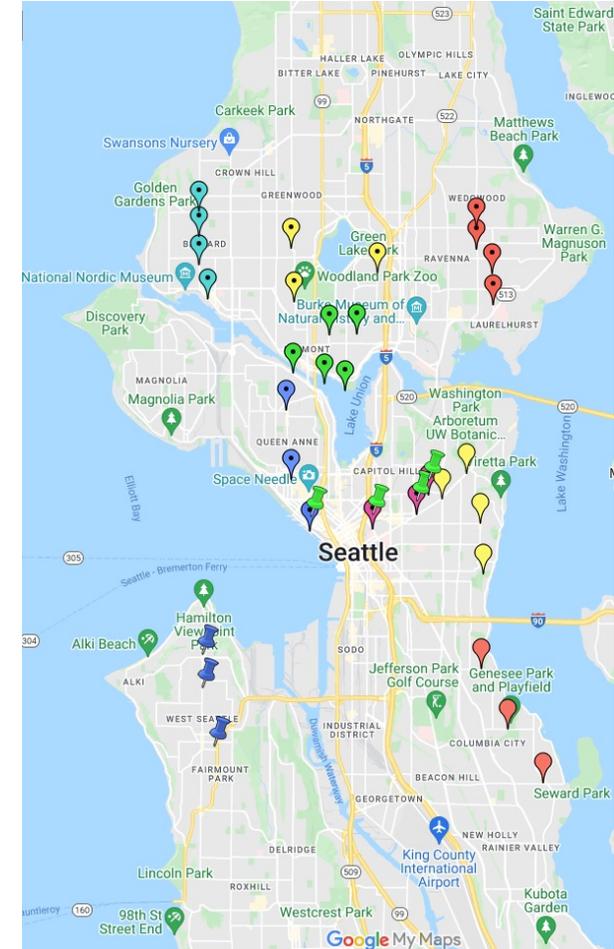
Proposed ESTSP Fee Structure

- **Increase** the annual **Shuttle Vehicle Permit fee** from \$300 (fixed in the SMC in 2005), to \$600 and tied to inflation;
- A new **hourly staff fee** (\$305) for load zone and shared stop review;
- Annual **Shared Transit Stop use fee** \$5,000 per location per year
 - Reduced rates for certain medical & educational institutions
- Modeled after fee structure for Street Use Division's Vending in the Right-of-Way (i.e. food trucks)



Proposed ESTSP Shuttle Process Changes

- Annual Shuttle Vehicle Permit: New **data requirement** provides more visibility into shuttle operations starting with 2023 permits
- Shuttle zones: **Application process** for new zones streamlines staff intake and review
 - Today: Ad hoc requests and no centralized intake or process
- Clearly scoped and **reimbursed** staff time for shuttle project work



Proposed ESTSP Shared Stop Applications



- **Excludes stops** with highest potential for conflicts
 - RapidRide stations, bus lanes, busiest stops
- Permit **approval depends** on shuttle and stop details



- Application process and details in **Director's Rule**
 - Annual **application cap** per employer
 - Employer and citywide **caps for shared stops**



- Could direct to existing or new SVLZ, or **other curb**
- Annual, non-vesting, revocable stop **use permits**



Ordinance/Council Action & Director's Rule

Council Action:

- Adopts **Ordinance**
- Updates **SMC in Title 11**
 - Authorizes Program
 - Updates definitions
 - “Shuttle vehicle”, “Bus zone” etc.
 - Removes Shuttle Vehicle Permit Fee
- Adopts **Fee Structure**
 - Shuttle Vehicle Permit Fee
 - Hourly Review Fee
 - Shared Transit Stop Use Fee

Director's Rule:

- Defines application **request criteria**
 - New **Shared Transit Stop** application
 - New **Shuttle Load Zone** application
- Updates **Shuttle Vehicle Permit** conditions (**data** requirement)
- Sets annual permit **standards**
- Sets employer & SDOT **process**

Action Now and Later Year Updates

- **Council Action in 2022:**
 - Authorize Program and launch early 2023
 - Adopt Fee Schedule for 2023
- **Annually, starting 2024** (via budget process):
 - Index Shuttle Vehicle Permit to CPI
 - Update Hourly Review Fee to match Street Use review rate
- **Two Year Program Review, early 2025:**
 - Evaluate fee structure mix, process flow and application & stop caps
 - Return to Council with review and report, proposed changes if needed
 - Update Director's Rule if needed
- **Future years** (if needed): Update Director's Rule administratively

Stakeholders Consulted (2017-2022)

- King County Metro
- Other cities:
 - San Francisco (SFMTA, MTC)
 - New York City (NYCDOT)
 - Bellevue, WA
- Transit Advisory Board
- Transit Riders Union
- Transportation Choices Coalition
- Teamsters Local 117
- Employer community
 - Pilot partners:
 - Seattle Children's Hospital, Microsoft
 - Interested employers:
 - University of Washington, Amazon
 - Shuttle operators: TransWest
- Commute Seattle

Next steps

Date	Action
October	<ul style="list-style-type: none"> • Transmit legislation to Council
October	<ul style="list-style-type: none"> • Publish Draft Director's Rule (30-day comment period)
December	<ul style="list-style-type: none"> • Consideration by Transportation & Public Utilities Committee
1 st Quarter 2023	<ul style="list-style-type: none"> • Launch Program with Shuttle Vehicle Load Zone and Shared Transit Stop application processes
	<ul style="list-style-type: none"> • Begin charging Hourly Review Fees for applications, and Shared Stop Fees for approved stops
	<ul style="list-style-type: none"> • Revamp Shuttle Vehicle Permit with new information-sharing requirements and updated permit rates



Thank you!
Questions?

Program contact information



EmployerShuttles@seattle.gov



206.684.4209



www.seattle.gov/transportation/projects-and-programs/programs/transit-program/employer-shared-transit-stop-pilot

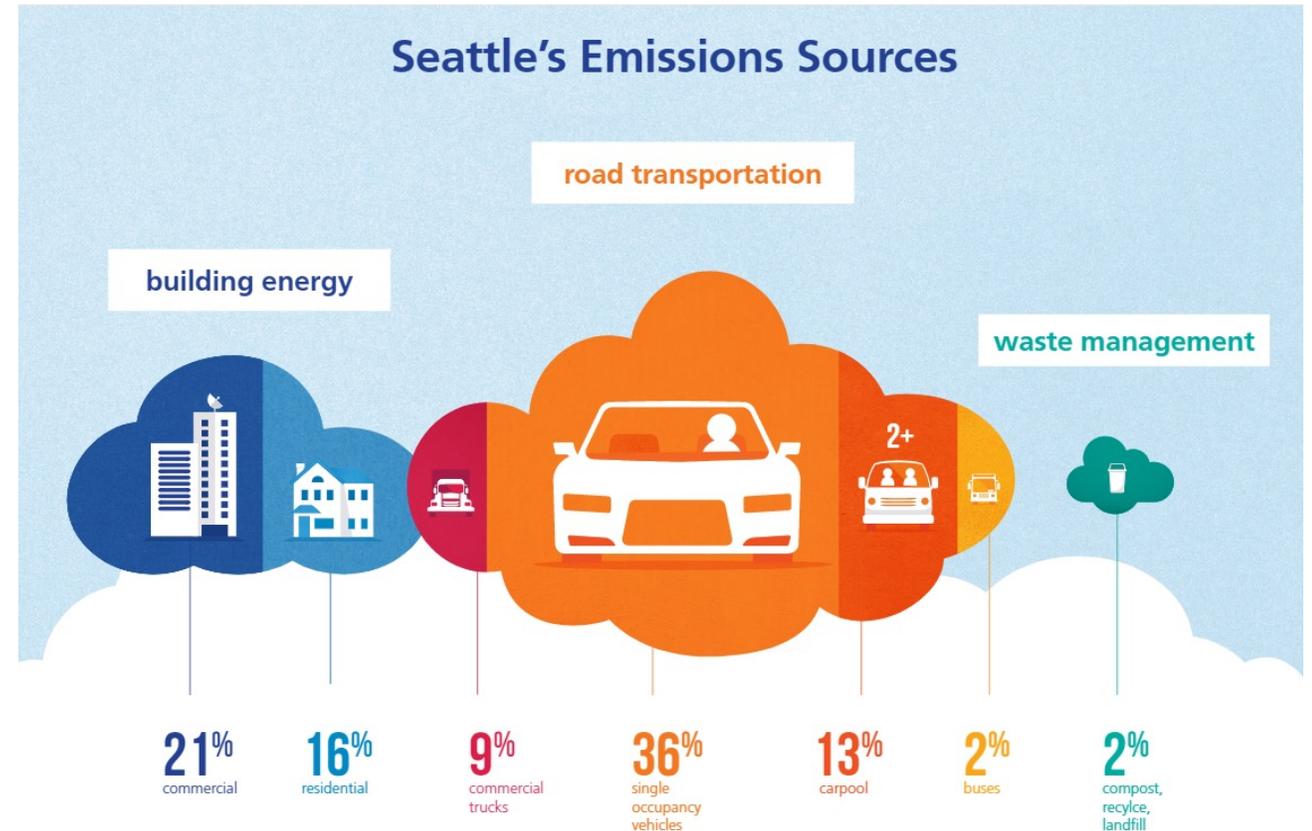
Program Attributes

- Close coordination with **King County Metro**
- Diligent application review process to ensure **no impact to transit** at requested locations
- Builds upon successful **employer relationships** begun during Pilot
- Aim to **reduce traffic impacts** from employees returning to work locations post-Pandemic
- Excess Program revenues (beyond administration and permitting) to be targeted for **shared stop improvements**



Program Benefits

- Prioritize equity in the transportation system by ensuring compatibility with transit
- Supports more sustainable travel options, reducing carbon emissions and congestion
- Makes efficient use of limited curbspace
- Ensures administrative and financial sustainability



Lesson Learned: San Francisco Shuttle Program

- Researched Commuter Shuttle Program in SF
- Created in reaction to impactful tech sector shuttle operations had already proliferated
 - Long shuttle dwell times
 - Shuttles blocking roadways
 - Shuttles blocking bus stops
- Created network of shuttle-only zones and defined shared transit stops + arterials
- In time: mature, established oversight program
- Moved to fees to shuttles per “stop event”

