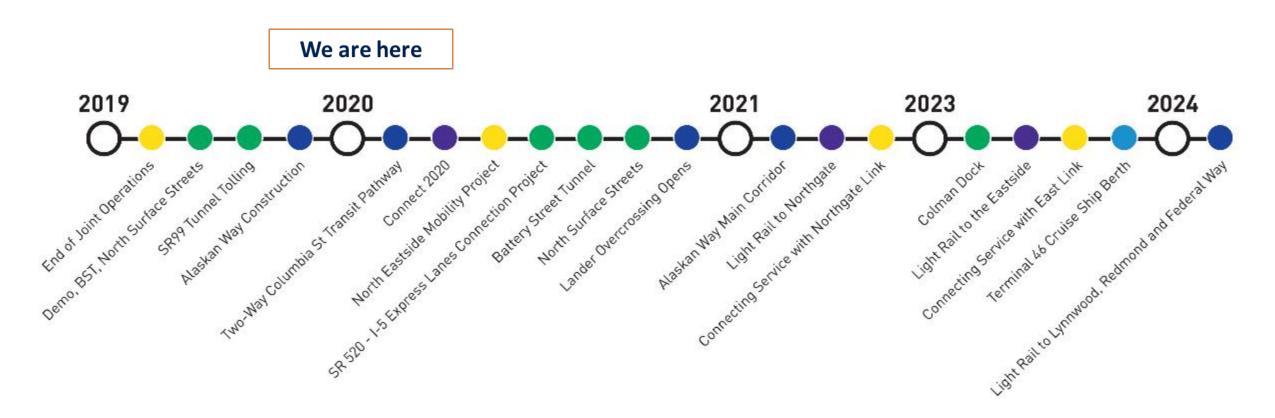


## Chapter 3 of the Seattle Squeeze – Fall 2019 & Winter 2020

Seattle City Council – October 7, 2019



#### The Seattle Squeeze; Public Infrastructure Projects 2019-2024













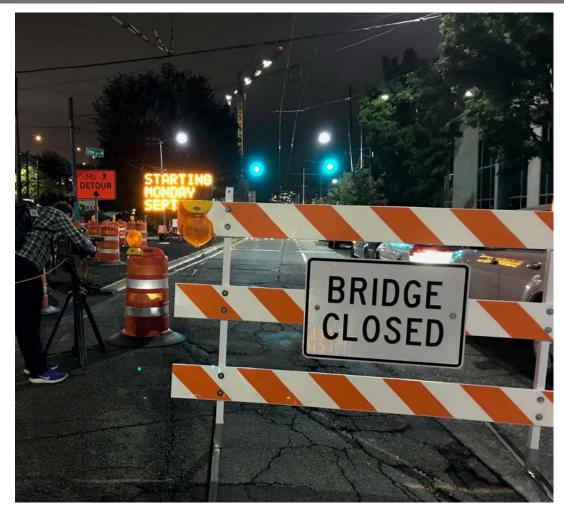
### Transportation changes happening now





















#### What to expect when SR 99 tolling begins

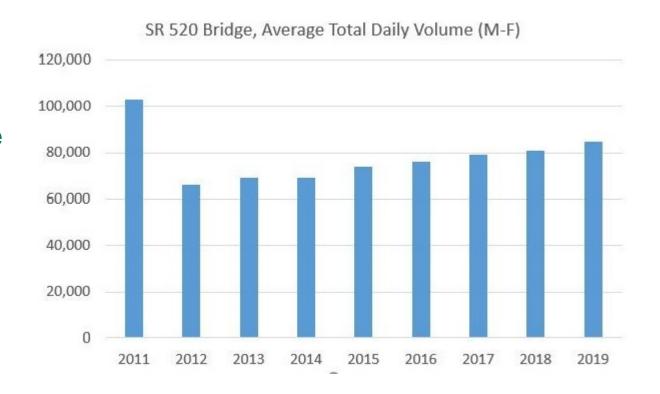
#### The SR 520 Bridge Experience

In the first year of tolling, SR 520 traffic volumes declined 34 percent from pre-toll levels.

#### People choosing not to pay the toll:

- Modified travel schedules to take advantage of transit, vanpools, and off-peak travel times.
- Took alternate routes (volumes increased 11 percent on I-90 and 9 percent on SR 522)
- Some chose not to cross the lake at all (cross-lake trips declined by 6 percent)

In 2019, SR 520 traffic volumes were about 17 percent below pre-toll levels.



Source: WSDOT Toll Division

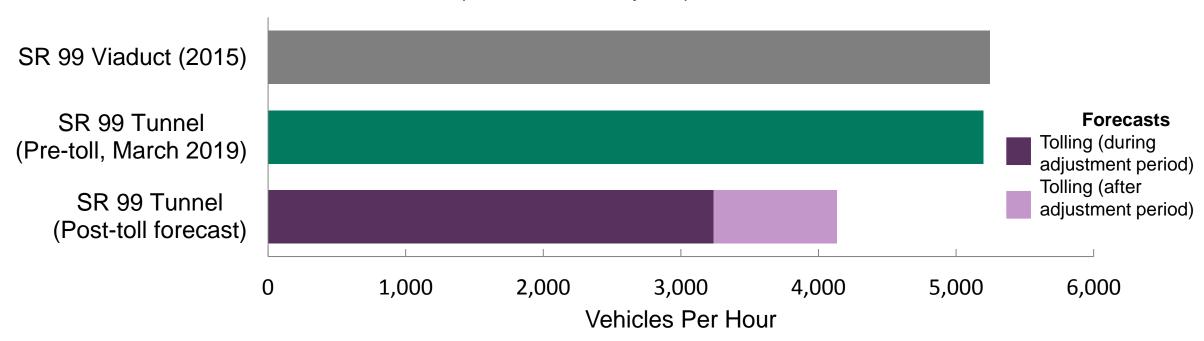


### What to expect when SR 99 tolling begins

For at least the first two years of tolling on SR 99 we expect travelers will adjust their travel patterns before settling into a new normal.

#### **Viaduct vs Tunnel Volumes (Pre- and Post- Tolling)**

Average volumes per hour at peak times, both directions combined (6-9 a.m. / 3-6 p.m.)





#### **Monitoring Traffic**

WSDOT gathers and analyzes data about traffic patterns at three time periods:

- 1. Before the tunnel opens
- 2. After the tunnel opens
- 3. After tolling begins through the first year of toll operations

Through our performance monitoring effort we are working closely with City of Seattle, King County and the Port of Seattle.

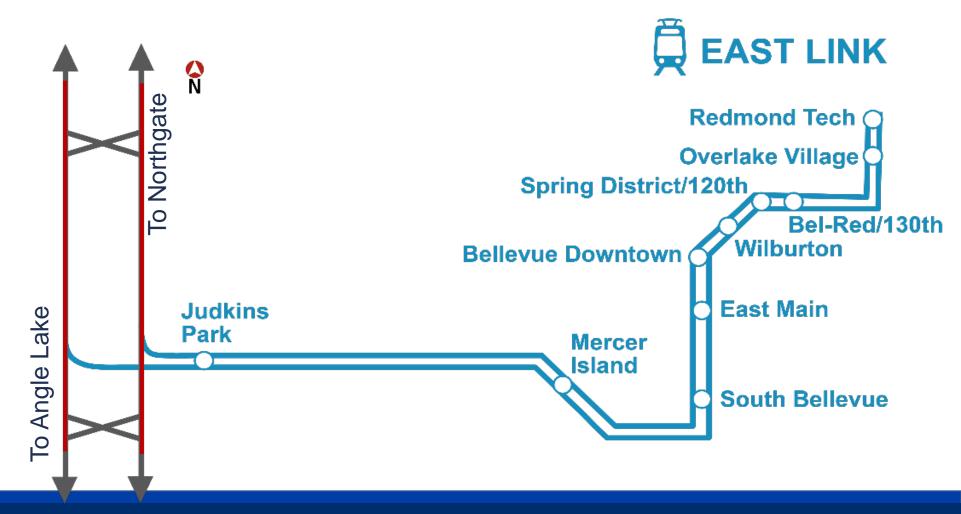




# Connect 2020

#### Connecting the Eastside to existing Link service

10 stations14 milesOpens 2023

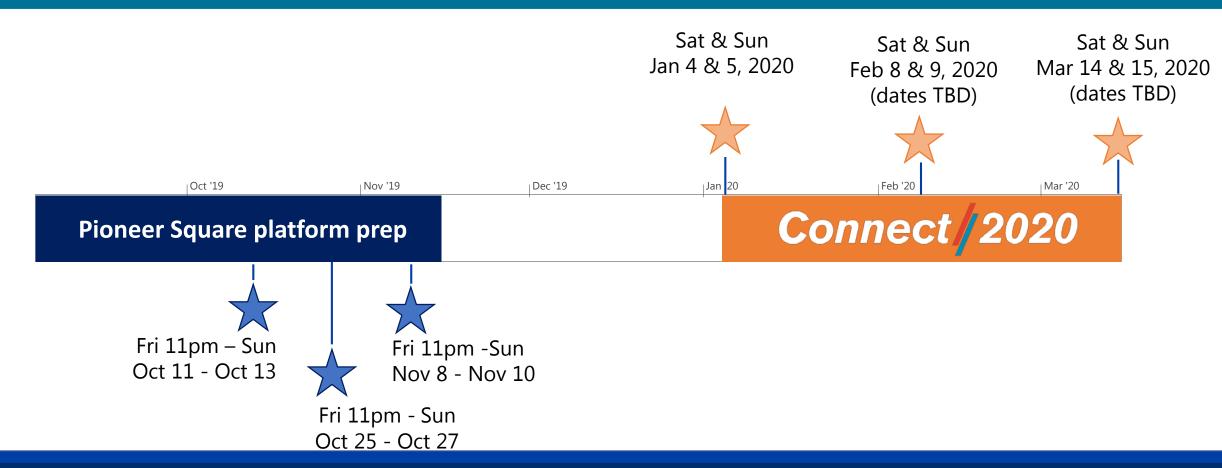






## **Combined Rider Impacts**

#### Weekend station closures (Capitol Hill - SODO)



## Rider Communication Strategy

PARTNER CHANNELS.

**EARNED MEDIA** 

**OWNED CHANNELS** 

PAID MEDIA/ADVERTISING

# Connect / 2020 MICROSITE

"Riders, know your options & plan ahead"

#### **FRONT LINE**

Signage

**Ambassadors** 

**Security** 

**Audio announcements** 

**Customer service** 

Digital rider alerts & Twitter



### Our Five Pillars for Downtown Mobility





Reducing the number of drive-alone trips downtown



Investing in transit and expanding access



Managing the public right-of-way





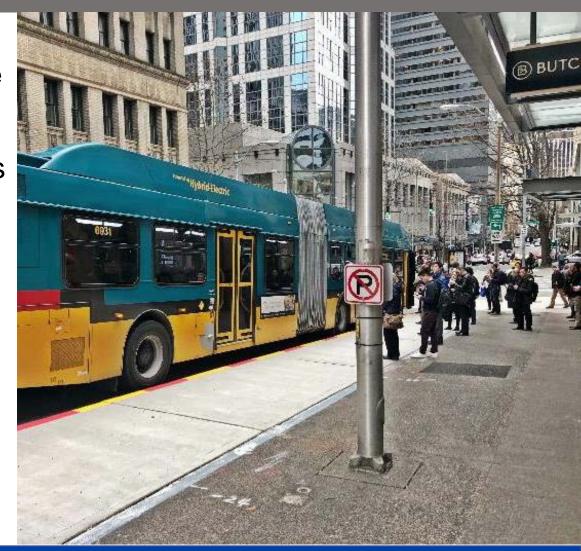
### Strategies to manage our transportation system and ROW



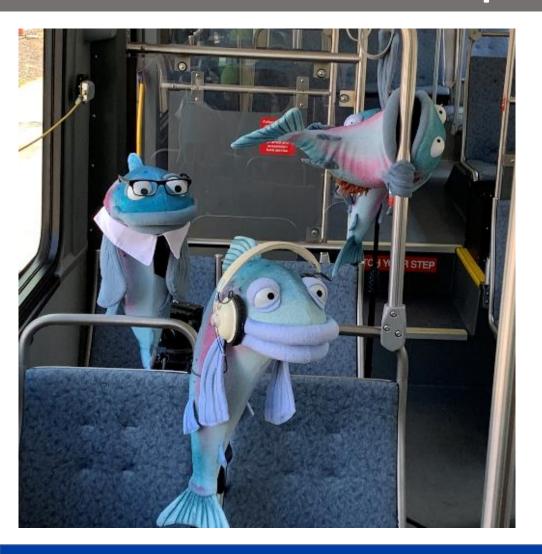
- Prepare and deploy customized signal plans to anticipate congested corridors
- Conduct 24/7 transportation system performance monitoring and make realtime adjustments
- Communicate with technology providers about dosures and reroutes that do not fit into real-time feeds
- Proactively manage construction project schedules to minimize impacts to downtown streets

### Invest in transit and expand access

- Add more than 50,000 service hours through the Seattle Transportation Benefit District
- Partner with Metro and Sound Transit to improve access to transit at park-and-rides, Via to Transit and Ride2
- Augment existing and create four new shared mobility hubs to improve first-mile/last-mile transfers
- Expand access to ORCA and ORCA Lift
- Paint red transit lanes and make spot improvements to relieve transit congestion
- Center City Bike Network connections



### Reduce drive-alone trips downtown and communications



- Partner with major employers to promote and expand flexible work options—Flexwork Challenge 2
- Launch "Flip Your Trip" to promote non-SOV travel
- Maintain <u>www.seattle.gov/traffic</u> as a single source for Seattle Squeeze information
- Use translation, trusted community liaisons and ethnic media to expand access to traffic information
- Coordinate communications with WSDOT, Metro,
  Sound Transit, the Port and Commute Seattle

#### **Contact Information**

#### **City of Seattle Department of Transportation**

Heather Marx, Director of Downtown Mobility 206-684-ROAD <a href="https://www.seattle.gov/traffic">www.seattle.gov/traffic</a>

#### **Washington State Department of Transportation**

Ed Barry, Toll Division Manager <a href="mailto:SR99TunnelTolls@wsdot.wa.gov">SR99TunnelTolls@wsdot.wa.gov</a>

#### **Sound Transit**

Leda Chahim, Government and Community Relations Corridor Manager <a href="https://www.soundtransit.org/ride-with-us/changes-affect-my-ride/connect-2020">https://www.soundtransit.org/ride-with-us/changes-affect-my-ride/connect-2020</a>









