Shared use mobility in Seattle

Cities: Use of public space for shared mobility
Carsharing Conference | Sept 22, 2015 | Vancouver, BC
Kiersten Grove, Seattle Department of Transportation
What’s going on in Seattle?
PERCENTAGE OF SEATTLE LAND AREA

12% PARKS

27% RIGHT-OF-WAY

TOTAL LAND AREA 53,500 ACRES
177 cars

3 buses

1 light rail train

on their bikes
How we use the street
History of car share in Seattle

1999

350 car fleet, grew to 20,000 members

2007

Free-floating car share legislation passes

2012 – 2013

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<thead>
<tr>
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<th>2012</th>
<th>2013</th>
<th>2015</th>
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<tbody>
<tr>
<td># cars</td>
<td>330</td>
<td>500</td>
<td>750</td>
</tr>
<tr>
<td># members</td>
<td>60,000</td>
<td>67,000</td>
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Zipcar today

- 300+ in off-street locations
- $3,000/paid areas (6 spaces)
- $300/unpaid areas (16 spaces)

25% of Seattle members report getting rid of a car and going car free after joining Zipcar
Zipcar partners with Seattle Children’s Hospital for one-way car-sharing service

BY TAYLOR SOPER on September 16, 2015 at 10:23 am

Zipcar is bringing its new one-way car-sharing service to Seattle — kind of.

The transportation company today announced a partnership with Seattle Children’s Hospital for a pilot that allows employees to use Zipcar’s ONE-WAY program to and from the hospital’s three campuses in Seattle. Hospital staff will be able to use five Zipcar vehicles to travel either one-way or round-trip between the hospital and locations like the University of Washington location, West Seattle, and the University District.
Free-floating – car2go today

• Currently 750 permits, more companies coming in 2016

• $1,730/vehicle/year

• 67,000 members
Besides car2go, what other shared-use services or systems do you use in Seattle?

- Uber/UberX: 57%
- Taxi: 51%
- Zipcar: 32%
- Carpooling: 28%
- Lyft: 25%
- Airbnb: 19%
- Pronto Bike Share: 7%
- Hourly rental cars: 6%
- Sidecar: 4%
- RelayRides: 2%
- Other: 7%
Coming in 2016!
What’s next?

- Shared use mobility plan
- Potential land use code changes to encourage shared vehicle use
- Determine how many free-floating cars to allow in 2016
- TIGER grant – bike share expansion (TBD)

graphic via www.move-forward.com
Transportation as a system

Infrastructure + services

Publicly and/or privately provided
Questions?

Kiersten.grove@seattle.gov

www.seattle.gov/transportation