

TAM BOARD MEETING

May 14, 2018

Dear TAM Commissioners:

I'm unable to attend today, but instead of my pontificating I have something much better to offer, something that I came across by chance: The *New Mobility Playbook* authored by the Seattle Department of Transportation in September 2017.

https://www.seattle.gov/Documents/Departments/SDOT/NewMobilityProgram/NewMobility_Playbook_9.2017.pdf

While the SDOT writes for a large city, Marin can learn much from it. And I would even suggest that it be provided to MTC as a template for the entire Bay Area. Given the emerging new transportation issues, balkanization would seem to provide an awkward organizational principle.

Here are a few excerpts:

These new travel options—technology-enabled, on-demand, shared—are what we call new mobility. New mobility has the potential to provide greater convenience, improve safety, and make transportation more equitable and affordable for us all. But it could just as easily take our cities in another direction, toward congested roads, unsafe streets, insecure data, and exclusive, expensive services that benefit only a few. (Page 6.)

Seattle generates innovation, but the future of our city will be shaped by our shared values. We are committed to equity and racial and social justice. We acknowledge that misguided decisions and plans in the last century, particularly in transportation policy and infrastructure, often made life harder for our neighbors who were already at a disadvantage. So, as we embrace new transportation technology, we seek to shape it in a way that ensures our city's evolving transportation system works better for all of us. We must ensure new mobility puts people first. (Page 6.)

With cars, we forced our city to adapt to the technology instead of shaping the technology to serve the people living and working in our city. The New Mobility Playbook is our chance to forge a different future. (Page 13.)

When people have a range of safe, reliable transportation options, our city becomes more affordable. **On average, owning a car in King County adds about \$12,500 a year to the household budget.** Our investments will reduce household transportation costs and enable Seattleites to live a car-free or car-lite lifestyle.

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This emerging, technology-enabled, seamless, nearly door-to-door transportation system is what we call the new mobility. It allows Seattleites to treat urban transportation as a customizable, on-demand service. They can book and pay for different transportation services as they go, based on what they need. (Page 17.)

Information is the new infrastructure.

People will share mobility.

Clean energy will power transportation.

Automakers are shifting to shared, electric, connected, and controlled. (Page 21.)

The Upside and The Downside – see Pages 24-31.

Principles for New Mobility – Page 32.

Plays 1-5 – Pages 37-42.

Our First Moves – Pages 43-45.

Respectfully submitted,

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