

NEW MOBILITY PLAYBOOK

THE FUTURE OF
TRANSPORTATION
IS HERE—AND
IT'S BRIMMING
WITH POSSIBILITY



As transportation becomes increasingly shared, active, self-driving, electric, and data-driven, Seattle is planning ahead to ensure the fast-paced changes in mobility help us create a safe, equitable, sustainable city with a transportation system that serves everyone. Our New Mobility Playbook offers strategies for shaping the future of transportation to put people first.

GETTING AHEAD OF THE CURVE

The New Mobility Playbook will position Seattle to encourage and guide innovation in transportation technology, reorganizing our streets to grow healthy communities and vibrant public spaces.

We're getting started with 20 "first moves" that will test new ways of getting around while laying the groundwork for lasting change. We're also looking further ahead, establishing policies now to prepare for automated vehicles, the evolving role of drones, and other innovations still on the drawing board.

Our goal: to create a city where new mobility works in service to the people, and establish a foundation for other cities and innovators to build upon, using today's technology and whatever comes next.

NEW MOBILITY TRENDS

With the New Mobility Playbook, we're getting ahead of the trends shaping our transportation future:

- + Information is the new infrastructure
- + People will share mobility
- + Clean energy will power transportation
- + Automakers are shifting to shared, electric, connected, and automated

PRINCIPLES FOR NEW MOBILITY

As we work to integrate new mobility and emerging technology into the city we love, our core principles will guide us:

- + Put people and safety first
- + Design for customer dignity and happiness
- + Advance race and social justice
- + Forge a clean mobility future
- + Keep an even playing field

UPSIDES & DOWNSIDES

If we work together, new technologies will advance safety, social justice, and sustainability in Seattle. If we don't stand up for these values, our future could hold congested roads, unsafe streets, and expensive, exclusive services.

Our job is to manage the emerging mobility system so everyone can benefit from the upsides, while protecting against the downsides.

Upsides

- + More people, no added congestion
- + More options for getting around
- + A responsive transportation system
- + A more equitable transportation system
- + Safer, greener travel options

Downsides

- + More congestion and pollution
- + More inequity
- + Less support and resources for public transit
- + More jobs lost than created
- + Systems we don't understand, can't manage and can't protect

THE FIVE PLAYS

At the Playbook's core are five "plays" to shape our approach to new technologies and spur inventive and effective solutions. They will guide our efforts to transform Seattle's transportation system so it works for us all.

Play 1: Ensure new mobility delivers a fair and just transportation system for all

Play 2: Enable safer, more active, and people-first uses of the public right of way

Play 3: Reorganize and retool SDOT to manage innovation and data

Play 4: Build new information and data infrastructure so new services can "plug-and-play"

Play 5: Anticipate, adapt to, and leverage innovative and disruptive transportation technologies

HELP US SHAPE THE FUTURE

We're partnering with entrepreneurs, advocates, and creative thinkers to plan and implement programs, pilot projects, and services that support innovation and equity in Seattle.

Contact us at newmobility@seattle.gov or sign up at newmobilityseattle.info to play a role in creating a safe, just, and sustainable city.

