

SEA Ground Transportation Study Session

June 8, 2021



Agenda

- I. Ground Transportation (GT) Framework and Goals
 - II. Context-Setting
 - a. GT Accomplishments
 - b. COVID impacts
 - c. Mode Share, GT Revenue, GHG Emissions and Transit
 - III. Status Update: 2020 Work Program
 - a. Express Bus, Remote Baggage Check and Eastside Engagement
 - b. Airport Tenant Employee Parking
 - c. TMA
 - d. Access Fees
 - e. RideShare and Transit Use
 - IV. Framework for Additional Exploration
 - a. Greening existing modes
 - b. Incentivizing behavior change
 - V. Milestones and Key Takeaways
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Ground Transportation Framework

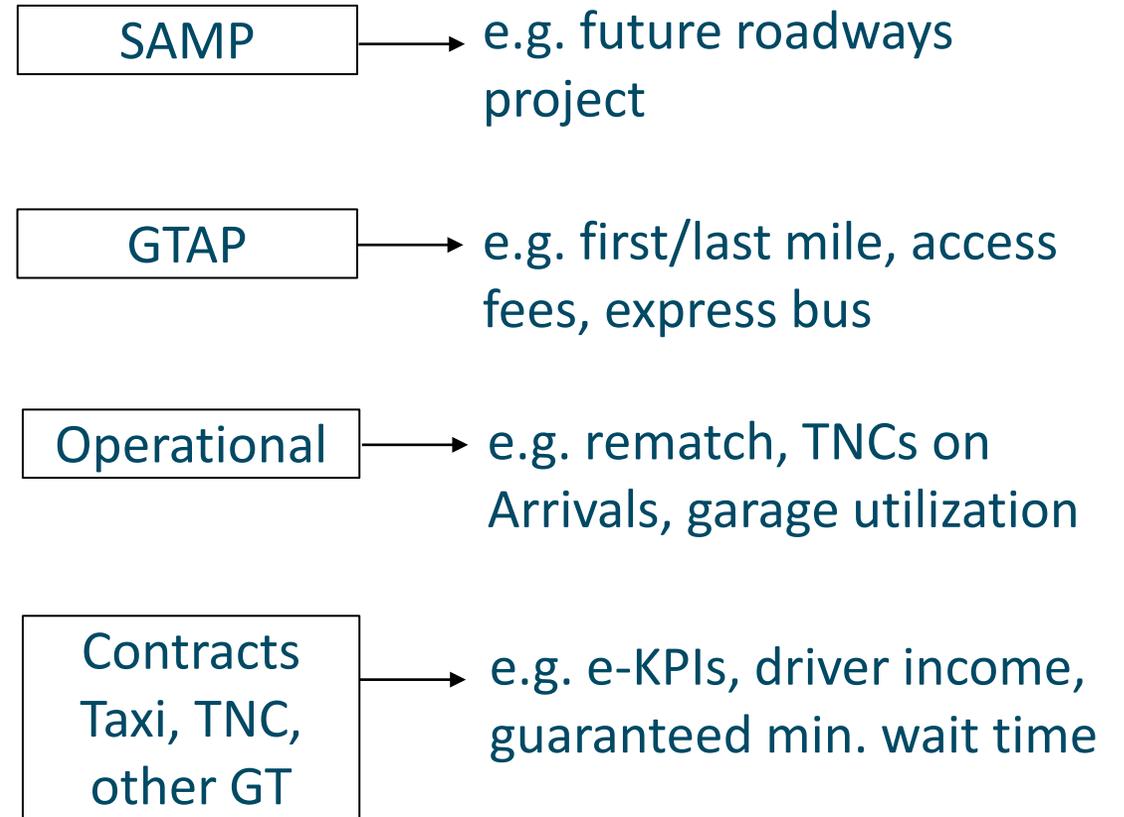
Guiding Principles

- Reduce environmental impact
- Reduce roadway congestion
- Support customer choice
- Social equity

GT Resolution Goals

- 50% scope 3 reduction
- 30% passengers use private vehicle pick-up/drop-off
- 15 minutes tower to curb and Main Garage

Strategies and Tactics



GT Accomplishments

- Implemented renewable natural gas contract for bus fleets
- Conditional grant approval for EV chargers at South 160th GT Lot
- Installed EV chargers at Cell Phone Lot
- New electric vehicle targets in recent TNC contract
- Low carbon fuel standard passed and signed into law



Context: Impacts from COVID

Pandemic has affected progress

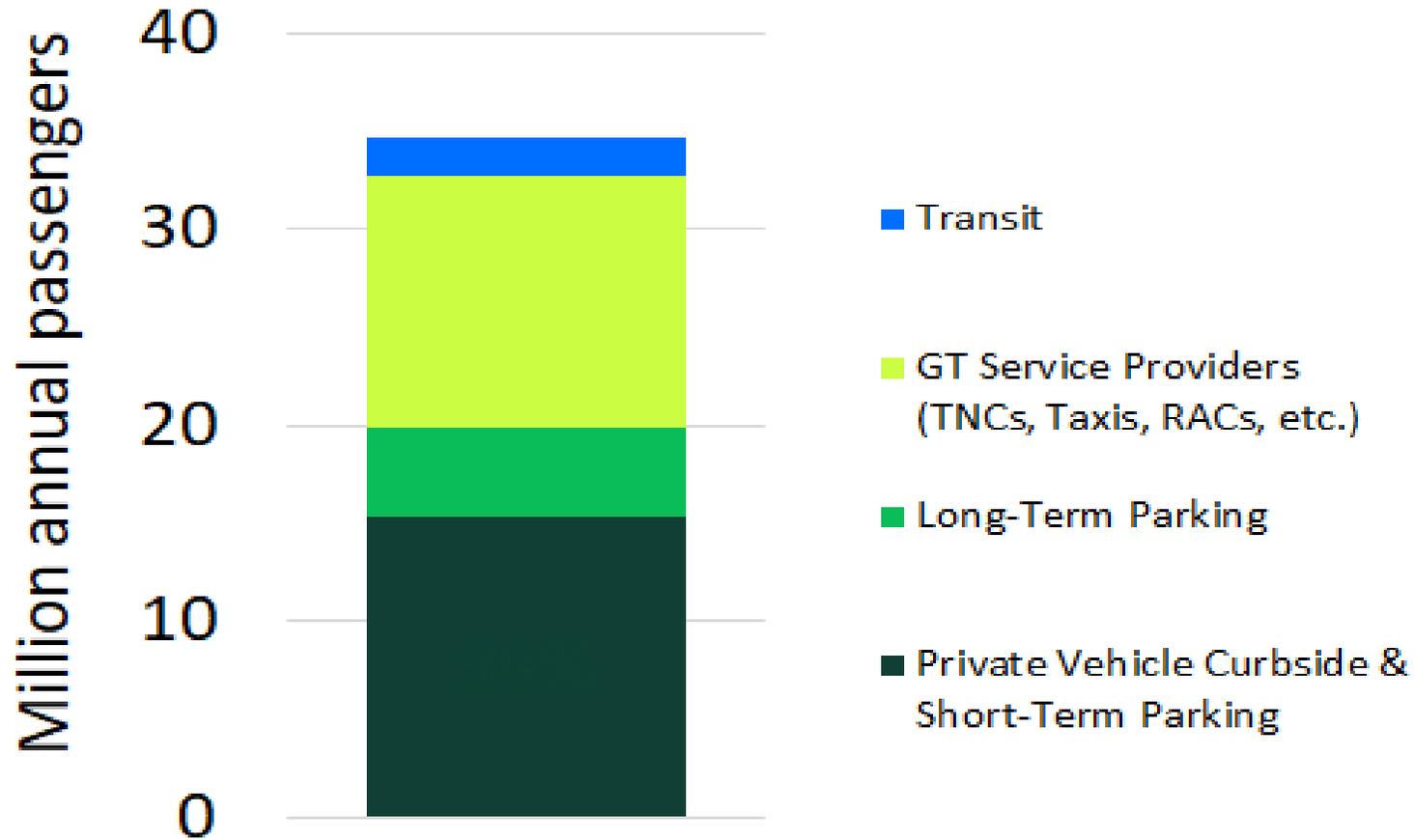
- Transit system capacity and appeal decreased due to COVID
- Decrease in active employee cards
- Limited tenant engagement and capacity
- Delayed hiring of TMA manager

Pandemic could affect approach to future work

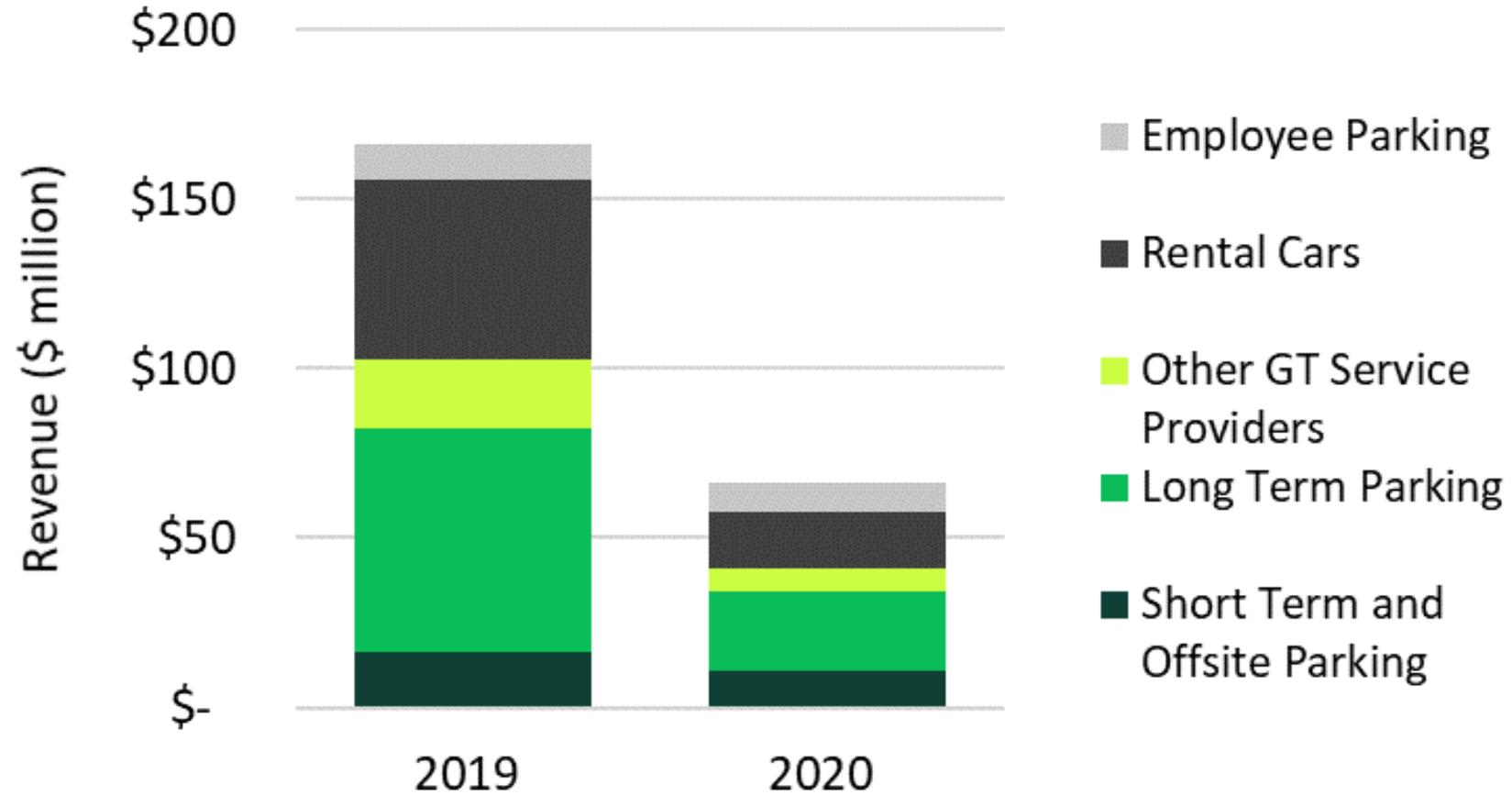
- Temporary or long-term shift to rental cars and personal vehicles
 - Market impacts – delay in business travel return
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Context: Mode Share and Program Emphasis

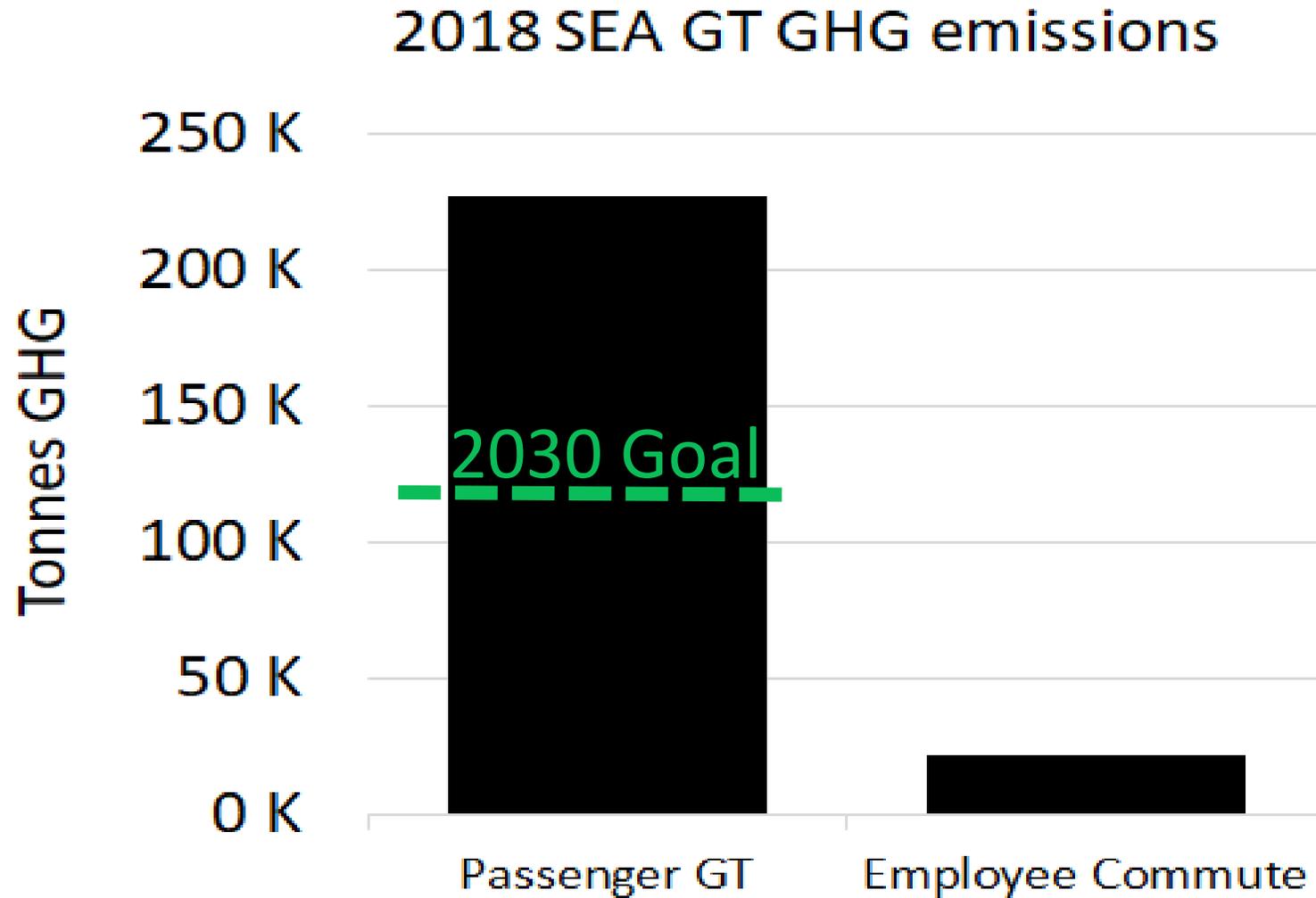
2018 SEA Passenger Mode Share



Context: GT Revenue



GHG Emissions and Program Emphasis



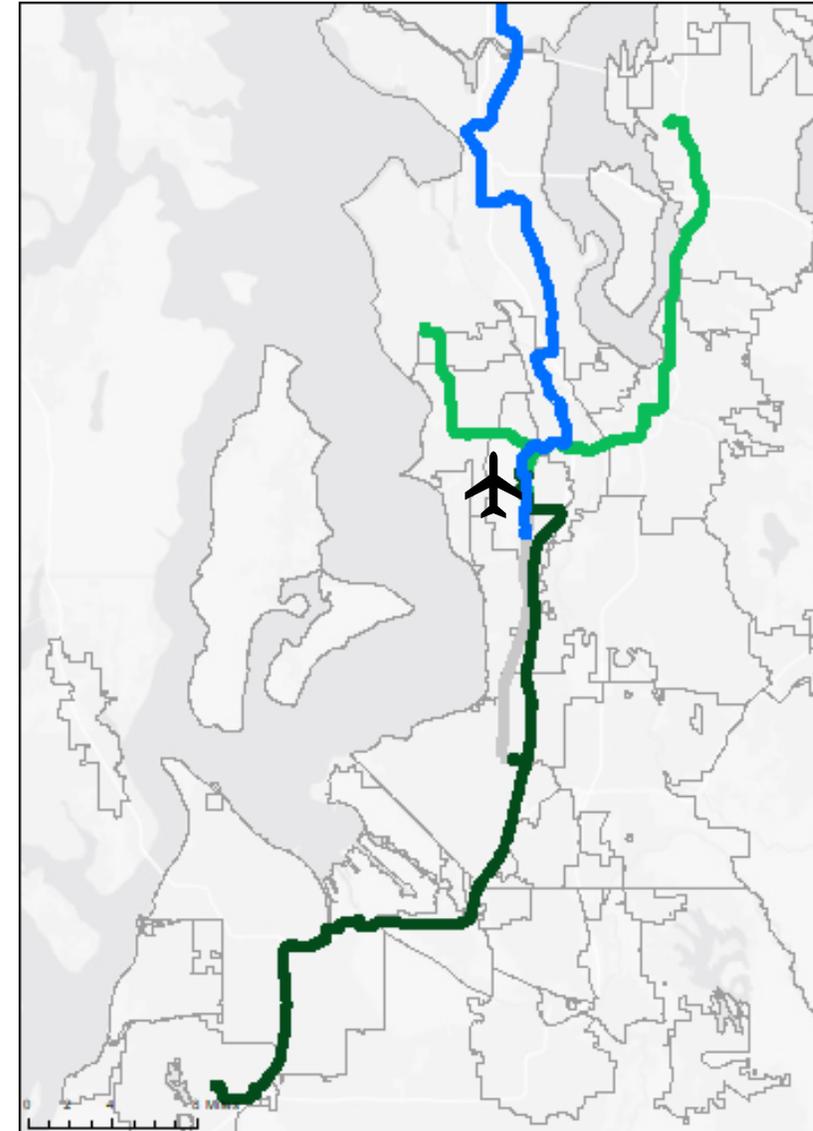
Regional Transit Services to SEA

Current

- Sound Transit Link Light Rail
 - Seattle to SEA
- Sound Transit Express Bus 574
 - Lakewood to SEA via Tacoma, Federal Way
- Sound Transit Express Bus 560
 - West Seattle to Bellevue via SEA
- King County RapidRide A Line
 - Federal Way to Tukwila Intl. Blvd.

Future (2021-2024)

- Sound Transit Link extensions
 - 2021: Northgate
 - 2023: Bellevue / Redmond
 - 2024: Federal Way
- I-405 bus rapid transit (BRT)
 - 2024: Bellevue to Burien via Tukwila Intl. Blvd.



Promoting Transit

- Key mode for airport employee commute
 - Promotes equity
 - Includes bus and light rail
 - Airport shift hours pose challenge
 - Work with TMA to identify needed improvements
- Use modeling to identify key incentives
 - Travel time
 - Pricing
- Recognize limits of Sound Transit LLR



Status Update: 2020 Work Program

- Evaluate Express Bus Service and Remote Baggage Check
 - Form a Transportation Management Association
 - Restructure Airport Tenant Employee Parking
 - Explore and Implement Airport Access Fees
 - Establish Incentives for Ride Share and Transit Use
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Express Bus & Remote Baggage Check Service

Key Features

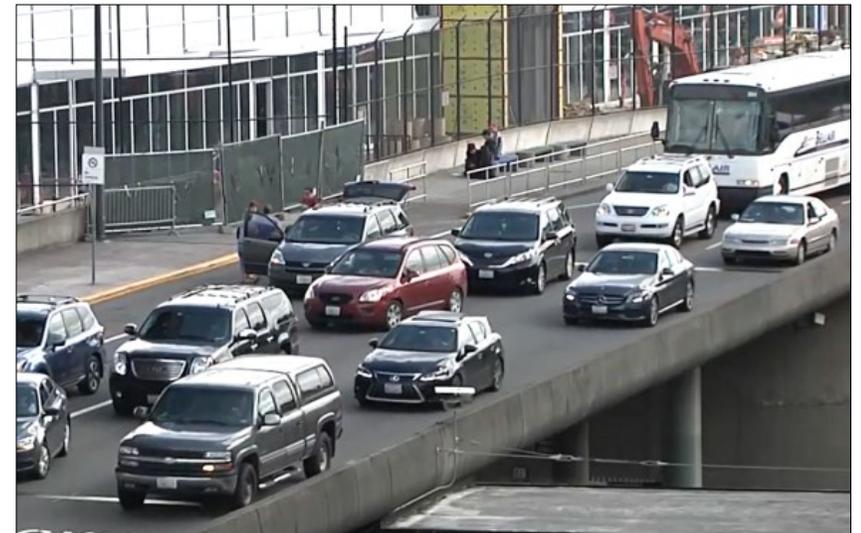
- Benchmark express bus & remote baggage check at comparable airports
- Explore financial viability of regional express bus service in key market areas
- Explore operational requirements and evaluate potential sites for remote baggage check service

Findings

- Express bus service:
 - Financially constrained
 - Limited potential to reduce congestion and greenhouse gas emissions
 - Pivoted to Eastside access and business engagement
- Remote baggage check:
 - Remote locations not viable due to operational issues
 - Rental Car Facility (RCF) recommended for further evaluation

COVID Impacts

- Suspended RCF remote baggage check exploration



Express Bus & Remote Baggage Check Service

Progress in 2021

- Developed plan for Eastside access and business engagement

Moving Forward

- Continued engagement with Eastside business and jurisdictions
- Explore potential baggage check at Rental Car Facility



SEA Eastside Engagement

Key Features

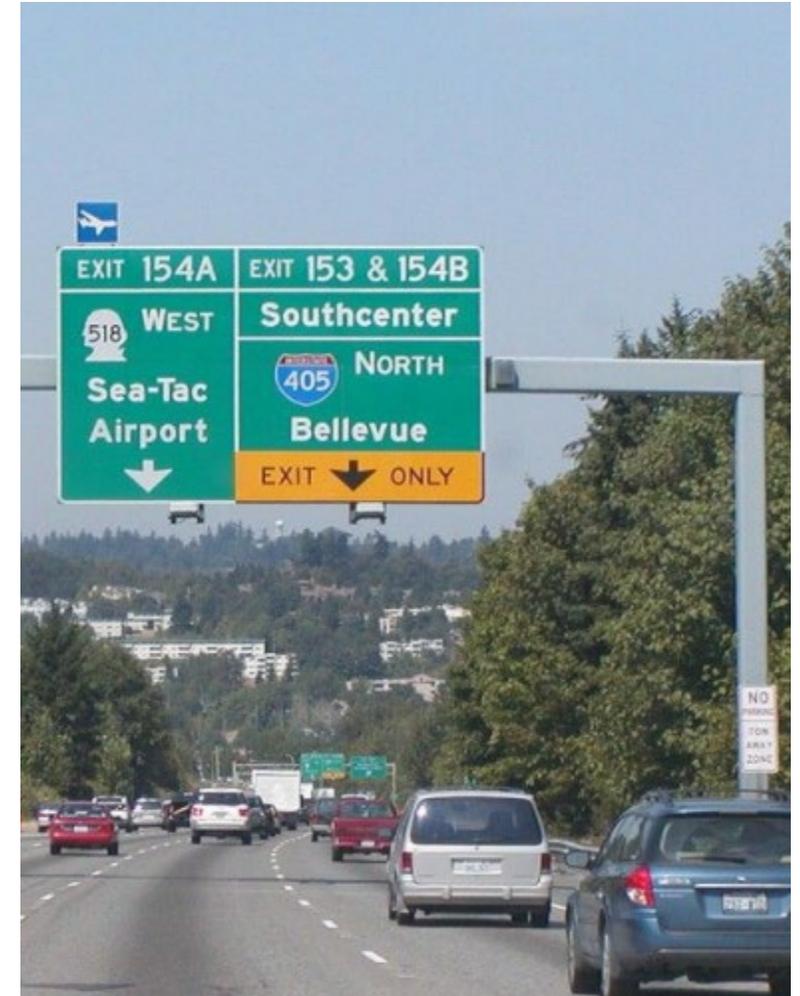
- Established strategic direction with Eastside stakeholders and airport access

2021 Progress

- Developed Eastside engagement/communications plan
- Follow-up meeting with Visit Bellevue and City of Bellevue
- Access to SEA and customer experience identified in two Commission listening sessions

Moving Forward

- July Bellevue Chamber Transportation Committee
- July Bellevue Chamber Policy Council
- Q3 City of Bellevue/Bellevue employers' group
- Q3-Q4 Reconvene with Eastside cities



Restructure Airport Tenant Employee Parking

Key Features

- Manage demand for employee parking based on GT policy framework
- Shift-based and airport specific peaking drives operations

2020 Work Plan

- Developed parking cap policy at ~12,000 cards
- Provide access to most SEA workers

COVID Impacts

- ~2,300 daily NEPL parkers moved temporarily to Main Garage



Restructure Airport Tenant Employee Parking

Progress in 2021

- Monitor plan participation and manage to cap
- Restrict access to SEA-based employees only

Looking Forward

- Migrate tenant employees from Main Garage back to NEPL
- Develop EV programming for additional infrastructure
- Linkage to TMA program



Transportation Management Association

Key Features

- To serve 20K+ SEA employees
- Airport-wide advocacy

2020 Workplan

- Establish steering committee
- Conduct outreach
- Begin recruiting members

COVID Impacts

- Narrowed travel options
- Tenant/Port resource constraints



Transportation Management Association

Progress in 2021

- Initial outreach to understand employee and employer needs

Looking Forward...

- Coordination/advocacy on transit service
- Assessment of readiness, TMA stand-up
- 2022 budget request(s)



Airport Access Fees

Key Features

- Evaluate pricing curb
- Address programmatic requirements

2020 Workplan

- Develop passenger mode choice model
- Study legal and policy options
- Assess physical infrastructure needs

COVID Impacts

- Limited survey options
- Changed passenger travel patterns



Airport Access Fees

Progress in 2021

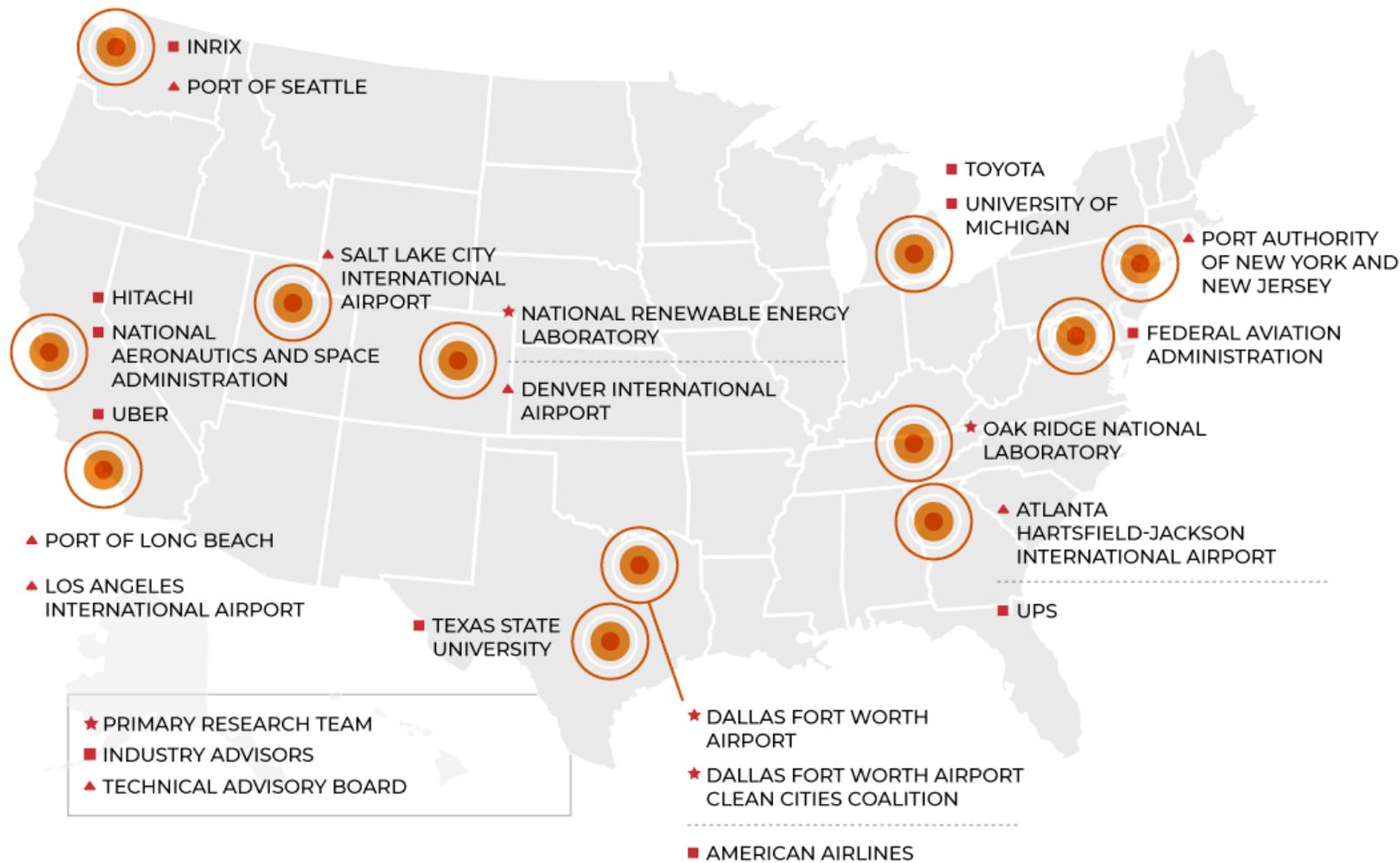
- Completed legal analysis
- Began building mode choice model

Looking Forward...

- Complete model
- Assess cost/benefit and feasibility
- Evaluate incentives
- Recommendation



Athena Partners



Incentives for Rideshare and Transit Use

Key Features

- Offer passengers discounted digital transit passes
- Bundle with airline ticket purchase

2020 Workplan

- Engage airlines via SAF MOU group
- With King County Metro, build necessary digital infrastructure

COVID Impacts

- Competing priorities for airlines and transit partners
 - Decreased passenger interest in transit
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Incentives for Rideshare and Transit Use

Progress in 2021

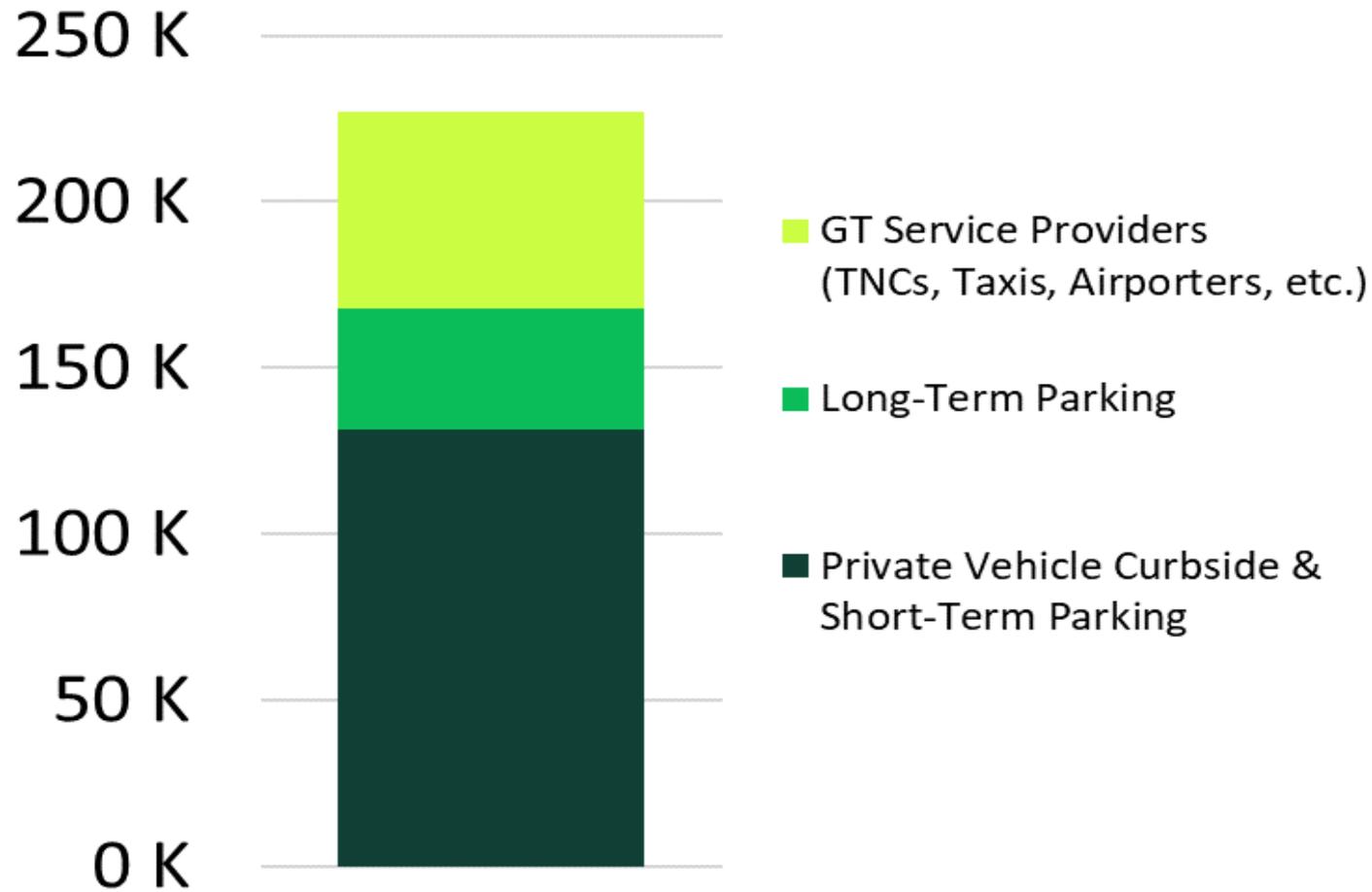
- Supported successful Metro grant application to build digital ticket platform

Looking Forward...

- Continue coordinating with Metro and airlines
- Evaluate efficacy using mode choice model

2018 SEA Passenger GT Emissions

2018 SEA Passenger GT Emissions



Framework for
Additional Exploration

**Cost/benefit to
green up GT
providers**

**Modeling
identifies
incentives to
change behavior**

Options to “Green-Up” GT Providers

- Consider options to further reduce emissions
 - TNCs: EKPI and EV incentives in operating agreements
 - On-demand fleets and other operators
- Continue installing EV chargers on Port properties
- Equity is a key consideration
 - Impacts to operators
 - Grant funding opportunities



Options to Incentivize Behavior Change

- Use model to gauge price, time, and customer experience to change behavior
 - Possible incentives for ZEV TNCs and GT operators
 - Promote transit and long-term parking
- Understand equity impacts to:
 - Passengers
 - GT service providers
- Increase public outreach and awareness



Options to Incentivize Long-Term Parking

- Align parking rates to promote long-term parking, including:
 - Comprehensive parking pricing at SEA
 - Evaluate benefits of short-term parking
 - Assess alternative programs
- Continue improving customer experience
 - Parking pre-booking
 - Offering and increasing EV charging



Upcoming Milestones

Deliverables	Milestones
Ground Transportation Annual Report	June 30, 2021
Develop GT workplan for 2022 and future years	Q2-3, 2021
Eastside Engagement – Bellevue employers' group	Q3, 2021
Eastside Engagement – Reconvene Eastside cities	Q3-4, 2021
NREL/Athena contract pending budget approval	Q3-Q4, 2021
Hire TMA Manager pending budget approval	Q1, 2022
Complete initial mode pricing assessment	Q2, 2022

Key Takeaways

- **There are competing priorities across ground transportation programs**
- **Substantial effects from COVID on program implementation and our partners**
- **Transit and electrification are a key part of our long-term strategy**
- **Seek solutions that balance our needs and minimize unintended consequences**
- **Engage and assess new opportunities to meet ground transportation goals**



END