

EQUITABLE TRANSIT

*Saving a seat for **every** rider*

THE BIG PICTURE



Mobility Innovation Center, along with King County & Sound Transit, are on a mission to build the **transportation system of the future in Seattle**

Absence of inclusivity can have serious ramifications and can impact the **economic and social development**

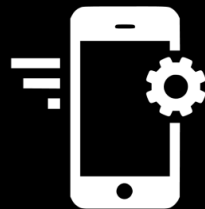


THE PROBLEM

Declining ridership and **lack of equitable access** are taking a toll on Seattle's public transport system



Riders face barriers in adopting a **cashless fare payment system** (Transit GO Ticket)



KEY OUTCOMES



Most of the riders have **heard** about TransitGO Ticket



Low ownership of smartphones, **limited cellular data** is a barrier



Absence of subsidized fare payment feature using TransitGO

THE APPROACH

Unbanked, low income and **limited English proficiency** riders are the groups that experience marginalization



Devin Konick – Seese | Himanshu Arora | Neelam Purswani | Sindhuja Dutta | Sneha Kamath