

# 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

TransitGO Ticket mobile application was launched with the goal of moving towards a cashless future but the solution does not take into account barriers faced by following user groups-



Low English Proficiency



Low Economic Background

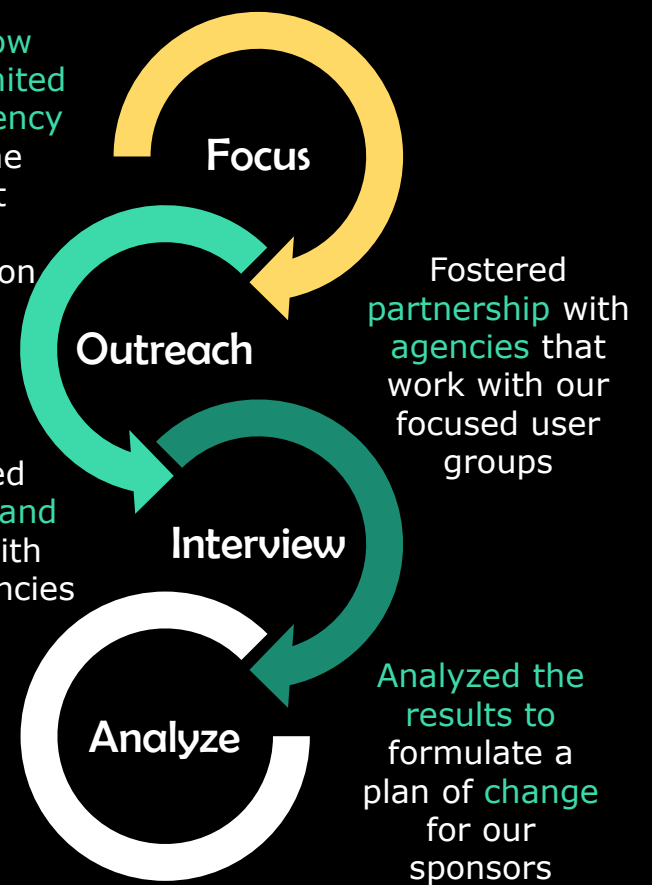


Unbanked Riders

## THE APPROACH

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

Conducted interviews and surveys with partner agencies



## ANALYSIS AND RECOMMENDATION



Only 26% of people have heard of the mobile ticket  
Increased marketing efforts & incentives would lead to better adoption



Limited access to a mobile phone, wi-fi, and cellular data is a barrier  
Partner with agencies providing subsidized smartphones to people with low income



For Unbanked riders  
Invest in technology that allows riders to load cash onto their cashless account, partner with agencies which offer banking services

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