

brightline
mobility.

Palm Beach TPA
March 31, 2022



brightline[®]

mobility.

**The Journey to
Brightline 2.0**



b

BRIGHTLINE 1.0
TRAINS

Fast trains.

Great hospitality.

Still, ***just*** trains.



Improving Connectivity

Brightline attracts millions of riders.

But among those that haven't ridden,
a plurality cite station access as the
the primary barrier to car free travel.



35%

Difficulty
getting to the
station

**Our stations are in or adjacent to
downtowns.**

If we solve this station access issue,
**we help solve an entire community's
sustainable accessibility issue.**

b

BRIGHTLINE 2.0 MOBILITY

A complete
door-to-door
experience.



The Future: Stations as True Mobility Hubs

VISION

Seamless mobility for all.

APPROACH

- Our stations embrace their role as a mobility hub for each city.
- Leveraging multimodal connectivity, real time information, and advanced Mobility as a Service technology, real access is only a fingertip away.



Introducing Brightline+



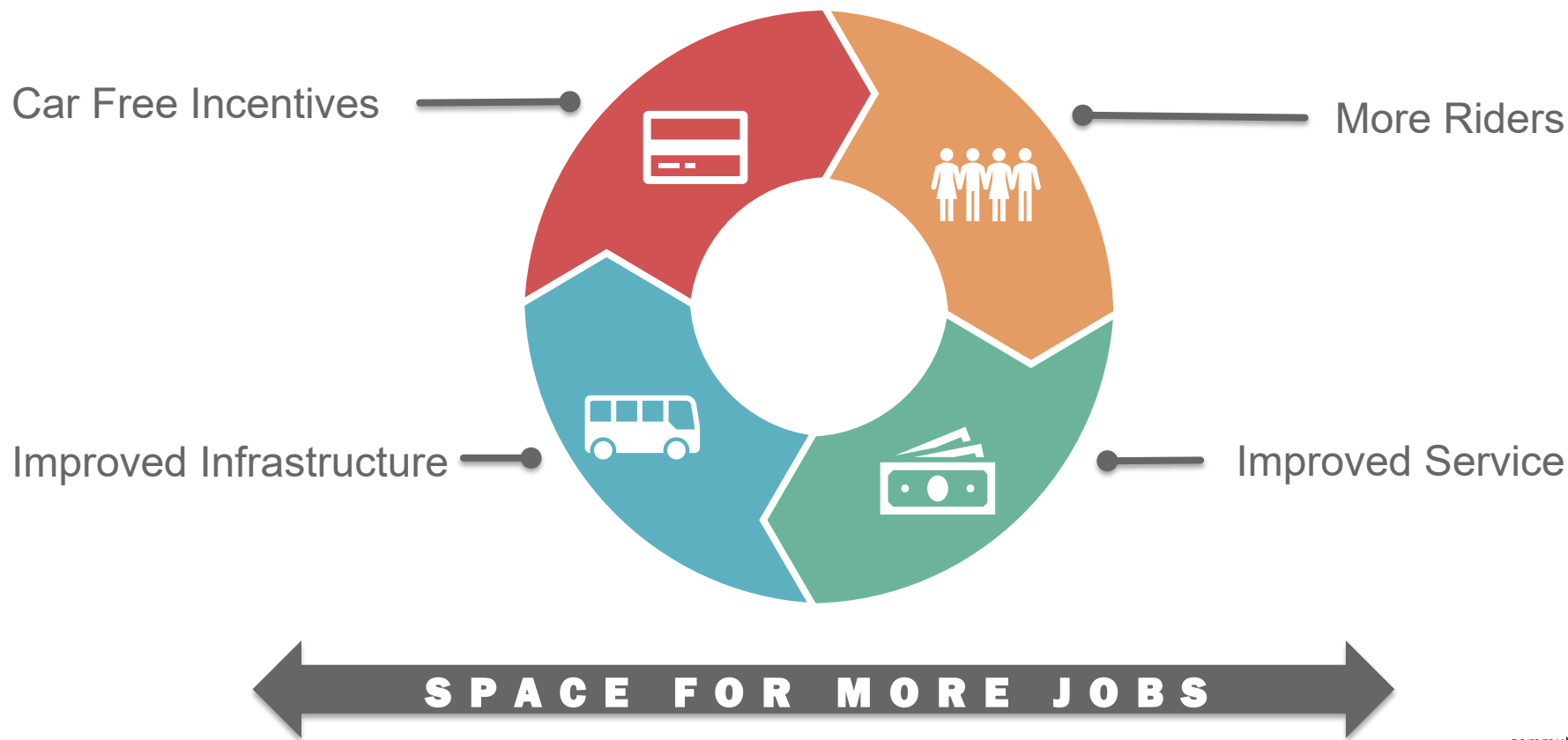
brightline[®]

mobility.

**The Theory:
Mode Shift in a
Growing Region**



Seattle Experience: How to Start a Virtuous Cycle



Seattle Experience: How to Start a Virtuous Cycle

Transit Incentives

Improved
Infrastructure

Here are 200 people in 177 cars



More Riders

Improved Service

America's Fastest Growing City

Seattle No. 1 for growth this decade

Since 2010, Seattle's population has increased by 18.7 percent, the fastest growth rate among the 50 largest U.S. cities.



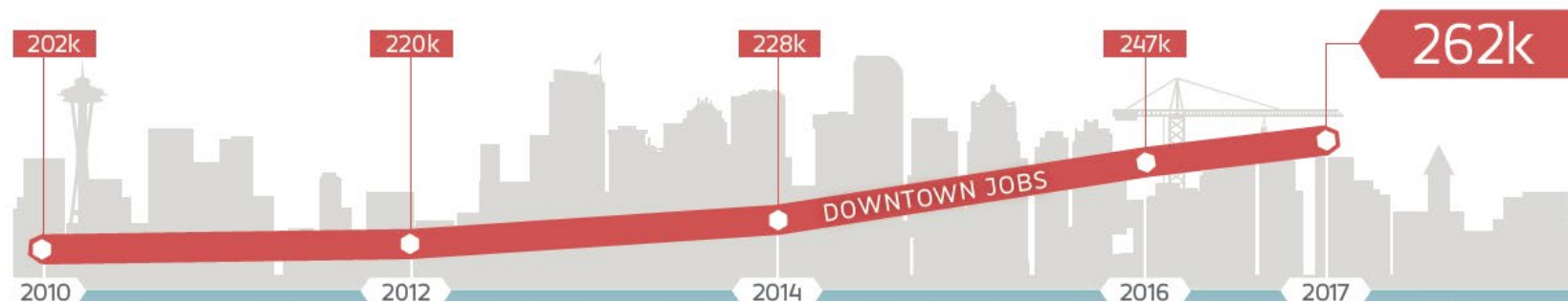
Sources: U.S. Census
MARK NOWLIN /
THE SEATTLE TIMES

OF ALL DOWNTOWN OFFICE
DEVELOPMENT NATIONWIDE,

20%

OCCURRED IN DOWNTOWN
SEATTLE IN 2017

Downtown Employment +30% over 7 years



+60,000 jobs

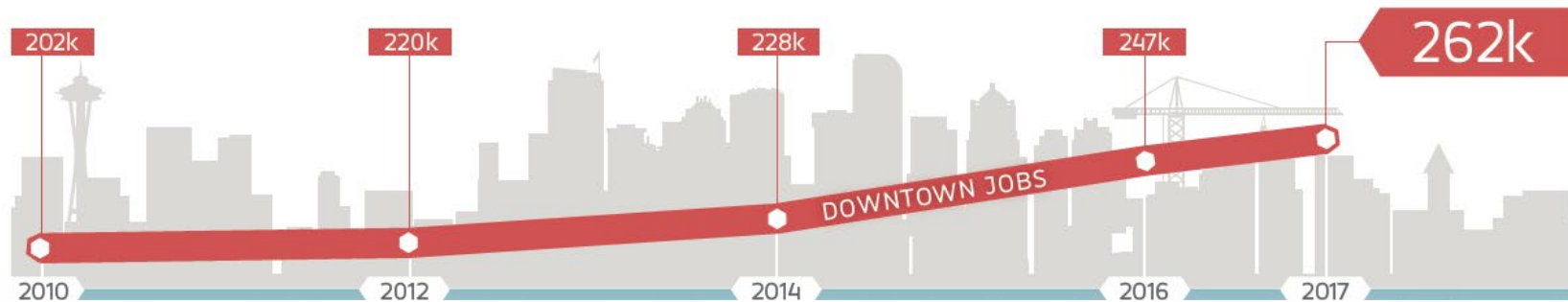


Our Downtown

...with 60,000 more cars

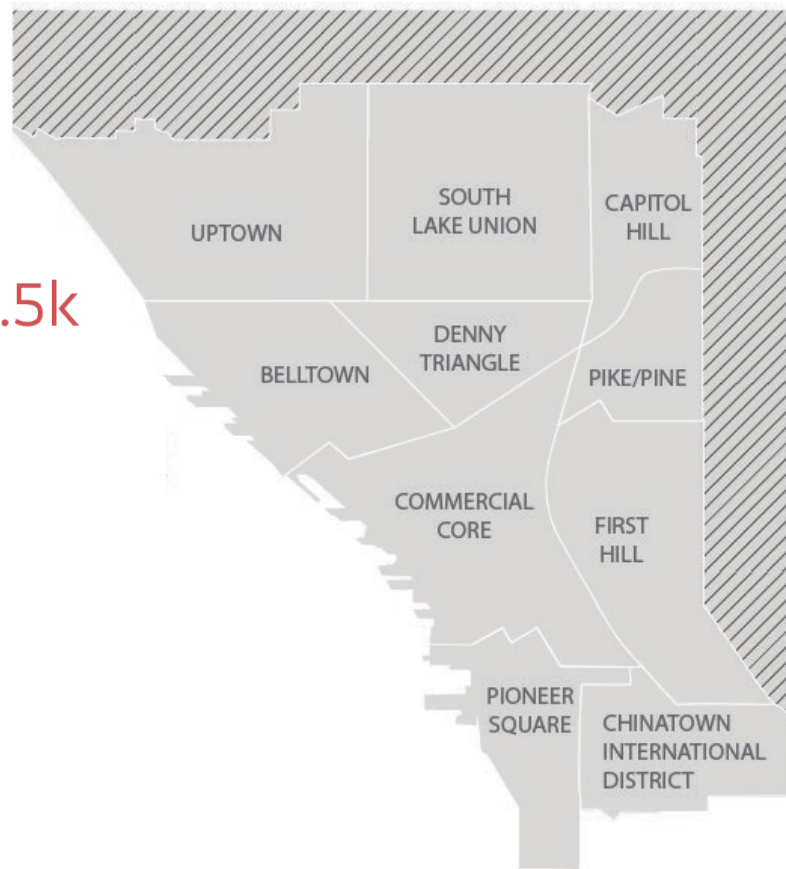
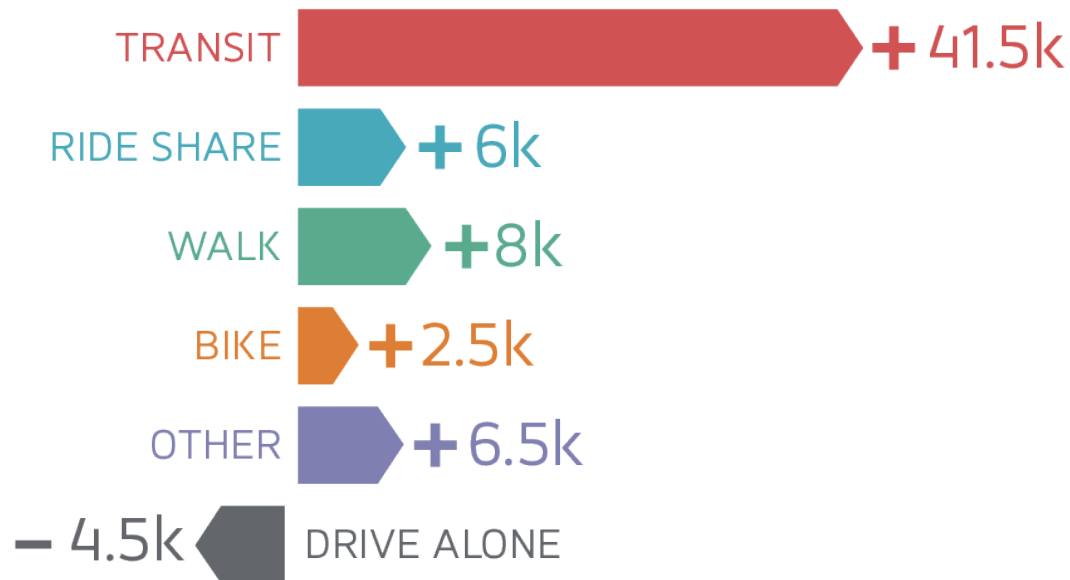


A Better Approach...

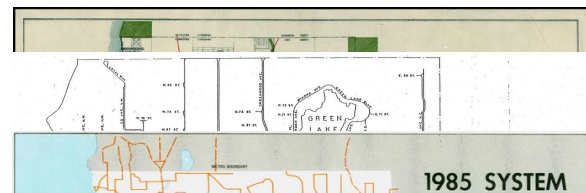


Daily Commuter Trends

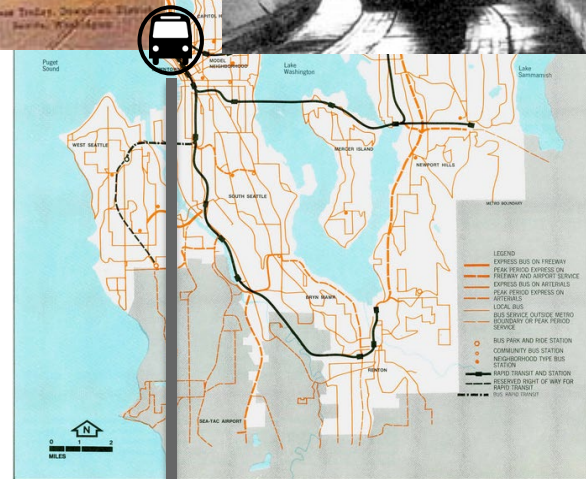
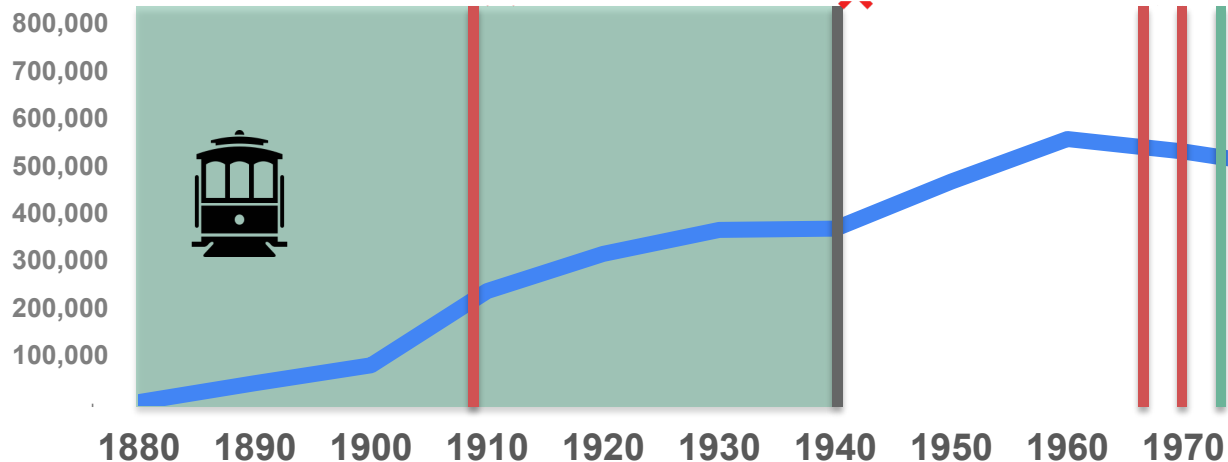
2010 to 2017



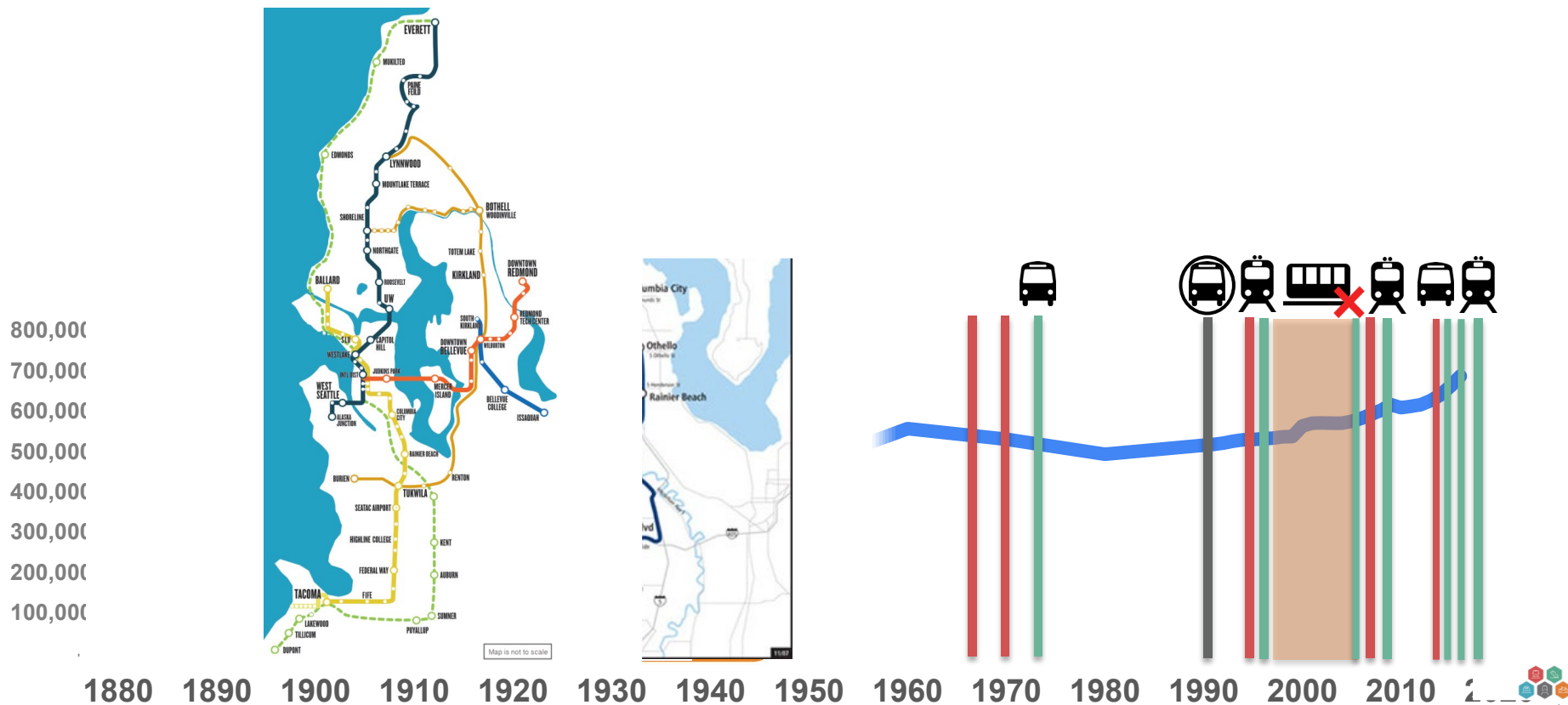
Our Transportation (R)evolution



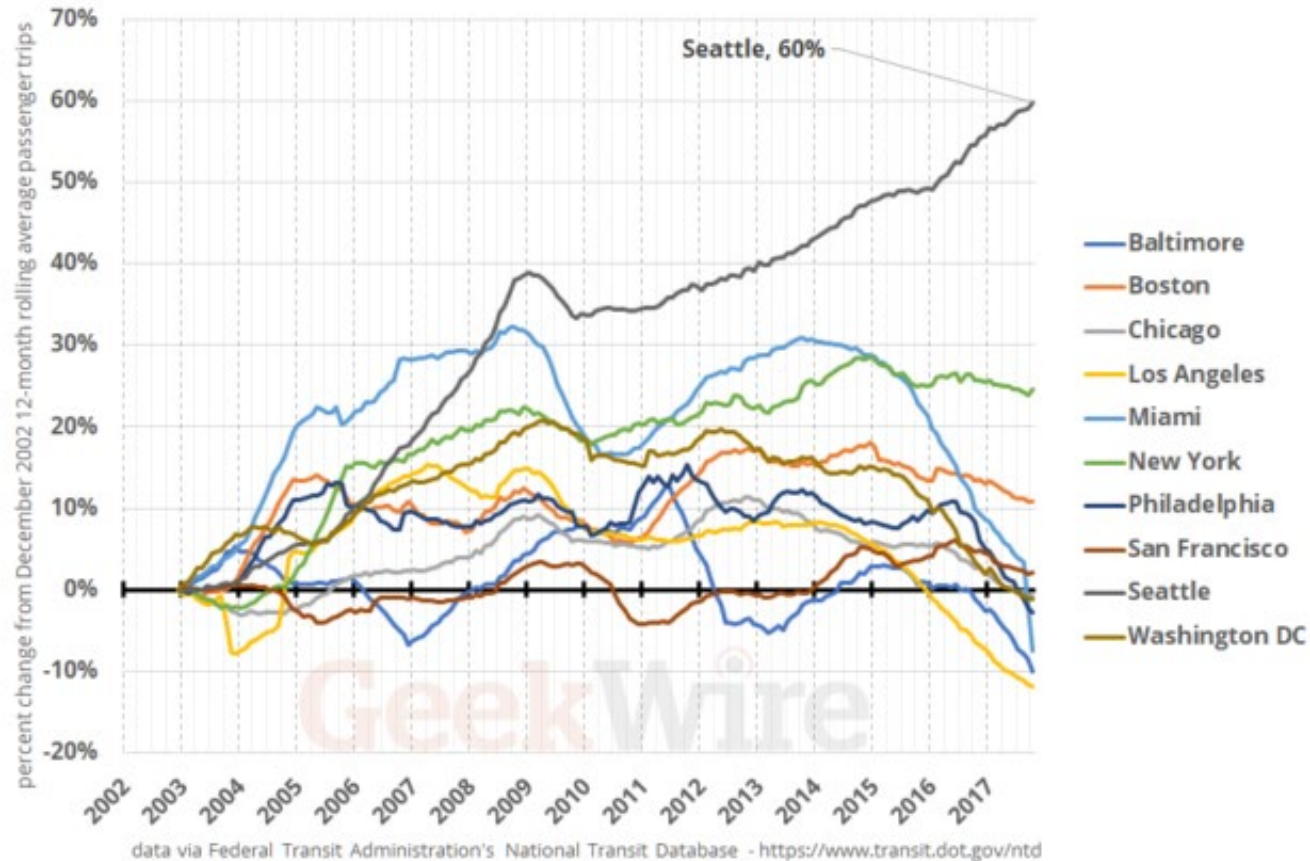
1985 SYSTEM



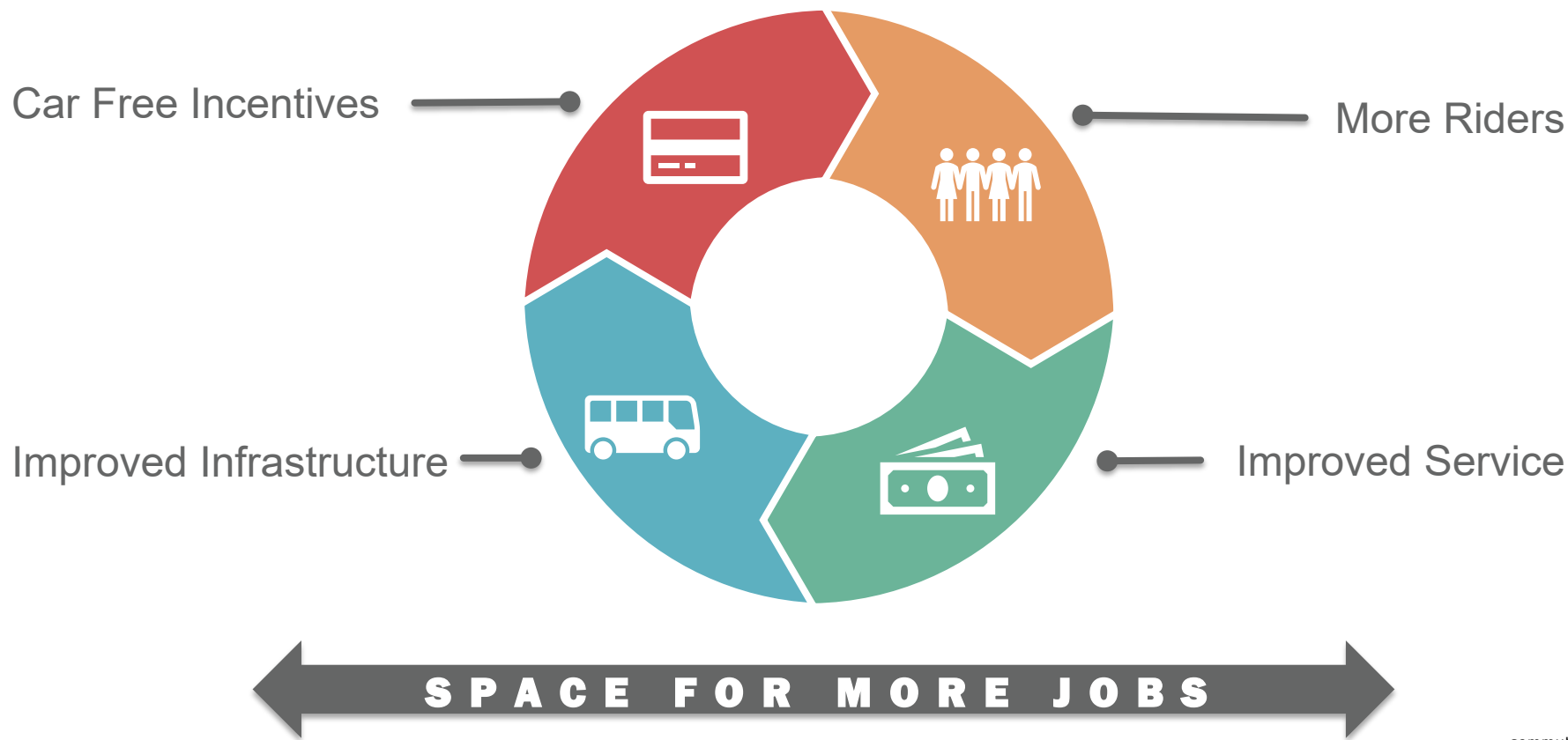
Our Transportation (R)evolution



Outcomes: Change in Bus + Rail Ridership



Seattle Experience: How to Start a Virtuous Cycle





Transit Incentives

Incentives: Public-Private Partnership



City of Seattle



+ *Hundreds More...*



Delta Dental of Washington

Incentives: Employer-Promoted Options



Transit passes

Fully subsidized ORCA,
Monorail & Ferry



Bike Amenities

Secure bike parking, changing
facilities



Ride Matching Program

Commute with co-workers,
preferential parking



Guaranteed Ride Home

Help employees get home if
needed



Vanpool Program

Subsidized



Shared Mobility Program

Access to shared cars where
needed



Market Rate Parking

Charged to users at a daily market
rate instead of a month pass

Incentives: Top Mode-Specific Achievements



TOP TRANSIT

Washington Athletic Club	85%
Expeditors International	79%
US Federal Bureau of Investigation	79%



TOP CARPOOL

Foss Maritime Company	28%
Lighthouse For The Blind Inc	24%
City of Seattle - Charlies Street	20%



TOP VANPOOL

US Army Corp of Engineers	14%
King County West Point Treatment Facility	13%
Impinj, Inc.	10%



TOP WALK

Amazon	23% & 19%
Axon	19%
Daniel J. Edelman Inc.	16%



TOP BIKE

The Allen Institute	18%
Google	16%
Institute for Systems Biology	14%



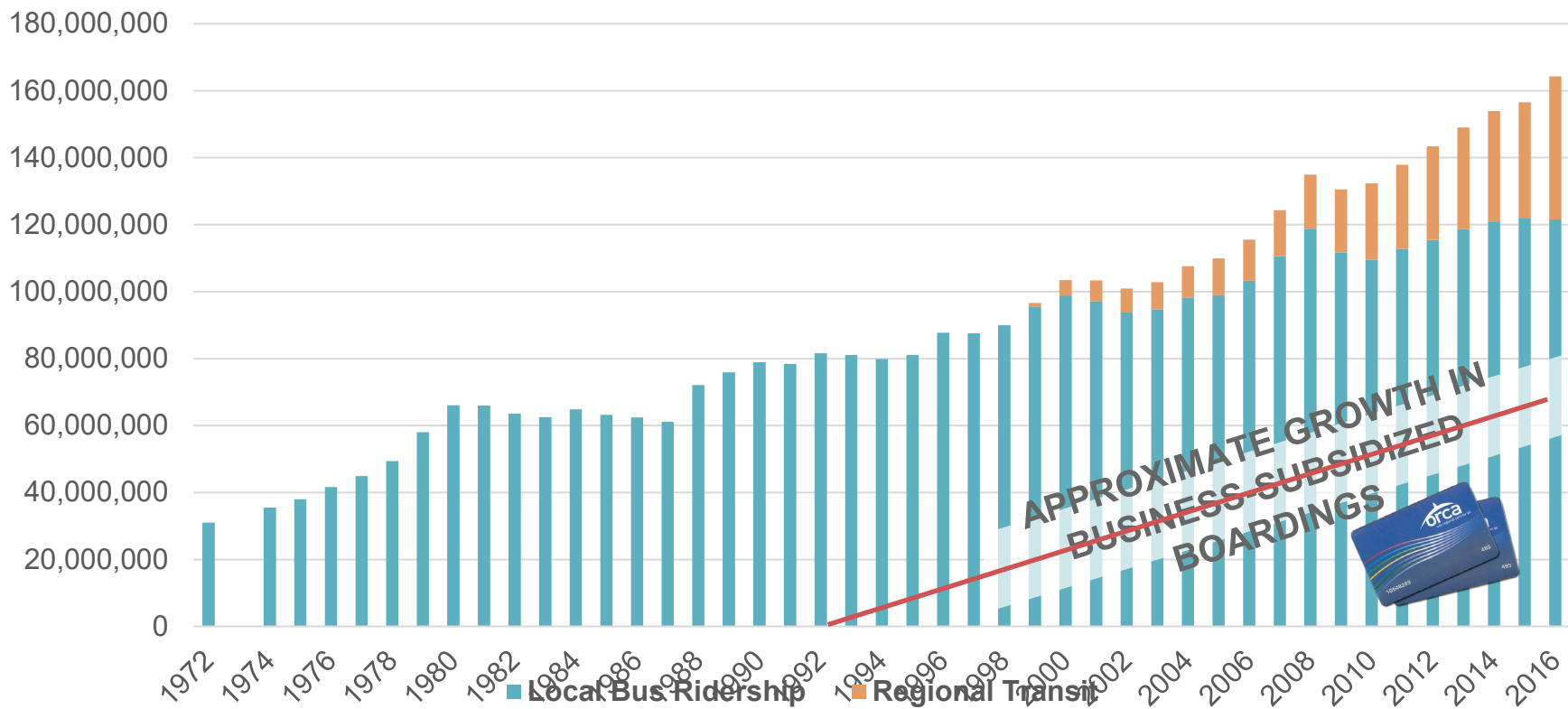
TOP TELEWORK/FLEX

Department of Veterans Affairs	38%
Cisco Systems Inc	34%
Avanade Inc	33%

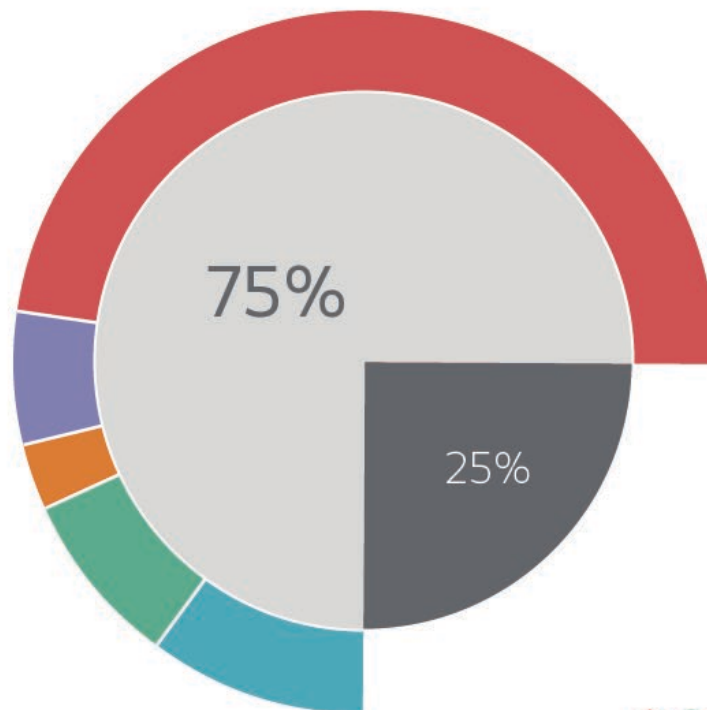
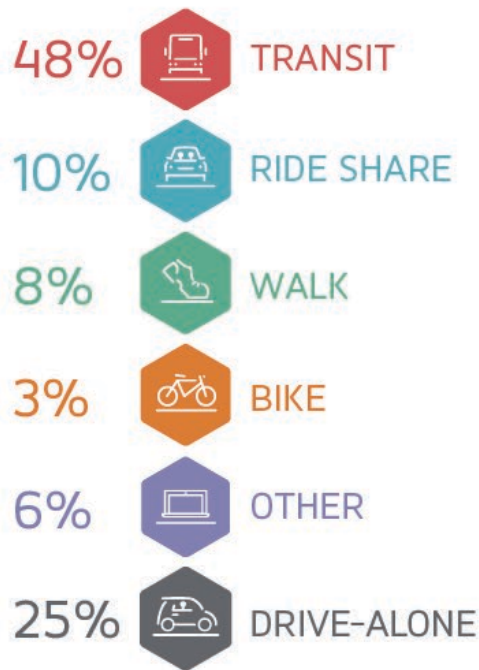


Increased Ridership

Ridership: Employer-Purchased Transit Passes



Ridership: 2017 Seattle Center City Modesplit



Commuters surveyed arrived to work 6-9am

TRANSIT: Includes bus, rail, and walk-on ferry passengers.

RIDESHARE: Includes carpool and vanpool.

OTHER: Includes telecommute, compressed work week, and other as noted by survey participants.

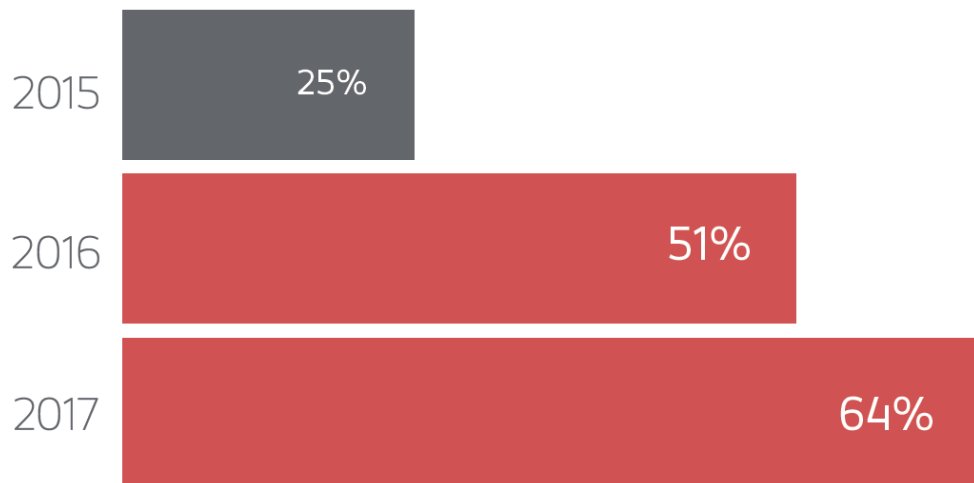


Service Improvements

Investment: High Frequency Bus Service



SEATTLE RESIDENTS NEAR FREQUENT TRANSIT



Investment: High Quality Service

RAPIDRIDE
performance goals

Frequent service
all day, evening, weekend

10-min all day
or better

15-30 min or better
night and weekend

10-15% faster
bus travel times

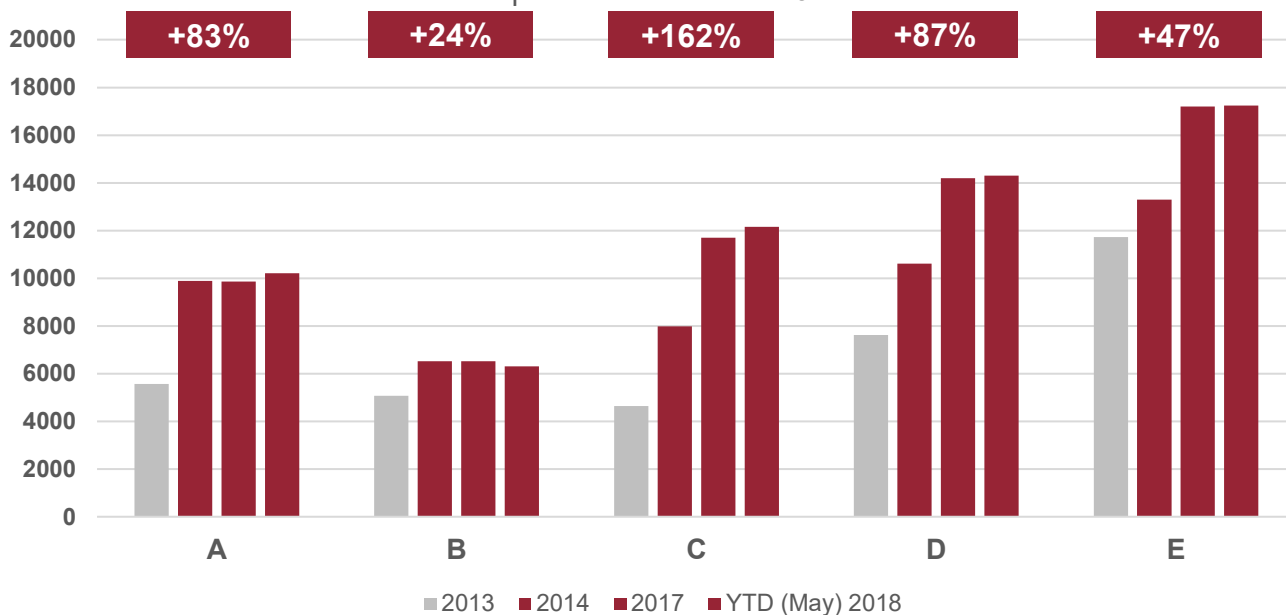
+50% ridership
within 5 years

85% on-time
scheduled bus arrival



RapidRide (BRT) Launch Ridership Effects

RapidRide launched in 2014





Infrastructure Improvements

Investment: Voter Supported Expansion = Riders



LINK LIGHT RAIL
AVERAGE WEEKDAY RIDERS

