

MAJIK Solutions

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Max Boyd	First Year	MBA
Andrea Aguilera	First Year	MBA
Jader Godsey	First Year	MBA
Ishana Sharma	First Year	MBA
Kashish Garg	First Year	MBA

Advisor: Samantha Buhr

Topic: Bridging Gaps in Seattle's Transit Network

Audience: Sound Transit Board of Directors

Sustainable Development Goal

SDG #11: Make cities and human settlements inclusive, safe, resilient and sustainable

Executive Summary

Seattle's population is rapidly growing, with one million new residents expected in the next decade. While investments in public transit expansion continue, first- and last-mile connectivity remains a critical challenge, particularly for underserved communities where limited transit access disproportionately affects mobility. This gap discourages ridership and raises ethical concerns about equitable access to essential services. Additionally, increasing road congestion and evolving commuter patterns highlight the need for more adaptable and efficient transportation solutions that can serve a diverse and growing population.

To address these challenges, we propose leveraging flexible transit options to bridge accessibility gaps and improve connectivity to major transit systems. Expanding on-demand shuttle services, strengthening partnerships with microtransit providers, and utilizing data-driven planning can enhance coverage and efficiency, but these efforts must also prioritize ethical data governance. Without proper safeguards, commuter data collection could pose privacy risks and disproportionately impact vulnerable populations. Strategic marketing and incentives can further encourage public adoption and long-term engagement while ensuring transparency and accountability in data usage. By implementing these approaches, Seattle can improve mobility, reduce congestion, and create a more resilient and accessible transportation network that prioritizes both equity and privacy.