

# Climate and Transportation Gamification

## Game Content Final Draft | 2/27/23

### **GAME CONTENT**

#### **Intro:**

Welcome to Super Seattle! A Seattle in a parallel dimension - much like ours, but populated by powerful animals! In this dimension, a great threat has arisen: the evil Great Heatwave is threatening Super Seattle! This isn't any normal heatwave - created from the pollution of a hundred years, the Great Heatwave is a villain of epic proportions. It wants to push temperatures up, up and away, and destroy our Emerald City! Super Seattle needs a hero to lower pollution, turn down the heat, and defeat the Great Heatwave's nefarious plan. And guess what? That hero is you! Choose your characters, play the game, and defeat the Great Heatwave.

In this game, you will be given a series of quests to embark on, where you will be faced with a task and must answer a series of questions. How you answer those questions will lower pollution in the city by different amounts, and help you win the game. Plus, you will also tell us here in Regular Seattle your climate priorities for Seattle's 2030 Transportation Plan!

#### How to play:

- On each Quest, you'll select your priorities for how the City should tackle transportation questions - while the story might be happening in Super Seattle, these are questions that our Seattle needs your input on.
- Your Emissions: You start with a tally of 100 - for every choice you make, you'll reduce that total number. The goal is to lower your emissions as much as possible!
- Your Budget: However, each choice has a cost - you have to stay within your budget!
- Power-Up Round: You can add to your budget through the Power-Up round - the option you choose will give you more budget to work with!
- During your journey you will encounter complicated words and terms - you can consult with the Wizard of the Emerald City to get definitions and assist you in your battle against the Great Heatwave.

#### How to win:

- The lower your Emissions at the end of the adventure, the better you've done! But beware - you can't spend more than you have in your budget, so choose wisely!
- If you get your Emissions low enough, you can defeat the Great Heatwave and save Super Seattle!

#### **Character Selection:**

Choose your character: Super Seattle is populated by mythical creatures from different parts of our city's natural environment.

Ozzie Orca

- Favorite snack: Iced matcha latte
- Fun fact: Actually a vegetarian

Edwin Eagle

- Favorite snack: Hot [Cheetos](#)
- Fun fact: Has a cousin who works for the Seahawks

Candace Coho Salmon

- Favorite snack: Chocolate chip cookies with ice cream
- Fun fact: Not really all that into swimming

### **Transportation Mode:**

Choose your preferred way to get around town:

- Electric bicycle
- Walking
- Rapid Ride Bus

##

### **Interstitial One:**

Dawn breaks over the Cascade Mountains - the day of the big showdown has arrived. It's you, Super Seattle's hero, against the Great Heatwave. If you're going to win, you need the right fuel for the fight - time to head to the local grocery store and stock up on snacks. Yes, even heroes need snacks. But the Great Heatwave is already interfering with things: powered by pollution, the rising temperature is causing the roads themselves to melt! How will you get your food in time? Your super senses tingle as you consider the possibilities... Your first quest is to prioritize the most important infrastructure for you and your fellow Super Seattleites!

#### *Infrastructure section questions:*

Bus service and lane improvements

- The question
  - How much investment should go into adding bus service and adding bus-only lanes on streets?
- The responses?
  - High: A red bus lane on every arterial with buses coming every 10 minutes
  - Medium: Adding more red bus lanes in certain areas in the city
  - Low: Minimal improvements to bus service
- Emission reductions:
  - High: 10

- Medium: 6
- Low: 3
- Cost:
  - High: 9
  - Medium: 5
  - Low: 2

#### Car free and car-lite streets

- The question
  - How much should the City re-think our streets to improve air quality, safety for walking and biking, and other benefits?
- The responses?
  - High: Establish a Low Pollution Zone in a major area of the city, and create other-low-pollution neighborhoods in other parts of the city
  - Medium: Make a few low-pollution neighborhoods (like a car-free street, or resilience district)
  - Low: Continue the Healthy Streets program but don't go much beyond
- Emission reductions:
  - High: 8
  - Medium: 4
  - Low: 2
- Cost:
  - High: 9
  - Medium: 5
  - Low: 3

#### Sidewalks

- The question
  - How should the City prioritize pedestrians?
- The responses?
  - High: Invest in robust sidewalks throughout the entire city
  - Medium: Increase investment on filling high-priority sidewalk gaps and traffic calming
  - Low: Continue maintenance of sidewalks and build them only as part of other large construction projects
- Emission reductions:
  - High: 7
  - Medium: 4
  - Low: 1
- Cost:
  - High: 10
  - Medium: 7
  - Low: 3

##

### **Interstitial Two:**

When it comes to confronting villains, all heroes need a team - time to summon your Super Seattle all-stars to join the fight. Naturally, you're going to meet downtown at Westlake Park - first things first you have to come up with your plan to fight the Great Heatwave, but maybe there's time for a quick boba as well? Your teammates are coming from their own nests and lairs all across the city, and they need your help to be able to meet up in time. Your second quest is to rank the best programs to help get you and your Super Friends from all across Super Seattle together!

#### *Programs section questions:*

##### Reduced transit fare

- The question
  - How should programs that reduce the cost of riding buses, trains, and streetcars be prioritized?
- The responses?
  - High: Subsidize all transit service within city limits to be free
  - Medium: Expand programs to reduce fares for more communities
  - Low: Continue existing programs (such as low income and senior fares through ORCA Lift) as they currently are
- Emission reductions:
  - High: 10
  - Medium: 7
  - Low: 3
- Cost:
  - High: 9
  - Medium: 5
  - Low: 2

##### First and last mile micro transit

- The question
  - How much should programs to improve access to transit from home or work be improved?
- The responses?
  - High: Create a program where you can get a free ride from your home or work to your nearest transit stop
  - Medium: Expand existing programs, such as the VIA program in South Seattle, and pilot a neighborhood "circulator" to connect to local services and other transit stops
  - Low: Don't invest additional resources in first and last mile services
- Emission reductions:
  - High: 8

- Medium: 4
- Low: 1
- Cost:
  - High: 8
  - Medium: 4
  - Low: 1

Expanded bike and scooter share program, including program expansion

- The question
  - How should bike and scooter share programs be made more accessible?
- The responses?
  - High: Significantly expand reduced fare programs, through City subsidy, for bike and scooter share programs, so there are more devices available for cheaper cost
  - Medium: Expand bike and scooter share programs so there are more devices available, but keep current pricing
  - Low: Continue bike and scooter share programs as they currently exist
- Emission reductions:
  - High: 9
  - Medium: 6
  - Low: 3
- Cost:
  - High: 8
  - Medium: 5
  - Low: 2

Personal e-bike purchase incentives

- The question
  - How should the city approach making E-Bikes more accessible to residents?
- The responses?
  - High: Create a large-scale E-Bike rebate program, available to all
  - Medium: Create a limited E-Bike program to provide a rebate on purchases, for low-income residents
  - Low: Do not invest in a price reduction program for E-Bikes
- Emission reductions:
  - High: 9
  - Medium: 6
  - Low: 3
- Cost:
  - High: 10
  - Medium: 7
  - Low: 4

### **Interstitial Three:**

You've passed two difficult tests so far - you're full of energy, and surrounded by your best friends. But you can feel the temperature start to creep up - this is a big battle! Even with your team of heroes around you, you know you need some more help. You stop a moment and listen to the sounds and smells of the busy city around you - and then the idea hits you: if you can have some of the drivers around you join in and be part of the fight, there's a real chance to win! All you need is to have enough of them switch to electric engines. Your third quest is to encourage the transition from gasoline powered cars and trucks to electric!

#### *Electrification section questions:*

##### Electrification of personal vehicles

- The question
  - How should the city incentivize the transition to electric personal vehicles?
- The responses?
  - High: Implement significant incentives or rebates, over and above state and federal options, to lower the cost of purchasing new electric vehicles
  - Medium: Implement a targeted "cash for clunkers" program for certain groups, to anticipate the phase out of older internal combustion models
  - Low: Do not add a local program to complement state and federal options
- Emission reductions:
  - High: 10
  - Medium: 7
  - Low: 1
- Cost:
  - High: 10
  - Medium: 7
  - Low: 1

##### Electrification of commercial vehicles

- The question
  - How should the city incentivize the transition to electric commercial vehicles?
- The responses?
  - High: Implement significant incentives or rebates, over and above state and federal options, to lower the cost of purchasing new electric commercial vehicles
  - Medium: Implement a targeted "cash for clunkers" program for certain groups, to anticipate the phase out of older internal combustion models
  - Low: Do not add a local program to complement state and federal options
- Emission reductions:
  - High: 9
  - Medium: 6
  - Low: 1
- Cost:
  - High: 10

- Medium: 7
- Low: 1

##

### **Interstitial Four:**

#### **Power-Up Round!**

Defeating the Great Heatwave is going to take everyone - as the hero of Super Seattle, you can lead your fellow Super Seattleites to victory. That's right: it's time to enlist the drivers of Seattle as your allies in this fight! Cars contribute to the pollution that has created the Great Heatwave, but drivers who can afford to pay can be a part of the solution! For the Power-Up Round, choose which way you want to rally drivers to fight against the Great Heatwave - each choice increases your budget, and helps you make even stronger decisions in the other quests!

#### *Pricing section questions:*

##### Low Emission Zone & EMP cordon

- The question
  - These programs cost money. How might you put a price on cars – assuming that it is equitable and only people who can afford it will be asked to pay?
- The responses?
  - High: Create a low-emission zone in areas with a lot of traffic and pollution, where drivers who can afford to pay must pay a fee.
  - Medium: Put more tolls on roads, like main roads or bridge crossings
  - Low: Increase areas where you pay for parking and increase the price on parking
- Emission reductions:
  - High: 10
  - Medium: 7
  - Low: 3
- Cost:
  - High: 8
  - Medium: 4
  - Low: 1

##

### **Closing:**

Congratulations! You've helped defeat the Great Heatwave! You fulfilled each of your quests, made tough choices, and helped solve some of the trickiest transportation questions in the city!

Thank you for being the hero that Seattle needs - your choices in this game will help shape how our city approaches climate priorities in the 2030 Seattle Transportation Plan! Spread the word

and share this game with your community, and visit the [Seattle Transportation Plan Online Engagement Hub](#) for other ways to make your voice heard!

**About you:**

Access and inclusion are an important part of this project. We need your help ensuring everyone in the community is being represented. Please answer the following option questions about zip code, race, and gender so we can continue to improve our service to all members of the community. We use this information as part of Title VI of the Civil Rights Act and other federal reporting.

What is the five-digit ZIP code where you live?

What is your race or ethnicity (select all that apply):

What is your gender (Select all that apply):

How did you hear about this survey?

####

**GLOSSARY OF TERMS**

**Mode shift:**

Mode shift is when trips change from one form of transportation to another. For example, an individual person choosing to take the bus instead of driving, or a delivery being made by bicycle rather than a delivery van.

**First/last mile:**

The first and last part between each person’s home or work place, and their nearest train station or bus stop. The easier this portion of the trip is, the more likely people are to take transit.

**Low emission zone:**

A Low Emission Zone (LEZ) is a geographic area of a city—usually the dense core—in which only registered non-fossil fuel vehicles are allowed to enter. This policy restricts internal combustion vehicle trips while increasing space for other modes.

**Microtransit:**

Microtransit is a form of flexible transportation service that responds to rider demand. An example of this is the Via program in Southeast Seattle, where riders getting on and off light rail can call for a free ride from their homes to the station.

**Equitable mobility pricing:**

Equitable mobility pricing is an approach to ensuring that the most people possible are able to use public streets and roadways to move about. This usually looks like putting a price on entering certain areas of a city - usually the dense core - which changes depending on demand, with the goal of minimizing congestion, and moving the most people through the area efficiently.