NAVIGATING NEW MOBILITY

AUGUST 7, 2019 WORKSHOP — GRESHAM, OR

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SCI
Sustainable Cities Institute
University of Oregon

URBANISM NEXT

- Navigating New Mobility Final Draft Report (July 2019)

- Final Report (Aug 2019)

NAVIGATING NEW MOBILITY:
POLICY APPROACHES FOR CITIES
JULY 2019 | FINAL DRAFT

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CITY OF GRESHAM, OR | CITY OF EUGENE, OR

NITC

NEW MOBILITY POLICY TOPICS

1. Safety
2. Social equity
3. Active transportation
4. Congestion and vehicle miles traveled
5. Sustainability and environmental impacts
6. Design and management of the right-of-way
7. Land use and metropolitan footprint
8. Informed decision making
9. Managed innovation
10. Fiscal impacts and new mobility revenue

SCYP CLASSES

- Fall 2018: Budgeting Class (Lewis)
- Fall 2018: Industrial Ecology/Eugene (Skov)
- Winter 2019: Growth Management (Lewis)
- Winter 2019: Transportation (Brown)
- Winter/Spring 2019: Public Administration Capstone Class (Clark)
- Spring 2019: Introduction to AV Policy (Clark)
- Spring 2019: Advanced Design Studio/Gresham (Ribe)
- Spring 2019: Land Use Policy/Eugene (Yang)

PUTTING IT ALL TOGETHER
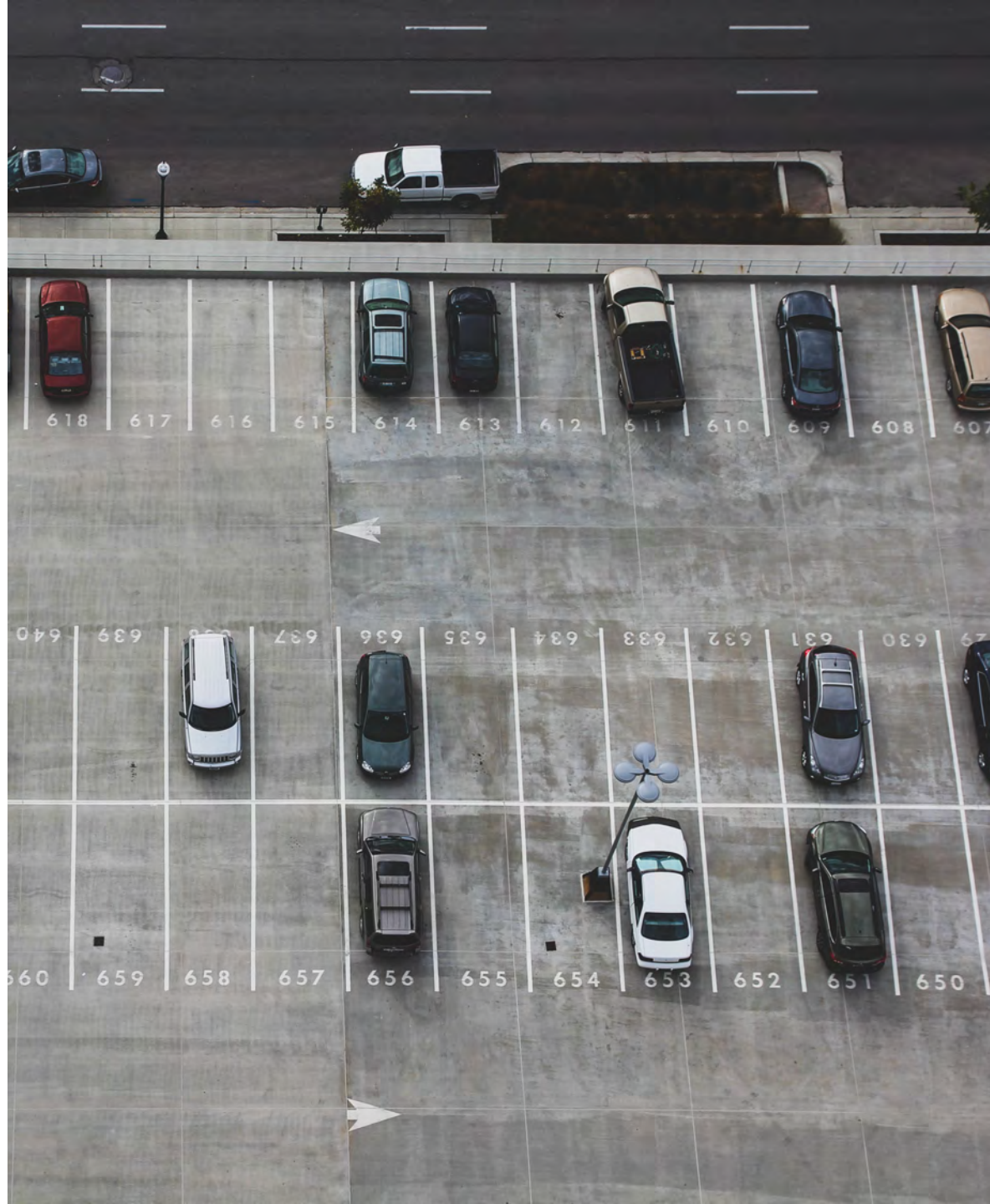
Bias for known
transportation
modes

PUTTING IT ALL TOGETHER

Who can afford
new mobility?

PUTTING IT ALL TOGETHER

Prepare for land use changes related to parking…

PUTTING IT ALL TOGETHER

Prepare for land use changes related to parking…

delivery…

PUTTING IT ALL TOGETHER

Prepare for land use changes related to parking…

delivery…

lockers…

PUTTING IT ALL TOGETHER

Prepare for land use changes related to parking…

delivery…

lockers…

and warehousing
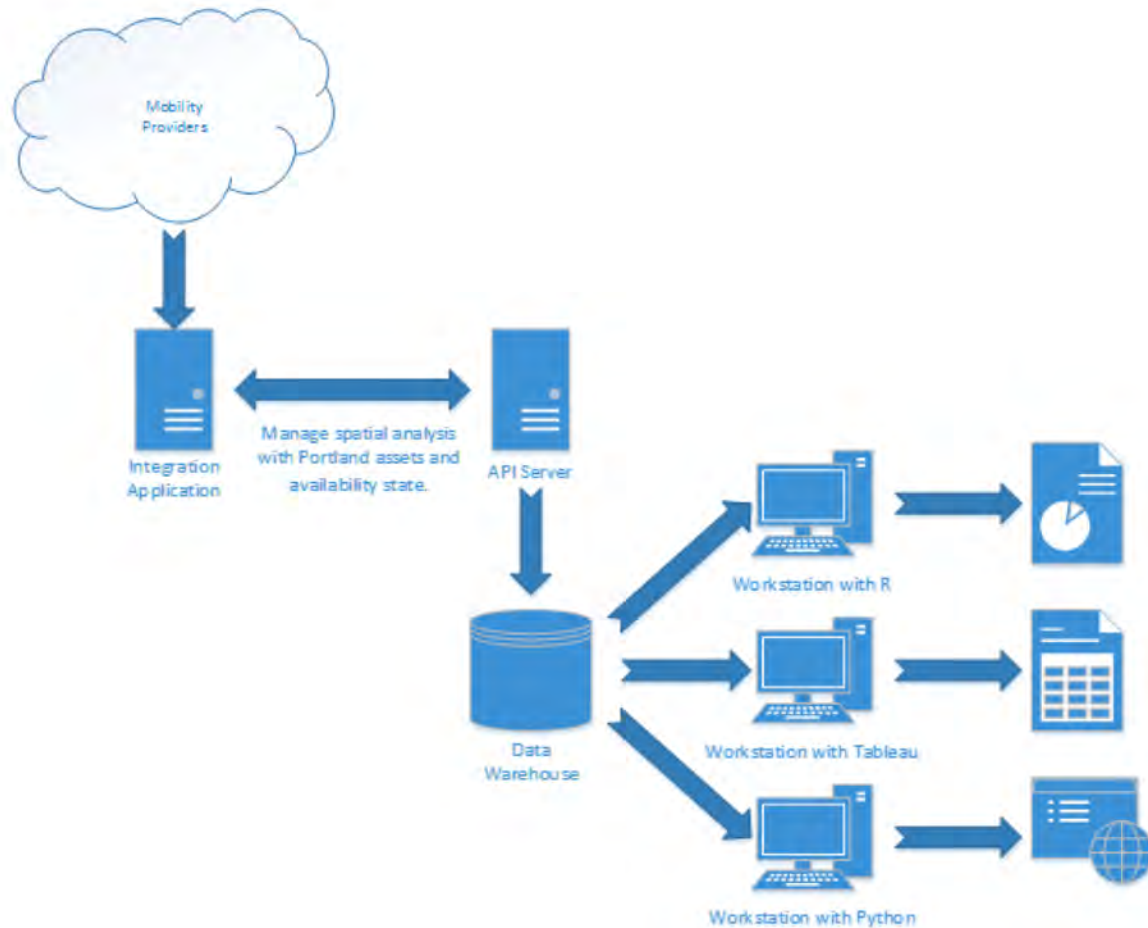
PUTTING IT ALL TOGETHER

E-scooters are increasing pressure to build more protected bike lanes

PUTTING IT ALL TOGETHER

Increase capacity to create data strategy, analyze data, and protect data

Oregon AV Task Force considering "right to be forgotten" geocoded data

Mobility Providers

Integration Application

Manage spatial analysis with Portland assets and availability state.

API Server

Data Warehouse

Workstation with R

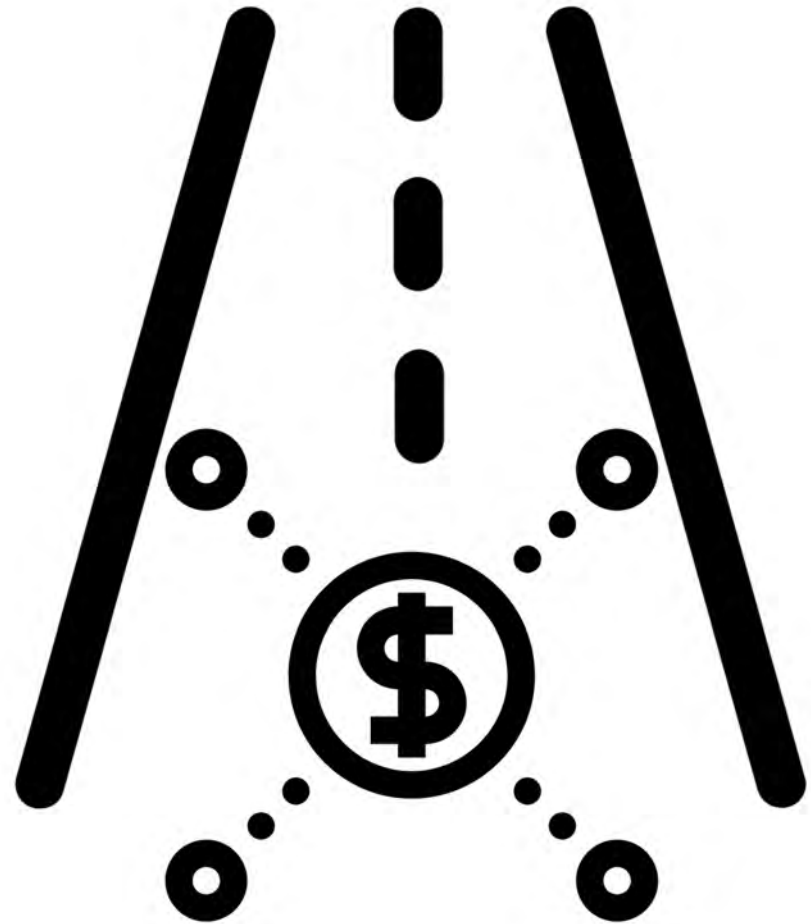Workstation with Tableau

Workstation with Python

PUTTING IT ALL TOGETHER

Set the right fee to work with new mobility services

Work with state/region on RUC/VMT fee

Price to manage demand (congestion, curb, events)
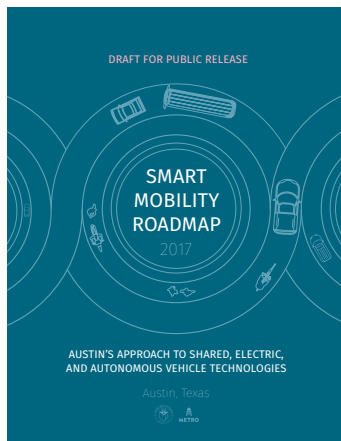
GETTING THE POLICIES RIGHT

Porter and Kramer, Creating Shared Values (2011)

- Set clear and measurable societal goals

- Set prices for resources that reflect true cost

- Set performance standards (outcomes) and don't prescribe how to achieve them

- Define phase-in periods for achieving standards (steps towards goals --- and this should match the business economics/models)

- Have universal measurement and performance-reporting systems (clear, measurable outcomes)

- Efficient and timely reporting of results

WHAT TO DO NEXT: IMPLEMENTING POLICIES

Performance standards

What are the outcomes that Gresham and Eugene need from new mobility services?

Seattle Department of Transportation
NEW MOBILITY PLAYBOOK

Version 1.0
September 2017

Seattle Department of Transportation

DRAFT FOR PUBLIC RELEASE

SMART MOBILITY ROADMAP
2017

AUSTIN'S APPROACH TO SHARED, ELECTRIC, AND AUTONOMOUS VEHICLE TECHNOLOGIES

Austin, Texas

ROADMAP FOR THE FUTURE OF TRANSPORTATION AND MOBILITY IN CHICAGO
CHICAGO'S NEW TRANSPORTATION AND MOBILITY TASK FORCE

MARCH 2019

CITY OF CHICAGO
MAYOR RAHM EMANUEL

PUBLIC REVIEW DRAFT
2018 Regional Transportation Plan
Emerging Technology Strategy

A strategy for guiding innovation to support the greater Portland region's goals

June 25 2018   oregonmetro.gov/rtp

St. Louis Region
Emerging Transportation Technology Strategic Plan

June 2017

Prepared for
East-West Gateway Council of Governments
by
ICF

WHAT TO DO NEXT: IMPLEMENTING POLICIES

Plan for the Right-of-Way

Cities control the right-of-way. Plan for its use and prioritize what is important.

WHAT TO DO NEXT: IMPLEMENTING POLICIES

Data

What does Gresham and Eugene need to understand behavior, impacts, conflicts, enforcement, and collect fees? How will Gresham and Eugene analyze the data? How will Gresham and Eugene protect the data?

GETTING THE POLICIES RIGHT

Process

Pilot Projects v. Deployment

RFI: For Pilots

RFP: For Deployment

Operating/business license

GETTING THE POLICIES RIGHT

Short-term activities

Long-term activities