Proactive Mobility Management in the Era of New Mobility Choices

The PANEL

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Moderated by Lauren Mattern, Nelson\Nygaard
Mobility Service Providers

- Transportation Network Companies (TNCs)
- Original Equipment Manufacturers (OEMs)/Car companies
- Microtransit
- Carshare
- Bikeshare (dockless and docked)
- Electric scooters

Source: Nelson\Nygaard
American Mode Split

THEN

Back in 2010...

the mode share¹ was different

NOW

In 2016...

technology impacted mode share

¹ACS, Table S0801
²APTA Fact Book, 2016
³Pew Research Center
Built-in contactless hardware allows for faster transfers between modes

Personal and on-demand vehicles transition to autonomous

Transit fleets transition to autonomous and electric

Shared use mobility hinges on technology platforms
What issues are we trying to solve?
“COMMUTING TIME IS THE SINGLE STRONGEST FACTOR IN THE ODDS OF ESCAPING POVERTY.”

“THE IMPACTS OF NEIGHBORHOODS ON INTERGENERATIONAL MOBILITY” RAJ CHETTY AND NATHANIEL HENDREN, HARVARD UNIVERSITY, APRIL 2015.
DAVID
AGE: 31
HH STATUS: MARRIED
OCCUPATION: ROAD CREW
REPORT TIME: 5AM
MARIA
AGE: 28
HH STATUS: SINGLE MOM (3)
OCCUPATION: HOUSEKEEPER
REPORT TIME: 9AM
TOM

AGE: 64
HH STATUS: MARRIED FATHER (2)
OCCUPATION: AIRPORT WORKER
REPORT TIME: 12 NOON

SOURCE: Jeff Swensen/Getty Images
DANTE

AGE: 25
HH STATUS: SINGLE FATHER (1)
OCCUPATION: FOOD SERVICE
REPORT TIME: VARIABLE
CHARISE

AGE: 41
HH STATUS: MARRIED MOTHER (4)
OCCUPATION: BUS DRIVER
REPORT TIME: 4AM
Role as a Mobility Manager

• Broader understanding of trip chain (affordability issues → increasingly regional)

• Mobility options changing quickly, stacking new responsibilities atop core ones

• More modes to integrate

• Increasingly tasked with setting rules for private mobility providers

• Many new modes are not high capacity...

• How are cities, departments, and transit agencies each positioned within this landscape?

• What are we managing toward?
What are we trying to accomplish?

- Person throughput? / efficiency?
- Reduce VMT?
- Reduce emissions?
- Enhance ease of mobility overall?
- Equitable mobility services?
- Matching workers to jobs?
- High capacity mode split?
- Vehicle ownership rate?
- Increase options?
One potential approach

Grow Services

Leverage Assets

Influence Policy
Several possible roles

**Partner/Information Provider**
- Conduit and single point-of-contact for comprehensive variety of mobility options for trips
- Could include transit and other modes
- Municipal assets used as a conduit or marketing tool for riders to engage with other services (e.g., advertising links for other apps and services)

**Broker**
- Act as an agent with the ability to both purchase and lease mobility products (e.g., data and fare products) outside of direct ownership through public-private partnerships (P3)
- Concession transportation to third party to provide to riders directly

**Mobility Service Provider**
- Provide services directly
- Limited inclusion of third party vendors
Thank you!

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