



EXPERIMENTS & TRANSITION

URBANISM NEXT EUROPE
2021



Do we really need another pilot? – Perfecting Policy with Pilots

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 @UrbanismNextEU #UNextEU →

URBANISM NEXT FRAMEWORK



FORCES OF CHANGE

- NEW MOBILITY
- E-COMMERCE
- URBAN DELIVERY
- AUTONOMOUS VEHICLES
- MOBILITY AS A SERVICE

FIRST ORDER IMPACTS

- CHANGE PARKING DEMAND
- CHANGE IN VEHICLE MILES TRAVELED
- CHANGE IN CONGESTION
- CHANGE IN EASE OF TRAVEL
- SHIFT IN MODES
- COMPETITION FOR THE RIGHT-OF-WAY
- CHANGE IN GOODS & MEAL DELIVERY
- SHIFTING NATURE OF FREIGHT
- CHANGE IN DEMAND FOR WAREHOUSING SPACE
- REDUCTION OF BRICK-AND-MORTAR STORES
- INCREASING INTEREST IN EXPERIENTIAL RETAIL

MULTI-LEVEL IMPACTS

LAND USE

- RETAIL/COMMERCIAL/OFFICE
- HOUSING
- PARKS & OPEN SPACE
- WAREHOUSE/INDUSTRIAL
- AUTO-ORIENTED USES

URBAN DESIGN

- METROPOLITAN FOOTPRINT
- CENTERS & CORRIDORS
- STREET DESIGN
- PARKING (URBAN FORM)
- DENSIFICATION
- SENSE OF PLACE

BUILDING DESIGN

- STREET RELATIONSHIP
- PROGRAMMATIC SHIFTS
- DELIVERY MANAGEMENT
- PARKING (BUILDING DESIGN)

TRANSPORTATION

- WALKING
- BIKING & MICROMOBILITY
- TRANSIT
- PARKING (TRANSPORTATION)
- VEHICLE OWNERSHIP

REAL ESTATE

- LAND VALUE
- PROJECT FEASIBILITY
- BUZZ/VITALITY
- QUALITY
- LOCATION & CONTEXT

WHY IT MATTERS

- EQUITY
- HEALTH & SAFETY
- ENVIRONMENT
- ECONOMY

WHAT TO DO

- GOVERNANCE
- EDUCATION & OUTREACH
- DESIGN
- RESEARCH

PERFECTING POLICY WITH PILOTS

MOBILITY OF PEOPLE

- Micromobility
- Transportation Network Company (TNCs) Partnerships
- Microtransit
- Autonomous Vehicles (AVs)

MOBILITY OF GOODS

- AV Goods Delivery

SUPPORTING PARTNER



PERFECTING POLICY WITH PILOTS: NEW MOBILITY AND AV URBAN DELIVERY PILOT PROJECT ASSESSMENT



APRIL 2020

URBANISM NEXT CENTER

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220 PILOT PROJECTS ASSESSED + 11 CASE STUDIES COMPLETED = 31 LESSONS LEARNED AND 10 RECOMMENDED ACTIONS



Graphic credit: Urbanism Next 2020

GOALS

Identify goals and outcomes
Design all activities to achieve those goals

EVALUATION

Create an evaluation report
Survey public and users

RELATIONSHIPS

Trust and respect important

UNIVERSITY OF OREGON

**PERFECTING POLICY WITH PILOTS:
NEW MOBILITY AND AV URBAN DELIVERY
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IN PARTNERSHIP WITH New Urban Mobility Alliance

2018 E-Scooter Findings Report

PBOT

CITY OF PORTLAND BUREAU OF TRANSPORTATION

2019 E-Scooter Findings Report

September 2020

PBOT alta

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MOST COMMON NEW MOBILITY AND AV DELIVERY PILOT PROJECT GOALS

Goals	Micromobility	TNC Partnerships	Microtransit	Passenger AVs	AV Delivery
Facilitate first/last-mile connections	X	X	X		
Improve mobility equity and access	X	X	X		
Access the viability of new technology	X		X	X	
Gauge public interest	X			X	X
Achieve environmental or sustainability goals	X		X		
Increase transportation options	X		X		
Fill service gaps / provide occasional or specialty trips		X	X		
Identify potential use cases				X	X
Test the technology				X	X
Be innovative / part of the new economy				X	X
Evaluate and improve safety outcomes	X				
Operate as a replacement for fixed-route service, especially in rural or sparsely populated areas		X			
Increase transit ridership			X		
Learn how city processes, policies, and programs may need to be adapted for AVs				X	

Source: Urbanism Next analysis of approximately 220 pilot projects, 2020. See Appendix C for the list of all pilot projects.

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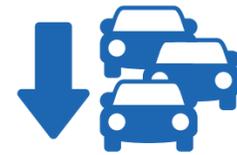
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CITY OF PORTLAND –2019 E-SCOOTER FINDINGS REPORT



Reduce traffic congestion

by shifting trips away from private motor vehicle use



Prevent fatalities and serious injuries on

Portland streets



Expand access to opportunities for underserved Portlanders



Reduce air pollution,

including carbon emissions

GOALS

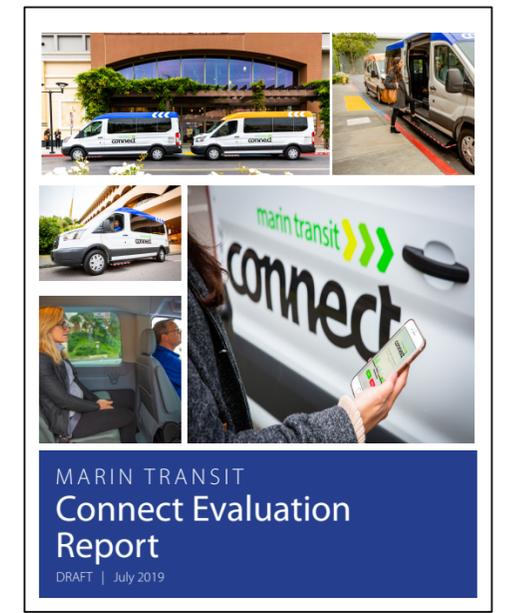
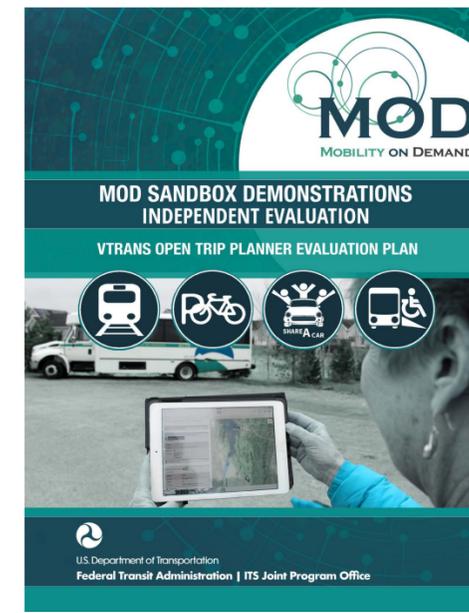
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Only

11%

of pilot projects included a formal evaluation report

Perfecting Policy with Pilots Report, April 2020

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“

They're fun to ride but I'm usually riding with friends socially and it costs way more in total for each of us to use a scooter than if we shared a Lyft/Uber. Since this is the only time I really use scooters, I can't justify it unless one of my friends insists.

”

—2019 e-scooter user survey respondent

“

Living in North Portland, it seems like there are plenty of scooters downtown, but barely any in my neighborhood. I think of scooters as an alternative when I don't want to wait for the bus/MAX or need to get to a different bus/MAX stop.

”

—2019 e-scooter user survey respondent

GOALS

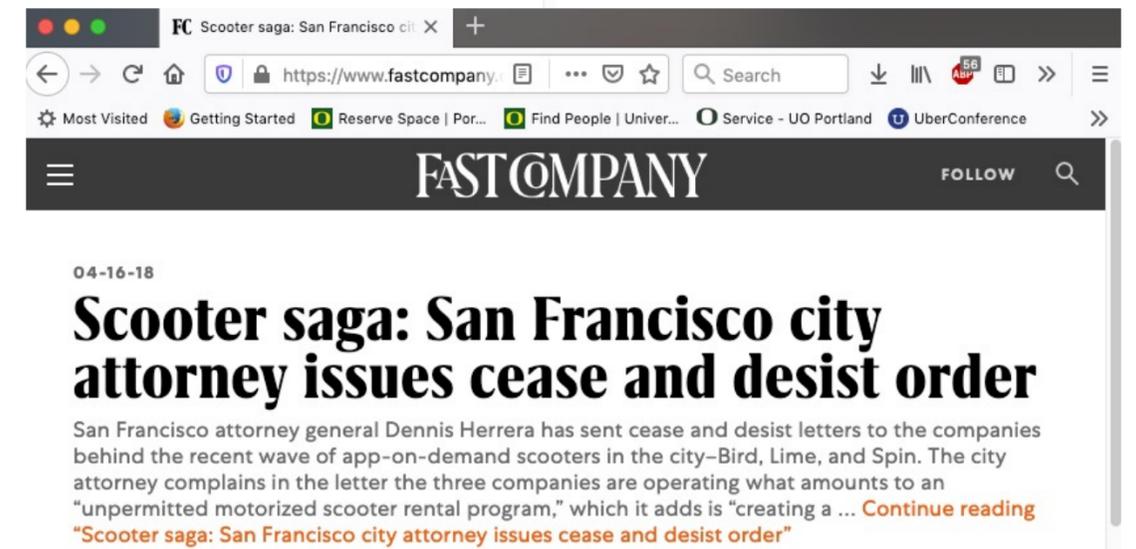
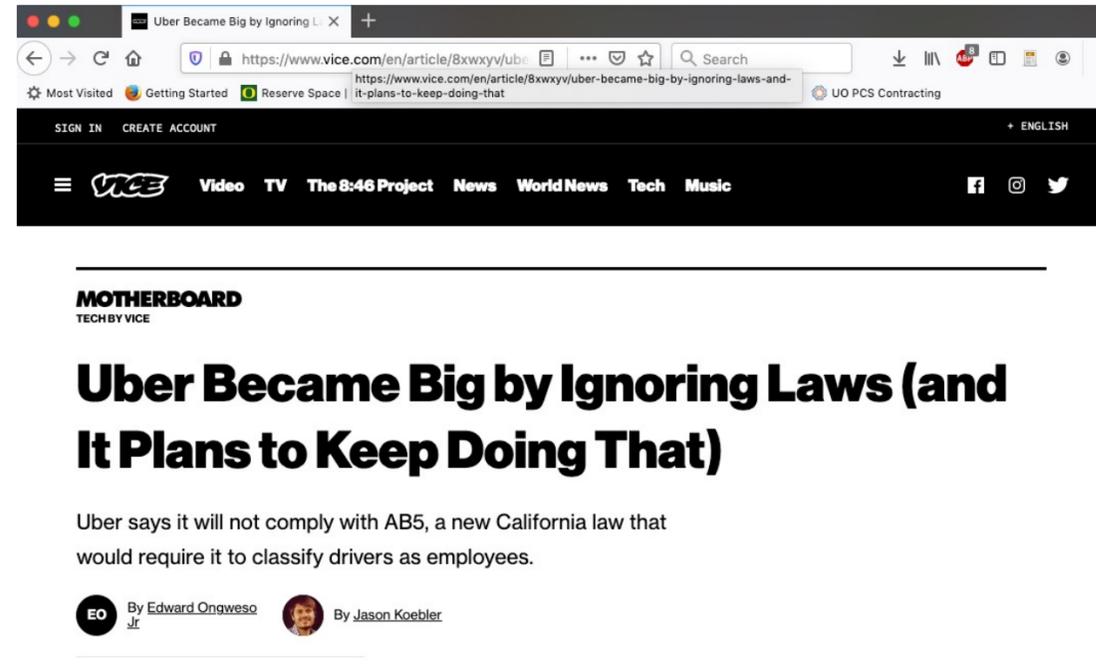
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2018 e-scooter pilot concern

PBOT response



POLICIES

Lack of regulations is a problem

What is the “right” level of regulation?

“Sweet spot” for # of companies

Operating or business permits

RFP/Q/I also used

Limited use of direct partnerships

Pricing and fees

COMPLIANCE

Companies like incentives

Accountability is critical

Transparency around complaints

Informed decision making

IMPACT

Equity

Health and safety

Environment

Economy

NEWS

San Diego City Council bans e-scooters on the boardwalk from La Jolla to Mission Beach

An electric scooter hub is seen on the Mission Beach boardwalk with scooters from various companies. San Diego City Council voted Dec. 16, 2019 to ban e-scooters and other motorized devices on the boardwalks from La Jolla to Mission Beach. (San Diego Union-Tribune Community Press File Photo)

By JOSHUA EMERSON SMITH
DEC. 18, 2019 | 12:34 PM

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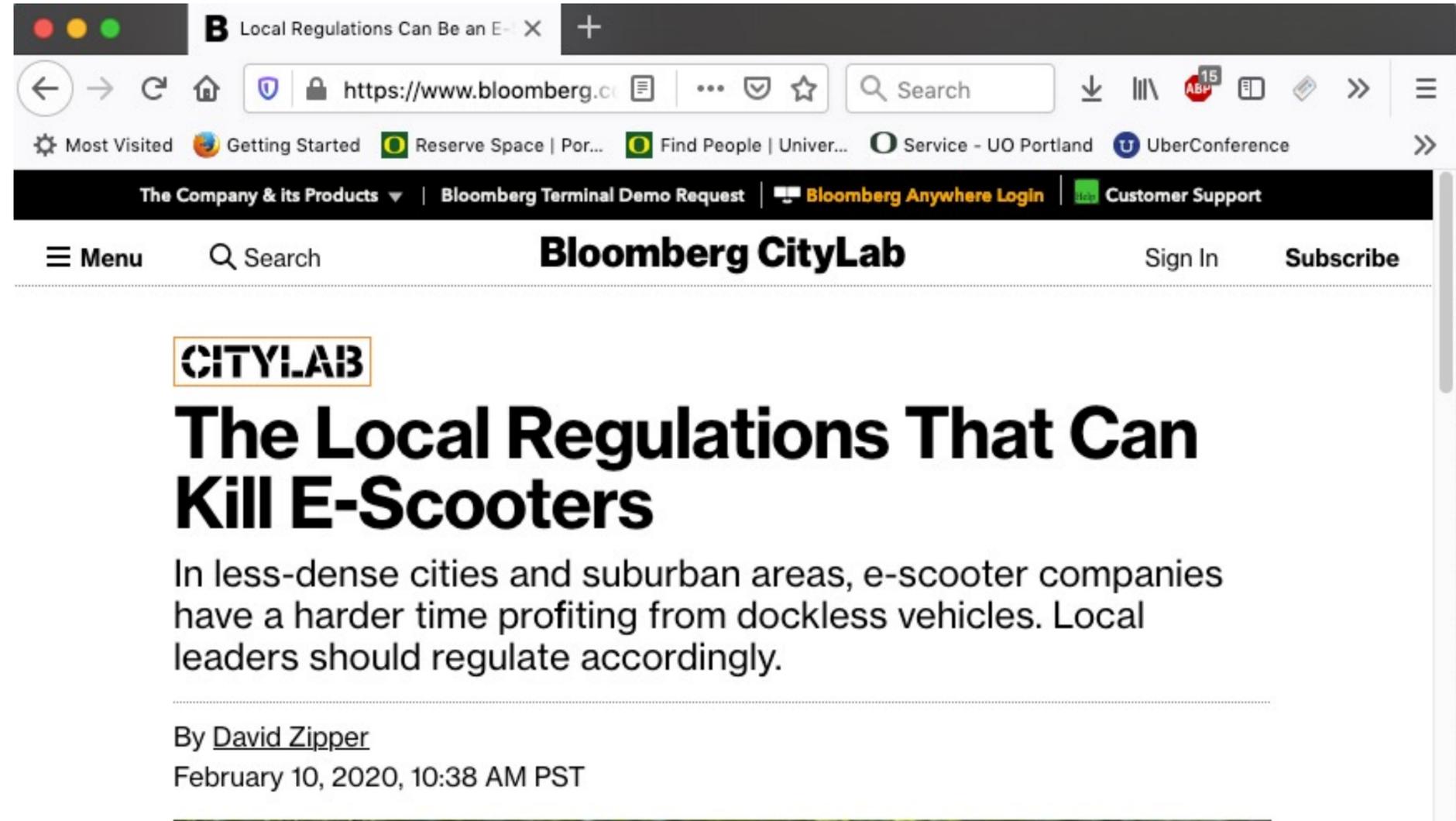
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<https://www.bloomberg.com/news/articles/2020-02-10/local-regulations-can-be-an-e-scooter-killer>

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Develop a fee system for new mobility/urban delivery/AVs that funds:

1. Public agency program management and compliance
2. Infrastructure investments for access and impact on the ROW
3. Congestion management (in a district, at the curb, or for special events)
4. Incentives for desirable outcomes (such as low-income programs or to reduce GHG emissions)

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1. Operational data

QUESTION: Did companies comply with the permit requirements?

ANSWER: Overall, companies' compliance with the permit requirements varied. PBOT worked with individual companies on improving performance and better understanding each company's operational realities.



City of Portland Bureau of Transportation, 2018 E-Scooter Findings Report

2. Analytical data



City of Portland Bureau of Transportation, 2019 E-Scooter Findings Report

3. Evaluation



City of Portland Bureau of Transportation, 2019 E-Scooter Findings Report

PERFECTING POLICY WITH PILOTS

RECOMMENDED ACTIONS

1. Define the pilot goals and outcomes at the beginning of the process and make sure every pilot activity is designed to achieve them.
2. Study what happened and put those findings into a final evaluation report.
3. Foster relationships and build trust.
4. Create a policy framework (i.e., regulations, contracts, agreements) for each pilot project that advances the public good and is easy to understand.
5. Build in compliance mechanisms.
6. Measure the impact of the pilot on equity, health and safety, the environment, and the economy.
7. Measure the impact of the pilot project on transit.
8. Collect the information needed to ensure the public good (while protecting privacy) and produce useful information to make relevant policy decisions.
9. Apply these lessons learned and recommendations to AV and other types of pilots.
10. Plan for volatility



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2021 

Thank you!

Do you have any question?

Ask **Becky Steckler**, beckys@uoregon.edu

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