



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



MULTI-LEVEL IMPACTS

LAND USE



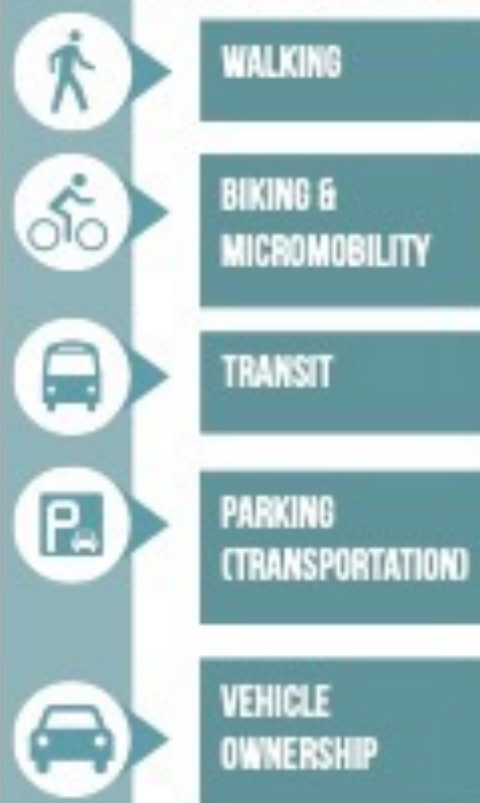
URBAN DESIGN



BUILDING DESIGN



TRANSPORTATION



REAL ESTATE



WHY IT MATTERS

EQUITY
HEALTH & SAFETY
ENVIRONMENT
ECONOMY

WHAT TO DO

GOVERNANCE
EDUCATION & OUTREACH
DESIGN
RESEARCH

PERFECTING POLICY WITH PILOTS

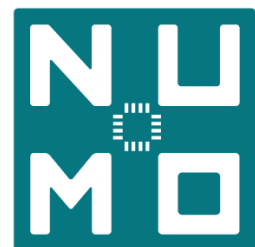
MOBILITY OF PEOPLE

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

MOBILITY OF GOODS

- AV Goods Delivery

SUPPORTING PARTNER



New Urban
Mobility
alliance



PERFECTING POLICY WITH PILOTS:

NEW MOBILITY AND AV URBAN DELIVERY

PILOT PROJECT ASSESSMENT



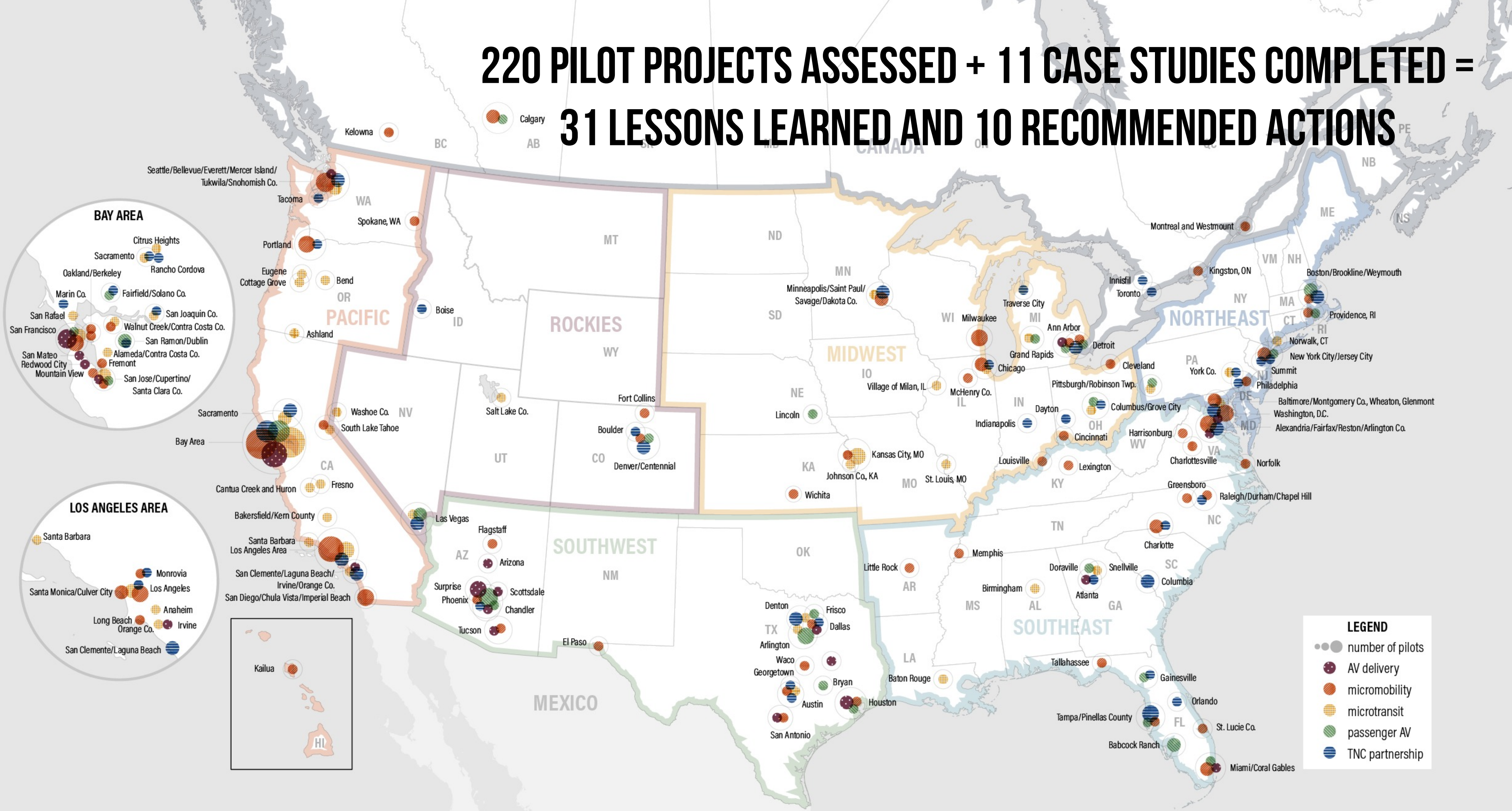
APRIL 2020

URBANISM NEXT CENTER

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



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



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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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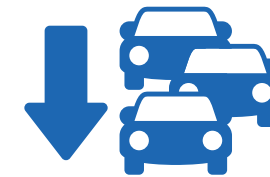
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CITY OF PORTLAND —2019 E-SCOOTER FINDINGS REPORT



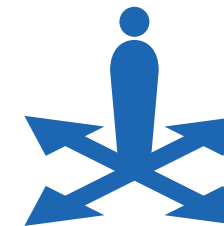
Reduce traffic congestion

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

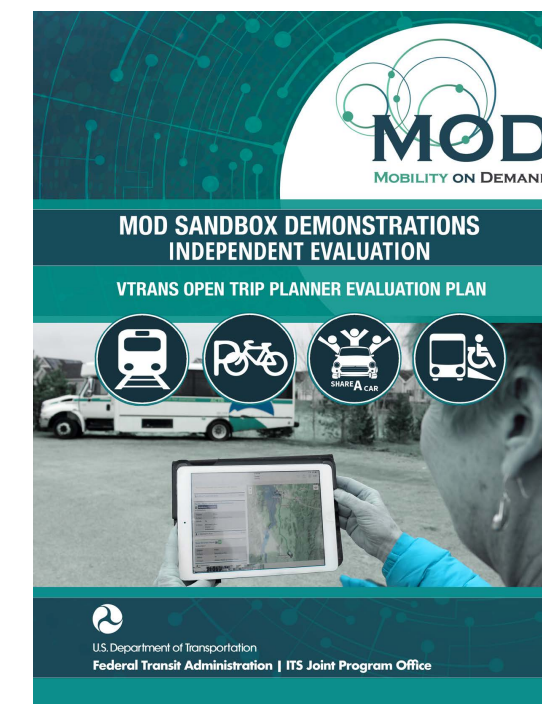
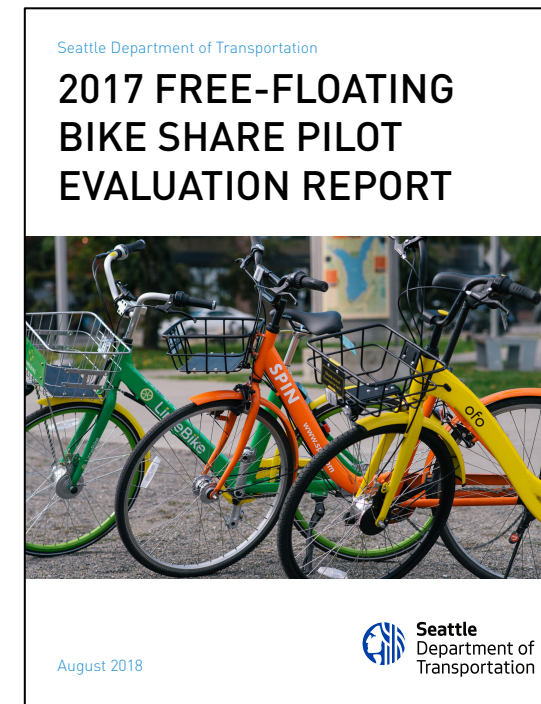
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Only

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

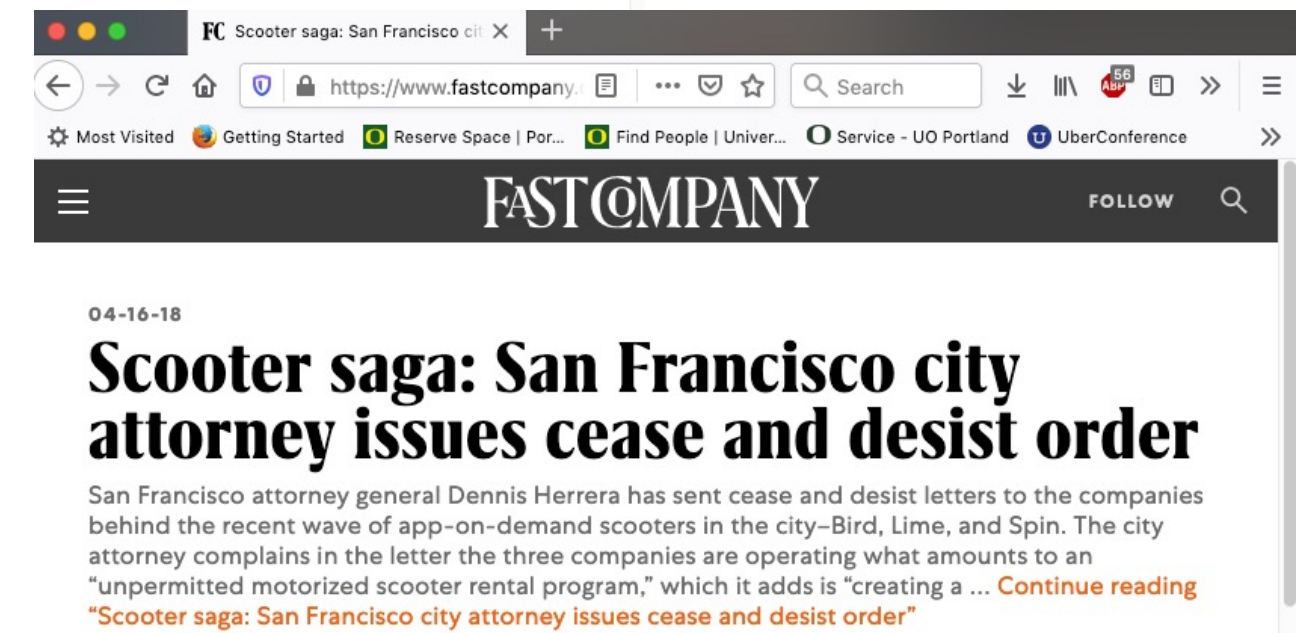
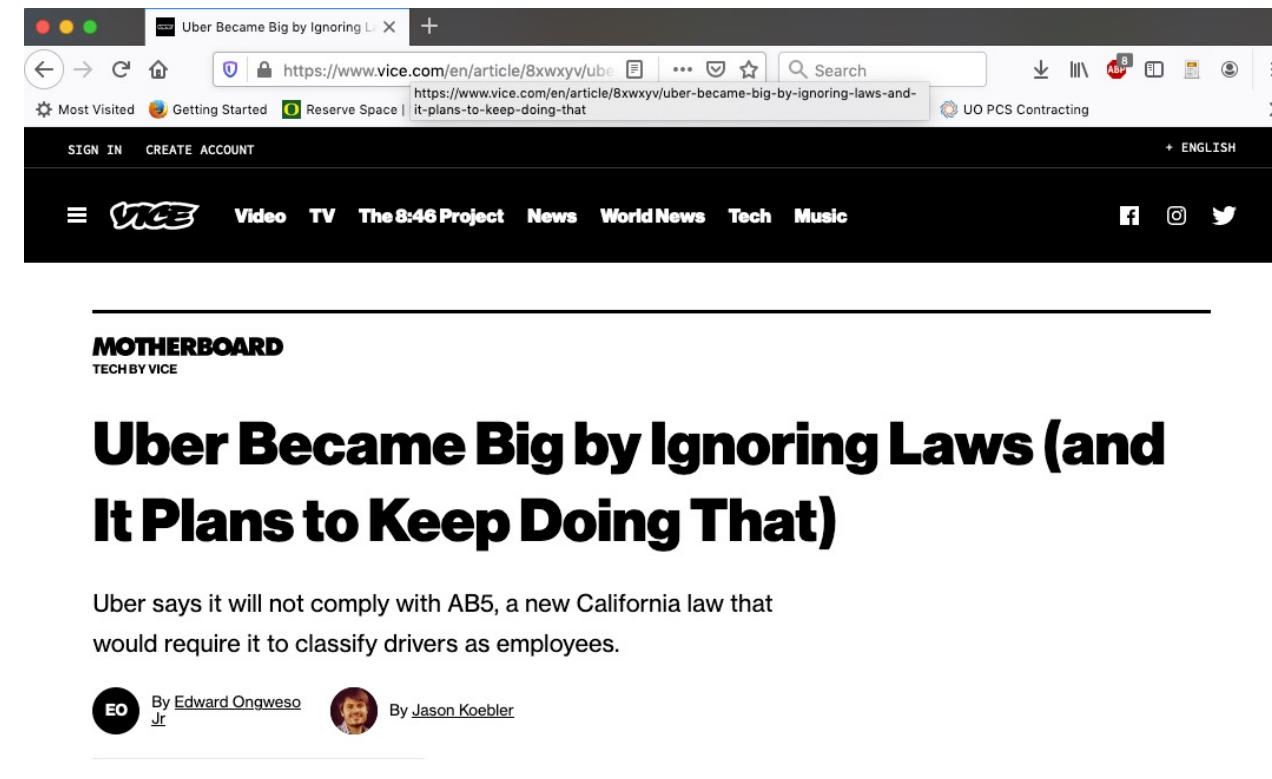
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CITY OF PORTLAND —2019 E-SCOOTER FINDINGS REPORT

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

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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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.



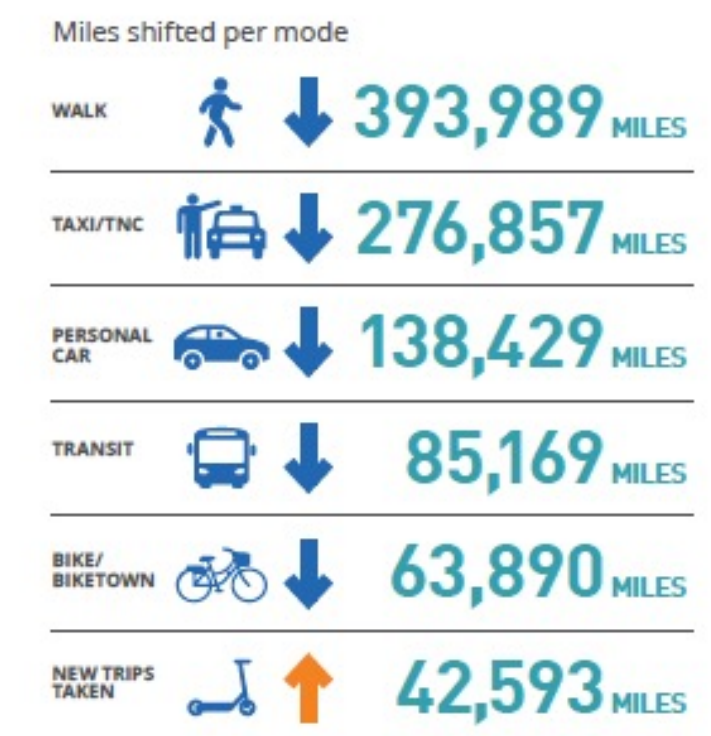
City of Portland Bureau of Transportation, 2018 E-Scooter Findings Report

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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URBANISM NEXT EUROPE
2021 ⋮

Thank you!

Do you have any question?

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

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