



DC

ITS AMERICA
JUNE 2019

**INTELLIGENT MOBILITY:
SAFER. GREENER. SMARTER.**



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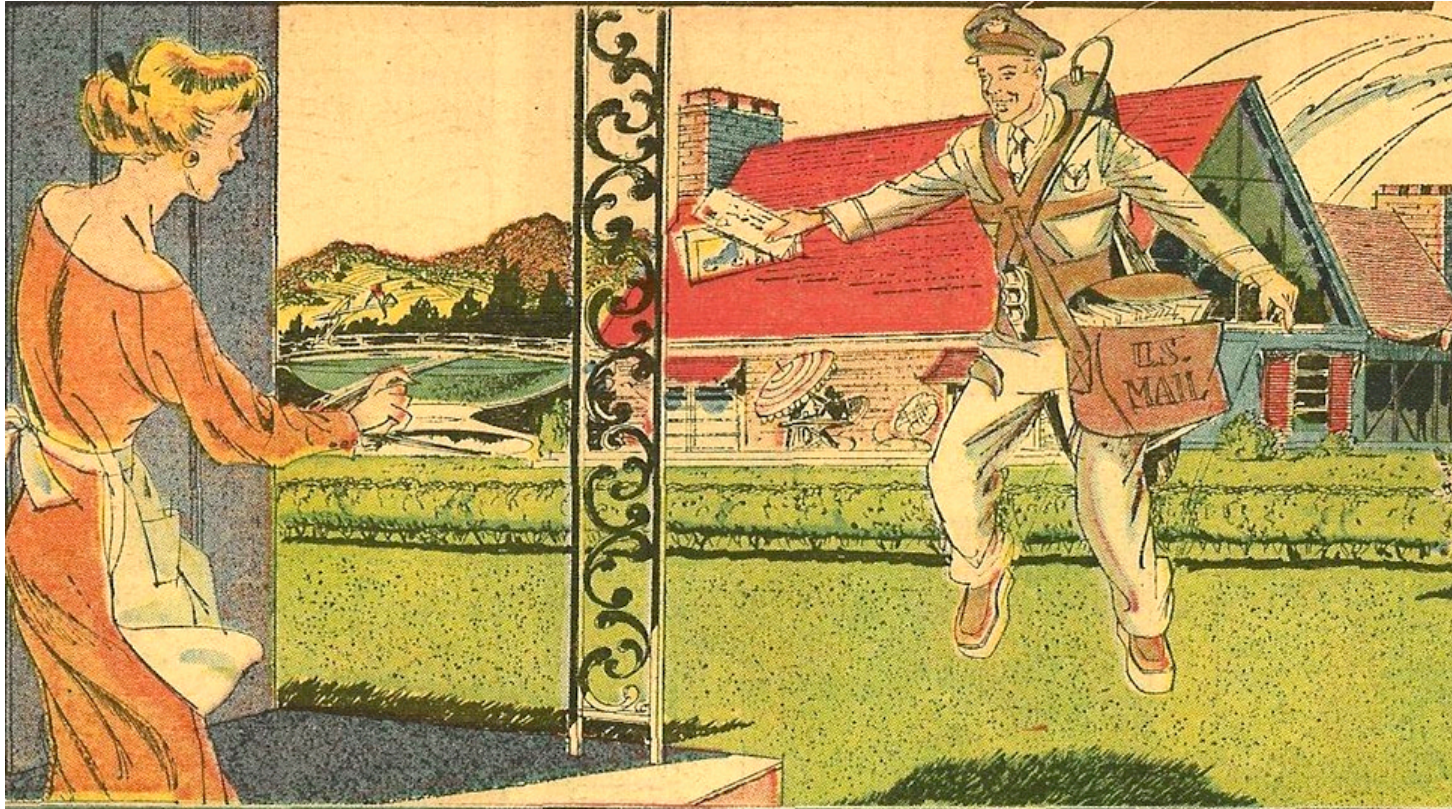
Smart Cities Set Goals for ITS

Mike Flynn, Sam Schwartz Consulting

**INTELLIGENT MOBILITY:
SAFER. GREENER. SMARTER.**

ITS  AMERICA

Technologies come and go...



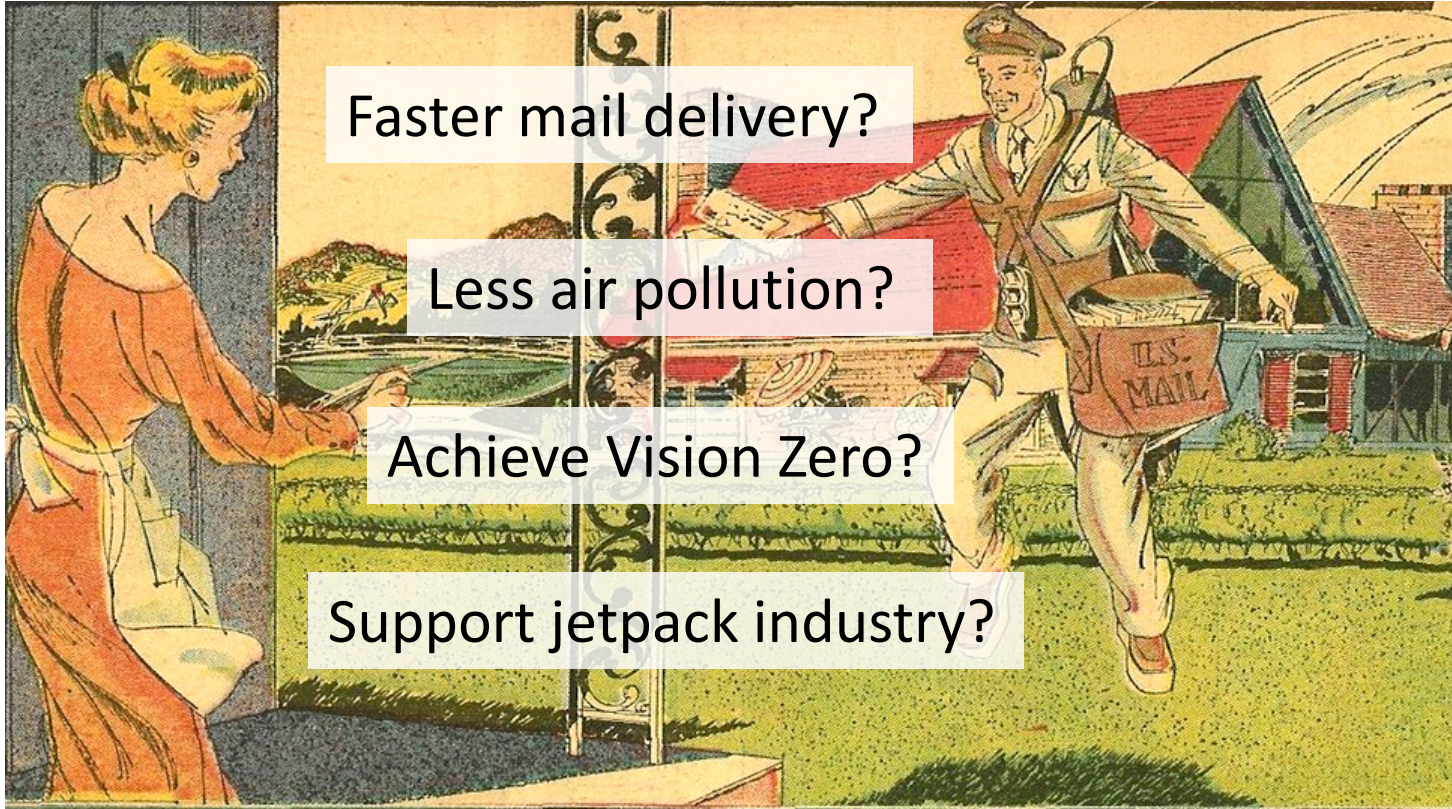
Technologies come and go...

Faster mail delivery?

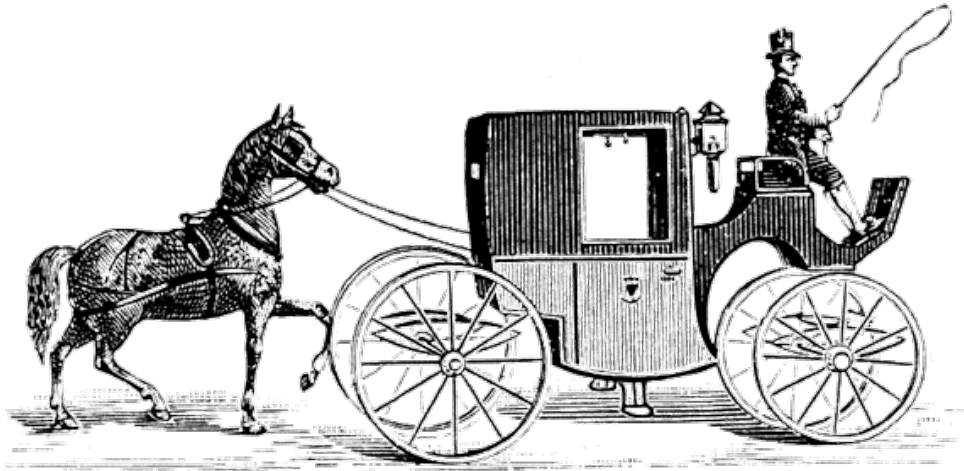
Less air pollution?

Achieve Vision Zero?

Support jetpack industry?



...Goals are forever



etc...



...Goals are forever

Problem: Traffic Congestion



Solutions:

Increase capacity

- Widen roadways

Optimize existing capacity

- Prioritize efficient modes
- Traffic & signal management

Manage demand

- Congestion pricing
- Parking & TDM programs

...Goals are forever

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Problem: Traffic Congestion

Goals:

- Reduce CapEx & OpEx
- Reduce emissions (i.e. don't induce more driving)
- Support transportation equity
- Short-term implementable

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Smart Mobility Strategies

Seattle Department of Transportation

NEW MOBILITY PLAYBOOK



Version 1.0

September 2017



<p>Put People and Safety First</p>	<p>The public right-of-way is our most valuable and most flexible public space. Our streets should prioritize access for people, amplifying the role and value of walking, biking, and transit in Seattle. We respect the desire to retain and use privately owned vehicles but will continue to manage the transportation system to move people and goods safely and efficiently. Safety is paramount, no matter how you get around Seattle. Our streets should be comfortable and intuitive for our most vulnerable travelers (people walking and biking). Shared, automated, and other new mobility models should not only advance our Vision Zero safety goals, they should also maintain consumer protections.</p>
<p>Design for Customer Dignity and Happiness</p>	<p>Transportation happiness is a key indicator of the 21st century Seattle Department of Transportation. We will not only simplify and enhance the user experience of public transit and new mobility services, we will also continue to promote a diversity of transportation choices. Dignified public transit and new mobility services must accommodate people with mobility impairments, non-traditional schedules, and families that need flexible mobility options.</p>
<p>Advance Race and Social Justice</p>	<p>Mobility, whether shared, public, private, or automated, is a fundamental human need. Everyone needs a barrier-free transportation system and affordable transportation options that are understandable and accessible to all who want to use them. New mobility models should also promote clean transportation and roll back systemic racial and social injustices borne by the transportation system.</p>
<p>Forge a Clean Mobility Future</p>	<p>We are committed to climate action. We will transition our transportation sector to one that furthers our climate goals and builds replicable models for the rest of the world. New mobility services should use clean energy and expand human-powered transportation.</p>
<p>Keep an Even Playing Field</p>	<p>Data infrastructure is foundational to understanding, operating, and planning in a constantly changing transportation system. Partnerships and a fair and flexible regulatory environment will nurture and expand new mobility ideas, companies, jobs, and workforce training.</p>

ASSISTANCE FROM TECHNOLOGY

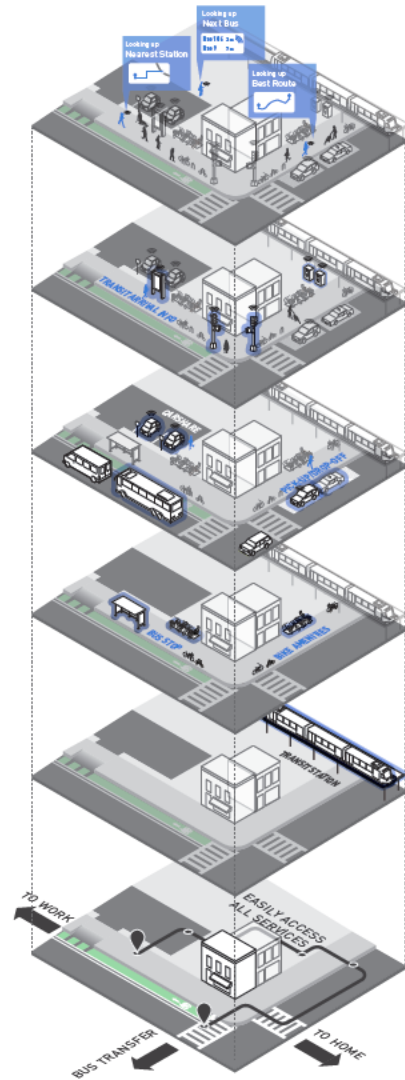
REAL-TIME NAVIGATION

MOBILITY SERVICES

INFRASTRUCTURE SUPPORTING MOBILITY

TRANSIT STATION

CONNECTIONS



NEW MOBILITY PLAYBOOK



Our five plays are to:

PLAY 1:

Ensure new mobility delivers a fair and just transportation system for all

PLAY 2:

Enable safer, more active, and people-first uses of the public right of way

PLAY 3:

Reorganize and retool SDOT to manage innovation and data

PLAY 4:

Build new information and data infrastructure so new services can “plug-and-play”

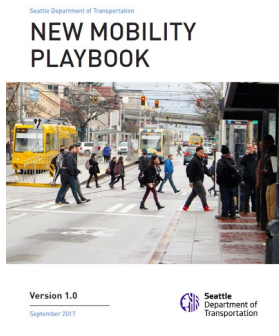
PLAY 5:

Anticipate, adapt to, and leverage innovative and disruptive transportation technologies

Seattle's New Mobility Playbook

PLAY 4:

Build new information and data infrastructure so new services can “plug-and-play”



- **Strategy 4.1:** Access relevant data to ensure the public good is served
- **Strategy 4.2:** Facilitate trusted data flows between connected vehicles, sensor infrastructure, personal devices, and community digital devices
- **Strategy 4.3:** Develop analytical tools that model the evolving state of mobility
- **Strategy 4.4:** Establish an open marketplace for Mobility as a Service
- **Strategy 4.5:** Simplify and enhance the fare payment experience
- **Strategy 4.6:** Unlock new opportunities for trip planning

Seattle's New Mobility Playbook



18-month actions include:

- **Build staff capacity** for data analytics, technology investments, pilot delivery, and policy-making
- Work with regional and national partners to **establish a neutral trusted data platform** that houses data from new mobility service providers, sensors, and other data sources, automates data analytics, and enables predictive analytics
- Develop a **digital data master plan** to take stock of our data, establish data sharing standards, and create data handling and privacy standards for the trusted data platform, Mobility as a Service platforms, and connected infrastructure
- Democratize and **test technology in the public right-of-way** such as interactive digital kiosks and other information interfaces
- **Establish a permit process** that allows sensor infrastructure providers to expand the network of sensors at intersections and multiply vehicle-to-infrastructure (V2I) communications citywide

Smart City Goals → ITS Solutions

- **Stay focused** on core community values and public outcomes amidst rapid technological change
- **Use limited funding most effectively** – which ITS investments are worthwhile; which deliver the most benefits?
- **Create a clear and consistent narrative** that helps the public understand all the rapid changes happening, how you're working to address them, and how ITS benefits them
- **Have conversations on an even footing** with the many companies approaching you with the latest silver bullet

The logo consists of the letters 'DC' in a large, bold, white sans-serif font, positioned above the text 'ITS AMERICA' and 'JUNE 2019' in a smaller, white sans-serif font. The entire logo is set against a dark blue rectangular background.

DC

ITS AMERICA
JUNE 2019

The background of the slide is a nighttime photograph of a city, likely Washington D.C., featuring a multi-level highway interchange with long-exposure light trails from cars. The Washington Monument is visible in the distance on the left. A large, semi-transparent white triangle is overlaid on the right side of the image, pointing towards the center.

Thank You

Mike Flynn, AICP

Principal + Director of City Strategies

Sam Schwartz Consulting

mflynn@samschwartz.com

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