SW / MID
Mobility Innovation District
WHAT IS THE SW / MID?

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National & regional testing ground for new mobility solutions and policies
WHAT IS THE SW / MID?

Open, collaborative, co-creative ecosystem for exploration of mobility and urban innovation
Catalyst for business incubation, acceleration and jobs for DC residents
WHAT IS THE SW / MID?

MOBILITY INNOVATION DISTRICT

An outcomes-focused framework to address key goals of our larger urban centers, like the DMV – including reduced environmental impact, improved safety, seamless connectivity, equitable access, and a high quality of life/user experience.

To be achieved through experimentation in public policy, new mobility services, infrastructure and public right-of-way design, incentives, and other innovations in product, services and policies.
The Southwest Waterfront District is in the midst of a complete urban transformation, including large scale mixed-use development, streetscape reinventions, new neighborhood amenities and attractions, and major new tenants and residents relocating to the area.
A Neighborhood Already Catalyzed

$1.7B+ of new investment in the next five years
25,000,000 SF of space under development
Adjacent to federal government, museums & waterfront
3 miles from Reagan National Airport
2.5 miles from Amazon HQ2

The SWBID is uniquely positioned as a rapidly growing and changing multi-use quadrant in the heart of Washington DC, to become a national hub for the deployment of innovative mobility solutions.
Exploring “how do we get there” while finding our city’s desired future-state of urban mobility.

A key differentiator between the MID, and other demonstration sites nationwide, would be the focus on the transition between today and the future – in addition to providing a platform for experimenting and testing innovative new technologies. The MID is envisioned as a one-of-a-kind place to explore how cities will adapt to these changes over time as the pace of change for policy, infrastructure and urban design, behavior change, and technology vary significantly.
SWBID envisions the City as the lead partner in establishing the MID and critical to the success of this initiative – in exploring impacts of new transportation technologies on public policies and regulations, the public right-of-way, data sharing between public and private mobility providers, etc.

There are various ways in which the City can support this partnership, including:

**REGULATIONS**

Establishing a specific, time-limited and clearly defined regulatory environment that supports innovation in the MID by either allowing for testing, streamlining approval/permitting processes, exempting from conventional requirements, or even incentivizes piloting in the MID first, more.
DC GOVERNMENT ROLE

POLICY
Considering how to incorporate successful demonstrations into longer-term plans for policy change, urban design enhancement, infrastructure connectivity and improvements, future service models, more.

FUNDING & PROMOTION
Seed funding & national promotion on tours from NYC to Silicon Valley. Providing access to city staff, services, data, and infrastructure in support of testing.

INFRASTRUCTURE
Iterative, experimental quick-build in some places, and co-creation with SWBID and private sector for new uses for the streets, alleys, curbside and sidewalks in others.
In March 2019, DDOT and SWBID formally submitted a response to US DOT NOFO #693JJ319NF00001 “Automated Driving System (ADS) Demonstration Grants.”

The response was formulated around ADS demonstrations compatible with broader mobility plans in building out the complete SW/MID vision.

Preparation of the response necessitated the joint team reaching out to many potential partners – vehicle manufacturers, fleet operators, data support, local stakeholders, potential funding sources and more.

Significant insight was gained into the current state of applicable AV technology, MID partnership interest, implementation and operations costs.
POTENTIAL PARTNERS

DC Government
Mayor’s Office
DDOT
OP
DMPED
DOES
DCST
WDCEP
Arts & Humanities & more.

Private Sector
Local Businesses
National Technology Cos
National Mobility Cos
Automakers
Developers

Academia / Research
DC Universities
Regional Universities
Silicon Valley Universities
DMV Business Schools

Economic Dev / Jobs
Investors
Incubators
Accelerators

MOBILITY INNOVATION DISTRICT
2019 TIMELINE

MOBILITY INNOVATION DISTRICT

Apr - Jul  
Fund  
Raise funds for three year plan of the MID.

Aug - Sep  
Market  
Market the MID and upcoming demonstrations.

Sep - Oct  
Demo  
Demonstrate on-street AVs and related tactical urbanism projects.

Oct - Nov  
Lead  
Hold an annual conference and promote early learnings.
END