Dystopia or Utopia

WHAT DO WE NEED TO GUIDE US TO A POSITIVE OUTCOME?

"... AVs will deliver on their promise only if policymakers – like passengers climbing into a robotaxi – are absolutely clear about where they want to end up."

The Economist, March 3, 2018
The Disaster of our Driverless Future
Pop Quiz:

Who’s investing the most in autonomous vehicle technology?
Pop Quiz:

What’s Alphabet/Google/Waymo’s revenue model?

Selling information, right?
~96% of Google’s revenue is Advertising

Source: Investopedia
Revenue model for future mobility isn’t mobility.

It’s time.

And capturing value of time.
Public health disaster
Congestion
disaster
space required to transport 60 people

Car?  Bus?  Bicycle?
space required to transport 60 people

Image: Jon Orcutt
Equity disaster
Urban quality of life disaster
Labor & Political disaster
Dystopia or Utopia
WHAT DO WE NEED TO GUIDE US TO A POSITIVE OUTCOME?

Gerry Tierney – Perkins+Will
Jeffrey Tumlin – Nelson\Nygaard
Amanda Eaken – NRDC
Andrew Dick - ODoT
Shared Mobility vs. Private Ownership: Is this important?
Seamless Mobility: Treat Mobility as a City Utility?

WHAT IF ALL TRANSPORTATION WAS CONVERGED...  ...AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?

Essential is to get from A to B

“Get anywhere” mobility package for 300 €/month:
- Transportation from A to B according to a service-level agreement (e.g. pickup in 7 minutes)
- Including all transportation (regional public transport, taxi, car and ride sharing, bike sharing etc.)
- Including transport related services (city logistics, home deliveries etc.)
- Roaming in other cities and countries
Whim Offers:

**Light**
- **€89 /month**
- Includes HSL Helsinki season ticket + 1.000 Whim points
- Use your Whim points as you like, for example:
  - 2 taxi trips (-10 km/trip) daytime
  - Unlimited local public transport

**Medium**
- **€249 /month**
- Includes HSL Helsinki season ticket + 5.500 Whim points
- Use your Whim points as you like, for example:
  - 8 taxi trips (-10 km/trip) daytime
  - Unlimited local public transport
  - 2 days of car rental

**Premium**
- **€317 /month**
- Includes HSL Helsinki season ticket + 8.000 Whim points
- Use your Whim points as you like, for example:
  - 8 taxi trips (-10 km/trip) daytime
  - Unlimited local public transport
  - 5 days of car rental

**Pay-as-you-go**
- Try Whim without commitment and upgrade whenever you like.

Transport providers:
- **NAPA**
- **SOXT**
- **VEHO**

We get you to your destination using your preferred mode of transport, letting you pay as you go – all in one app!
Equity: Digital Access = Universal Access?

The most powerful tool in transportation?
Is this now an essential component of transportation?

Social Access:
How much is your data plan?
Do we need to create a lifeline mobility access plan?
5 PLAYS SUGGESTED:
If we leave it to chance ...
If we shape it ...

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 transportation technologies
Streets at the beginning of the automobile age
What could these new streets look like?
What could these new streets look like?
Concept study for Lyft, Wilshire Blvd., Los Angeles

Existing:
What could these new streets look like?
Concept study for Lyft, Wilshire Blvd., Los Angeles

Traffic flow sections by Nelson/Nygaard
What could these new streets look like?
Concept study for Lyft, Wilshire Blvd., Los Angeles

How do people travel in Los Angeles today?

2015

- Transit: 10.6%
- Walk: 3.6%
- Bike: 1.6%
- Carpool: 1.4%
- Taxi/Motorcycles/Other: 1.4%
- Work from Home (WFH): 5.7%
- Drive Alone: 67.5%

How will people travel in Los Angeles in the future?

2035

- Transit/Walk/Bike: 50%
- Carpool: 20%
- Taxi/Motorcycles/Other: 5%
- Drive Alone: 25%

Support Regional GHG Reduction Through Autonomy

- Early Adoption: 8%
- Scaling Up: 18%
- At Scale: 21%

Data graphics by Nelson/Nygaard
Shared Electric Connected Automated vehicles will allow us to RECLAIM THE PUBLIC REALM:

Let’s discuss what we want to do with it.

Thanks!