Frictionless mobility in the Portland region

Urbanism Next

May 8\textsuperscript{th}, 2019
We’ve been doing this for a while...

...but it hasn’t always added up.
Elements of seamless mobility

A rich variety of **transportation options and infrastructure**, available across the region

**Data standards** so that we can help people compare options and plan multimodal trips

**Integrated payment** that makes it convenient for people to pay fares

**Public oversight** so that we can ensure integration, consistency, and equitable access
## How are we doing on these elements?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Regionally available?</th>
<th>Data standards?</th>
<th>Integrated w/ transit payment?</th>
<th>Public oversight?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Transit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Bike/walk</td>
<td>✓</td>
<td>✓</td>
<td>--</td>
<td>✓</td>
</tr>
<tr>
<td>Bike share</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Scooter share</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Ride-hailing</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Car share</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
<tr>
<td>Carpool</td>
<td>✓</td>
<td>X</td>
<td>X</td>
<td>✓</td>
</tr>
</tbody>
</table>

✓: All the way there  
X: Not there  
✓: Part of the way there  
--: Not applicable
What’s the value of a public sector tool?
How do we make seamless mobility accessible for everyone?
This takes data and technical capacity
There’s not a lot of consistency for new options

In the Portland region...
• Uber and Lyft are available in 24 cities and 3 counties, 1 of which requires data sharing
• Bike and scooter share are available in 1 city, which requires data sharing
• Car share is available in 3 cities and 1 county, 1 of which requires data sharing

1 bike share system, 1 car share service, and 1 ride-hailing service are included in TriMet’s new multimodal trip planner
How do we protect privacy?

'This is creepy': In LA, scooters become the next data privacy fight

By JEREMY B. WHITE | 03/06/2019 08:06 AM EST

The clash opens another chapter in a long-running conflict between cities and mobility companies, like Uber, that previously sought to aggressively expand before getting official approval. | Mario Tama/Getty Images
What’s Metro doing?

• Creating guidance and model regulations for new mobility data and privacy
• Developing a tool to help our agency partners share and work with dockless data
• Improving our data sharing systems and privacy policies
• Supporting and convening partners who are working on data policies, data systems, and privacy
• Exploring new ways to provide equitable access to tech
eliot.rose@oregonmetro.gov
oregonmetro.gov