Ideation to Implementation

Regional Implications of the New Tomorrow

Sarah Jepson
Acting Director of Planning
May 9th, 2019
Our Region

- Nation's largest Metropolitan Planning Organization (MPO)
- Governed by a Regional Council of 86 elected officials

SCAG Facts

- 6 Counties
- 48.1% State Population
- 191 Cities
- 5.8% U.S. Population
- 19.1 Million Residents
- 15th Largest Economy in the World
- 38,618 Square Miles
Regional Transportation Plan/Sustainable Communities Strategy

- Long-term vision and investment framework

- State Requirements (SB 375)
  - Integrated regional development pattern & transportation network
  - Reduce GHG emission to meet targets for passenger vehicles

- Federal Requirements
  - Updated every 4 years
  - 20+ years into the future
  - Revenues = Costs
  - Passes regional emission standards
Where Will We Grow?

PROJECTED REGIONAL GROWTH

2016-2045

- Population: +3.6 Million
- Jobs: +1.6 Million
- Households: +1.6 Million

Population growth from 2016 to 2045 is projected to be +3.6 Million. Jobs growth is projected to be +1.6 Million and household growth is also projected to be +1.6 Million.
How Will We Connect?

Trip Purpose

- Others: 59%
- Work: 25%
- School: 16%

VMT share by Trip Purpose

- Others: 40%
- Work: 56%
- School: 4%
16% of Uber trips in LA started or ended near a Metro Station

22% of those trips took place during peak commute times (7-10am & 4-7pm, M-F)
New Mobility -- 2020
Responding to New Mobility “Opportunity”

Typical Government Response:

1. Technology is our savior; come to our town!
2. Cease and desist!; go away!
3. Regulate, heavily
4. Regulate, lightly
5. Help! What do we do?

--Brian Taylor, UCLA
Ideation to Implementation

1. Technical Approach
2. Policy Approach
3. Implementation
Research Questions

• What is happening in the private & public sectors?

• How can SCAG collect data and model these innovations?

• If these innovations produce outcomes that work against our regional goals, how do we develop and encourage policies?
Emerging Technology

- Neighborhood Electric Vehicles (NEVs)
- Car/Bike/Scooter Sharing
- Mobility as a Service (MaaS)
- Microtransit

- Connected Vehicle Technologies
- Semi-automated drive modes
- Fully Autonomous Vehicles
Automated & Connected Vehicles Cases

- **Personal Vehicles**: Full Speed, High Turnover, Many Decision Makers
- **Shared Vehicles**: Low Speed, Low Turnover
- **Transit Vehicles**: Full Speed, Low Turnover
- **Goods Movement**: Low Speed, Low Turnover, Fewer Decision Makers
Research Products:

- Off-Model Calculators for Carshare, BikeShare, Microtransit etc.
- Modeling approach for automated vehicles
- Currently conducting travel surveys of ridehailing users
Ideation to Implementation

1. Technical Approach
2. Policy Approach
3. Implementation
Policy Committees

• Open Data, Big Data Smart Connected SCAG Region

• Emerging Technology Committee
What Stakeholders Have Asked For

2017 Policy Guidance Workshop

- Safety
- Implementation
- Vision
- Communication
- Funding
- Legislation
Policy Integration

- Land-Use
- Street Design
- Pricing and System Management
• Neighborhood Mobility Areas

• Identified TAZ’s with
  1. High number of Intersections
  2. Low observed travel speeds
  3. High mix of uses
  4. High accessibility to “everyday” destinations
Land-Use and New Mobility

Neighborhood Mobility Areas

Employ Complete Streets strategies:

• Bike lanes, roundabouts, wider sidewalks & better lighting,
• Connected network of low-speed lanes
• Neighborhood design

Shift short trips to Non-SOV modes.
Street Design & Sustainability
Street Design & New Mobility
System Management & Sustainability

Regional Express Lane Network

Pricing Strategies
System Management & New Mobility

Curbside Management
Ideation to Implementation

1. Technical Approach
2. Policy Approach
3. Implementation
‘Great Streets’ Road Diet ‘Destroyed My Life And Ruined My Family,’ Says Mar Vista Restaurateur

John Atkinson says his dream of selling food where his grandfather once did ended when the city put bike lanes on his street.
What is Go Human?

- Advertising Campaign
- Open Streets & Demo Projects
- Partnerships & Co-Branding
- Material Distribution
• Partner with cities to host temporary demonstration events
• Cities can gather feedback on planned improvements
• Successful way to engage new audiences
• 63% of attendees had never been to a community meeting about transportation
Re-Imagining Streets for New Mobility

Go with the flow.
Ride in bike lanes, not sidewalks.

SCAG™
Communities within the SCAG Region:

- 70% have limited or minimal staff resources to analyze data
- 43% have no in-house GIS services
- 84% share data through direct communications

*SCAG Regional Data Survey, Fall 2017*
SCAG launched a 3-year, $8 m initiative to advance priority projects. The initiative will leverage public/private funds, including $4.5 M in SCAG resources. Projects will be administered by SCAG leveraging existing relationships and programs with cities/counties.
Future Communities Pilot Projects

**CITY OF LOS ANGELES**
Department of Transportation
Los Angeles County
Incentive strategies supported by data analytics to encourage low VMT trips.

**CITY OF MONROVIA**
Los Angeles County
TNC pricing to support shared rides and commuter transit trips.

**CITY OF ANAHEIM**
Orange County
Integration of real-time parking guidance with ride-hailing mobile application.

**CITY OF GLENDALE**
Los Angeles County
Route optimization of City refuse and street sweeping services.

**CITY OF RIVERSIDE**
Riverside County
Online permitting software to reduce trips to City Hall.

**COUNTY OF SAN BERNARDINO**
Software program allowing digital review of court warrants to reduce officer trips to County court houses.

**THE CITY OF ONTARIO**
San Bernardino County
Smart City Corridor deployment providing sensor information allowing for more efficient trips.

**CITY OF CERRITOS**
Los Angeles County
Online permitting and licensing software to reduce trips to City Hall.
VMT Reduction Through Real Time Data

City of Los Angeles

Mobility Data Specification

Carshare

Data Driven Incentives

VMT

MDS helps cities enforce, evaluate and actively manage private companies who operate in our public space.
City of Riverside

- Allows for electronic submission of various entitlement, permit and license applications
- Supports improved workflow management and efficient multi-departmental review
- Reduces VMT by eliminated need for multiple trips to City Hall
- Reduces operating/support costs incurred by City staff
Thank You

Sarah Jepson
Acting Director of Planning
jepson@scag.ca.gov

For more information visit www.scag.ca.gov