TRY IT BEFORE YOU BUY IT

DESIGNING EFFECTIVE PILOT PROJECTS
The What & Why of Pilot Projects:

*Focus on Mobility Technologies*

What Goes into Effective Pilot Project Design?

Examples ( & What’s Coming)
A small scale ... preliminary study .... conducted to evaluate:

- Feasibility
- Time
- Cost
- Adverse events

... and improve upon the design prior to full implementation
New Pilot Projects

- Needed for New Technologies
- Used for Innovative Approaches
- Used for Public Engagement
- Focused on Numbers & Data
PARKING DESIGN

ROLE OF PUBLIC & ADVOCACY GROUPS

- Help Set Goals & Metrics
- Public Interest!
- Use of Public Resources
- Use of Data
- Show How to Harness Benefits/Limit Risks

Participate!
- Stakeholder Group
- Pilot User
- Pilot Ambassador
JOB #1: GOALS AND DEFINITION OF SUCCESS

Pro Tip:
Create goals that align with funding requirements

- Increase Mobility Options
- Environmental Goals
- Increase Economic Opportunities
PILOT SCOPE: CAN MAKE OR BREAK A PILOT!

MICRO TRANSIT PILOT PROJECT ON WESTSIDE

Length of Time

Geographic

Budget

March 28, 2018
How to Promote the Service?

- **Community**: schools, Walmart, social services, senior residences, extended stays, management offices, library, rec center
- **Commuters**: reverse commute; TMO; residential; station
- **Competitive/Complementary Services**: employer or government shuttles
- **Direct marketing**: mail, flyers, direct contact, associations, municipalities, transit vehicles

On-demand flexible shuttles in specified geographies
ON-BORDING CUSTOMERS FOR THE PILOT

Customer Journey Map

Persona Details
Bio of key attitudes and behaviors

Scope Summary
Detail the scope of the journey being detailed below

Goals
List the motivations driving this particular persona within the scope detailed

Develop User Journey Maps
Customer Service is Key
Design in Feedback
Goals -> Metrics (KPIs) -> Data Needs

Best Way to Collect & Analyze?

Data
• Privacy
• Ownership
• Access
• Reporting
Anticipatory Scenarios
Permitting Requirements
Workplan & Training
Midpoint Evaluation For Powered Scooter Share Pilot

Tuesday, April 16, 2019

Tracking & Evaluation Process

Action Triggers

SFMTA
**SUCCESS FACTORS**

- Shared Scooters: Short trips, First/Last Mile, Safety
- Mobility Integration
- Infrastructure & Parking
- Legal Requirements & Enforcement
- Recharging & Maintenance
- Rider Training & Support
- Ubiquity
PILOT CLOSE OUT

Decision to Proceed

Pilot Project Pivot

Close Out

Lime Real Estate Partners Program

UPGRADE YOUR PROPERTY
WITH SMART, SHARED
MOBILITY

Lime
PARKING & CURBSIDES: TRENDS

- Dynamic Parking Pricing
- Uber/Lyft Pick-up Zones
- E-Commerce & Deliveries
Replace parking with TNC pick-up & drop-off

Goals: (1) Reduce congestion in entertainment zone, (2) Reduce drunk driving, (3) increase pedestrian safety

Results: (1) Positive reviews from businesses and enforcement, (2) Unofficially been advised of increased business & decreased congestion

Pivot: Continued issues with wayfinding and signage to prevent parking
MICROMOBILITY: TRENDS

Sustainable Business Models
Guidelines:
(1) Pedestrians First
(2) Park Responsibly
(3) Stay on Right of Way,
(4) Know What You're Sharing
(5) Right and Report

Pivots:
(1) Expanded from Dockless to Micromobility Program
(2) Hired CDC to conduct crash study

AustinTexas.gov/Micromobility
About 60% (2,035) included work among their trip purposes. 922 respondents ranked work trips the most frequent trip type they took.

About 96% (3,209) included recreation among their trip purposes. 908 respondents ranked recreational trips the most frequent trip type they took.

About 81% (2,707) included entertainment among their trip purposes. 645 respondents ranked trips for entertainment, such as to dinner, movies, or shows, the most frequent trip type they took.

About 70% (2,361) included errands among their trip purposes. 456 respondents ranked errand trips the most frequent trip type they took.

About 25% (844) included school among their trip purposes. 251 of respondents ranked school-based trips the most frequent trip type they took.
### Dockless Mobility Overview

**Month**
- June 2019

#### All Modes

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#### Dockless Scooters

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MICROTAXI & RIDEHAIL: TRENDS

TNCS under scrutiny

Microtransit popular, but success mixed

Move to Mobility-as-a-Service
Parking congestion downtown/train station

Goals:
(1) Alternatives to inadequate parking
(2) Avoid cost of new parking structure

Pivot:
(1) Switched vendors to allow riders to pre-schedule rides up to a week in advance,
(2) Extended hours
(3) Expanded area to serve downtown workers
First/Last 1-3 miles to transit stations

Goals:
(1) Alternatives to inadequate parking
(2) Increase transit ridership
(3) Designated pick up points (5 min. walk)

Pivots:
(1) Ford discontinued its Chariot business, so service now through Via
(2) Added mobile app
(3) Expanding service to all transit hubs
Are Uber and Lyft the Future of Transit? Not So Fast

By Aaron Short | Jul 22, 2019

60% of them took fewer than five rides during that time. By comparison, the top ten most frequent users had each taken at least 40 rides, as many as 75 times for two riders, and alone represented 40% of all rides. Trips through United Taxi followed a similar trend through the last point of analysis.
Microtransit for reverse commuters – 2 year pilot

Goals:
(1) Fill vacant suburban office space
(2) Eliminate cost of corporate shuttle
(3) Connect office parks
(4) Access to transit

Chicago Tribune
VEHICLE SHARE: TRENDS
ROUND TRIP, POINT TO POINT, PEER TO PEER, AMENITY FLEETS

Amenity fleets for individual buildings

Moped share

TaaS: Turnkey vehicle share platforms
EXAMPLE: VICTOR VALLEY TRANSIT AUTHORITY CARS SHARE PILOT

Small car share program

Goals:
(1) Increase mobility in low income, rural district
(2) Access to fresh food
(3) Use existing partnerships for financial sustainability
Rise in e-commerce changing logistics

Real estate responding: warehouses & lockers

Automated delivery at all scales
AUTONOMOUS TECHNOLOGY - TRENDS

Automated shuttles & trucks seem to have traction

Automated cars in ridehail or car share model

Automated deliverybots (air & ground)

GM/Local Motors/StarshipTechnologies
Service types that could be used for various use cases:

- Fixed route and schedule
- On-demand
- Pre-arranged route or zone-based
- Flexible route-based services
- Private property services
DESIGNING AN AUTOMATED SHUTTLE PILOT

GOALS
PARTNERSHIPS
REGULATORY READINESS

Technical Requirements

Geographic Boundaries

Feasibility

Financial & Funding

Pilot Length
Service types that could be used for various configurations:

- Exclusive Off-street Guideway
- Off-street, Multi-use Pathway
- On-Street Pathway with Dedicated, Low Speed Lane
- On-Street Pathway with Dedicated Transit Lane
- On-Street, Mixed Traffic
Asking for input on driverless vehicles, Buffalo group is less than thrilled.
SOLVES PROBLEMS... & CREATES PROBLEMS

- Expanded mobility
  - The Elderly
  - Youth
  - Travelers with Disabilities
- Ability to Lower Tailpipe Emissions
- Feeders to Transit
- Automated Transit
- Economic Catalyst
- Potential to Lower Costs

- Privatization of Personal Data
- Cybersecurity
- Lack of Consumer Trust
- Preference for Vehicle Ownership
  - Subjugated Walk/Bike Modes
- Biased Algorithms
- Federal/State Preemption
- Cost of Mass Electrification
Graham Roe @roezone · 2h
Functional but not pretty but thats the way we do lots of stuff in #kw e.g. #bci bluevale collegiate, most of the buildings on #uwaterloo, all of the new student condos, -- Does it really cost too much to do it aesthetically pleasing e.g. Laurel Trail in Waterloo Park?

Matt Rodrigues @mattjrodrigues · 20h
COMING S O O N #CycleWR
SUM IT ALL UP: PILOT PROJECTS

FORGING A NETWORK OF NEW MOBILITY IN TORONTO
Making the links between Toronto’s transportation services more seamless and convenient

- Inter-City Transit
- Local Transit (Buses, Subway, Streetcars)
- Regional Transit
- Ferries
- Taxis
- Automobiles (Car Sharing, Rental Cars, Car Pooling)
- Bicycle Share Stations, Rentals & Parking
- Parking

MOVING the Economy

- Pre-Investigation: Proof of Concept
- Regulatory Readiness
- Goals & Partners
- Adequate Funding (esp. Marketing)
- Potential Disruptions
- Anticipating Pilot Project Phases & Scale
- Pilot close out