

# SMART AUSTIN MOBILITY and MOBILITY TRANSFORMATION



Presented to the  
Mobility Transformation Advisory Council  
November 18, 2016



**Smart cities**  
use technology, data, and  
policies to  
**improve people's lives.**

# THE VISION

**Improved Mobility – More Options, Better Access for All**

**Lower Travel Costs**

**Improved Health**

**Improved Safety**

**Ladders of Opportunity**

**Job Creation**

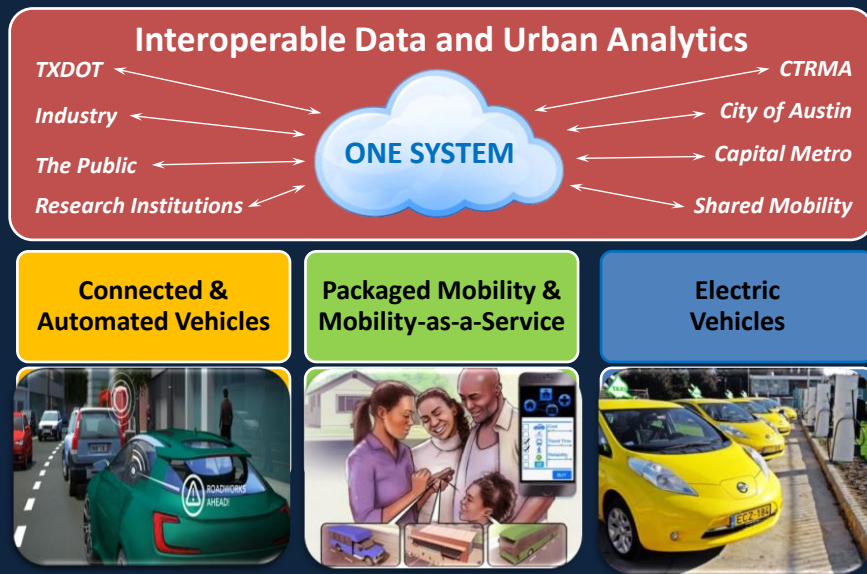
**Reduced GHG Emissions**

**Connection to Community Goals:**

**Affordability, Vision Zero, Complete Streets, Imagine Austin**



# SMART AUSTIN MOBILITY APPROACHES



## Mobility Transformation: What, When, How?

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How: Projects

When: 2016 Outcomes

What

Mobility (Commuting)  
as a Service

better mobility options tested and new, integrated  
commuting solutions deployed with employers

Interoperable  
Transit Data

transit data offering more options and providing  
improved experience for users readily available



MOBILITY AS A SERVICE...

Fleet Electrification

electric vehicles deployed in for-hire vehicle fleets

Autonomous Vehicles

autonomous-friendly regulatory environment and  
infrastructure initiated



THAT IS ELECTRIC &  
AUTONOMOUS...

Mobility-Oriented  
Development

most advanced U.S. city planning and development  
framework created

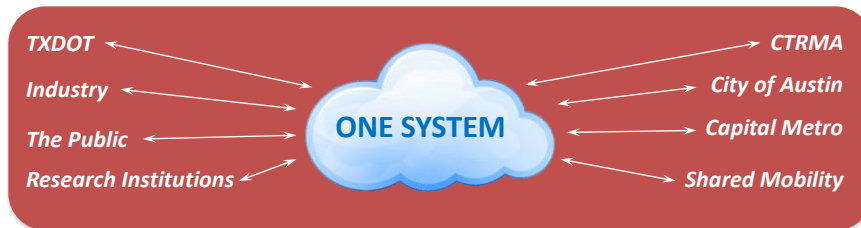


...IN CITIES DESIGNED FOR IT.



RMI transforms global energy use to create a clean, prosperous, and secure future.

# Data Rodeo & Urban Analytics



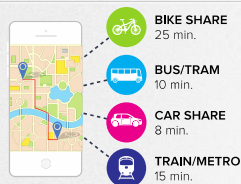
**Goal:** Harness multiple sources of transportation data into a single, anonymized, open data portal to **improve transportation operations and inform consumer travel options**

## SCC - Proposed Pilots/Programs:

- Data Rodeo: City of Austin + UT-Center for Transportation Research data warehouse and analytics
- I-35 Integrated Corridor Management
- Connected Corridor
- MetroLab Partnership

## Interoperable Transit Data

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- Minimum data requirements established through collaboration with Google, Apple, CapMetro, Hacon, BART, TriMet, TransitApp and leading transit providers
- White paper published in November with reqs.
- Working group established to improve the GTFS with Google, Apple, CapMetro, and others
- Driving towards a consortium to guide fare models and multimodal specifications



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## Packaged Mobility (Mobility as a Service)

**Goal:** Create door-to-door transportation options, seamlessly knit services and payments together; **reduce need for single-occupancy vehicles**

### Proposed Pilots/Programs:

- Mobility as a Service in a 'Connected Corridor'
- Regional Commuter Shared Shuttle Program
- Personalized Support (e.g., Smart Trips Austin)



### Mobility (Commuting) as a Service

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- Commuting service launched on October 10<sup>th</sup>
- Includes on-demand mobility options
- Partnering with Chariot and CapMetro to host up to 9 additional events to build ridership
- Recruiting additional employers
- Next opportunities: UT Austin, City of Austin, NE Austin near GM and Samsung, SW Austin, Austin hotel industry



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# Electric Vehicles

**Goal:** Electric vehicles become a key mobility solution, infrastructure supports mass market adoption, **lowers total cost of vehicle ownership**

## Proposed Pilots/Programs:

- Electric B-Cycle/Austin Energy e-bike Fleet
- CapMetro Electric Bus Opportunity
- “Smart City 7”
- Taxi fleet electrification opportunity
- City resolution to electrify municipal fleet



## Fleet Electrification

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- Potential Vulcan and DoE collaboration
- Taxi fleet electrification opportunity
- Potential collaboration with GM and Maven
- TNC electrification opportunity – Nissan Group Buy
- City resolution to electrify municipal fleet



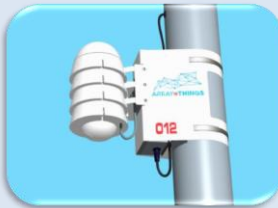
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# Connected & Automated Vehicles

**Goal:** Partner with private sector to test and measure a variety of CV/AV technologies for **operations, safety and health impacts, improved last-mile options**, increased knowledge about CV/AV deployment

## Proposed Pilots/Programs:

- Connected Corridor
- Review of applicable policies



## Autonomous Vehicles

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- Possible pilot opportunities with Google, GM, Nissan, CapMetro, Car2Go



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## Mobility-Oriented Development

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- Working with CodeNext team to advance land development code, leveraging national best practices
- Authoring publication on land use and transportation
- Exploring demonstration and learning opportunities with City of Austin and community stakeholders



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# Proposed Demonstration Connected Corridor

## Proposed Projects



Deploy "Connected Safety" at intersections



Deploy multiple EV/AV Mobility pilots



Intelligent sensors to improve safety of pedestrian's travel movement through corridor (and communicate)



Deploy Smart Lighting



Provide information allowing customers to understand, access, and pay for new mobility services



Create a platform for the deployment of new mobility services

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## Short-Term Challenges



DATA



CIVIC ENGAGEMENT



MOBILITY OPTIONS



MAINTAINING PARTNERSHIPS



METRICS FOR SUCCESS



SAFETY



UNDERSTANDING TECHNOLOGIES



PUBLIC TRANSIT

## Long-Term Challenges



## NEXT STEPS

- Engage Stakeholders on Connected Corridor Vision
- Work with Law to Develop City policy/process to accept unsolicited proposals to facilitate P3s
- Develop specific pilots in detail
- Pursue industry collaboration
- Enact interlocal agreements as needed

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Thank You  
Comments, Questions?

