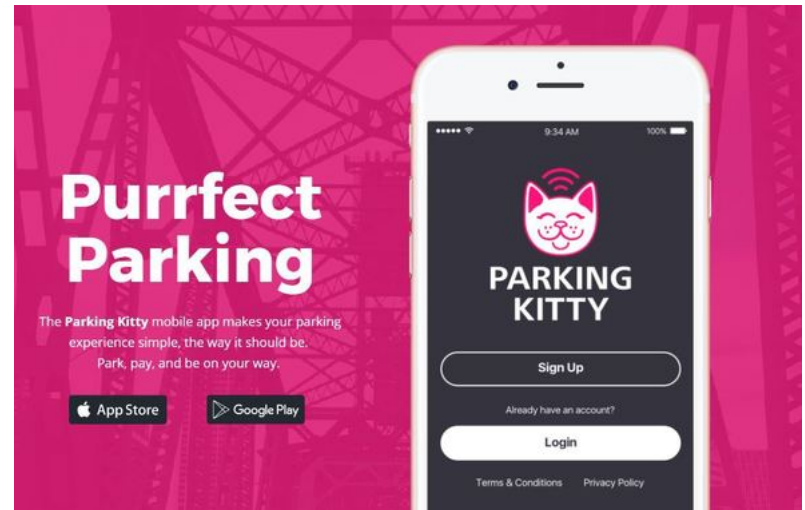
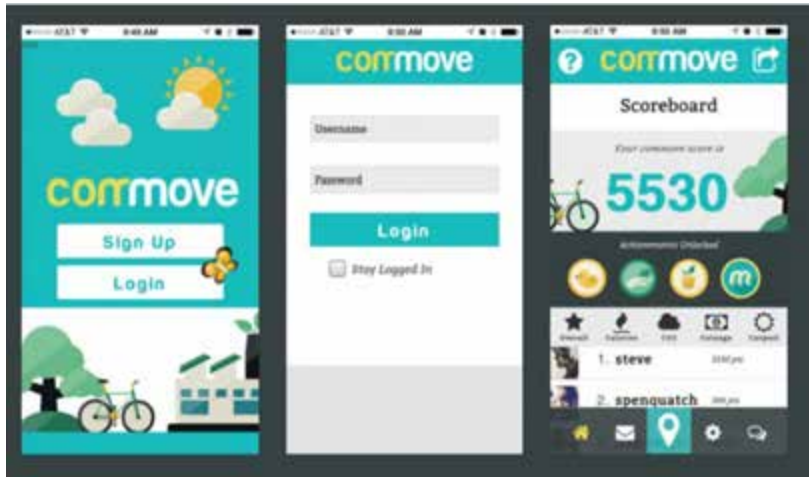


Frictionless mobility in the Portland region

Urbanism Next

May 8th, 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?

Mode	Regionally available?	Data standards?	Integrated w/ transit payment?	Public oversight?
Driving	✓	✓	X	✓
Transit	✓	✓	✓	✓
Bike/walk	✓	✓	--	✓
Bike share	✓	✓	✓	✓
Scooter share	✓	✓	X	✓
Ride-hailing	✓	X	X	✓
Car share	✓	X	✓	✓
Carpool	✓	X	X	✓

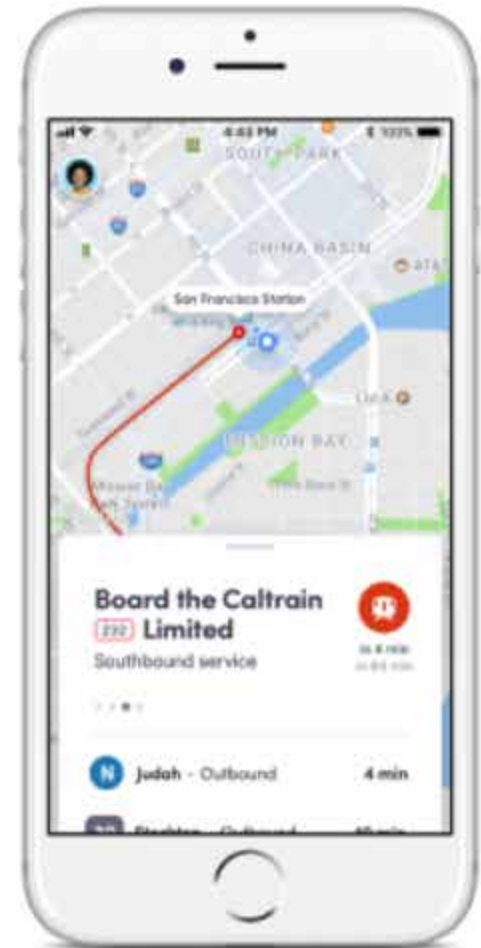
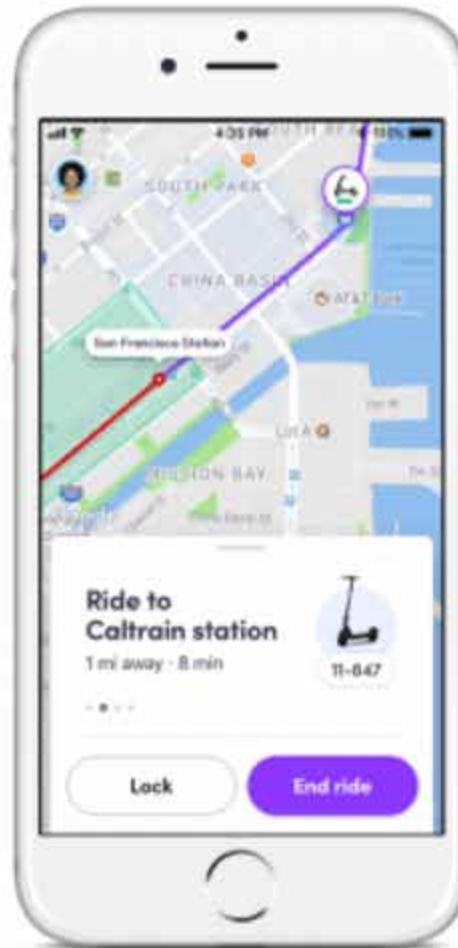
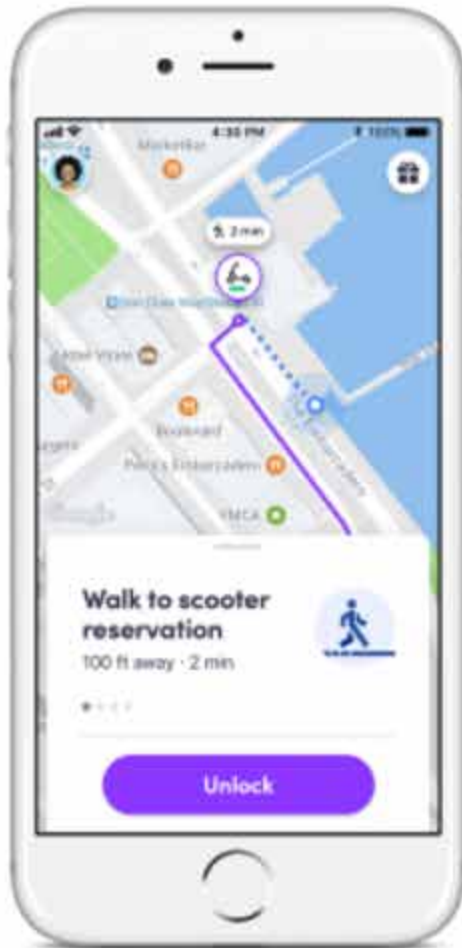
✓ : All the way there

X : Not there

✓ : Part of the way there

-- : Not applicable

What's the value of a public sector tool?



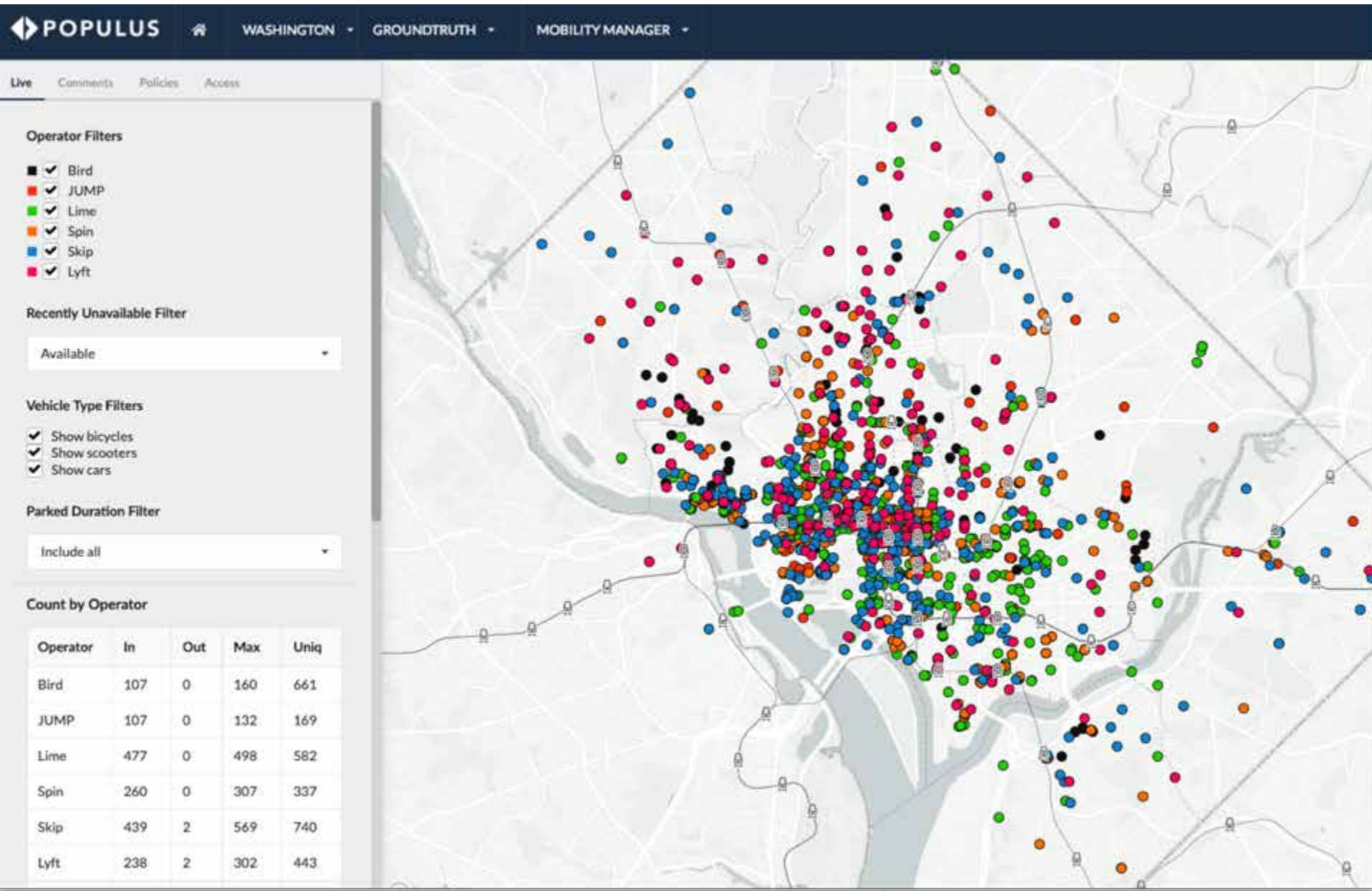
How do we make seamless mobility accessible for everyone?



你好 HALLO 안녕
CIAO HOLA नमस्ते
γεια **HELLO**
こんにちは привет
BONJOUR مرحبا OLÁ



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?



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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

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

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



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INSIDE PRO

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

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