

# Dystopia or Utopia

WHAT DO WE NEED TO GUIDE US TO A POSITIVE OUTCOME?



*"... AVs will deliver on their promise only if policymakers – like passengers climbing into a robotaxi – are absolutely clear about where they want to end up."*

The Economist, March 3, 2018



PERKINS + WILL

Gerry Tierney – Perkins+Will  
Jeffrey Tumlin – Nelson\Nygaard  
Amanda Eaken – NRDC  
Andrew Dick - ODoT

# The Disaster of our Driverless Future



## **Pop Quiz:**

**Who's investing the most in  
autonomous vehicle technology?**

**Pop Quiz:**

**What's  
Alphabet/Google/Waymo's  
revenue model?**

**Selling information, right?**

**~96%**  
**of Google's revenue is**  
**Advertising**

**Revenue model for future  
mobility isn't mobility.**

**It's time.**

**And capturing value of time.**

# **Public health disaster**



# Congestion disaster

# space required to transport 60 people



Car?



Bus?



Bicycle?

# space required to transport 60 people



car



uber



autonomous car

# **Equity disaster**



**Urban quality of  
life disaster**



WORLD

WORLD



WORLD

WORLD

CONKROTORIA



WORLD

# **Labor & Political disaster**





Signspotting.com



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# Dystopia or Utopia

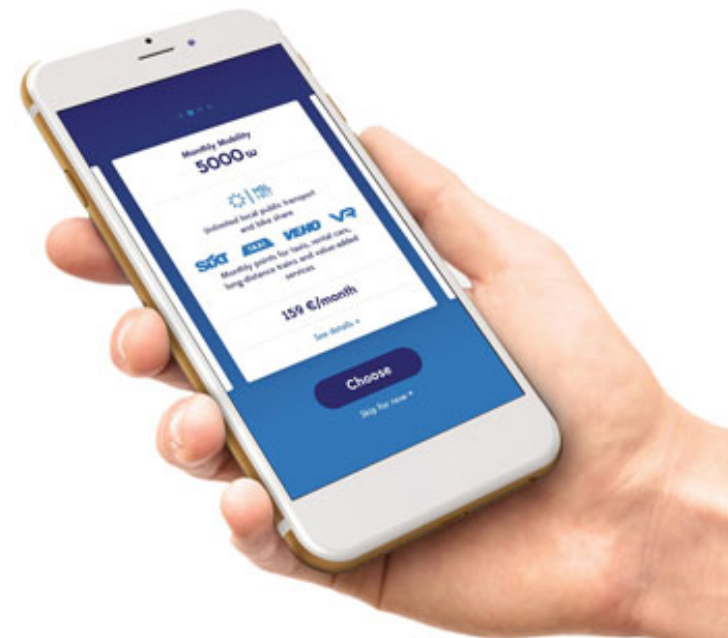
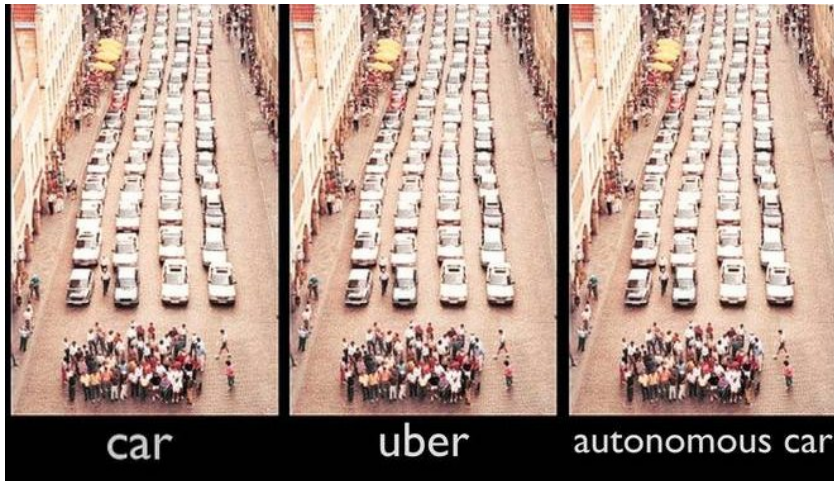
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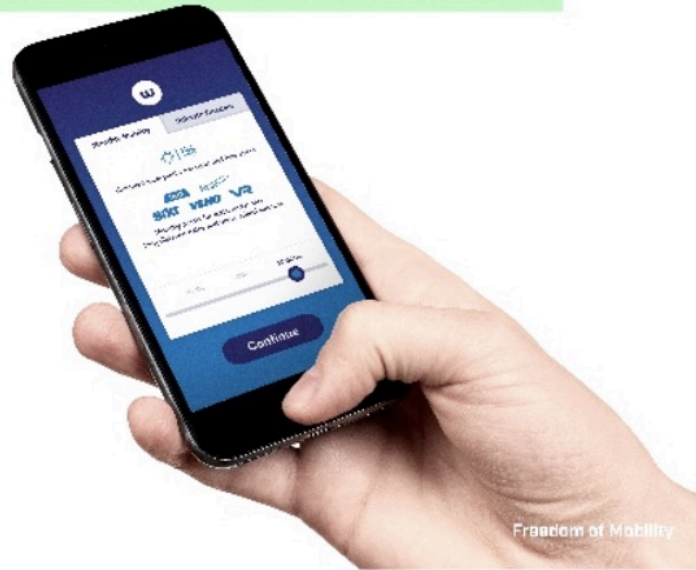
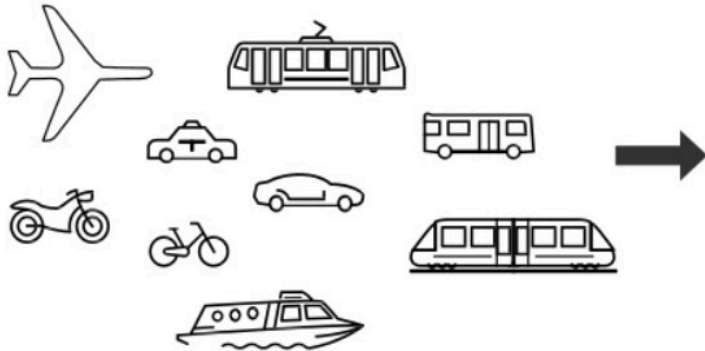
# Shared Mobility vs. Private Ownership: Is this important?



# Seamless Mobility: Treat Mobility as a City Utility?

WHAT IF ALL TRANSPORTATION WAS CONVERGED...

... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?



**Maas** GLOBAL

Essential is to get from A to B

**EXAMPLE**

**“Get anywhere” mobility package for 300 €/month:**

- Transportation from A to B according to a service-level agreement (e.g. pickup in 7 minutes)
- Including all transportation (regional public transport, taxi, car and ride sharing, bike sharing etc.)
- Including transport related services (city logistics, home deliveries etc.)
- Roaming in other cities and countries

Tekes

**Maas**  
GLOBAL





## Light

**89€**  
/month

includes  
HSL Helsinki  
season ticket + **1.000**  
Whim points

Use your Whim points as you  
like, for example:



**2**

taxi trips  
(~10 km/trip)  
daytime

+



**∞**

unlimited  
local public  
transport

## Medium

**249€**  
/month

includes  
HSL Helsinki  
season ticket + **5.500**  
Whim points

Use your Whim points as you  
like, for example:



**8**

taxi trips  
(~10 km/trip)  
daytime

+



**∞**

unlimited  
local public  
transport

+



**2**

days  
of car  
rental

## Premium

**317€**  
/month

includes  
HSL Helsinki  
season ticket + **8.000**  
Whim points

Use your Whim points as you  
like, for example:



**8**

taxi trips  
(~10 km/trip)  
daytime

+



**∞**

unlimited  
local public  
transport

+



**5**

days  
of car  
rental

## Pay-as-you-go


Try Whim without  
commitment and upgrade  
whenever you like.

Transport providers:



We get you to your destination  
using your preferred mode of  
transport, letting you pay as you  
go – all in one app!

# Equity: Digital Access = Universal Access?



Monthly Statement

Bill-At-A-Glance	
Previous Bill	45.04
Payment	28.95CR
Adjustments	15.95CR
Past Due - Please Pay Immediately	.14
Current Charges	41.98
<b>Total Amount Due</b>	<b>\$42.12</b>
Current Charges Due in Full by	Jun 16, 2009

**Billing Summary**

Questions? Visit [att.com](http://att.com)

Plans and Services	1 800 288-2020	29.03
ILD TeleServices	1 800 433-4518	12.95
<b>Total Current Charges</b>		<b>41.98</b>



The most powerful tool in transportation?  
Is this now an essential component of transportation?

Social Access:  
How much is your data plan?  
Do we need to create a lifeline  
mobility access plan?

# NEW MOBILITY PLAYBOOK



## 5 PLAYS SUGGESTED:

If we leave it to chance ...

If we shape it ...

### PLAY 1:

Ensure new mobility delivers a fair and just transportation system for all

### PLAY 2:

Enable safer, more active, and people-first uses of the public right of way

### PLAY 3:

Reorganize and retool SDOT to manage innovation and data

### PLAY 4

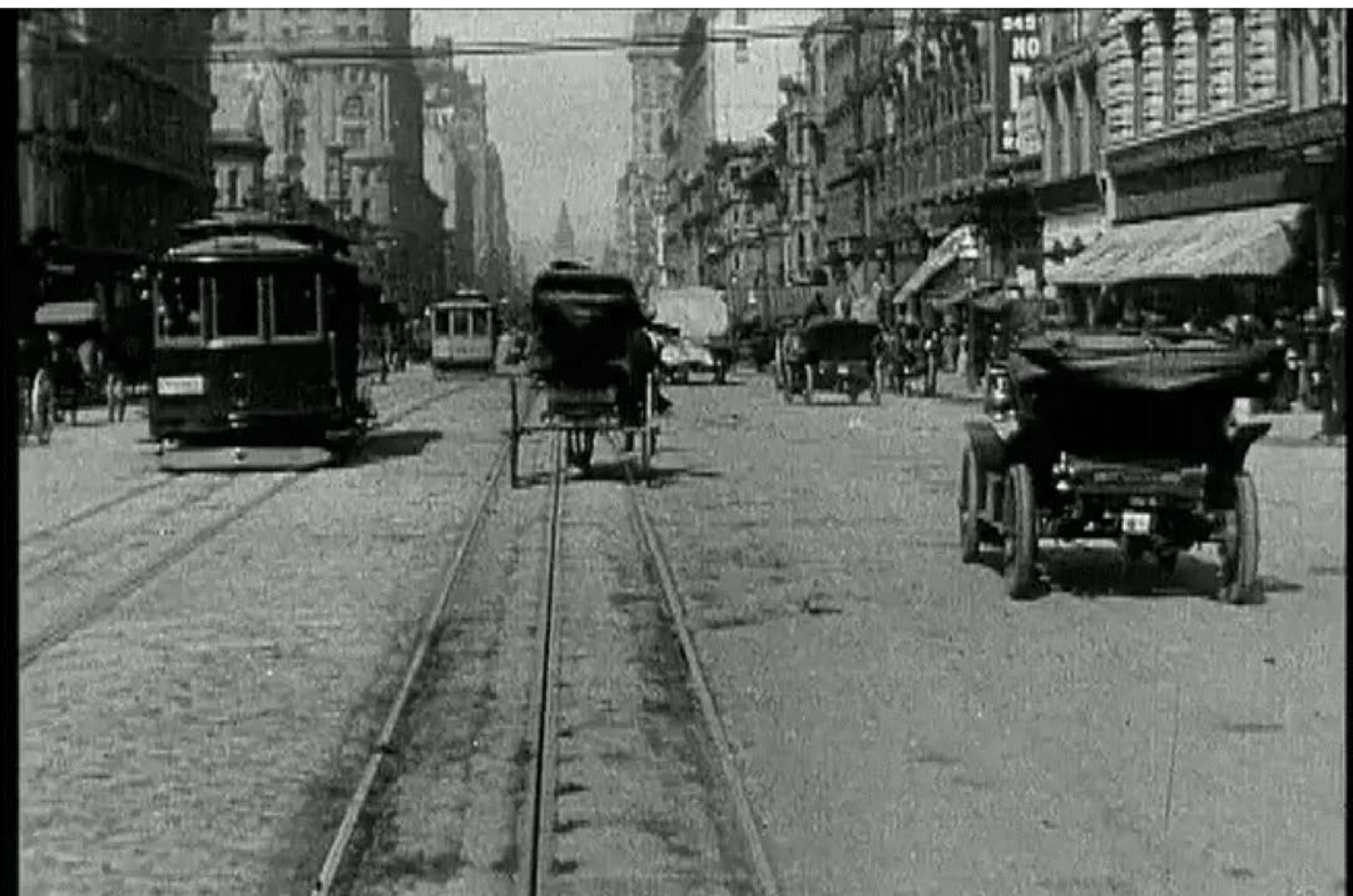
Build new information and data infrastructure so new services can “plug-and-play”

### PLAY 5

Anticipate, adapt to, and leverage innovative transportation technologies



## Streets at the beginning of the automobile age



**What could these new streets look like?**



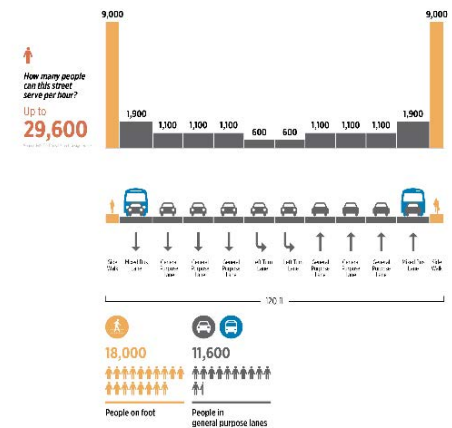
# What could these new streets look like?

## Concept study for Lyft, Wilshire Blvd., Los Angeles



Existing:

Present

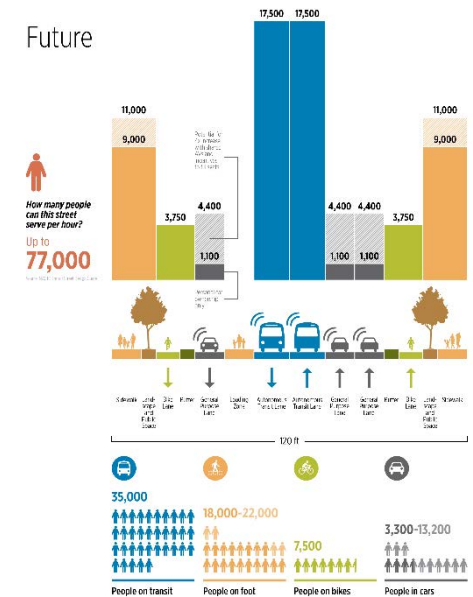


# What could these new streets look like?

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Future:



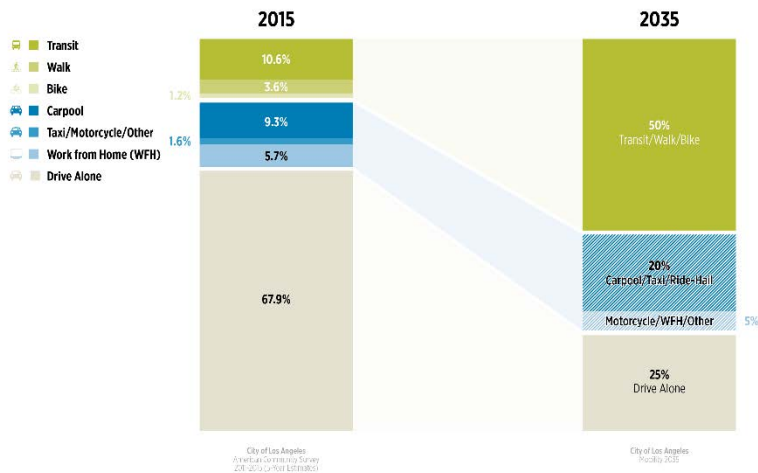
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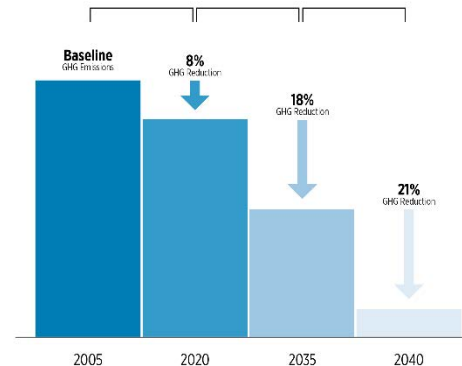
How do people travel in Los Angeles today?

How will people travel in Los Angeles in the future?



Support Regional GHG Reduction Through Autonomy

- EARLY ADOPTION**
  - Policy creation
  - Early mobility shift
  - Early adoption of electric vehicles and clean fuel
- SCALING UP**
  - Autonomous fleets
  - Autonomous transit
  - Early mobility shift
  - Early adoption of electric vehicles and clean fuel
- AT SCALE IN URBAN AREAS**
  - Increased active transport
  - Autonomous transit
  - Autonomous, electric vehicles
  - Great mobility ecosystem



Source: Southern California 2015-2040 Regional Transportation Planning Analysis for Greenhouse Gases, October 4, 2016

Data graphics by  
Nelson/Nygaard

**Shared Electric Connected Automated  
vehicles will allow us to  
RECLAIM THE PUBLIC REALM:**

**Let's discuss what we want to do with it.**

**Thanks!**



Urbanism Next 2018  
March 5, 2018  
Gerry Tierney  
Perkins+Will