

# New Normal?



Urbanism Next  
2020 Virtual Forum  
May 14, 2020  
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# Who We Are



**I feel this is very important.  
Not just for the future success  
of our company, but laying the  
groundwork for fundamental  
change in our nation's  
character...**

*-Toole Design staff member*

# Diversity & Inclusion Mission Statement

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At Toole Design, we work to create communities where people of all ages, abilities, identities, and backgrounds feel safe and excited to walk, bike, and take transit. To achieve these outcomes, our staff must reflect a diversity of perspectives.

Our Diversity and Inclusion initiative includes actions to ensure that all aspects of our work embody inclusive practices and promote diversity. **Our definition of diversity includes people of any race, ethnicity, country of origin, nationality, physical ability, medical history, age, gender identity, sexual identity, religion, political affiliation, income, or educational attainment.**

# Enough background...



Let's talk about new mobility in the midst of global disruption!



**This timely conversation will address the short-term impacts and consider the long-term effects that disruption - whether it be from the introduction of new technologies, companies suddenly pulling out of markets, or a global pandemic - may have on communities. *How will these changes impact equity, health and safety, the economy, and the environment?* How should governments respond? What additional education, outreach, and research is needed to understand these changes and respond to them?**





# Before...



**TOOLE**  
DESIGN



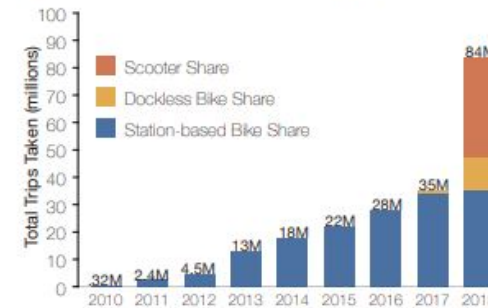
# Getting Started

## EMERGING TECHNOLOGIES MICROMOBILITY (SHARED BICYCLES, E-BIKES, E-SCOOTERS)

### DEPLOYMENT FACTS:

- In the US, bike share programs have existed at scale since 2008. **Shared e-scooters launched in the US in late 2017 and quickly grew to nearly half of total shared micromobility trips.**<sup>1</sup> (See Figure 1)
- In 2018, **85,000 e-scooters** were deployed nationwide, vs. **57,000 station-based bikes.**<sup>1</sup>
- In the US, **e-scooters accounted for 38.5M trips**, compared with **36.5M station-based bike share trips** and **9M dockless bike share trips.**<sup>1</sup>
- By 2019, a dozen e-scooter companies operated in Paris with a combined fleet of 20,000 scooters.<sup>2</sup>

Fig. 1: Breakdown of Micromobility Trips (2010-2018)



Source: Based on Shared Micromobility in the U.S.  
NACTO, 2019

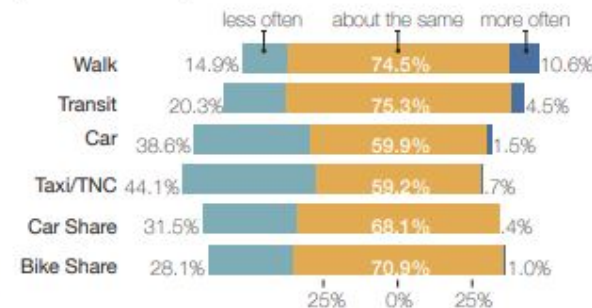
# Shifting Mindsets and Modes

## EMERGING TECHNOLOGIES MICROMOBILITY (SHARED BICYCLES, E-BIKES, E-SCOOTERS)

### MODE SHIFT:

- In Portland, e-scooters are used for trips that otherwise would be completed by walking (37%), driving (19%), or taxi/TNC (15%).<sup>6</sup>
- E-scooter riders report lower usage of taxi/TNC, driving cars, and car shares.<sup>6</sup> (Figure 3)
- Nearly 6 in 10 Paris Lime riders report using e-scooters to reduce their reliance on personal motorized vehicles (cars, taxis, rideshares, motorcycles, mopeds.)<sup>7</sup>

Fig. 3: Change in Modes after E-scooter Adoption (Portland 2018)



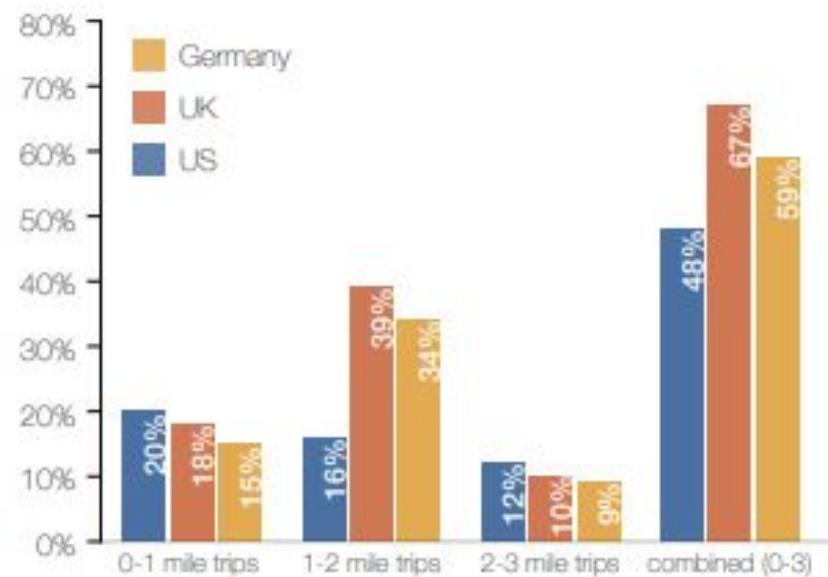
Data Source: 2018 E-SCOOTER PILOT User Survey Results. PBOT, 2019



## TRAVEL POTENTIAL:

- E-scooters/E-bikes broaden the appeal of micromobility:
  - 45% of Portland e-scooter users never ride a personal bicycle, 78% never use BIKETOWN.<sup>6</sup>
  - Over 2/3 of Seattle residents would be more likely to use a bike share program with electric assist bicycles.<sup>8</sup>
- About half of all trips in the US are under 3 miles, which could be completed with micromobility if it were easily available and the infrastructure supported safe travel.<sup>9</sup> (See Figure 4)

Fig. 4: Percentage of Short Trips, 2019



Source: Based on Micromobility Potential in the US, UK and Germany. Reed, 2019.





**I'm just trying to get  
back to normal.**





# But...

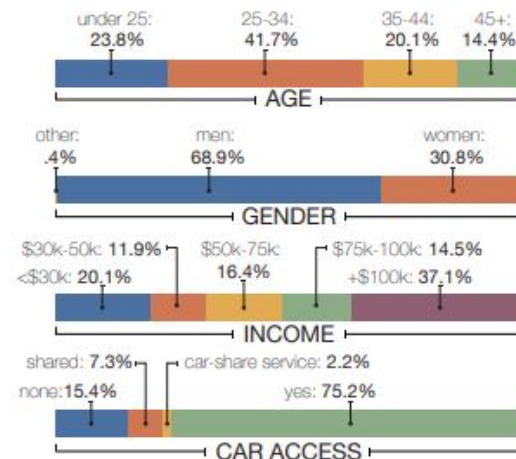
- Gender divide
- Income matters
- Can we talk about race?

## EMERGING TECHNOLOGIES MICROMOBILITY (SHARED BICYCLES, E-BIKES, E-SCOOTERS)

### RIDER DEMOGRAPHICS:

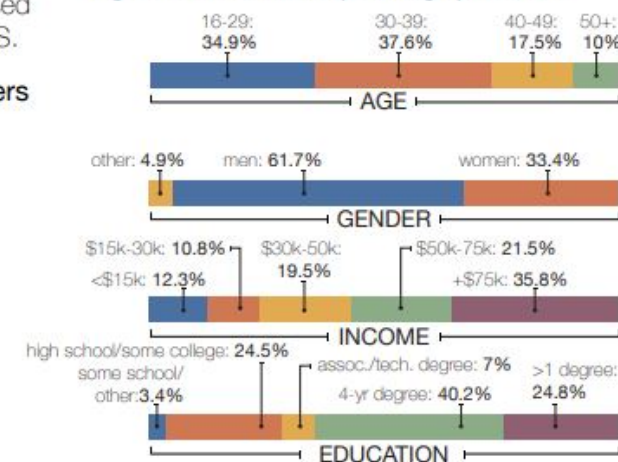
- E-Scooter riders in Santa Monica, the first US e-scooter market, skew young, male and affluent compared with users of Breeze, Santa Monica's bike share.<sup>3</sup> (See Figure 5)
- E-Scooter riders in Portland:<sup>6</sup> (See Figure 6)
  - The majority (37%) are ages 30-39.
  - More than 60% are male.
  - Over a third (35%) make more than \$75,000.
  - 40% have a college degree.
- Shared micromobility gender gap:<sup>4</sup>
  - 75% of station-based bike share trips are made by men.
  - 12% of women vs. 21% of men have used station-based bike share services in the US.
  - 3.2% of US women have used e-scooters compared with 4.4% of men.

Fig. 5: Santa Monica Ridership Demographics, 2018



Data Source: Shared Mobility Device Pilot Program User Survey Results. Santa Monica, 2019

Fig. 6: Portland Ridership Demographics, 2018



Data Source: 2018 E-SCOOTER PILOT User Survey Results. PBOT, 2019



Cities have the capability of  
providing something for everybody,  
only because, and only when, they  
are created by everybody.

— *Jane Jacobs* —

AZ QUOTES

# Uber has published its much sought after diversity numbers for the first time

The company's diversity is on par with the tech industry and that's not great.

By Johana Bhuiyan | @JMBooyah | Mar 28, 2017, 1:15pm EDT

f   SHARE



## The Latest



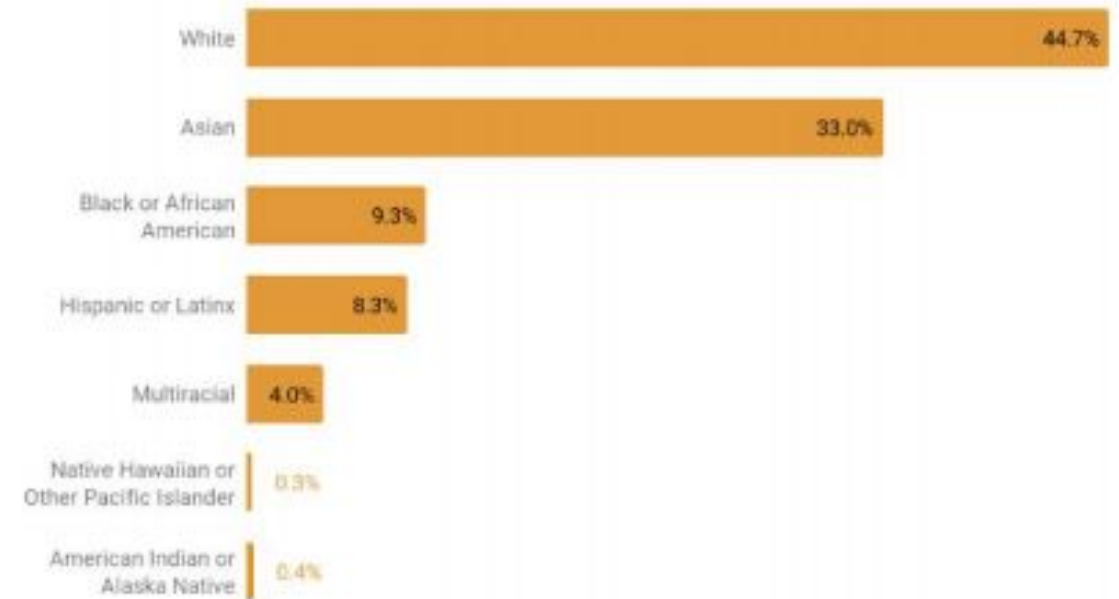
## Global gender representation

Overall



## US race/ethnicity representation<sup>2</sup>

Overall

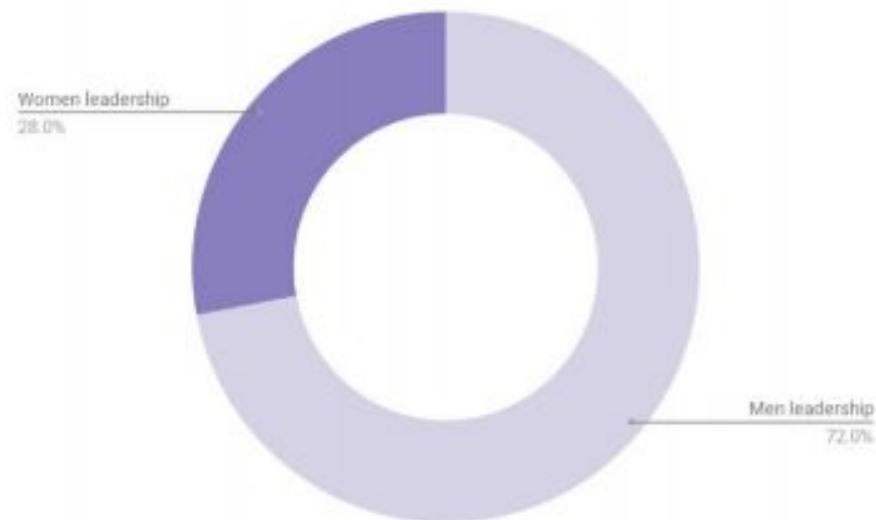




## Our leadership workforce<sup>4</sup>

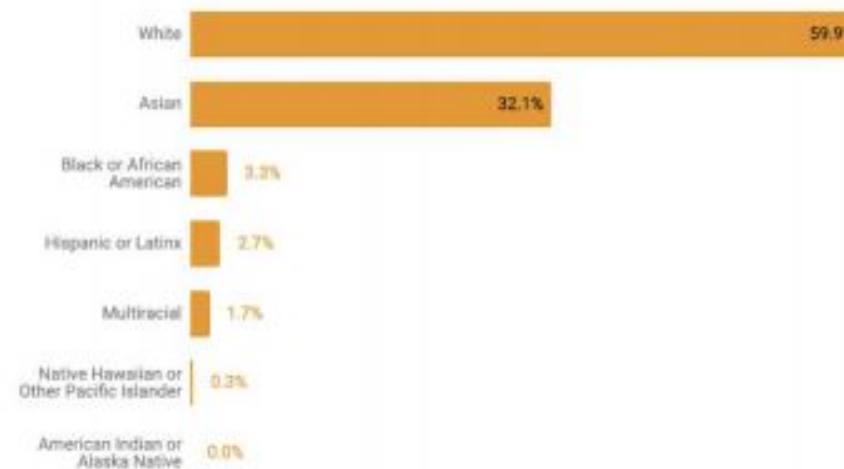
### Global gender representation

#### Leadership overall



### US race/ethnicity representation<sup>5</sup>

#### Leadership overall





# Lyft just published its first diversity report and it's not much better than Uber's

Only 18 percent of Lyft's engineering team are women, just 3 percent more than Uber's.

By [Johana Bhuiyan](#) | [@JMBooyah](#) | Jun 1, 2017, 2:45pm EDT

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## The Latest

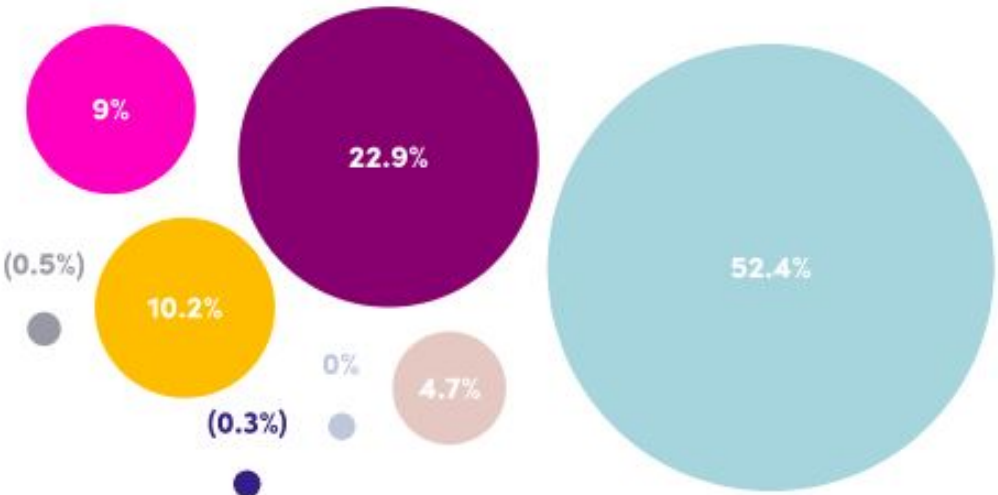


The WeWork mess, explained

# Ethnicity

Overall   Leadership   Tech   Tech Leadership

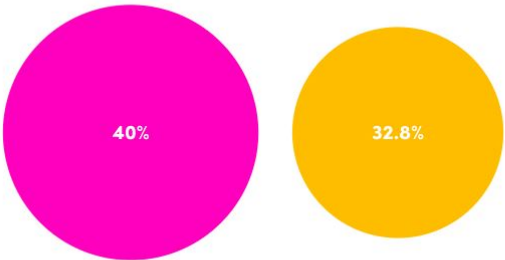
- Asian
- American Indian or Alaska Native
- Black or African American
- Latinx or Hispanic
- Identifies with more than two
- Not disclosed
- Native Hawaiian or Pacific Islander
- White



## Gender

Overall   Tech

- Overall: Female
- Leadership: Female



# Ethnicity

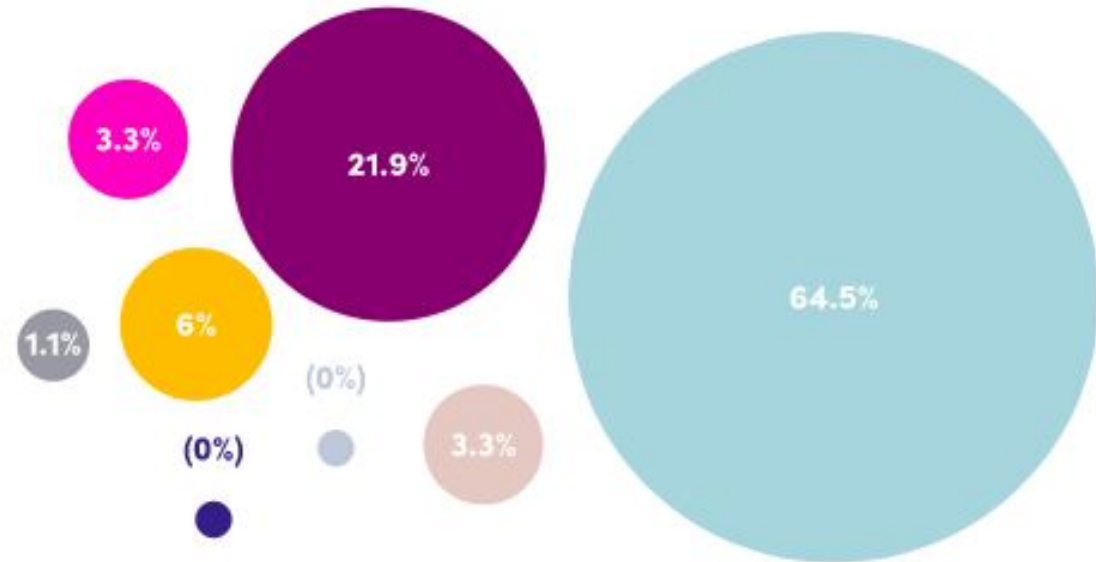
Overall

Leadership

Tech

Tech Leadership

- Asian
- American Indian or Alaska Native
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# New Normal

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**T'OOLE**  
DESIGN





# April was probably the worst month for American jobs since the Great Depression



By [Anneken Tappe](#), CNN Business

Updated 1:24 PM ET, Wed May 6, 2020





THE CORONAVIRUS CRISIS

# 20.2 Million Private-Sector Jobs Are Gone

May 6, 2020 · 10:24 AM ET

AVIE SCHNEIDER



The service sector cut 16 million jobs — including 8.6 million in leisure and hospitality — between March and April, ADP said.

Frederic J. Brown/AFP via Getty Images



POLITICS

## Mayor: Essential Worker Furloughs and Layoffs Possible if Feds Deny Funds





# Uber to cut 3,700 jobs, adding to a growing number of tech layoffs

The company also said CEO Dara Khosrowshahi would not take a salary for the rest of the year.



# Lyft is laying off 982 employees, furloughing a further 288 due to COVID-19 pandemic

Ingrid Lunden, Alex Wilhelm / 9:10 am PDT • April 29, 2020

 [Comment](#)





# Lime lays off 13% of staff as coronavirus batters scooter-sharing start-ups

PUBLISHED THU, APR 30 2020 1:35 PM EDT | UPDATED THU, APR 30 2020 2:10 PM EDT



Ryan Browne  
@RYAN\_BROWNE\_

SHARE



## KEY POINTS

- About 80 employees are being let go as a result of the cuts, Lime CEO Brad Bao said.
- Competitors such as Bird and Voi have also laid off workers in recent weeks.
- Investors were gushing over e-scooter companies like Lime back in 2018.



## TRENDING NOW



Cuomo: It's 'shocking' most new NY virus hospitalizations are people who had been staying home



Trump contradicts nurse in testy Oval Office exchange over coronavirus protective gear



The coronavirus has mutated and appears to be more contagious now, new study finds



Lincoln Project has its biggest day of



# So Many Opportunities!

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# COVID-19

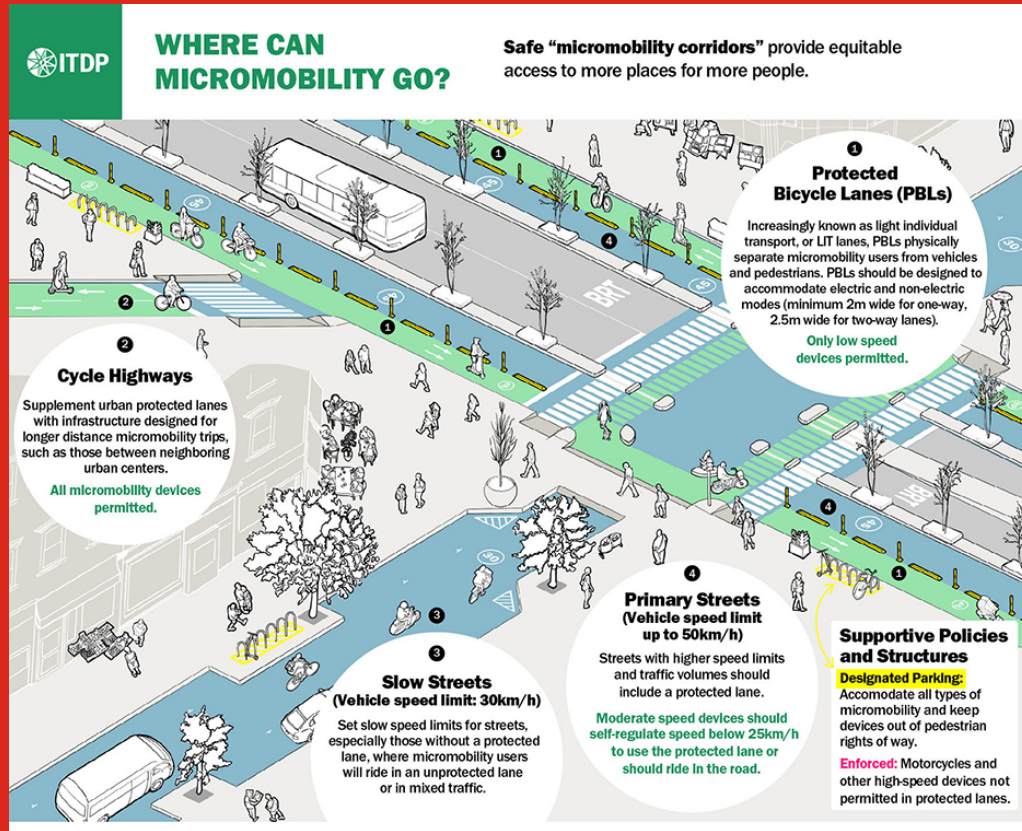


## COVID-19 Reveals How Micromobility Can Build Resilient Cities

MICHAL NAKA | OP-ED APRIL 6, 2020



# Filling in Gaps



- As the Impacts of Coronavirus Grow, Micromobility Fills in the Gaps







# So Many Opportunities?




Naomi Doerner  
@Bici\_Urbana

If I hear one more white person in my planning profession say (because ZERO fellow Black and Brown colleagues saying this), "Well, the COVID-19 pandemic presents an opportunity to..." I'm gonna unmute myself when I scream so that they get a taste of the trauma I feel.


1:13 PM · Apr 30, 2020 · [Twitter Web App](#)

89 Retweets 458 Likes





**The reality is, I don't want to get back to normal because just being better than it is now shouldn't be enough. As a Black person in this country, I knew that the old normal meant my life was expendable. Look at the stats. As a Black person in this country, I also know that in this new normal my life is expendable.**



# So what do we do?





# Diversity

Those who bring a unique perspective or life experience to the decision-making table



# Inclusion

Inclusion refers to the degree to which individuals with diverse perspectives and backgrounds are able to participate fully in the decision-making processes of an organization or group. While a truly “inclusive” group is necessarily diverse, a “diverse” group may or may not be “inclusive.”

<http://viablefuturescenter.org/racemattersinstitute/about-us-2/189-2/>



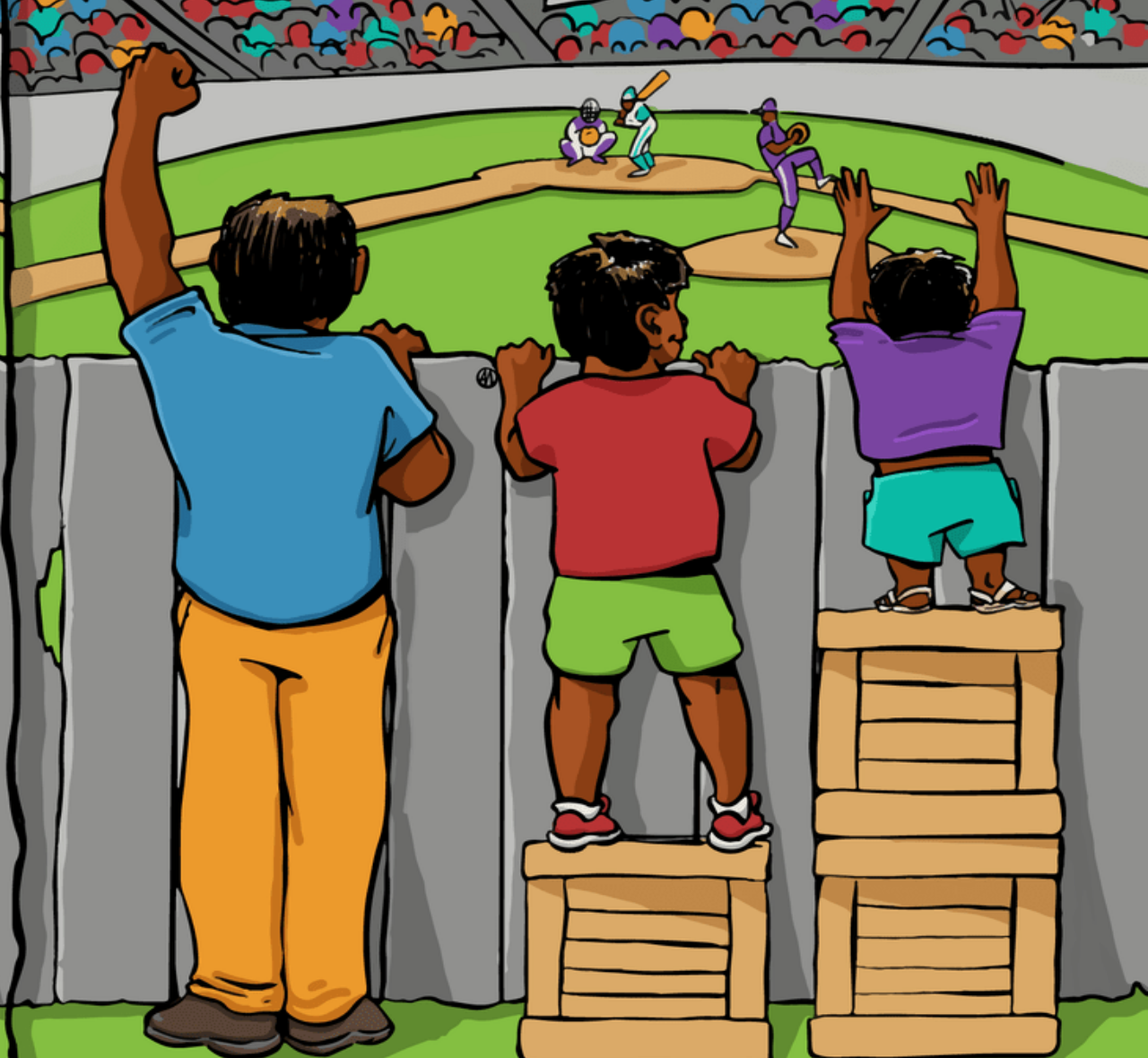
# (IN)equity

Improving equity means promoting justice, impartiality, and fairness within the procedures and processes of institutions or systems, as well as their distribution of resources. Tackling equity issues requires an understanding of the underlying or root causes of outcome disparities within our society.





**EQUALITY**



**EQUITY**







# Confront Power & Privilege

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“

**Privilege is when you think something is not a problem because it's not a problem to you personally.**

feministastic.com • privilege 101

”

1. Create and/or seek out “**Brave Spaces**” to explore the role of power in your work
2. Understand the role that **power** plays in your current work
3. Analyze and challenge **privilege**

# Stay in touch!

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 @TamikaButler