New Normal?

Urbanism Next
2020 Virtual Forum
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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

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...
Getting Started

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

DEPLOYMENT FACTS:

- In the US, bike sharing 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.¹ (See Figure 1)
- In 2018, 85,000 e-scooters were deployed nationwide, vs. 57,000 station-based bikes.¹
- 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.²
- By 2019, a dozen e-scooter companies operated in Paris with a combined fleet of 20,000 scooters.²

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

Fig. 1: Breakdown of Micromobility Trips (2010-2016)
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%).
- E-scooter riders report lower usage of taxi/TNC, driving cars, and car shares (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).

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

<table>
<thead>
<tr>
<th>Mode</th>
<th>Less Than</th>
<th>About the Same</th>
<th>More Than</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>14.9%</td>
<td>74.0%</td>
<td>10.0%</td>
</tr>
<tr>
<td>Transit</td>
<td>20.3%</td>
<td>73.1%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Car</td>
<td>38.6%</td>
<td>69.9%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Taxi/TNC</td>
<td>44.1%</td>
<td>60.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Car Share</td>
<td>31.5%</td>
<td>66.1%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Bike Share</td>
<td>28.1%</td>
<td>70.2%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

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.⁶
  - Over 2/3 of Seattle residents would be more likely to use a bike share program with electric assist bicycles.⁸

- 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.⁹ (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?
Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

— Jane Jacobs —
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
Global gender representation

Overall

- Women overall: 40.9%
- Men overall: 59.1%

US race/ethnicity representation

Overall

- White: 44.7%
- Asian: 33.0%
- Black or African American: 9.3%
- Hispanic or Latinx: 8.3%
- Multiracial: 4.0%
- Native Hawaiian or Other Pacific Islander: 0.3%
- American Indian or Alaska Native: 0.4%
Our leadership workforce

Global gender representation

Leadership overall

- Women leadership: 28.0%
- Men leadership: 72.0%

US race/ethnicity representation

Leadership overall

- White: 59.9%
- Asian: 32.1%
- Black or African American: 3.3%
- Hispanic or Latino: 2.7%
- Multiracial: 1.7%
- Native Hawaiian or Other Pacific Islander: 0.3%
- American Indian or Alaska Native: 0.0%
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
New Normal
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
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
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
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**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.

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**TENDING 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 fundraising
So Many Opportunities!
COVID-19 Reveals How Micromobility Can Build Resilient Cities

MICHAL NAKA | OP-ED APRIL 6, 2020
As the Impacts of Coronavirus Grow, Micromobility Fills in the Gaps
ROAD CLOSED TO THRU TRAFFIC

Stay 6 feet apart
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?
Those who bring a unique perspective or life experience to the decision-making table

Diversity
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.”

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.
Confront Power & Privilege

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

“Privilege is when you think something is not a problem because it’s not a problem to you personally.”

feministastic.com • privilege 101
Stay in touch!

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