



Development Review and New Mobility

Review of Notable Best Practices and Context Considerations

June 2, 2020



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Best Practices in New Mobility Policies



Best Practices for New Mobility Policies

Cited from: NCHRP 924 report

1. Bring **new data sources** into its planning processes;
2. Ensure staff has **access to expertise** to understand new technologies (either in-house or through external sources);
3. Update plans and regulatory language to make them “technology agnostic” so that new technologies can be **applied more quickly and flexibly** as needs and applications arise
4. Promote a **nimble response** to new technologies as they hit the streets.

Urban Policy: Washington, DC

Microtransit Expansion to Secure Facilities: Howard University Hospital + United Medical Center

- In response to the COVID-19 pandemic, the Mayor’s office partnered with the Department of For-Hire Vehicles (DFHV), Via and Transco, to expand the DC Neighborhood Connect app to include the entire District, Prince George’s County and part of Montgomery County, MD.
- Before the pandemic, this microtransit service only served Wards 4,5 and 8 in Washington, DC.

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**Bowser Administration Launches Transportation Solution for
Essential Healthcare Workers**

*Department of For-Hire Vehicles and Via repurpose D.C. Neighborhood Connect to
provide essential workers with flat-rate rides citywide*

Urban Policy: Washington, DC

Microtransit Expansion to Secure Facilities: Howard University Hospital + United Medical Center

- Health care workers pay a \$3 flat-rate off-peak fare for rides in one of 11 microtransit vehicles between 9:00 pm and 1:00 am
- Public transit options during these hours were already limited and have been reduced further during the COVID pandemic.
- To allow for social distancing, there is a maximum of 3 passengers per ride.
- Corner pickups allow for quick and efficient shared trips without any detours, fixed routes or schedules.

DC NEIGHBORHOOD
CONNECT

Hi, we're D.C. Neighborhood
Connect!

We make getting around your city
affordable, easy & efficient.



Urban Policy: Arlington, VA

Partnership for Ridesharing:

Transwestern + Arlington Transportation Partners

Partnership	<ul style="list-style-type: none">- To promote carpooling, Transwestern's property managers partnered with Arlington Transportation Partners to offer Lyft Line credits to their building tenants (located on 3001 and 3003 Washington Boulevard).
Ridesharing Policy	<ul style="list-style-type: none">- Property managers provided their tenants with a fixed number of Lyft Line credits, which were then raffled off to the tenants' employees.- These Lyft Line credits enable employees to carpool for free anywhere within 3 miles of the building, including popular destination like the DCA airport and the Pentagon.- At Transwestern's two properties, which are both 95% occupied, "every tenant jumped on the opportunity to maximize their Lyft codes."

Suburban Policy: Grove City, Ohio

Microtransit for Secure Facilities:

Southpark Industrial Park + Mt. Carmel Hospital

- Central Ohio Transit Authority (COTA) has partnered with Grove City, MORPC (Mid-Ohio Regional Planning Commission), Mt. Carmel Hospital, and Via to launch an on-demand microtransit service, COTA Plus, which is currently completing a 1-year pilot.
- Soft launch by Mayor and COTA, including a demonstration with lawmakers and Mt. Carmel hospital staff before launching a paid marketing campaign.

COTA to launch new microtransit service



 BUY

 HIDE CAPTION

A COTA bus sits parked outside the COTA Customer Experience Center in 2019. [Joshua A. Bickel/Dispatch] - Joshua A. Bickel

Suburban Policy: Grove City, Ohio

Microtransit for Secure Facilities:

Southpark Industrial Park + Mt. Carmel Hospital

- Microtransit pilot has enabled access to Southpark Industrial Park, Mid-Ohio Foodbank, Mt. Carmel Hospital, businesses on SR 665 in conjunction with a recent COTA bus expansion. With an average 7-minute wait time, **rides can be reserved via an app or phone call.** Vouchers for hospital staff are being considered.
- The vehicles are **operated by COTA drivers** and can be used to connect passengers with any destination of their choice within the program service area (for a base fare of \$3) or designated COTA transit lines (for free). **Discounted fares available for seniors, free fares for COTA transfers, students and children.** WiFi and outlets are available in buses.

Suburban Policy: Grove City, Ohio

Microtransit for Secure Facilities:

Southpark Industrial Park + Mt. Carmel Hospital

- Nearly 30-35 trips per day, more than 1,000 downloads of app and 600+ accounts in a city of 42,403 people in the first few months.
 - 4.9 star rating, over 3 million total impressions through marketing campaign, with 7,528 clicks.
- Integration planned with multimodal app.



COTA//PLUS

It's easy to schedule
a ride with COTA Plus

Get started below



Rural Policy: Huron, CA

Formalizing and Electrifying Ridesharing for Farmworkers

- The Fresno County Rural Transit Authority partnered with the Latino Environmental Advancement & Policy Institute (LEAP) community organization, the Shared-Use Mobility Center (SUMC), and the EV fast-charging network, EVgo, to provide an electric ridesharing service, which compliments a pre-existing, but informal, ridesharing network operated by retired Latino farmworkers, known as raiteros, on a donation basis.
- This partnership was bolstered by a settlement agreement between the CA Public Utilities Commission (CPUC) and NRG Energy (NRG).
- Prior to this partnership, the only public transit option available between the farmworking communities of Fresno and Huron was a six-hour round trip bus ride with infrequent service



Rural Policy: Huron, CA

Formalizing and Electrifying Ridesharing for Farmworkers

- The Green Raiteros aims to expand and electrify the informal ridesharing network with a 15-month pilot. Major objectives include: (1) developing systematic and sustainable business model tailored to the needs of the Central Valley residents, (2) building capacity among local organizations so they can effectively access State funding to expand, (3) deploying electric ridesharing infrastructure (dispatch facility support, community development and charging hubs in Huron), and (4) expanding existing outreach, education and training programs as a means to demystify and communicate the benefits of electric vehicles.
- The partnership hopes to expand the program with more electric vehicles and up to 12 professional raiteros making 100 trips per day. Green Raiteros launched in 2018 with two battery-electric vehicles, a handful of raiteros drivers, and a new Community and Mobility Center with ten Level 2 EV chargers (provided by EvGO in Los Angeles). Insurance is provided by the program.



Targeted Policy Considerations for our Region



Rural Contexts - Status and Trends

- **Define the Context:**

- Low-density rural areas which may include small commercial centers, subdivisions, or agricultural lands
- Parts of Harford, Queen Anne's, Carroll, Anne Arundel, Howard, and Baltimore Counties



Rural Contexts - Status and Trends

- **Current Status of New Mobility in this Context:**
 - “Static” carpool and vanpool, bicycle libraries, volunteer driver programs
 - Limited Transportation Network Company (TNC) service and successful carshare experiences
 - Few implementations of microtransit, private shared mobility, or autonomous vehicles
- **New Mobility Trends in this Context:**
 - Focus on enhancing publicly-supported services (e.g., online ridematching/information, one-call one-click)
 - Broadband access a limiting factor in many areas

Rural Context Examples

- **Possible Roles for Developers:**
 - Connect to existing active transportation networks; focus on linking development sites to activity centers.
 - Contribute to capital or operations for new mobility modes, such as subsidizing carshare memberships or contributing to shuttle, microtransit, or vanpool programs
 - Provide transportation information on-site at multi-family residential and commercial buildings, including information on how to use/access available new mobility options

Rural Context Examples

- **Possible Roles for Local Governments:**

- Require connectivity between proposed, new, and future development
- Reconsider TIAs focused solely on vehicular LOS that result in only intersection improvements; expand metrics to consider VMT, safety, or level of traffic stress for cyclists
- To the extent possible, consider the role of new mobility in all development-related plans and assure that all plans are in sync
- Explore what key requirements may be incorporated in the zoning code.
- Pursue contributions to supporting new mobility through voluntary means
 - May occur through an association (e.g., Downtown Association, Non-Profit New Mobility Provider)

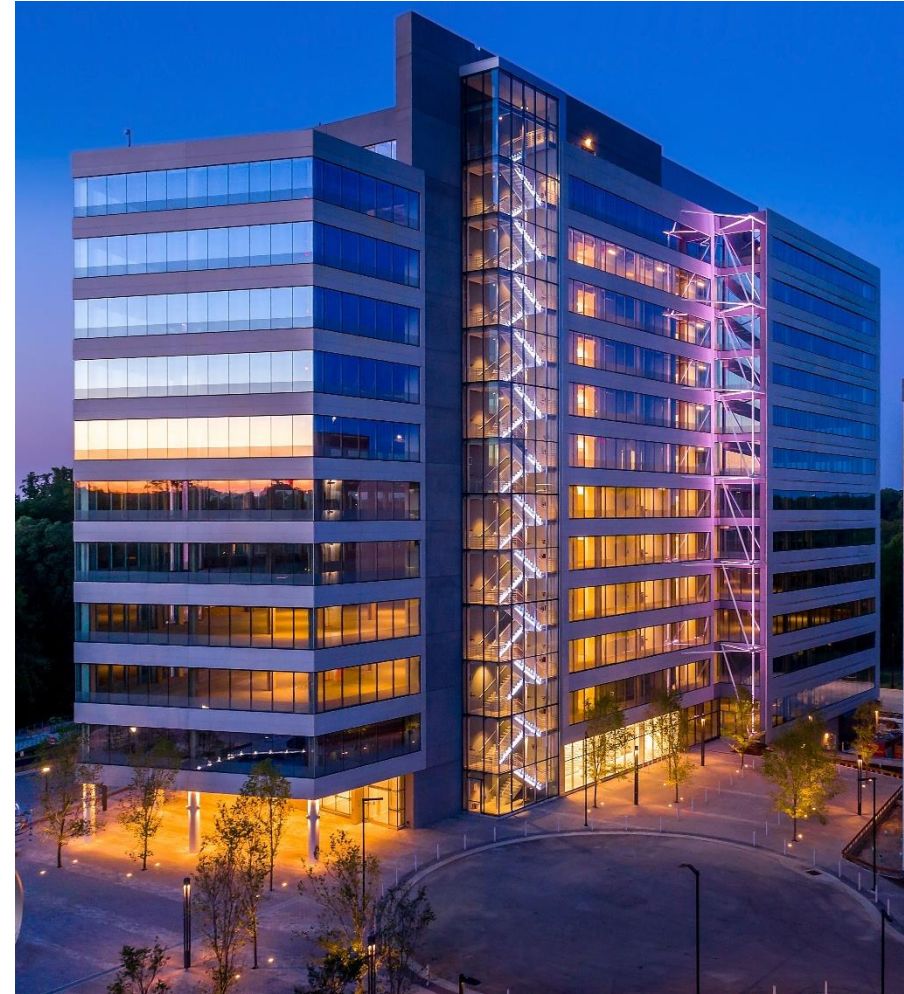
Suburban Town Centers - Status and Trends

- **Define the Context:**
 - Medium-density suburban areas, characterized by high concentration of activity centers/destinations
 - May be undergoing a longer-term transformation from suburban to urban in form
 - Downtown Columbia, Oakland Mills, Towson Town Center



Suburban Town Centers - Status and Trends

- **Current Status of New Mobility in this Context:**
 - Likely to have TNCs, bikeshare, carshare, employer-focused Transportation Demand Management (TDM)/shuttles
 - Transitional / surrounding land use/density may not support widespread adoption of non-auto options
 - Newer trends like dockless scooters, microtransit shuttles less common but still present in some areas



Suburban Town Centers

- **Possible Roles for Developers:**
 - Designate curbside pick-up/drop-off space
 - Provide safe and comfortable network connectivity for micromobility (especially shared bikes and scooters)
 - Provide preferential carpool/vanpool spaces and EV charging spaces
 - Contribute to capital or operations for new mobility modes
 - Subsidize tenants' transit passes or bikeshare or carshare memberships
 - Fund and ensure transportation information provision on-site, e.g., real-time information screens

Suburban Town Centers

- **Possible Roles for Local Governments:**

- Incorporate walkability and livability elements into the development review process
- Support car-lite or car-free lifestyle in an otherwise a car dependent context
 - Require space for mobility hubs, especially to connect residential districts to activity centers
 - Facilitate first mile/last mile access to the property through micromobility, microtransit
- Consider the role that roadway technology (e.g., connected signals) and multi-modal accommodations can play in addressing failing intersections
- Incorporate TDM requirements into zoning code for appropriate building types
- Preserve the ability to negotiate for additional TDM for buildings that have impacts on the transportation network
- For master planned development, take into account the size and scale of the development when calibrating what is requested
- Consider whether and how to incorporate existing development

Secured Industrial/Government Campuses/Facilities Status and Trends

- **Define the Context:**

- Enhanced development of campus locations to provide mobility options for employees both commuting and within the campus.
- Fort Meade, Aberdeen Proving Ground, Trade Point Atlantic, Amazon Facilities

- **Current Status of New Mobility in this Context:**

- On-site Autonomous Vehicle pilots
- On-site closed micromobility systems (i.e., bike share, scooter)
- Access programs, including campus car share and corporate partnerships with TNCs and micromobility

- **New Mobility Trends in this Context:**

- Some campuses banning city-wide micromobility operations on-site
- Growth of campus-only micromobility (i.e., e-bike fleets)
- Mobility wallet and other cashout programs

Secured Industrial/Government Campuses/Facilities – Examples

- **Possible Roles for Developers:**

- Create policies to allow micromobility on campus
- Incorporate micromobility infrastructure and pick-up/drop-off on campus
- Create a digital policy to enforce geofencing and other deployment requirements
- Reduce parking provision and pair that with supportive services including:
 - transit service investments,
 - rail station shuttles, and
 - other TDM investments including transit passes
- Incorporate Transportation Demand Management Plans and Monitoring (SOV trip reduction, mode shift, transit pass participation, micromobility utilization)

Secured Industrial/Government Campuses/Facilities – Examples

- **Possible Roles for Local Governments:**

- Reduce parking requirements and pair that with supportive services including:
 - transit service investments,
 - rail station shuttles, and
 - other TDM investments including transit passes
- Require TDM plans focusing investment in shared mobility options, but tied to concrete mode shift, GHG reduction, and trip reduction targets
- Implement adaptive, flexible regulation to allow on-site/community pilots and to accounts for changing industry dynamics
- Provide multimodal infrastructure/facilities (to/from campus boundaries)
- Selectively subsidize capital transit investments and maintain necessary level of transit/shuttle service for campus affiliates
- Subsidize fares and provide guaranteed ride home options

Urban Redevelopment – Status and Trends

- **Define the Context:**
 - Parcel redevelopment within the urban area utilizing densification through mixed-use or commercial development.
 - Examples include: Locations within Baltimore City, Annapolis, and Towson
- **Current Status of New Mobility in this Context:**
 - Incorporation of the following into site design and tenant/TDM programming:
 - Micromobility (dockless scooters, bikes, e-bikes, docked systems)
 - Ridehail/TNCs
 - Station-based car share, including turnkey EV car share solutions
 - App-based delivery
- **New Mobility Trends in this Context:**
 - Provider contracted services and limited competition environments
 - Renewed focus on profitability and scaling back service
 - Mobility Data Specifications (MDS) requirements
 - Mergers and Acquisitions/consolidation of services

Study Urban Redevelopment - Examples

- **Possible Roles for Developers:**
 - Design building landscapes to accommodate new mobility infrastructure
 - Provide new mobility infrastructure (i.e., bike share facilities, pickup/dropoff zones for TNCs, shuttles, and microtransit)
 - Incorporate Transportation Demand Management Plans and Monitoring (SOV trip reduction, mode shift, transit pass participation, micromobility utilization)
 - Target measure to reduce a variety of trip types, specifically non-work trips
 - Include subsidy for users which expand their mobility options

Study Urban Redevelopment - Examples

- **Possible Roles for Local Governments:**

- Focus development review requirements on walkability, transit, and new mobility access
- Encourage or require development at or near frequent transit as well as site-specific mobility hubs
- Develop residential TDM incentives that include membership in shared mobility programs or services
- Focus TDM requirements in shared mobility options on approaches that generate mode shift away from SOV trips and reduce GHG emissions
- Eliminate parking minimums but require supporting mobility enhancements
- Create curb space flex zones
- Implement adaptive, flexible regulation that accounts for changing industry dynamics

Next Steps

- Compiling all Best Practices examples into a deliverable
- Expanding Targeted Policy Considerations for our Region into published case studies

Questions from you?