Overview and Mobility Strategy
Meeting of the Minds Webinar

March 27, 2019
City Tech Collaborative reinvents cities by...

1. Transforming cities into testbeds for new ideas
2. Working with partners + people to remake essential services and infrastructure, from skills to skyscrapers
3. Designing solutions from pilot to scale, thus increasing the world’s odds of solving big urban problems
4. Reimagining cities as places where technology fuels opportunity, inclusion, engagement, and innovation for all
PROGRAMS & OFFERINGS
City Tech Drives Collaboration, Innovation, Product / Market / Business Development, and Deep Civic Engagement

1. City Solutions
   - End-to-end opportunity identification, solution development / testing, and go-to-market support to address pressing urban challenges

2. Civic Design & User Testing
   - Direct resident design input and feedback on public-facing technology, including City Tech projects, local government initiatives, websites, apps, and other products and services

3. Convening, Facilitation & Education
   - Conferences, workshops, training, and ideation with public, private, and civic leaders to drive innovative, inclusive, and impactful technology solutions

Recent Examples

- Night Game Alerts
- Healthy Chicago
- Connect Chicago
- Chicago Data Collaborative
- CityTech Projects
- Chicago Government Initiatives
- Websites
- Apps
- Other Products and Services
- Conferences
- Workshops
- Training
- Ideation
- Urban Waterway Forum
- C40 Cities
ADVANCED MOBILITY INITIATIVE ACTIVITIES

The Initiative is Leveraging Leadership, Strategy, and Technology Deployment to Shape Urban Transportation in Chicago and Beyond

Innovation Roadmap:
Flexible multiyear plan integrating policy and technology innovations for advanced urban mobility

Advisory Board:
Public / Private leadership guiding initiative content, activities, and coordination with policy development

Public Engagement:
Inclusion of civic and resident participants in planning and solution development processes, leveraging the City Tech Civic User Testing group

Activities to Yield Outcomes:
- New Solutions
- Thought Leadership
- Policy Recommendations
- Blueprints for Scale

Data Collaboratives:
Design and structuring of data sharing frameworks to enable innovation

Solution Development:
Workshops, pilots, and technology demonstrations around initiative impact areas to test and build scalable solutions relevant to shared vision

The Initiative is Leveraging Leadership, Strategy, and Technology Deployment to Shape Urban Transportation in Chicago and Beyond

Innovation Roadmap:
Flexible multiyear plan integrating policy and technology innovations for advanced urban mobility

Advisory Board:
Public / Private leadership guiding initiative content, activities, and coordination with policy development

Public Engagement:
Inclusion of civic and resident participants in planning and solution development processes, leveraging the City Tech Civic User Testing group

Activities to Yield Outcomes:
- New Solutions
- Thought Leadership
- Policy Recommendations
- Blueprints for Scale

Data Collaboratives:
Design and structuring of data sharing frameworks to enable innovation

Solution Development:
Workshops, pilots, and technology demonstrations around initiative impact areas to test and build scalable solutions relevant to shared vision

The Initiative is Leveraging Leadership, Strategy, and Technology Deployment to Shape Urban Transportation in Chicago and Beyond

Innovation Roadmap:
Flexible multiyear plan integrating policy and technology innovations for advanced urban mobility

Advisory Board:
Public / Private leadership guiding initiative content, activities, and coordination with policy development

Public Engagement:
Inclusion of civic and resident participants in planning and solution development processes, leveraging the City Tech Civic User Testing group

Activities to Yield Outcomes:
- New Solutions
- Thought Leadership
- Policy Recommendations
- Blueprints for Scale

Data Collaboratives:
Design and structuring of data sharing frameworks to enable innovation

Solution Development:
Workshops, pilots, and technology demonstrations around initiative impact areas to test and build scalable solutions relevant to shared vision
ADVANCED MOBILITY INITIATIVE VISION & GUIDING PRINCIPLES

New Initiative Will Drive Transformative Public Impact While Creating New Business and Economic Development Opportunities

Safety
- A safe transportation system for all its users

Access & Equity
- Mobility choices that are accessible, equitable and affordable for residents of all incomes, ages, and abilities

Efficiency & Reliability
- A city that is efficient, smart and reliable
- Mobility service levels that meet resident needs and support a thriving business community

Workforce Development & Economic Growth
- Economic development that is inclusive and innovative
- Focus on job creation in new and existing industries
- Support for workforce transitioning to 21st century jobs

Livability & Sustainability
- Communities that are sustainable, healthy and livable
- Improved quality of life, including reduced greenhouse gas emissions and other pollution

Transparency & Public Interest
- Data and information that are transparent, shared and protected
- Cross-sector partnership, including direct engagement of residents and other stakeholders
- Regulation of private actors are guided by public benefits
AN INTEGRATED, SOLUTIONS-FOCUSED APPROACH TO MOBILITY INNOVATION
Mobility Opportunities Address Resident Needs, Public Policy Goals, and Business Objectives

PHYSICAL INFRASTRUCTURE & ASSET MANAGEMENT:
Building, maintaining, and managing public & private transportation infrastructure

DATA SHARING & DIGITAL INFRASTRUCTURE:
Creating platforms, standards, permissions, and protections to facilitate sharing of data generated in the public way

TRANSPORTATION SERVICES:
Operating and coordinating existing public and private transportation and mobility services

EMERGING MODES & NEW MOBILITY TECHNOLOGIES:
Integrating new and emerging transportation and mobility modes and technology (including automated vehicles, shared vehicles, scooters, drones, etc.)
# Preliminary Advanced Mobility Initiative Timeline

Coordinated Programming to Drive New Solution Development

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Coordination</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019 City Tech Solutions Roadmap</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility Partner Recruiting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshop/Solution Development Cycles</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Sharing Collaborative</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thought Leadership</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Chicago Mobility Taskforce & Advisory Group**
- **Initial Alignment**
- **Founding Members**
- **Additional Partners**
- **Mobility Initiative Public Launch**
- **Strategic Roadmapping**
- **Curbside Management, Add’l Solution Cycles TBD**
- **Brookings Research Collaborative**
- **McKinsey Mobility Trends & Metrics**
MANAGING CONGESTION ON DEMAND:
NIGHT GAME ALERTS

PILOT TEAM

PROBLEM STATEMENT

Transit systems are often at capacity during daily rush hours or special events, these peaks cause:
» Longer travel times
» Frustrated riders
» Safety concerns

SOLUTION

New tools to communicate directly with riders, providing information and relevant micro incentives to change travel behavior.

OUTCOMES

☑ Over 2,000 participants opted-in to the program over a two week advertising period
☑ 17.5% reduction in transit ridership from opted-in individuals during peak periods
☑ Proof that cost-effective demand management tools can reduce congestion impact, improve transit system management, and rider experience
☑ Blueprint for public/private partnerships to fund ongoing incentive programs
DELIVERY CONGESTION REDUCTION
Solution Overview

From Issue... “The Challenge”
- An increase in consumer e-commerce activity has resulted in an increased frequency of deliveries to retail and residential locations
- Increased delivery frequency has resulted in increased traffic congestion in major cities
- Increased traffic congestion causes disruptions for people and retailers

Data Analysis
- Collect and analyze traffic congestion and consumer demand data to provide insights into the effects that consumer demand has on congestion
- Quantify the costs of consumer demand-related congestion and to identify how adjusting delivery models / schedules could reduce costs for shippers, carriers, and for consumers

Consumer Engagement
- Engage consumers to understand consumer preferences regarding delivery options
- Identify alternative delivery models that consumers might prefer and that might allow for a reduction in both delivery costs and associated congestion

To Outcome. “The Opportunity”
- The overarching outcome of the Pilot is to identify the feasibility of a model to identify and deliver incentives that can achieve lower cost and decrease congestion while still satisfying consumer demand and preferences
CITY TECH PILOTS IN CHICAGO BUT MARKETS SOLUTIONS GLOBALLY
THANK YOU

1415 N. Cherry Avenue, Chicago, IL, USA
(312) 281-6900
@CityTech_
citytechcollaborative.org