

Memo



Metro

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Date: June 12, 2019
To: Metro Policy Advisory Committee (MPAC) and interested parties
From: Eliot Rose, Senior Technology Strategist
Subject: 2019 Emerging Technology PILOT Program

Purpose

The purpose of this memorandum and the associated presentation is to update MPAC on the Partnerships and Innovative Learning Opportunities in Transportation (PILOT) program and describe what it tells us about local, community, and regional needs and ideas related to emerging technology.

Action Requested

No formal action is requested. This is an opportunity for MPAC to ask questions and provide feedback on the first round of the PILOT grant program and about what the program means for future work on emerging technology in the region.

Background

Metro's Partnerships and Innovative Learning Opportunities in Transportation (PILOT) program supports projects that:

- Test how emerging technologies – including ride-hailing; car, scooter, or bike sharing; ride matching; microtransit; and online/mobile travel information, payment, and incentives – can improve equitable, shared, and active transportation options
- Collect and share information on how projects perform
- Develop partnerships between public agencies, community groups, and new mobility companies that support ongoing success in the region's work on emerging technologies

The need for the PILOT program was identified in the Emerging Technology Strategy, a new component of the 2018 update to the Regional Transportation Plan. The Strategy identifies steps that Metro can take to support our partners in harnessing new developments in transportation technology and create a more equitable and livable region, such as collecting and sharing data on new modes like ride-hailing and scooter sharing, developing policy guidance about these modes, and advocating for state and federal policies that enable local governments to use emerging technology to benefit their communities. MPAC members had opportunities to provide input on the Emerging Technology Strategy in March and May of 2018, and the Metro Council and other Metro committees also provided feedback on the Strategy during Spring and Summer 2018.

One important finding of the Emerging Technology Strategy was that our region is seeing unprecedented growth in new transportation services, but that Metro and its partners often lack the information and relationships that we need to ensure that these services benefit our region. Pilot projects, through which public agencies and non-profits collaborate with companies on short-term implementation projects, have emerged as a best-practice way to learn how new technologies

can advance the public interest. The PILOT program offers grants to support Metro partners in launching pilot projects that explore how emerging technology can best serve the people and places in the region that most need better transportation options. In order to provide the flexibility that partners need to innovate, the program is funded through the Metro general fund instead of through Metro's federal funding distribution process.

PILOT process

During summer 2018, Metro staff interviewed representatives of over 40 organizations working at the intersection of transportation and technology in the Metro region and reviewed results from pilot projects in the region and across the country to develop the program structure. Metro Council approved the program structure in July 2018.

A program launch event was held on October 5, 2018. Over 100 people attended. The launch event included speakers discussing the program and structured networking to help attendees form project teams. A call for letters of interest was open from October 1 to October 26, 2018. Letters of interest included a brief overview of proposed projects and partnerships as well as an opportunity to request technical assistance with developing an application. Metro received 32 letters of interest. The lead organizations submitting letters of interest were evenly distributed across the public, private, and non-profit sectors.

PILOT applications were open from December 3, 2018 to February 1, 2019. Metro offered in-depth technical assistance, including research on similar projects and feedback on developing realistic budgets, timelines and evaluation plans, to four applicants whose letters of interest demonstrated strong alignment with the program's goals and with Metro's Diversity, Equity, and Inclusion strategy, which calls on Metro to provide technical support to jurisdictional and community partners in developing grant applications. Nine applications were received, with a total request of \$541,000. 31 organizations were listed as partners on proposed projects.

A review panel made up of a Metro councilor and four external stakeholders reviewed the applications and recommended projects for funding in March 2018. The panel included diverse perspectives and expertise in community development, equity, transportation project delivery, technology, and public-private partnerships. The Metro Chief Operating Officer reviewed and approved the panel's recommendation.

2019 PILOT projects

The four projects selected for funding represent a diverse set of technologies and communities, but they are all focused on meeting clearly-defined community needs and providing learning opportunities that can inform the region's broader approach to emerging technology. They all involve cross-sector partnerships and use emerging technology to address pressing transportation issues, including:

- The challenge of providing affordable, convenient and clean transportation options in the transit-deficient areas to which many low-income residents are being displaced
- Disparities in access to information and technology that prevents many communities of color from using emerging technologies
- The long wait times and confusing set of options that people with disabilities and special needs experience when trying to book a ride

The four selected projects are:

APANO Communities United Fund

Project name: New Mobility Pilot at the Orchards of 82nd
Location: East Portland
Partners: Rose Community Development Corporation, Car2Go
Amount: \$30,000

APANO and ROSE CDC will partner with Car2go to provide residents of the Orchards of 82nd, a new 48-unit affordable housing developing in Portland's Jade District, with free access to car sharing. APANO staff will also have free access to car sharing. APANO will manage the project, conduct culturally responsive outreach about car share and other travel options; including transit and shared bikes and scooters, in Chinese and Vietnamese; and provide computer access and concierge support to make the system accessible to residents who lack access to technology or a bank account. Rose CDC, which is the developer of the Orchards, will assist with engagement, including conducting Spanish-language outreach. Car2Go will manage the car sharing service, ensuring that an adequate number of cars are located near the building, which is outside of Car2Go's current service area.

Latino Network

Project name: Latinx Ride Share Promotion
Location: Region-wide
Partners: Uber, TriMet
Amount: \$55,000

Latino Network will partner with Uber and TriMet to provide ride-hailing credits and culturally-specific transportation navigation to help Latinxs reach educational programs and other destinations at different locations around the region, with a focus on connecting families to education programs and parental involvement opportunities at selected Portland schools. The project would train two Latino Network staff members to act as trip coordinators who provide in-depth assistance to help participants plan and schedule trips using transit or ride-hailing. Uber would provide ride credits and a concierge platform, and TriMet will provide trip planning tools. Trip coordinators would use these resources to inform participants of their options and, if needed, book rides on behalf of participants.

Portland Transport

Project name: East Portland Transit Appliance Deployment
Location: East Portland
Partners: OPAL Environmental Justice Oregon, Rosewood Initiative, Portland Bureau of Transportation, DKS Associates
Amount: \$30,000

Portland Transport will install at least 20 screens displaying real-time information on transit arrivals in East Portland, with a focus on locations near lines with new or increased transit service. OPAL and Rosewood Initiative will conduct outreach to property owners to identify potential host sites, ensure that community members are aware of the screens, and collect feedback. The team will also explore the potential of screens to display information on other options that people can use to connect to transit, for example the scooters that are located in East Portland under Portland's e-scooter pilot. Portland Bureau of Transportation will help identify and assess evaluation strategies in conjunction with screen installations it will be installing concurrently at affordable housing developments. DKS Associates will provide technical and evaluation support.

Ride Connection, Inc.

Project name: Trip Planning for All
Location: Region-wide
Partners: Full Path, Trillium Transit
Amount: \$35,000

Project and partners: Ride Connection and its partners are working to develop a trip planning tool that would provide information on both fixed-route transit and demand-response transit, including many services that people with disabilities, transit-dependent people and older adults rely on. This grant would support the first phase of that work by developing a tool that would enable users of these services to identify the options that are available for their trip based on their origin and destination and educating stakeholders in the region about the potential uses of the tool. The project would include entering service data for demand-response and special-needs transportation providers in the region into the standard format that travel information apps and websites use to display transit data. This would enable resources such as TriMet's new multimodal trip planner and private apps like Transit and Moovel, to display information on these services alongside information on conventional fixed-route transit. Ride Connection will lead outreach and engagement with other transportation providers in the region, Full Path will manage the project, and Trillium Transit will be responsible for data entry and tool development.

Next Steps

Staff are currently working with grantees to finalize and execute grant agreements. We expect grant agreements to be signed and grantees to begin work in July 2019.