

Livable City and Mobility Maturity Workshop

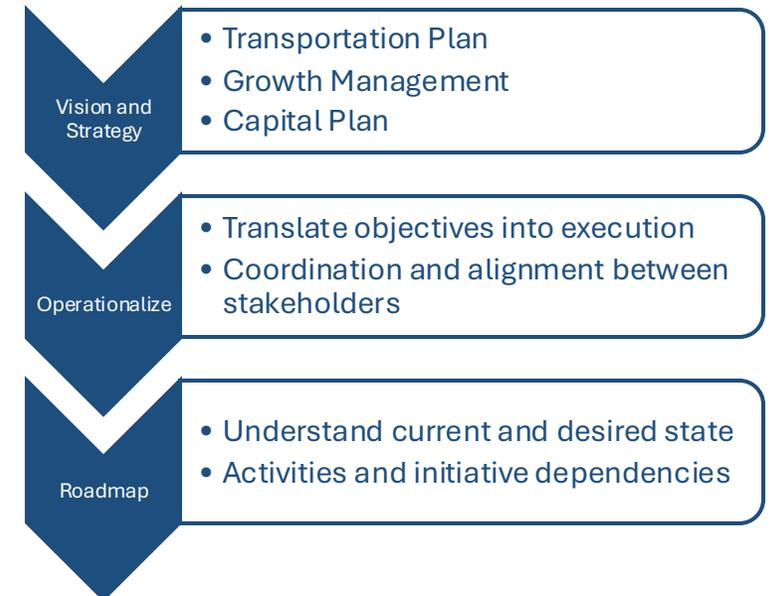


The Issues:

- Cities are complex ecosystems with conflicting needs that compete for space and utilization.
- Multiple organizations and departments have long-, mid-, and tactical plans seeking to service the citizens, visitors, and businesses with mobility services.
- Plans and Objectives are frequently not transparent, visible, and coordinated across agencies and departments.
- Measurements and outcomes are not harmonized.

"Exploring each of the mobility maturity factors provided valuable insights, revealing where we currently stand and the possibilities ahead. This process also facilitated a unique and productive conversation among group members about our opportunities."

*Jamie Gaskill,
Associate Director of Active Transportation, Colorado State University*



Workshop participants:

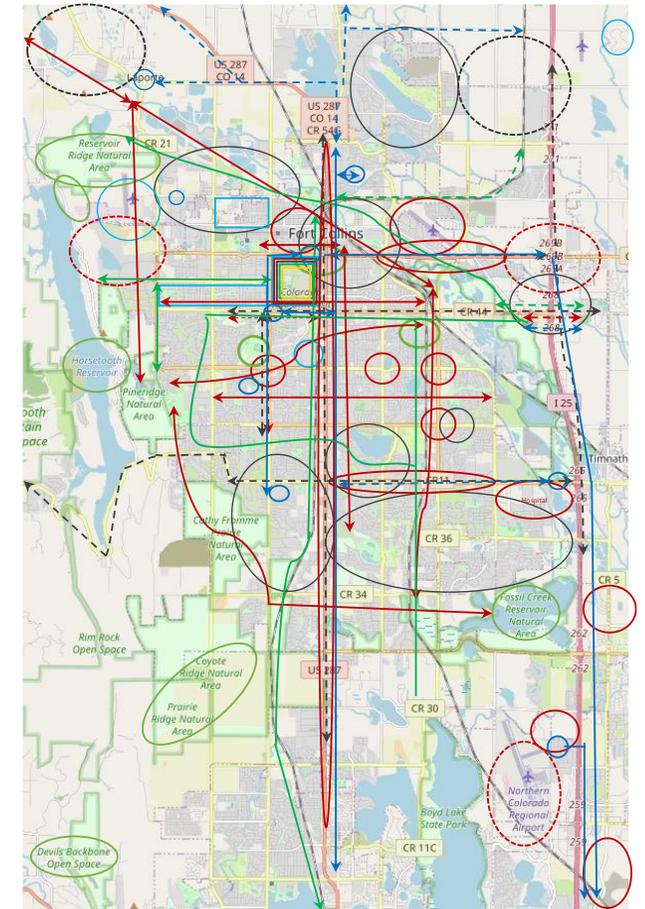
- City Planners
- Transportation
- Transit
- Public Works
- Vision Zero
- Environment
- Parking
- Active Transportation
- Technology
- ...

Mobility Needs and Maturity Workshop

Multi-disciplinary, Interactive, Result-driven



- Mobility is divided into 24 elements, including traffic flow, transit, safety, the first/last mile, parking, payments, and underlying IT systems.
- Each has a maturity model that enables a discussion on the current and desired state.
- This holistic approach establishes the shared language and view on service levels among the diverse participants.



Results workshop Fort Collins, CO

Example

Parking

Where are you today?
 Where do you need to be in 1-3, 3-10, 10+ years
 What are current and needed initiatives?



	Level	People	Process	Technology	Managerial
1	Uncontrolled	Parking operators and agency	First come = first serve	Ticket systems, payment based on duration or flat rate	Contract management
2	Availability published	Parking operators and agency	First come = first serve Availability publication	Occupancy measurement, guidance within parking	Contract management
3	Guided to parking – separate app	Parking lot operators and agency	First come = first serve Availability publication	Occupancy published, app guides traveler to space	Contract management
4	Guided to parking – trip planner / navigation	Parking operators, navigator vendors	Within navigation / planning, receive guiding to parking. Potentially dynamic / reservation	Integration between lot operators and navigation vendors	Manage on trips supported
5	Parking reserved, payment integrated	Parking operators, navigator vendors, payment providers	Planning, guiding	Dynamic parking optimization based on aggregated understanding of supply and demand, and traffic flow	Manage on friction removal
6	Parking reserved additional services	Multiple vendors and agencies	Integrated end-to-end taken by own vehicle	Parking integrated into MaaS platform	Friction removal + added services
7	Dynamic parking	Dynamic vendors and agencies	Understanding dynamic needs and configure parking accordingly	Depending on demand, space is allocated to public or e.g., TNC drivers to charge vehicles	Optimize value creation of available space

Mobility Maturity Framework



Citizen / Business facing

Foundational

Why it works and Who has used it

The SCMC Livable City and Mobile Maturity Workshop:

- Put the decision-makers and practitioners in the room
- Identifies the issues across agencies and departments
- Installs a framework for livability and mobility:
 - Establishes a language around livability and mobility
 - Establishes common goals and objectives
 - Set measurable and transparent targets
 - Put in place principals for reporting, collaboration and action
- One day commitment



Workshop Participants sample





**SMART CITY
MOBILITY
COUNCIL**