

# NUMO Quarterly Snapshot Report



New Urban  
Mobility  
alliance

December 2020  
NUMO Quarterly Update





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Photo source: Elvert Barnes/Flickr

## ALLIANCE OVERVIEW

### NUMO ALLIES

Shared Mobility Principles  
Endorsers: **200**

NUMO Allies: **147\***

Collaborative Investments  
with Allies (January 2019 -  
November 2020): **\$24 million**

### ALLIANCE WORK

- ▶ **10 Pilots**
- ▶ **4 Working Groups**
- ▶ **6 Tools**
- ▶ **8 Platforms**
- ▶ **5 Guides**

*\*NUMO Allies collaborate with us on pilots, participate in working groups and co-develop tools, platforms and guides.*

# ALLIANCE OVERVIEW: 2019 - 2020

## PILOTS:

- ▶ **NEW:** [Bogotá Séptima redesign using Streetmix](#) (led with the City of Bogotá)
- ▶ **NEW:** [Detroit mobility for essential workers](#) (led by Detroit's Office of Mobility Innovation, NextEnergy, MoGo, Spin & General Motors)
- ▶ [Pittsburgh Mobility Collective](#) (led by Pittsburgh Department of Mobility & Infrastructure with Innovate PGH)
- ▶ **NEW:** [Washington, D.C. Transportation Equity Network](#) (led by Greater Greater Washington)
- ▶ **King County** (led by Transportation Choices Coalition)
- ▶ **Curb pilots** (via T4A's [Smart Cities Collaborative](#))
  - Bellevue
  - Boston
  - Minneapolis
- ▶ [Bogotá e-bicycles for healthcare workers](#) (led with the City of Bogotá, Despacio & MUVO)
- ▶ **Guadalajara** (led by GoMetro & GIZ)

## WORKING GROUPS & COALITIONS

- ▶ **Mobility Data Privacy Principles** (led with OMF & NABSA)
- ▶ **Micromobility Behavior Nudging:**
  - **Campaign** (led by Design for Humans)
  - **Research** (led by U Leeds & UC-Davis)
- ▶ **Federal Policy Alignment** (led by T4A)

## GUIDES

- ▶ **NEW:** [Public Transit Safety Recommendations & Decision Tree](#)
- ▶ **NEW:** [Spanish Translation of the T4A Shared Micromobility Playbook](#)
- ▶ [Perfecting Policy with Pilots](#) (led by Urbanism Next)
- ▶ **Accessibility Guide** (led by T4A)
- ▶ **Urban Bikeway Design Guide 3.0** (led by NACTO)

## PLATFORMS

- ▶ **NEW:** [Micromobility Policy Atlas](#) (with SUMC & WRI Cities)
- ▶ **NEW:** [edX Course](#) — launching second cohort early 2021 (led by MIT)
- ▶ [COVID Mobility Works](#) (with Polis, TNO, UC Berkeley, TUMI, Urbanism Next & the WEF)
- ▶ [The NEXUS](#) (led by Urbanism Next)
- ▶ [NUMO New Mobility Atlas](#)
- ▶ [Resilience & Transportation](#) webinar series (with Euroclima+, GIZ, TUMI & WRI Ross Center for Sustainable Cities)
- ▶ [Urbanism Next Europe](#): June 10 - 11, 2021 (with Polis, Urbanism Next & TNO)
- ▶ [#MOVID19 Hackathon](#)

## TOOLS & RESOURCES

- ▶ **NEW:** [Starting Off Right: A Community-First New Mobility Playbook](#) led by CityMart
- ▶ **NEW:** [Micromobility & Your City: A Mobility Data Tool for Cities](#)
- ▶ [Mobility Metrics](#) (led by SharedStreets)
- ▶ [MoMobility Urban Transformation Game](#)
- ▶ [Periodic Table of Mobility](#)
- ▶ [Streetmix Improvements](#)

# FEDERAL POLICY PRIORITIES FOR A NEW U.S. ADMINISTRATION



*Photo source: dmbossstone/Flickr*

As Joe Biden and Kamala Harris transition to the White House, they have announced a focused plan to respond to the COVID-19 pandemic, advance economic recovery, prioritize racial equity and address climate change head on.

If there's something an administration headed by 'Amtrak Joe' realizes, it's that investing in a robust national infrastructure that is both environmentally progressive and accessible to all is necessary for the United States and, in light of the climate catastrophe we face, for the world. In this country, the legacy of road building and autocentric development is intimately intertwined with structural racism and economic inequities that have only been more deeply felt during the pandemic.

Earlier this year, NUMO was proud to be part of a [broad coalition](#) urging Congress to invest \$25 billion in emergency COVID relief funding for public transit, as well as [calling for access](#) to be the metric by which we measure the success of our transportation system in the surface transportation reauthorization bill. Going forward, NUMO will continue working with partners to shape upcoming legislative opportunities, including a potential new stimulus package and infrastructure bill, as well as the transportation reauthorization bill, and to advance key priorities, including:

1. The adoption of federal performance measures based on access
2. The creation of a truly multimodal transportation system centered around transit

Achieving these goals will require a fundamental rethinking of how we define success in transportation, the development of powerful incentives supporting transit and active transportation, and unprecedented investment in multimodal infrastructure.

These are heavy lifts, but we are eager to work with our many partners and the new administration to build the transportation system America needs. If you are interested in supporting these efforts, please consider adding your/your organization's name to Transportation for America's [reauthorization sign on letter](#).



Photo source: Evert Barnes/Flickr

## PUBLIC ENGAGEMENT DURING COVID-19

- ▶ Starting Off Right: A Community-First New Mobility Playbook
- ▶ Redesigning Séptima Avenue Using 6,000 Proposals
- ▶ Washington, D.C. Transportation Equity Network

# STARTING OFF RIGHT: A COMMUNITY-FIRST NEW MOBILITY PLAYBOOK



*Starting Off Right: A Community-First New Mobility Playbook is a new tool for cities to create pathways for adopting urban mobility innovations inclusively and intentionally.*

**Starting Off Right: A Community-First New Mobility Playbook** is a new digital tool to help cities shape disruptive mobility innovations by prioritizing the needs of their communities.

Recognizing that historically marginalized communities often do not experience the benefits of newly-deployed mobility services, this tool proposes that cities and new mobility providers approach launching new services not from the traditional procurement model, but from a perspective that engages all members of the community.

The playbook empowers cities with knowledge, tools and examples to adopt a community-first perspective and leverage the new mobility market to get deployment of new mobility services right from the start – and set a precedent for the future.

With CityMart, NUMO convened a coalition to conduct research into community engagement and market entry to arrive at strategies for deploying community-first market entry of new mobility innovations.

Contributors include:

- ▶ City of Austin
- ▶ District Department of Transportation
- ▶ Institute for Transportation & Development Policy
- ▶ Inter-American Development Bank
- ▶ JUMP
- ▶ Lyft
- ▶ New Flyer
- ▶ New York City Taxi & Limousine Commission
- ▶ Populus
- ▶ Portland Bureau of Transportation
- ▶ Ride Report
- ▶ World Bank
- ▶ World Resources Institute

# REDESIGNING SÉPTIMA AVENUE USING 6,000 CITIZEN PROPOSALS



A representation of a segment of Séptima today... (source: Streetmix)



A proposal for the future redesign (source: Streetmix)

In October, NUMO worked with the City of Bogotá to develop an open public engagement campaign to redesign a main street using [Streetmix](#).

The platform can be accessed by anyone online and allows citizens to drop and drag street infrastructure elements to build their ideal configuration of Séptima Avenue.

The program received an unprecedented response with over 6,000 proposals from citizens in two weeks. NUMO conducted a quantitative analysis to generate

insights into how the populace thinks the right of way should be allocated. These insights will guide the new conceptual design for Séptima in 2021.

If you are interested in using Streetmix for participatory engagement in your city, reach out to [carlos@numo.global](mailto:carlos@numo.global).



# WASHINGTON, D.C. TRANSPORTATION EQUITY NETWORK



Photo source: Craig James/Flickr

A new coalition of organizations based in Washington, D.C. has formed the DC Transportation Equity Network (DC TEN) to advocate for transportation policies that achieve mobility justice.

DC TEN represents a voice dedicated to equity and will work to connect vulnerable residents to greater opportunities, improve livability through greater investment in transit, safe infrastructure for pedestrians and bicyclists, and expanded access to micromobility options.

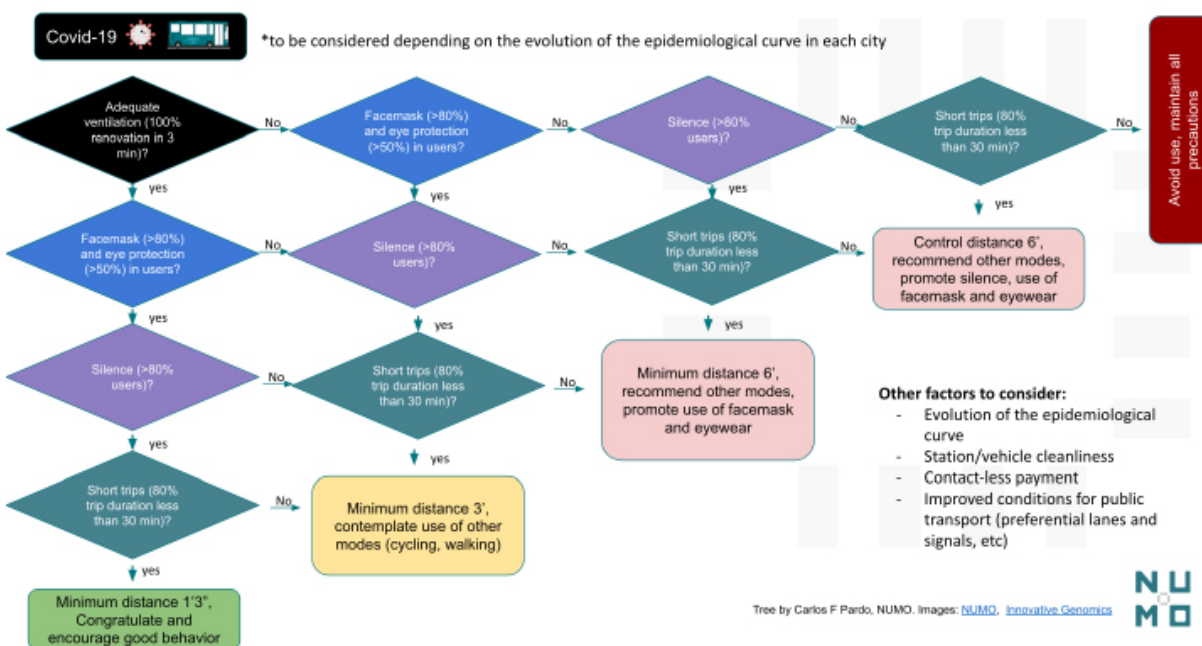
The organizations making up DC TEN will advocate for the District to adopt transportation policies that rectify historic disparities in access to jobs, schools, health care, and recreation, expanding opportunity for those pushed to the margins in a thriving city. DC TEN includes:

- ▶ Community Connections
- ▶ DC Central Kitchen
- ▶ DC Education Coalition for Change
- ▶ DC Families for Safe Streets
- ▶ DC Primary Care Association (DCPCA)
- ▶ Greater Greater Washington
- ▶ House of Ruth
- ▶ ONE DC
- ▶ SMYAL
- ▶ So Others Might Eat (SOME)
- ▶ UNITE HERE Local 25
- ▶ Washington Area Bicyclist Association (WABA)
- ▶ Washington Interfaith Network

For more information on DC TEN, read Greater Greater Washington's blog [here](#).

# GUIDING COVID-19 SAFETY MEASURES IN TRANSIT

A Decision Tree for Transit Under COVID-19



A decision tree for public transit operations during the COVID-19 pandemic, drafted from the key factors and recommendations outlined in new research published by the Collaborative Group for Modeling COVID and Mobility in Colombia.

Public transit operators are facing many challenges, including figuring out how to safely bring passengers back, which is critical for economic recovery in cities. NUMO worked with a group of epidemiologists, data scientists and transportation planners in Colombia to understand how transit agencies can reduce the risk of COVID-19 transmission while allowing for increased occupancy of vehicles.

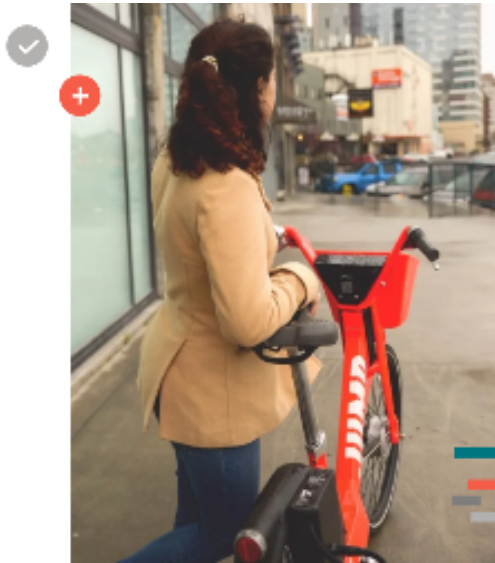
The [collaborative research effort](#) found that a combination of five distinct factors can substantially reduce the risk of transmission while allowing for increased occupancy of vehicles. In addition to the predominance of COVID-19 transmission in the city, factors that influence risk of transmission in transit are:


1. User behavior related to masks, eye protection and traveling in silence
2. Vehicle ventilation system and frequency of air renewal
3. Proximity of riders
4. Trip duration
5. Cleaning and disinfection of high-contact surfaces

Based on the findings, NUMO developed a decision tree for transit operators to guide them through how these key factors interact, and recommendations will soon be published in the peer-reviewed journal [Infectio](#).

NUMO is currently engaging with APTA, MTA, WMATA, and other transit agencies to adapt and contextualize these recommendations for the United States.

# LEVERAGING MICROMOBILITY DATA TO ACHIEVE POLICY OUTCOMES



 Equity Outcome <sup>1</sup>

## Access to Necessities

Increase access, convenience and reliability to fundamental daily necessities that improve social mobility and quality of life, especially for underserved communities.

[How can cities evaluate progress towards this goal?](#)

*Explore real-life cases for micromobility data related to equity, sustainability and safety outcomes on [Micromobility & Your City: Leveraging Data to Achieve Policy Outcomes](#).*

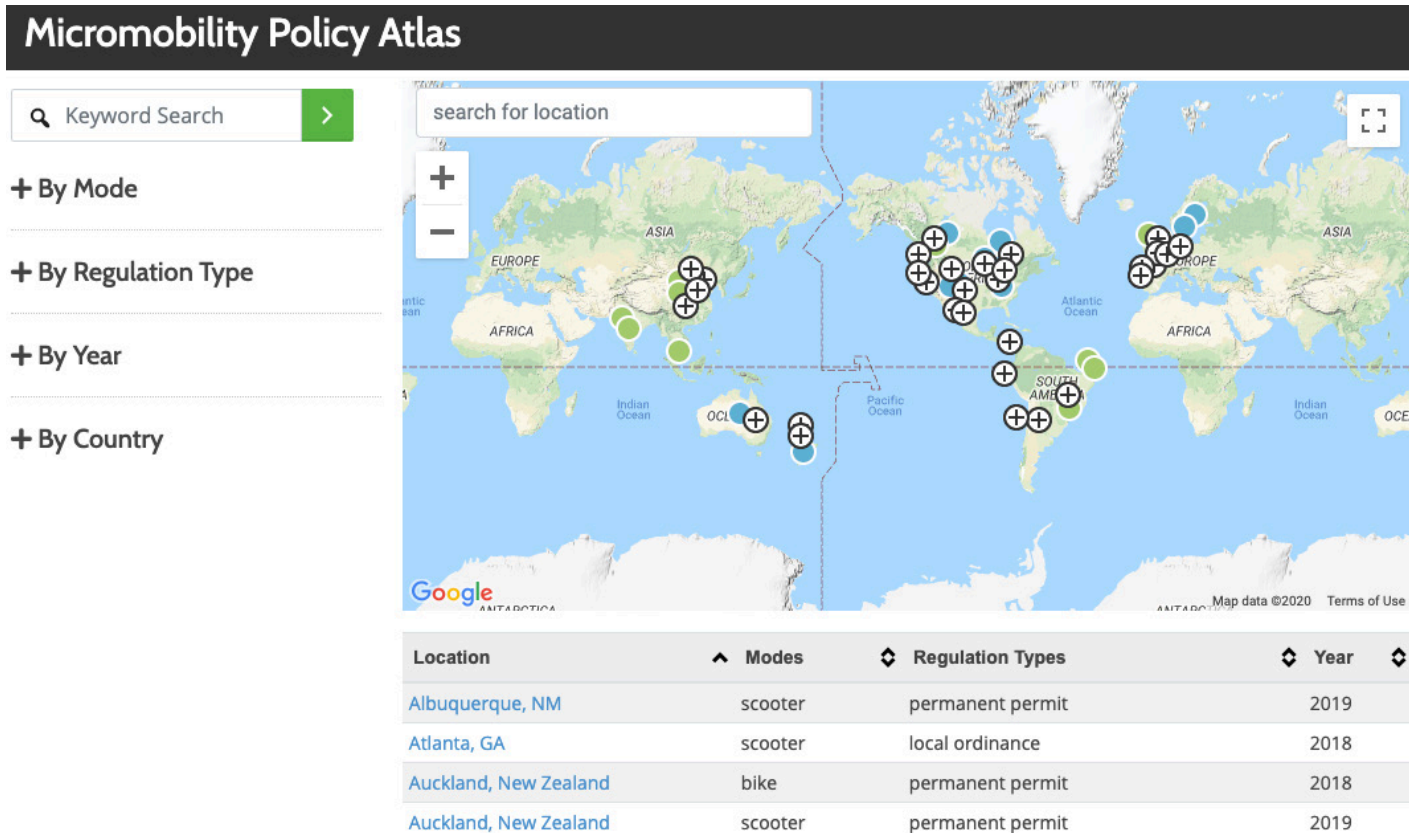
Micromobility services and modes could fundamentally influence how we travel along with making clear what changes to our built environments are needed. Whether these new modes and services help or hinder goals of equity, sustainability and safety in our communities is up to us.

A working group of 50+ experts has launched [Micromobility & Your City: Leveraging Data to Achieve Policy Outcomes](#), a platform to demystify the connection between the data generated by new technologies and real-world policy outcomes so that cities, transit agencies and micromobility service operators can work together more effectively to realize their mutual goals. On this platform, you'll:

- ▶ Discover how mobility data can shed light on how micromobility services are contributing to equity, sustainability and safety outcomes
- ▶ Explore use cases for how existing regulations employ mobility data to measure progress toward goals
- ▶ Learn how mobility data can help inform proactive, long-term policies to build better transportation systems that serve everyone

Thank you to the experts from city governments, research organizations, mobility service operators and data aggregation platforms who discussed and reached consensus on how to use micromobility data to achieve city goals. Your contributions were essential to creating this tool!

# TRACKING MICROMOBILITY POLICIES AROUND THE WORLD



The Micromobility Policy Atlas, developed in collaboration by SUMC, NUMO and WRI Ross Center for Sustainable Cities tracks micromobility policies in cities around the world.

The newly-launched [Micromobility Policy Atlas](#) — developed in collaboration by the Shared-Use Mobility Center, WRI Ross Center for Sustainable Cities and NUMO — tracks policies that regulate shared bike, e-bikes, e-scooter and moped services around the world. The database covers more than 100 unique micromobility policies across 25 countries and will continue to be updated as this industry expands.

On analysing this database, SUMC’s Colin Murphy, WRI Ross Center’s Ken Wakabayashi and WRI México’s Acoyani Adame found three global themes in the regulation of shared micromobility services:

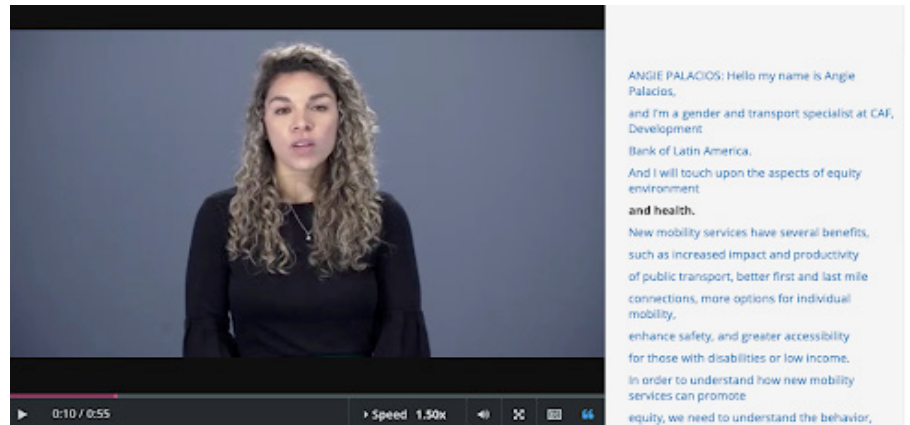
1. Cities are steering more equitable distribution of micromobility services through equity mandates and incentives
2. Cities are increasingly managing micromobility growth by supporting dedicated safety infrastructure
3. Cities are experimenting with fleet caps to manage use of public space and reduce vehicle waste

Read more [here](#).

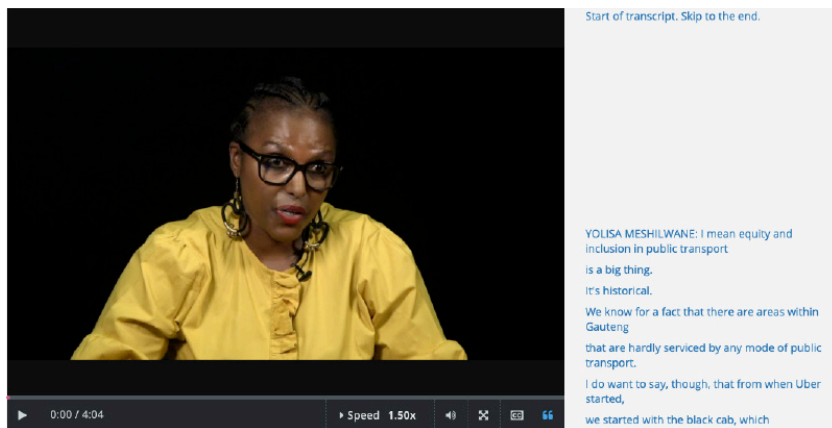
# EARLY 2021 RELAUNCH: LEVERAGING URBAN MOBILITY DISRUPTIONS COURSE

NUMO partnered with MIT to launch a multidisciplinary free online course to help current and future transportation and urban planning leaders understand how they can leverage new mobility to reach city goals.

The first iteration of the course, [Leveraging Urban Mobility Disruptions to Create Better Cities](#), was launched in May 2020, with 3,744 students enrolled from 128 countries, and received an outstanding response from the student cohort. NUMO and MIT will relaunch an expanded version of the course in early 2021.



*The 10-week course invited 25 practitioners and lecturers from diverse backgrounds and perspectives. Above: Angie Palacios, Development Bank of Latin America*



*Above: Yolisa Mashilwane, Policy Head at Uber South Africa*

Grounded in the goal of leveraging technology not for technology's sake, but to create sustainable, just and joyful cities, the 10-week course bridges the gap between the dynamic, on-the-ground reality brought on by technology innovation and the academic content and practice needed to respond systemically.

Bringing together professors, practitioners, entrepreneurs and public sector officials from Europe, Asia, Latin America, Africa and the U.S., the curriculum examines

new mobility offerings within the context of urban planning, economics, geography, transportation systems engineering and data science. Topics covered include land use and urban form, new mobility business models, pricing, policy, technology, data and using behavioral economics to change the way individuals travel.

The expanded version of the course will improve content around racial equity and will include interviews with key stakeholders working on these issues.

Sign up for announcements about the upcoming course relaunch [here](#).

# EQUITABLE MODE SHIFT & BEHAVIOR CHANGE RESOURCES

***Over 50% of all trips in the U.S. are three miles or less, with 73% of these trips currently taken by car.***



Swapping short automobile trips for walking and micromobility trips (e.g. by bikes, electric bikes and scooters) can help break the stranglehold cars have on our society. Substituting short car trips with micromobility trips can decrease local pollution and emissions; fill gaps in public transportation networks; promote exercise and catalyze the development and success of walkable neighborhoods.

However, even if safe walking and bicycling infrastructure were available across all urban communities, many Black Americans do not feel safe in our streets. Efforts to encourage mode shift must be centered in the needs of local communities and take into account the deep structural inequities in our transportation systems. The [#ArrestedMobility](#) framework, developed by Charles T. Brown, MPA, Equitable Cities, LLC, provides a valuable overview of the way Black people are historically and currently denied the inalienable right to movement in the United States.

In October, NUMO convened representatives from four cities alongside advocacy organizations, mobility operators, researchers, and social and racial justice organizations to explore behavior change opportunities for mode shift interventions centered in equity.

As many in our community are thinking about how to achieve mode shift goals equitably, we'd like to amplify the following resources:

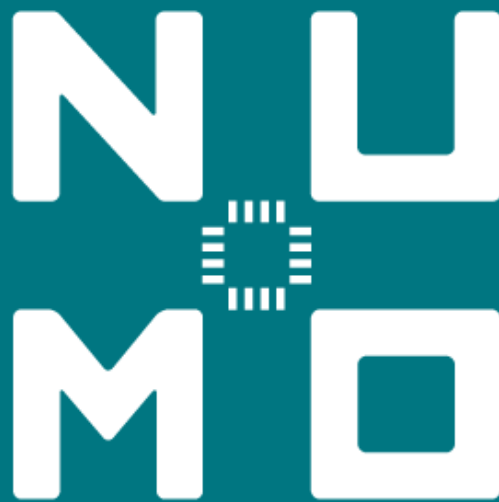
- ▶ [Behavior Change and Micromobility Literature Review](#) — NUMO
- ▶ [VIDEO: Identifying & Addressing Barriers to Physical Activity in the Black Community](#) — Charles T. Brown, MPA, Equitable Cities, LLC
- ▶ [Sustainable Mobility: Getting People on Board](#) — Carlos Pardo
- ▶ [Nudging the Commute: Using Behaviorally-Informed Interventions to Promote Sustainable Transportation](#) — Ashley Whillans, Joseph Sherlock, Jessica Roberts, Shibeal O'Flaherty, Lyndsay Gavin, Holly Dykstra, Michael Daly
- ▶ [Designing a Behavioral Intervention in 6 Steps](#) — Design for Humans
- ▶ [Building Equity - Race, Ethnicity, Class and Protected Bike Lanes: An Idea Book for Fairer Cities](#) — PeopleForBikes/Alliance for Biking & Walking
- ▶ [A New Partnership Model: Portland's Leadership in Promoting Safe and Affordable Transportation](#) — Spin
- ▶ [TriMet Reimagining Security Focus Group Report](#) — We All Rise
- ▶ [Remembrance of Cars and Buses Past: How Prior Life Experiences Influence Travel](#) — Michael J. Smart, Nicholas J. Klein
- ▶ [Do Bicycling Experiences and Exposure Influence Bicycling Skills and Attitudes? Evidence from a Bicycle-Friendly University](#) — Calvin Thigpen

# Thank You

Be on the lookout for an invite to NUMO's next quarterly update call in early 2021.

If you would like us to invite any of your colleagues to the next call, please contact **Jyot Chadha** (jyot@numo.global) or **Leanne Kaplan** (leanne@numo.global).

Follow us on Twitter [@NUMOalliance](https://twitter.com/NUMOalliance).



New Urban Mobility alliance