



E-Mobility as a Service:

June 26, 2012

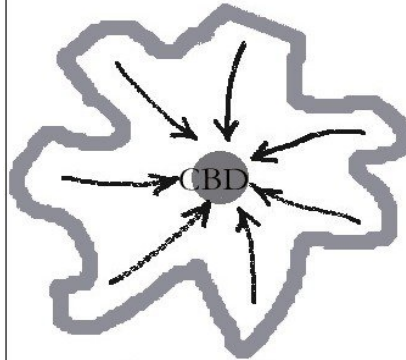


CONNECTING THE DOTS

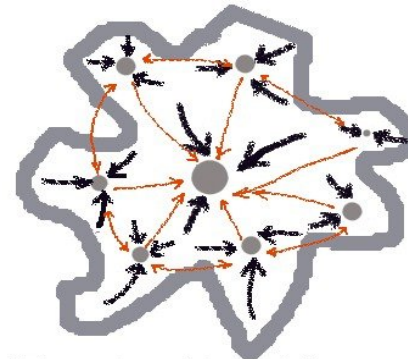
Gerry Tierney: Mobility and the City & Perkins+Will
With assistance from : Format Design Studio & 510 Collective

Polycentric urban forms

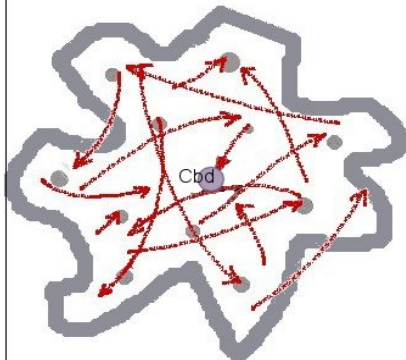
Schematic Representation of Trips Patterns Whithin a Metropolitan Area



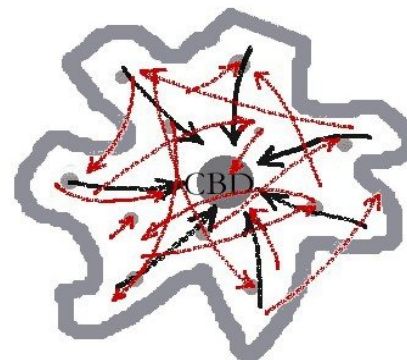
(a) The monocentric model



(b) The polycentric model:
The urban village version



(c) The polycentric model:
The random movement version



(d) The mono-polycentric model:
Simultaneous radial
and random movements

 weak links
 strong links

Transit = Mobility?

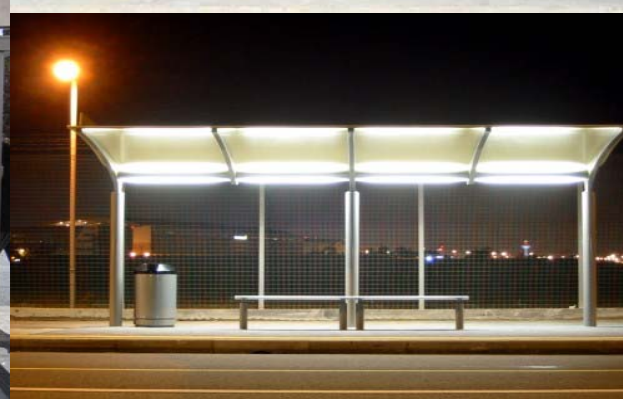
Rush hour crowds



Waiting, waiting, waiting

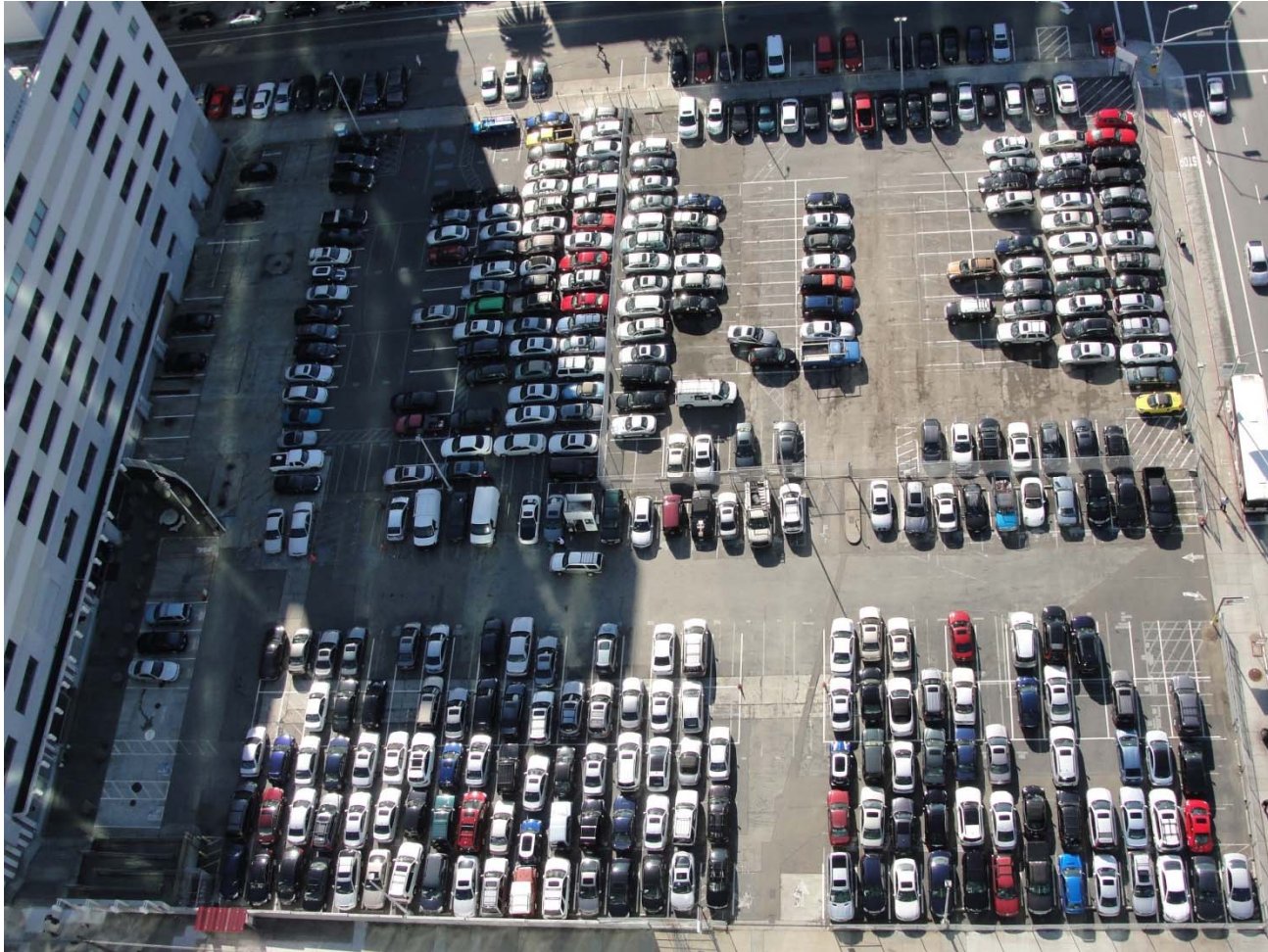


Excuse me, do you know what bus that is?



Would you wait here at 1:30 am?

Can we really blame them for wanting to drive?



What Dots to connect?



What Dots to connect? “Dot 1”: Vehicle technology



The current “average” urban vehicle: 4-doors / 400-miles - why?



Why not something like this? An autonomous urban electric vehicle: 2-doors / 100-miles

What Dots to connect? “Dot 2”: Social networking technology



Social networking technology



“Dot 1”: Vehicle Technology

What Dots to connect? “Dot 3”: Demographics



45% of 18 - 34 yr olds make effort to replace driving with alternative means of transportation



“Dot 2”: Social networking technology



“Dot 1”: Vehicle Technology

What Dots to connect? “Dot 4”: Place & Public Realm



“Dot 3”: Demographics



Place & the public realm re-imagined
Shared Public Way: Mission Rock, San Francisco (P+W)



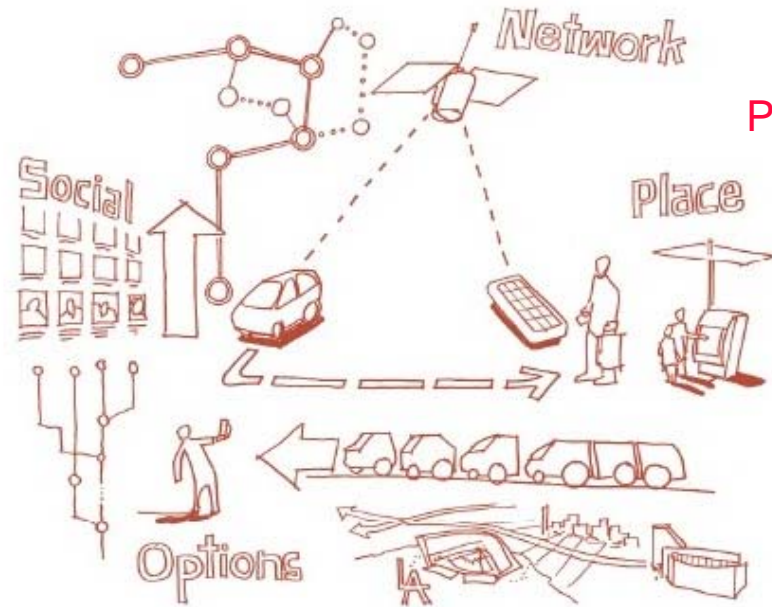
“Dot 2”: Social networking technology



“Dot 1”: Vehicle Technology

Connected System

Social networking technology



Place & Public Realm

Software

Urban Realm

Demographics



Vehicle technology

Hardware

How do we access the system?

App development should be organic and reflect the needs of the user / culture



ADD FRIEND _Add friends to network.



TOUR GUIDE _Takes rider along scenic route passing by places of interest. User feedback loop defines interest locations.



RIDE SHARE _Share rides w/ friends in network. Algorithm calculates which friends to pick up based on user preferences, activity, and path of travel.



DESIGNATED DRIVER _Takes rider to home location and pairs riders w/ other riders who have activated DD, while avoiding riders in professional network.



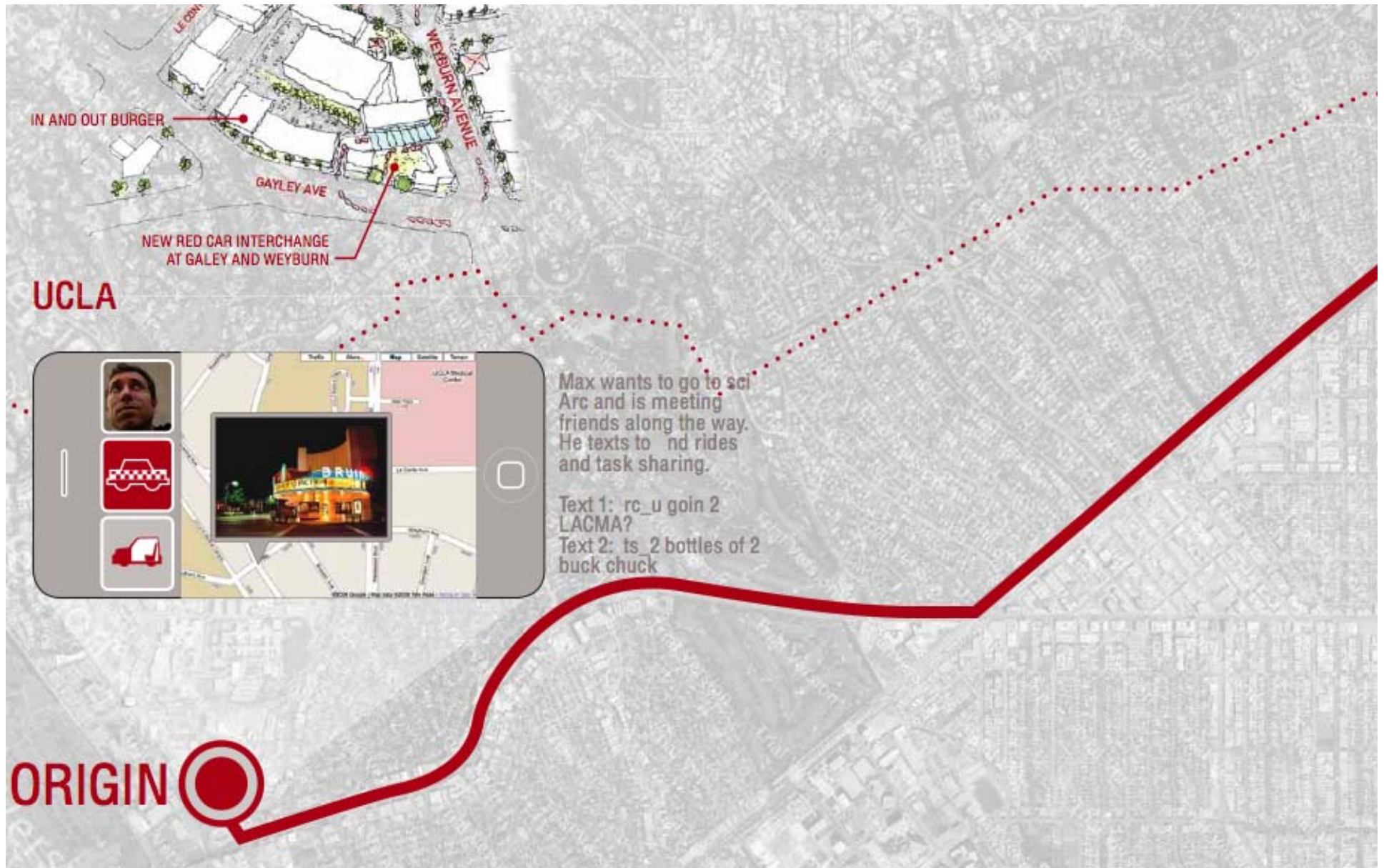
TRANSIT ASSIST _Assists user in arriving and transferring various modes of transit.



TASK SHARE _Share errands w/ network riders. Calculates shortest trip route, riders to share errands with, and meeting locations for item exchange.

What could “E-Mobility as a Service” look like?

Sample journey across Los Angeles: UCLA/Westwood to SCI-Arc/Arts District



Protagonist 1: Text instructions



Max Median was born in Akron, Ohio. He's a Design | Media Arts undergraduate at UCLA and lives in the Palms District, east of Highway 405.



He texts to find rides and task sharing.

Text 1: Dest SCI-Arch

Text 2: Detour Cantor's Deli

Text 3: TaskShare Trader Joes for 2 bottles of Charles Shaw

Text 4: Ride to SCI-Arch with Cantor's Deli detour confirmed.

Text 5: TaskShare request confirmed. You will be alerted as soon as TaskShare is accepted.

Max wants to go to SCI-Arch and is meeting friends along the way.



UCLA

Protagonist 2: Text instructions



Antonia Alonzo is Max's friend. She's an exchange student from Argentina and doesn't have classes today.



Antonia's first stop is Melrose Ave for sunglasses and then to Canter's Deli for lunch with Max.

Her texts to **REDCAR**:

Text 1: Dest Melrose & Fairfax

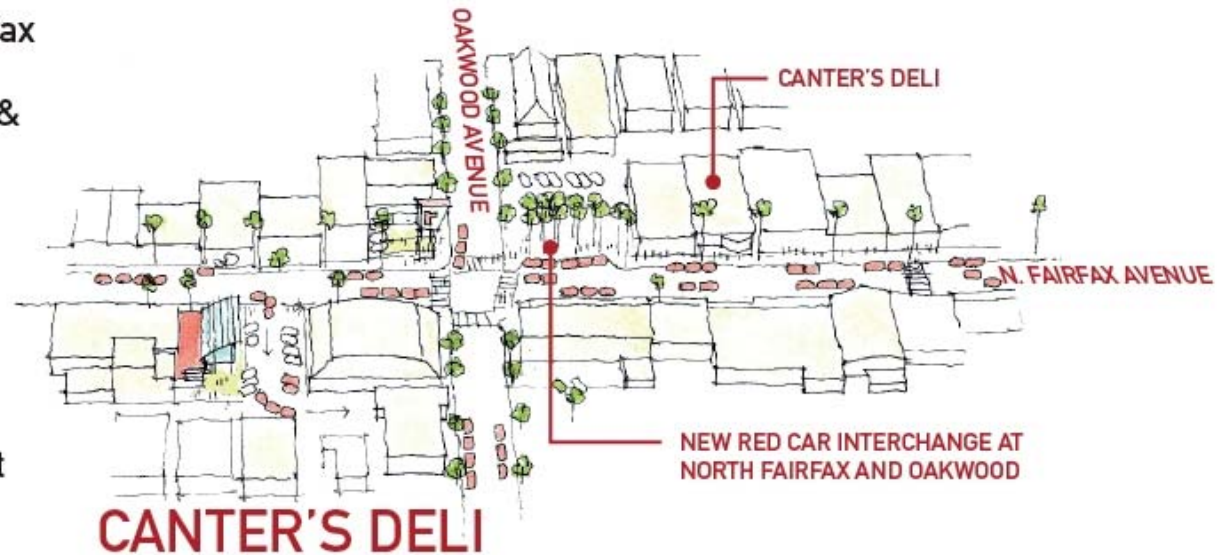
Text 2: REDCAR to Melrose & Fairfax confirmed. Aprox. wait 5 minutes.

A little later...

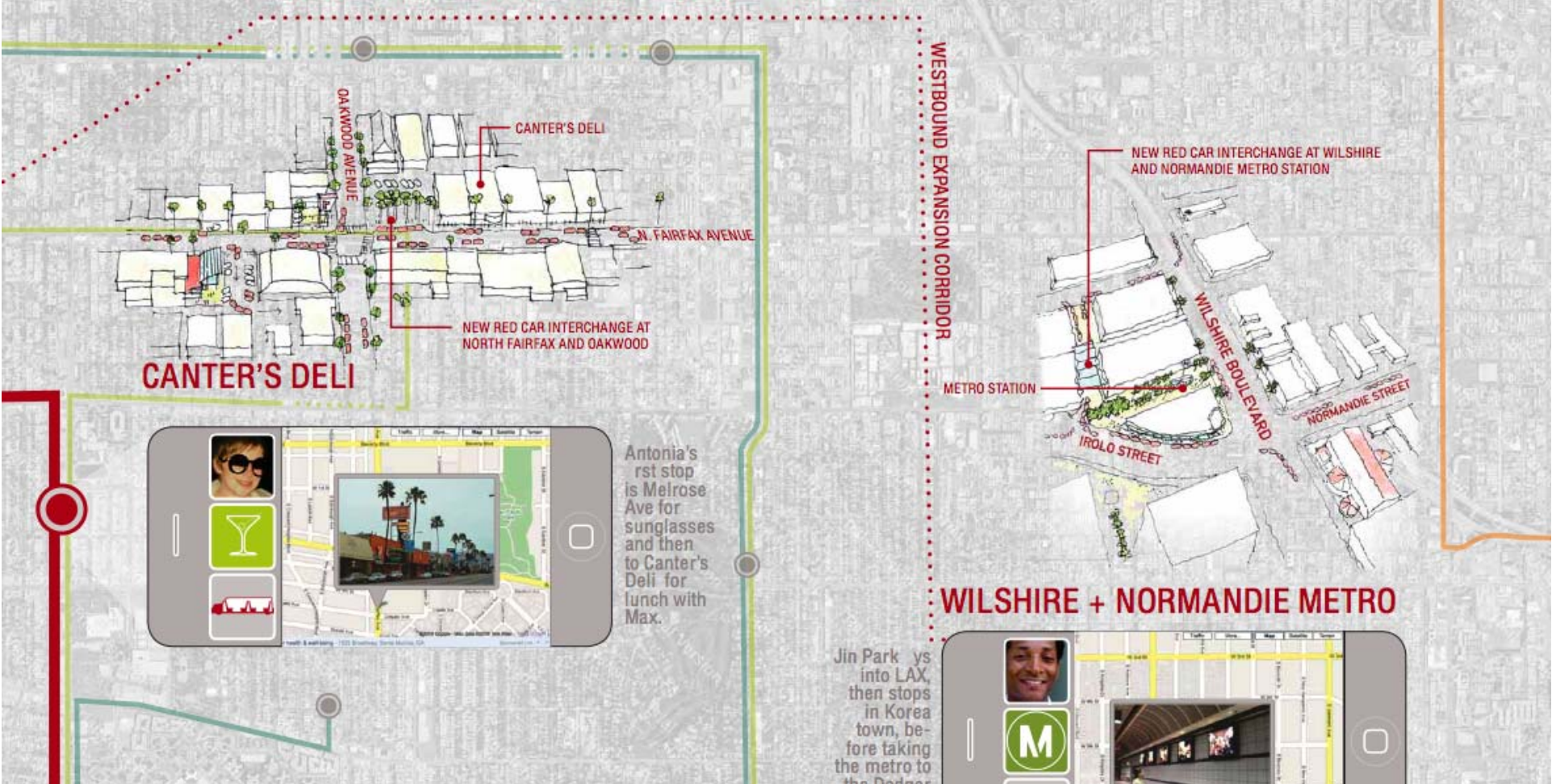
Text 3: Dest Canter's Deli

Text 4: REDCAR to Canter's Deli confirmed. Aprox. wait under 1 minute.

Text 5: REDCAR arriving.



Doing errands along the way - meeting up with friends at Canter's Deli on Fairfax



CANTER'S DELI

CANTER'S DELI

NEW RED CAR INTERCHANGE AT NORTH FAIRFAX AND OAKWOOD

NEW RED CAR INTERCHANGE AT WILSHIRE AND NORMANDIE METRO STATION

METRO STATION

WILSHIRE + NORMANDIE METRO

Antonia's first stop is Melrose Ave for sunglasses and then to Canter's Deli for lunch with Max.

Jin Park gets into LAX, then stops in Korea town, before taking the metro to the Dodger

Protagonist 3: Text instructions



Kirk Underwood is a DJ and works at Trader Joes. Notified by **REDCAR** TaskShare, he buys a few bottles of wine and hands some of them off to Max.

Max and Antonia rideshare to the A+D Museum to meet Kirk and pick up his bottles of two buck chuck. Max heads off to SCI-Arch, while Antonia and Kirk stay for LACMA's Young Director's Night, and view the Argentinian film, El Ojo Unico by Adrian Castagn.



His texts to **REDCAR**:

Text 1: Dest LACMA

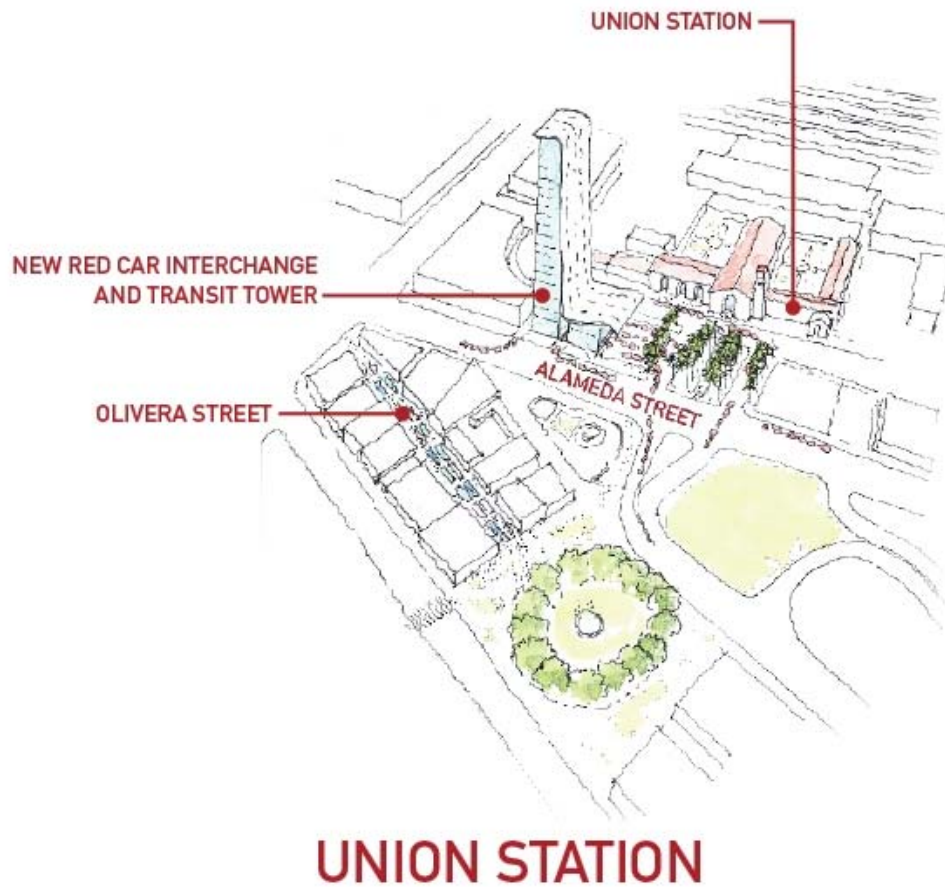
Text 2: REDCAR to LACMA confirmed.
Text 3: Potential passenger requests
2 Bottles of Charles Shaw. Meet at
LACMA to exchange. Reply "Share" to
accept.



Protagonist 4: Text instruction



Trudy Saucerfield is a student at SCI-Arch and lives in Pasadena. She and Max met through friends.



Trudy runs an errand in the morning. She meets Max at Union Station and they go to SCI-Arch together.



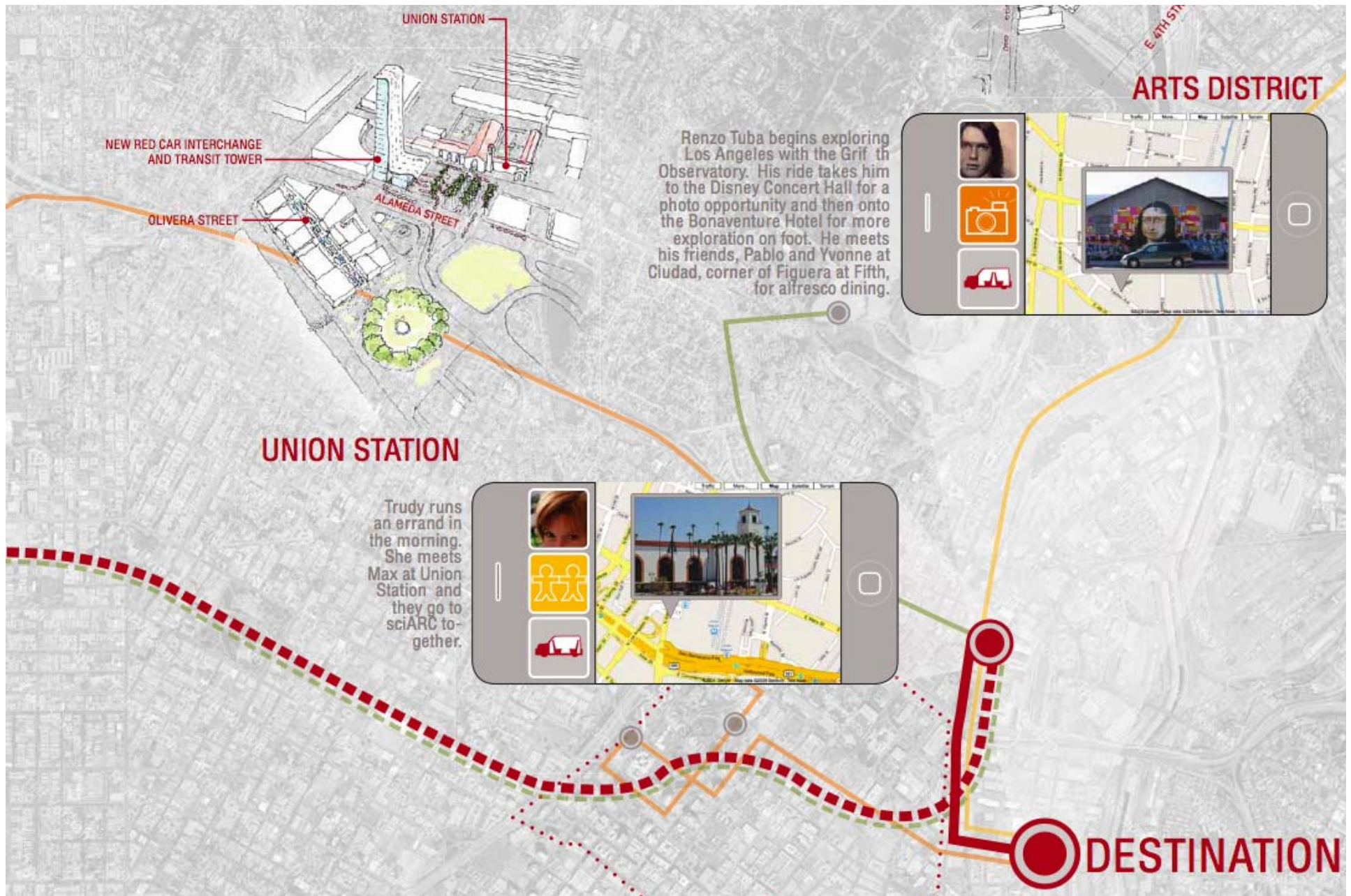
Her texts to **REDCAR**:

Text 1: Dest SCI-Arch

Text 2: RideShare Max Median

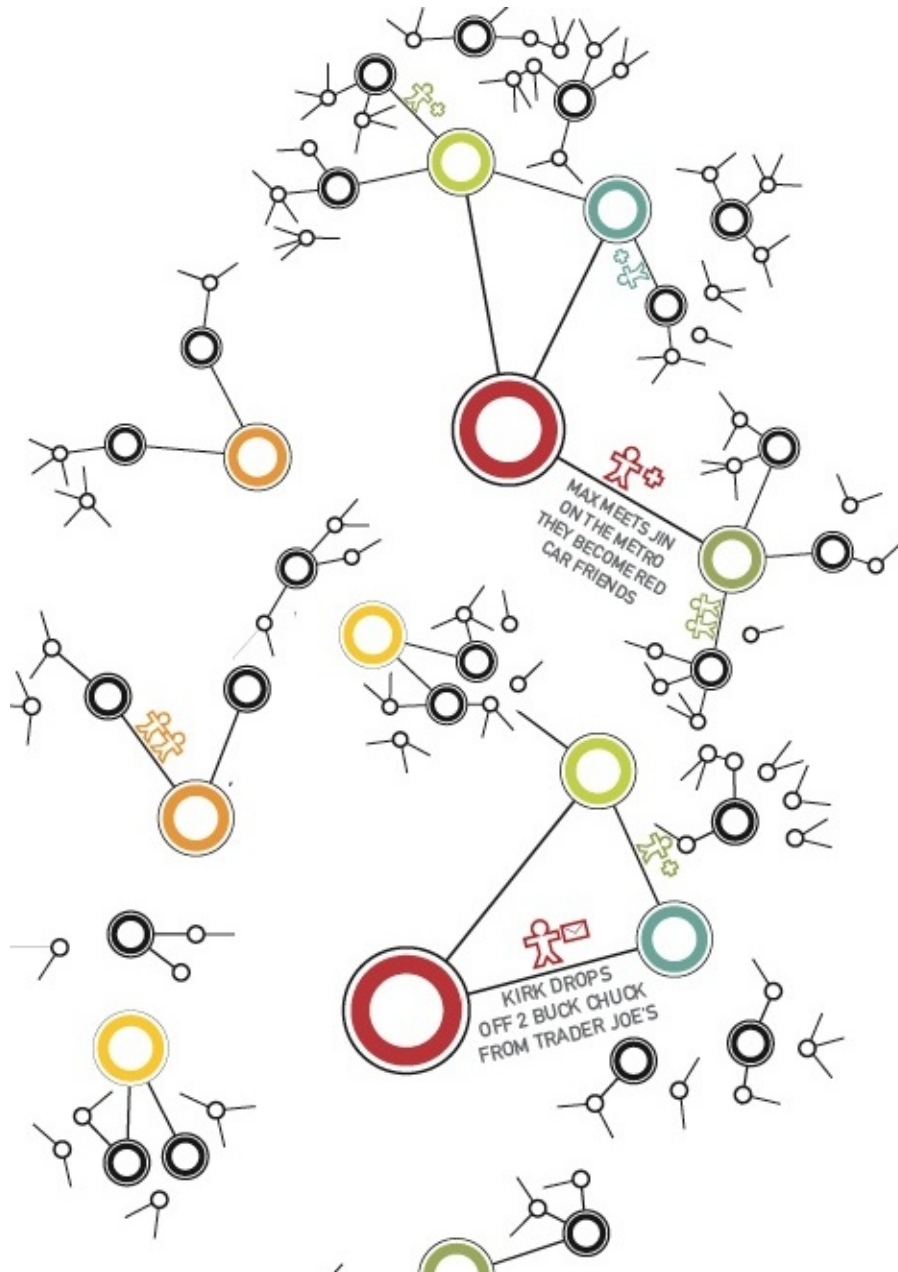
Text 3: RideShare with Max Median confirmed. Approximate rendezvous at Union Station at 6:15pm.

OK to use multi-modal means: Red Line from Wilshire+Normandie to Union Station



Organic TOD Development

EMERGENT NODE: As opposed to the predetermined nature of a TOD, development will naturally emerge from the urban fabric in response to social hotspots triggered by both physical space and social swings.



Social Access

How much is your data plan?



Do we need to create a lifeline data plan?



at

Monthly Statement

Bill-At-A-Glance	
Previous Bill	45.04
Payment	28.95CR
Adjustments	19.95CR
Past Due - Please Pay Immediately	.14
Current Charges	41.98
Total Amount Due	\$42.12
Current Charges Due in Full by	Jun 16, 2009

Billing Summary	
Questions? Visit att.com	
Plans and Services	29.03
1 800 288-2020	
ILD Teleservices	12.95
1 800 433-4518	
Total Current Charges	41.98



CONNECTING THE DOTS

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With special thanks to:

Format Design Studio: Katie Handy & Dinesh Perera and the 510 Collective: Tyrone Marshall, Therese Tierney & Ben Feldmann