

# MELDING THE OLD AND NEW TRANSPORTATION SYSTEMS

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# WHAT IS LADOT?

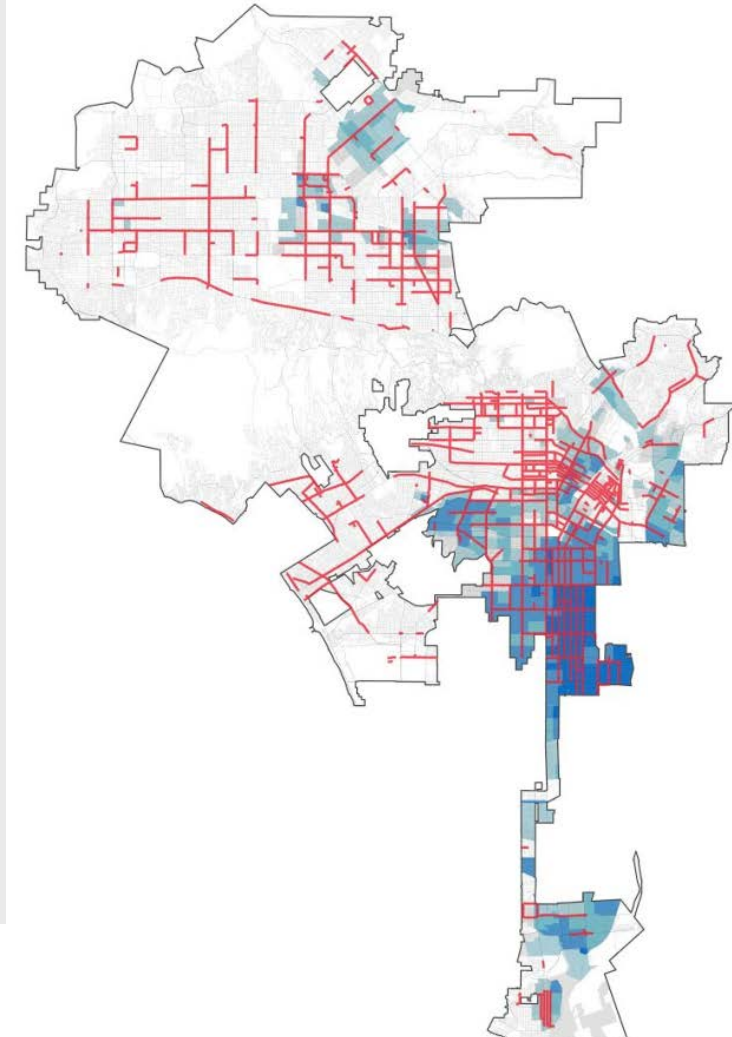
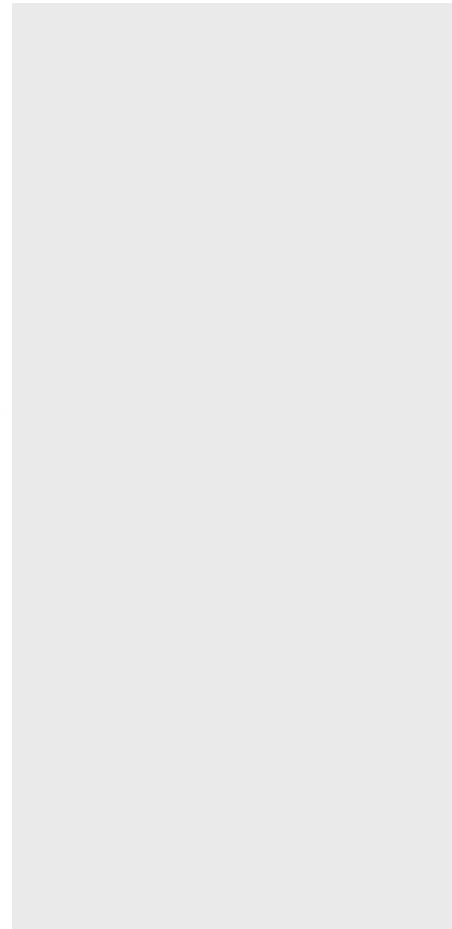
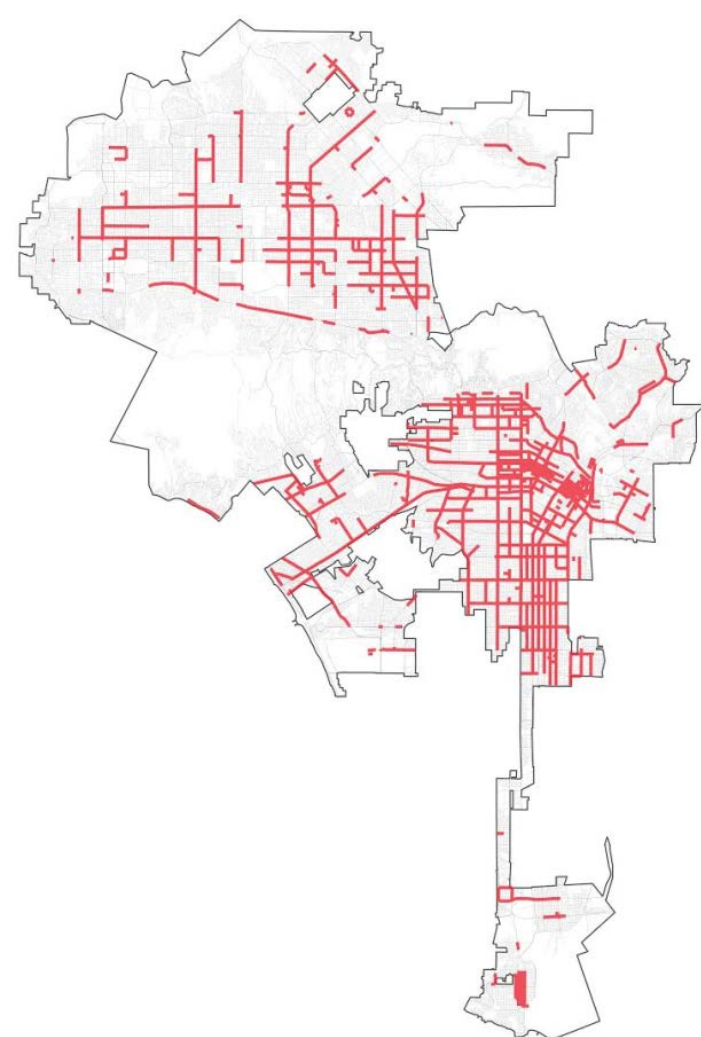


# VISION ZERO

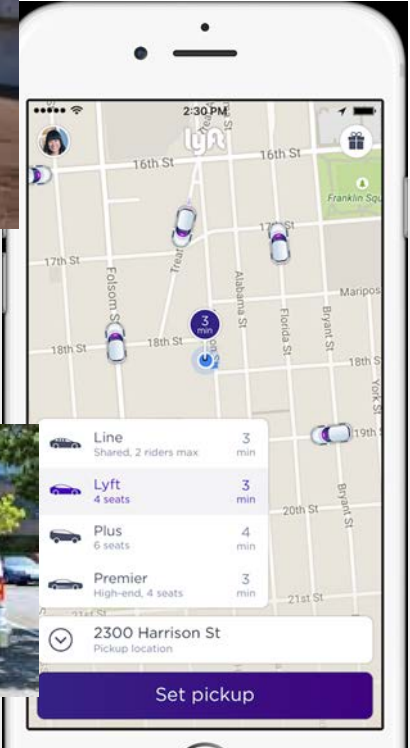
LOS ANGELES | 2015-2025

High Injury Network

Community Health and Equity Index







zipcar.  
wheels when you want them



UBER UBER



LADOT

AUGUST 3, 2017

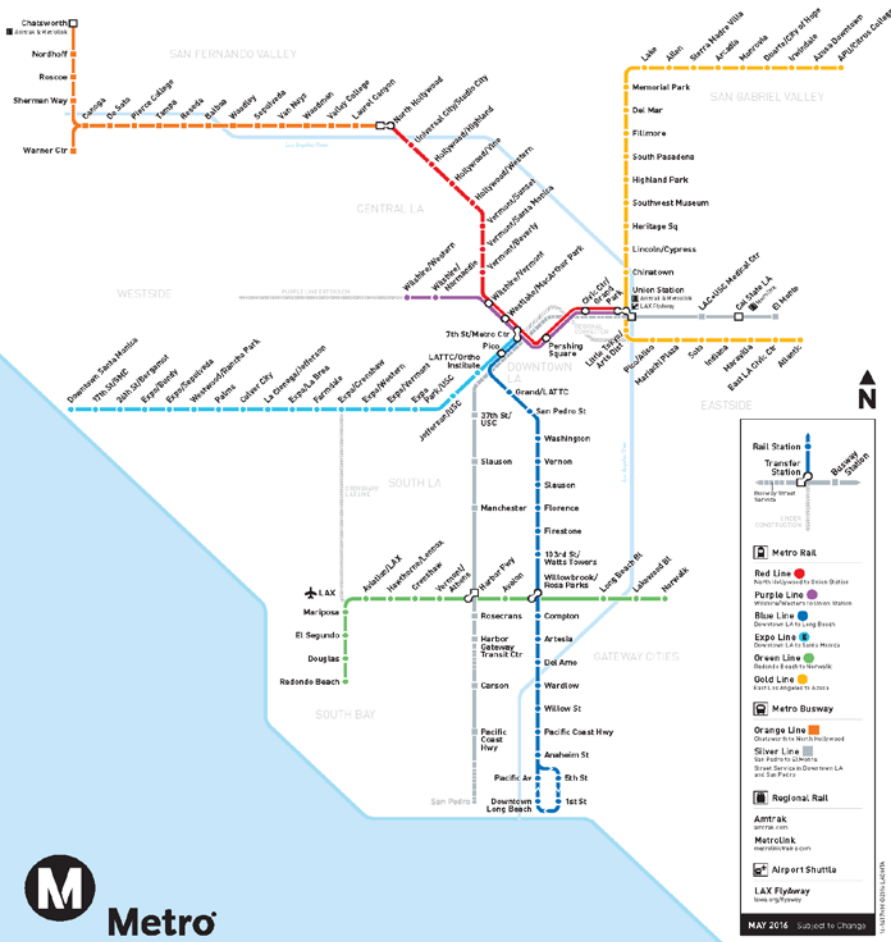


# Measure M

Successfully passed on November 8!

Generate \$860 million annually

## RAIL TODAY



## THE FUTURE



[www.urbanmobilityla.com](http://www.urbanmobilityla.com)

# Urban MOBILITY in a Digital Age

With the rapid rise of technology in transportation, the City of Los Angeles Department of Transportation (LADOT) will need to deploy and support an ecosystem of advanced technologies to meet policy objectives and create truly great streets for all Angelenos. LADOT must evolve into a platform for transportation innovation that focuses on three core customer services:

**DATA, MOBILITY + INFRASTRUCTURE.**



# Transportation Technology Strategy

This transportation technology strategy proposes several policy considerations, near-term actions and pilot projects for LADOT to consider as it prepares for better urban mobility in the future.

# 1

**Build a solid  
data foundation.**

# 2

**Leverage technology  
+ design for a better  
transportation  
experience.**

# 3

**Create partnerships  
for more shared  
services.**

# 4

**Establish feedback  
loops for services  
+ infrastructure.**

# 5

**Prepare for an  
automated future.**

# Transportation Innovation



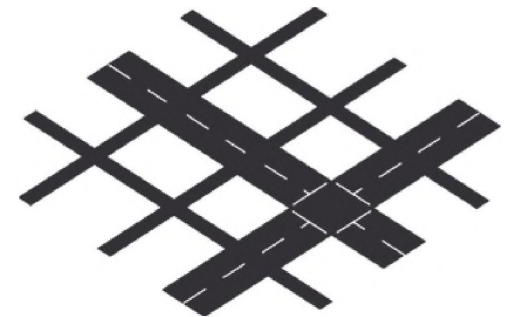
## DATA

Data as a Service is the rapid exchange of real-time condition and service information between customers, service providers, government and the supporting infrastructure to optimize safety, efficiency and the transportation experience.



## MOBILITY

Mobility as a Service centers on the customer; it provides a suite of transportation mode options through a single platform and payment system to simplify access to mobility choices.



## INFRASTRUCTURE

Infrastructure as a Service is the idea that the use and access of public infrastructure should be subject to pay-as-you-go user fees that more closely align the costs associated with providing the infrastructure itself to how the infrastructure is being used.



# Thank you!

