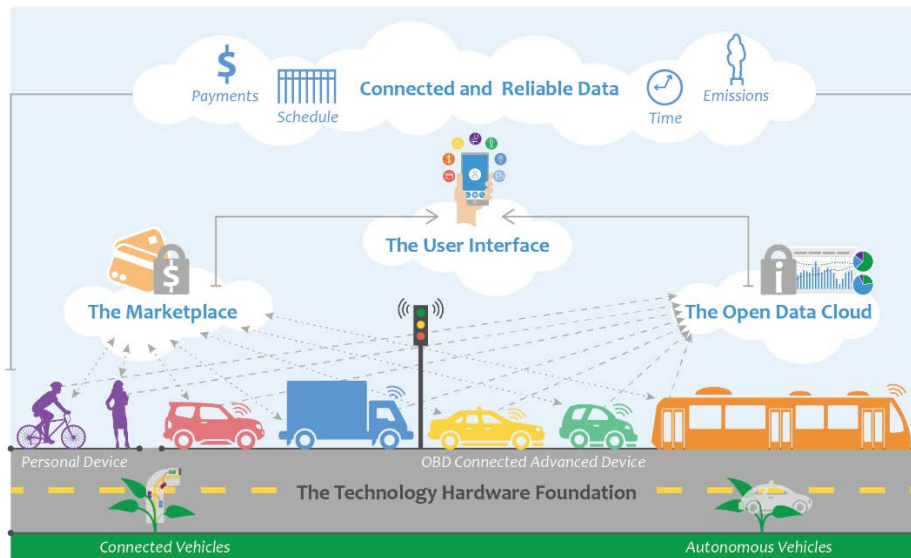# Beyond Traffic: The Smart City Challenge

City of Portland Vision Narrative Brief

Portland has embarked on a smart city transformation - a paradigm shift in our transportation system. By using Internet of Things (IOT) technology and locally proven open source data-sharing and security protocols, we will implement Ubiquitous Mobility for Portland (UB Mobile PDX) that addresses the most pressing challenges of our time and provides a catalyst for continued innovation in transformative mobility solutions.

UB Mobile PDX

Through the use of scalable distributed data architecture, mobility options and performance data will be consolidated and accessible to a multitude of stakeholders, including individual citizens, government agencies, and business. The UB Mobile PDX will be fed by implementation of advanced personal and OBD devices, intelligent sensor-based infrastructure, and integration of existing and enhanced open-source mobility data.

- The Exchange: allows drivers, passengers, transit riders, bicyclist and pedestrians to buy and sell mobility in a secure and private environment with transparent pricing across mobility modes.

- The User Interface: provides access to accurate and user-driven data on cost, schedule reliability, and GHG emissions across the mobility market - public, private, and sharing economy.

- The Data Analytics: enhances system operations to optimize functionality by using the new information and communication capability.

Priority Demonstration Areas

Portland's dynamic history with corridor-based planning, local impacts of infrastructure investment, and GHG reduction priorities have all influenced the selection of priority demonstration areas. The Columbia Corridor and the Powell/Division Corridor will be design labs for specific infrastructure implementation as well as for baselining, monitoring, and reporting against UB Mobile PDX outcomes. Each corridor will have specific outcomes targeted based on leveraging current complementary investments as well as their unique development challenges, including equity, congestion, mobility, safety, and climate change.