

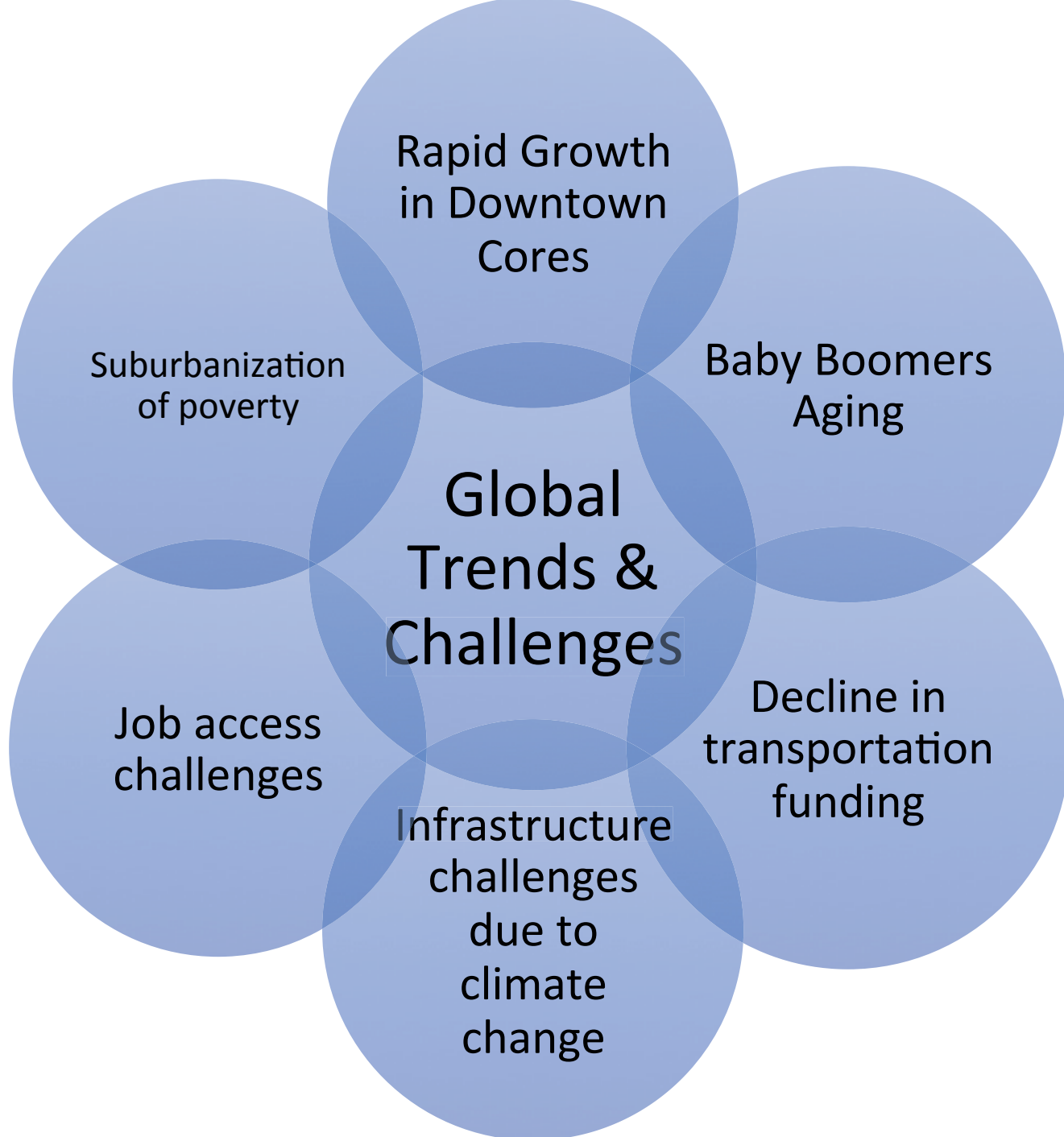


Shared mobility as an equity strategy: *local and global context*

Cassie Halls, Program Coordinator
cassie@sharedusemobilitycenter.org



SHARED-USE
MOBILITY CENTER



What is **Shared Mobility**?



Public Transit



Bikesharing



Carsharing



**Ride-hailing/
Ride-splitting**



Ridesharing/Carpooling



**Microtransit
Shuttles**

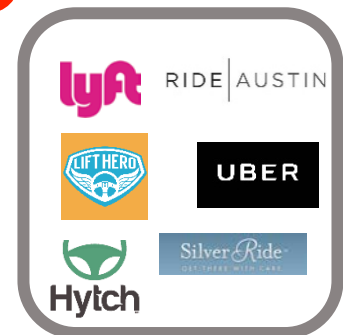
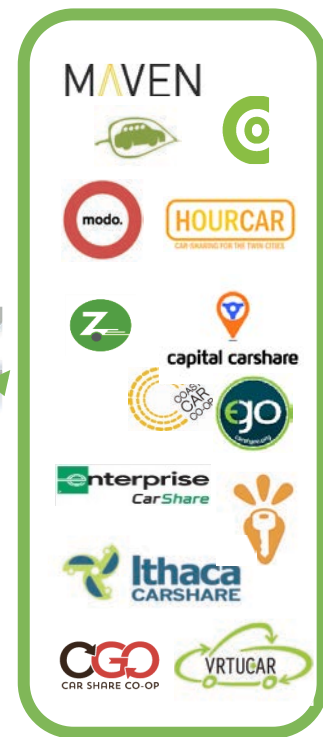


Taxis

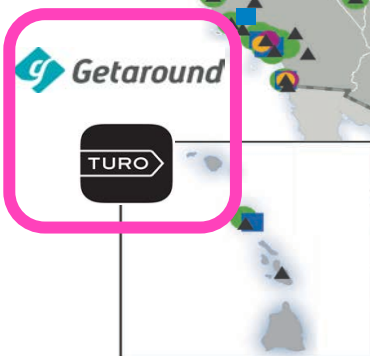
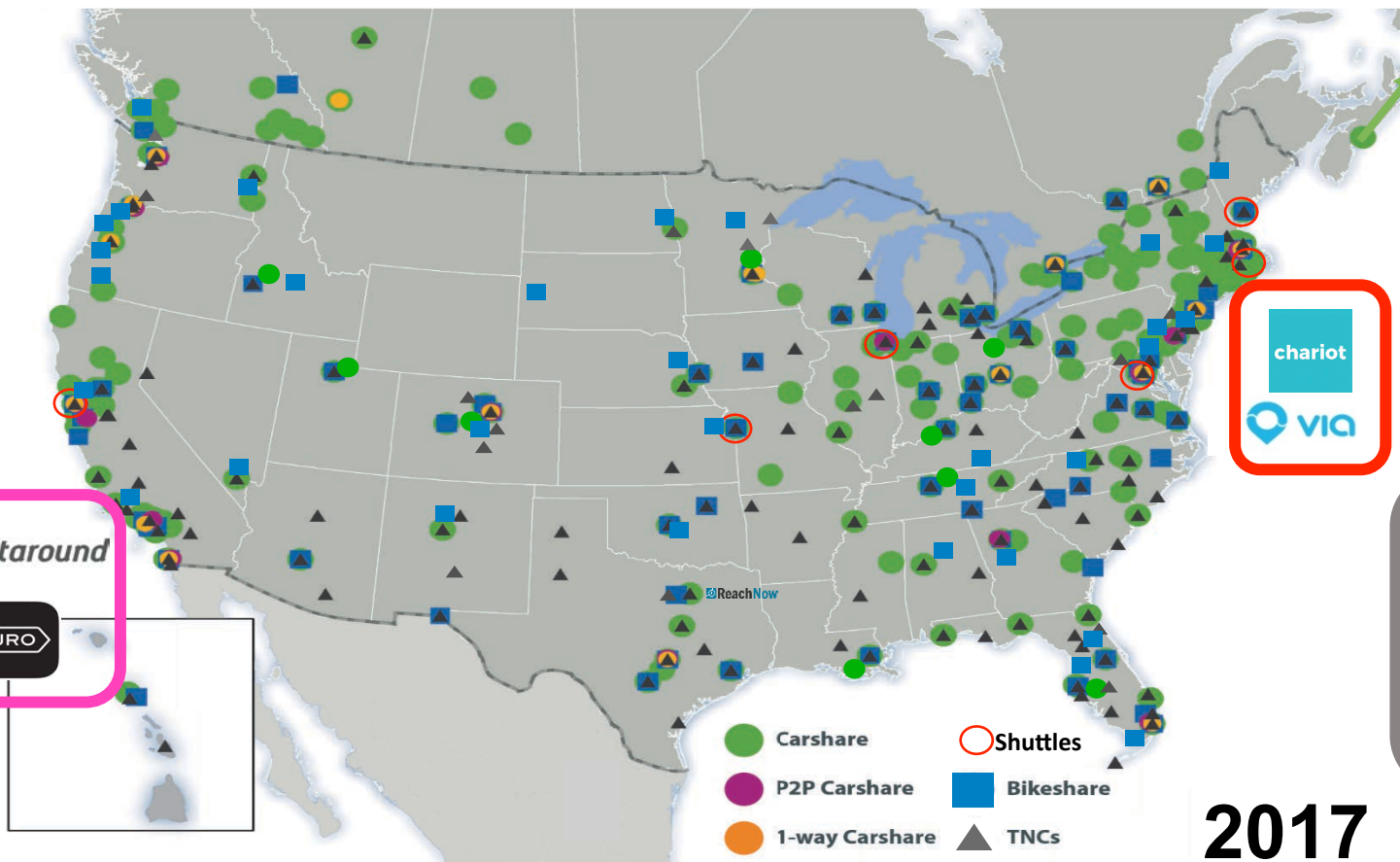


Mobility Hubs

Shared Mobility on the Rise in North America



2017



Shift from the vehicle ownership



to vehicle "usership"



A row of shared bicycles parked in a station. The bicycles are dark blue or black with black seats and handlebars. They are parked in a row, with the front of the nearest bicycle in sharp focus and the others receding into the background. The background is slightly blurred, showing more bicycles and a red and white patterned wall on the left. The text "What is the Shared-Use Mobility Center?" is overlaid in white, bold, sans-serif font in the center of the image.

What is the Shared-Use Mobility Center?



SHARED-USE MOBILITY CENTER

Making it easier to live well without owning your own car



Connect public agencies and transit, community and private sectors to scale benefits of shared mobility for all



Create tools for cities to share policies and best practices



Provide technical assistance for cities creating & testing shared mobility pilot projects



Serve as a clearinghouse through conducting innovative research with practical results



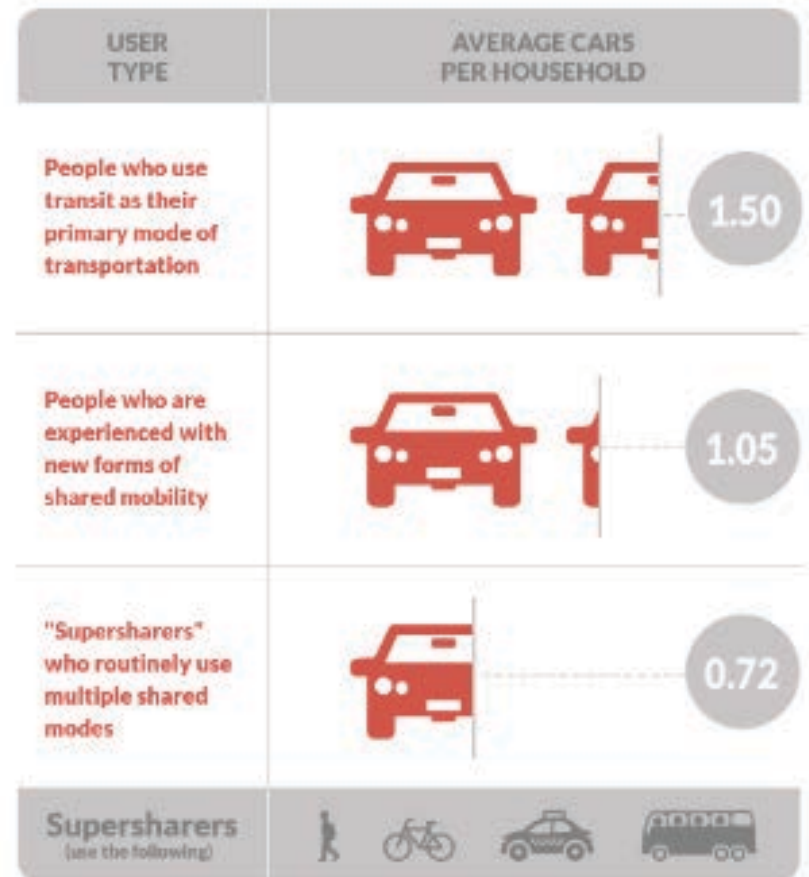
Convene the public and private sectors through workshops and conferences



SHARED-USE MOBILITY CENTER

Key Research Findings

- **The more people use shared modes**, the more likely they are to use transit, own fewer cars, and spend less on transit overall (TCRP Report 188)
- **People that use 3+ shared modes**, coined “**supersharers**” report greater transportation cost savings, and own half as many cars as people who use transit alone (TCRP Report 188)



1/3 of annual household income spent on transportation in low income households

2/3 of US jobs are not accessible by public transit

Source: Bureau of Labor Statistics

Equity Concerns

Poverty: Transportation as a growing household expense, most jobs are not accessible by transit

Climate Change: The transportation sector is the leading cause of emissions, climate change disproportionately affecting the poor

Disparities across ethnicity, gender and ability: Reflected in land use and transportation options

Shared Mobility as an **Equity Strategy**



1. **Piloting new mobility services** through emerging public private partnerships
2. **Facilitating knowledge exchange** on best practices in filling critical gaps:
 - First/last mile solutions between transit stops and residential areas
 - Late night, swing shift services
 - Transportation for disabled populations and seniors
3. **Changing how we evaluate and measure success** in transportation spending through shifting paradigms

Shared Mobility as an Equity Strategy: **Local and Global Impacts**



- Increases public space for shared options—not just SOV's
- Promotes sustainable cities that are less polluted and congested and livable

A row of black exercise bike seats in a gym, with the word 'Strategies' overlaid in white text. The background is a blurred view of a gym with many exercise bikes. The word 'Strategies' is written in a large, white, sans-serif font, centered horizontally and slightly above the middle vertically. The background shows a row of black exercise bike seats in the foreground, and a blurred view of a gym with many exercise bikes in the background. The lighting is warm and slightly dim, creating a soft, atmospheric effect. The overall composition suggests a focus on fitness and health strategies.

Strategies

1. Piloting new mobility services

Los Angeles Low Income Electric Vehicle Carsharing Program & Chicago Peer-to-Peer Carsharing



2. Facilitating knowledge exchange in emerging partnerships across sectors

SUMC is compiling best practices and facilitating knowledge exchange between the FTA's MOD Sandbox grantees through the **“Innovation Knowledge Accelerator”**

Types of Public-Private Partnerships (P3's) include:

- First/Last Mile
- Multi-Modal App/Payment Integration
- Carpooling/Ridesharing
- Demand Response and Paratransit
- Incentive Strategies
- Expanded Services



2. Facilitating knowledge exchange in emerging partnerships across sectors

First/ Last Mile Connections

- Pinellas County, Florida “Direct Connect” Program
- Scoop partnership in San Francisco

Late night services

- Pinellas County Late Shift service

Extended services

- THE RIDE Paratransit pilot projects with Uber in Boston, MA



TD
late shift

Transportation Disadvantaged (TD) riders now have a new way to get home late at night with **TD Late Shift**.



Click here for more info



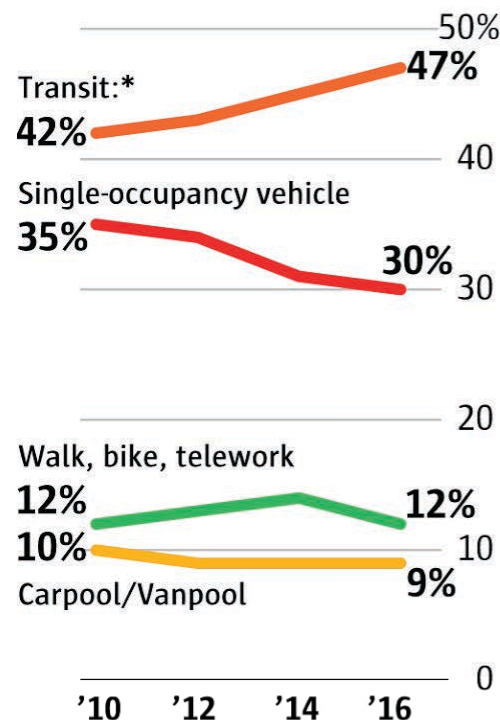
3. Changing how we evaluate success: developing new metrics such as “mode shift goals”

**Downtown working
population grew by 45,000
2010-16, but only added
2,255 daily SOV trips**

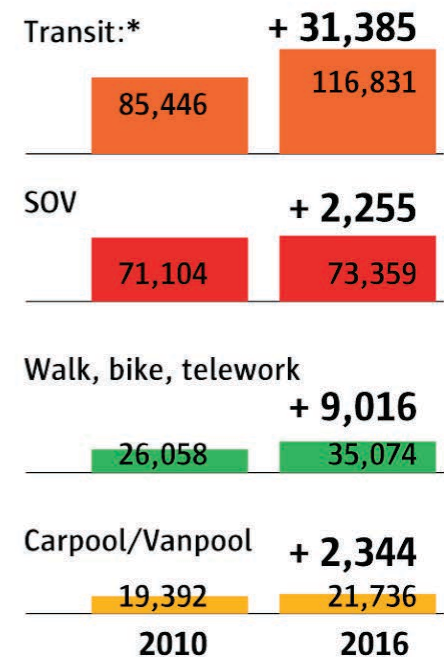
- **Subsidized transit passes in
all new buildings**
- **3000 free floating carshare
cars**
- **Unbundled parking**
- **Preferences for shared
vehicles**

Shifting the commute

Transit use has increased to 47 percent of central-city commuters, while solo driving has dipped to 30 percent.



Source: Commute Seattle



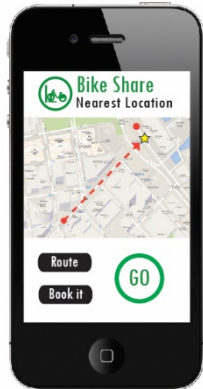
*Bus, rail, walk-on ferry

MARK NOWLIN / THE SEATTLE TIMES

A row of black bicycle seats is shown in a perspective view, receding into the background. The seats are mounted on a frame with a red and white striped pattern. The word "Impacts" is overlaid in white text in the center of the image.

Impacts

Increasing street space for shared modes



“Integrated Mobility Hubs”

- Public Transit
- Carsharing
- Bikesharing
- Ridesourcing
- Microtransit
- Interactive kiosks
- Bike parking
- EV charging
- Amenities?

Increasing street space for shared modes



Models from Europe: Wohnpark Domagkpark





Dedicated street space



Repurposing Parking Lots



Active transportation oriented infrastructure

Mobility Hubs



BRT Lanes prioritize transit and active modes

Promoting sustainable cities

Modeling impact and setting goals through “Shared Mobility Action Plans”

- Los Angeles County
 - With 7,000 new carshare users county-wide, 1,000 cars would be taken off the road and we could reduce pollution by 2,150 metric tons of CO₂ emissions





At scale, the Los Angeles EV carsharing pilot is expected to deliver the following benefits:



Promoting sustainable cities

SUMC's Shared Mobility Benefits Calculator

To reduce personal vehicles by (1,338 vehicles) in

Mode	Additional units	Adj
 Transit commuters Current units: 5,938 [†]	573	Opt
 Carshare vehicles Current units: 56	146	Opt
 Shared bikes Current units: 95	650	Opt
 Ridesharers/carpoolers Current units: 3,374 [†]	281	Opt

Modeling impact of a 2%
reduction in personal vehicles in
Ann Arbor

Results



13,786,100

Fewer miles traveled by personal
vehicles



4,900

Fewer metric tons of GHG emissions
related to personal vehicle
ownership



\$4,860,200

Saved in personal vehicle
transportation costs

www.sharedusemobilitycenter.org/tools

SUMC Resources

SUMC Toolkit:

- Benefits Calculator
- Mapping Tool
- Policy Database

Action Plans



Developed a Shared Mobility Action Plan for Los Angeles County. Created by SUMC with input from numerous regional stakeholders, the plan sets an ambitious goal – take 100,000 private cars off LA County roads in the next five years by expanding shared mobility and public transit – and provides recommended strategies, suggested funding sources and a prioritized roadmap for action.

Shared Mobility Reference Guide



Created the industry's first shared mobility reference guide. SUMC developed a comprehensive reference guide to provide government, business and community leaders with an introduction to shared mobility and help prepare them to address the rapid changes currently taking place in urban regions across the nation. The guide includes definitions for new modes of shared transportation, analysis of changing local government roles and policy choices, and recommendations for growing shared mobility services in ways to better serve all residents.

Research Reports



Released a first-of-its-kind study on shared mobility and public transit. Conducted on behalf of the Transportation Research Board (TRB), Transit Cooperative Research Program (TCRP) Report 188: Shared Mobility and the Transformation of Public Transit featured the first independent, multi-city evaluation of Uber trip data. The report, which garnered international attention, found that transit and new forms of shared mobility often complement one another, and that "super-sharers" who use the widest variety of modes realize the greatest benefits.

Access at: www.sharedusemobilitycenter.org



Thank you!

Cassie Halls, Program Coordinator
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