



SHARED-USE
MOBILITY CENTER

SHARED MOBILITY TRENDS
Fox Valley Sustainability Forum
December 2016

SHARED-USE MOBILITY CENTER



Connect public and private sectors to scale benefits of shared mobility for all

Conduct innovative research with practical results

Create tools for cities to share policies and best practices

Provide intermediary role for cities in testing and scaling shared-use programs

Convene the public and private sectors through workshops and conferences

What is shared-use
mobility and why is it
important?

Shifting Transportation Norms

TRADITIONAL

I own and use
my own
transportation

Suburban
Rural

TRENDING

I own my
transportation
and/or access
shared mobility
options

Urban Core

FUTURE

I access a menu of
mobility options to
meet my needs

Urban Core
Suburban
Rural

WHAT IS **SHARED-USE MOBILITY**



Public Transit



Shuttles



Bikesharing



Ridesharing/Carpooling



Carsharing



Microtransit



Ride-splitting



Taxis

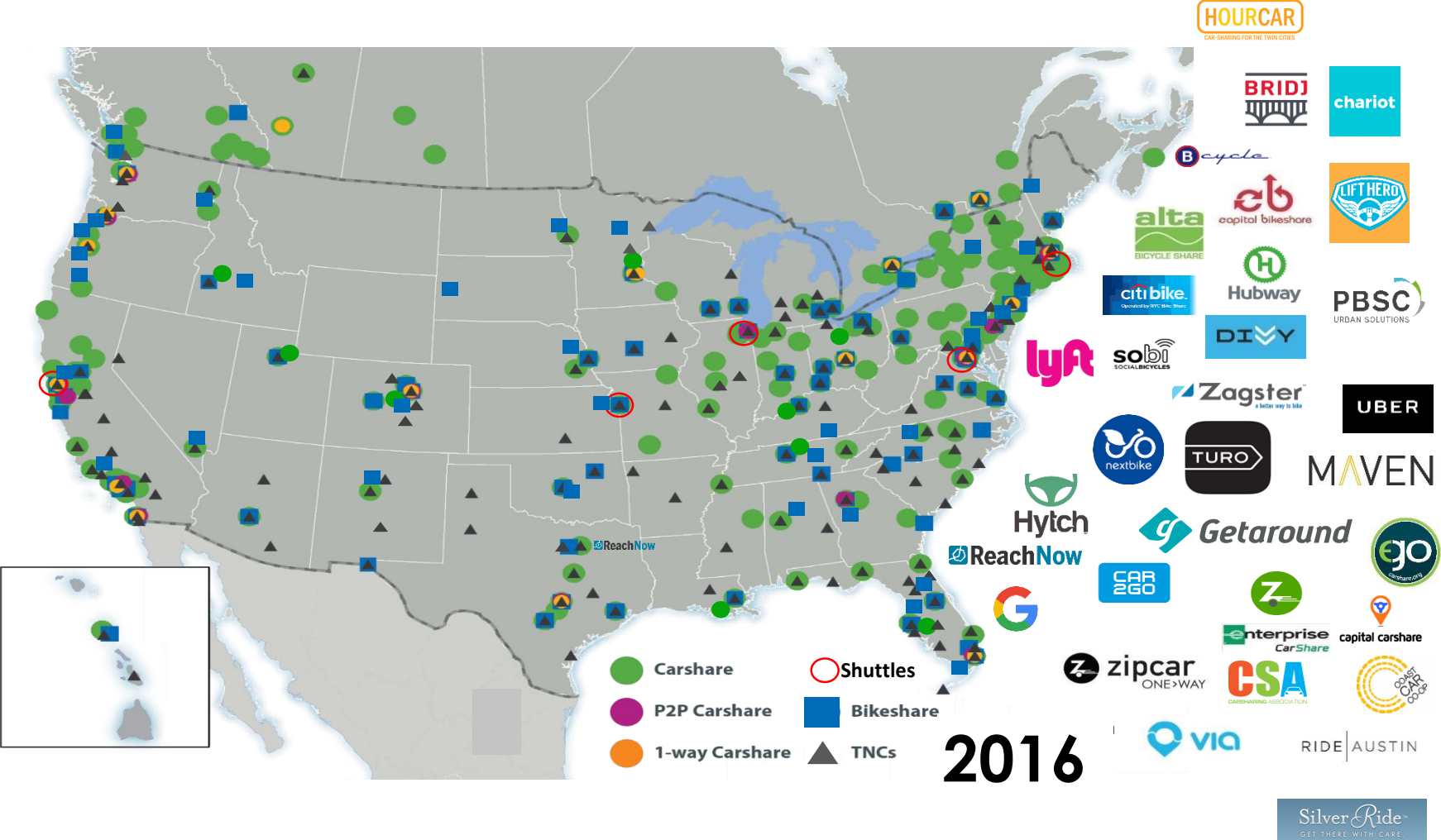


Ridesourcing



Mobility Hubs

SHARED MOBILITY IN THE U.S. AND CANADA



WHY DO WE NEED SHARED- USE MOBILITY?

- Reduces reliance on private autos
- Serves non-work trips (80% of total)
- Connects jobs + housing
- Can be implemented quickly
- Complements public transit

Public Transit & Shared Mobility: Research Findings

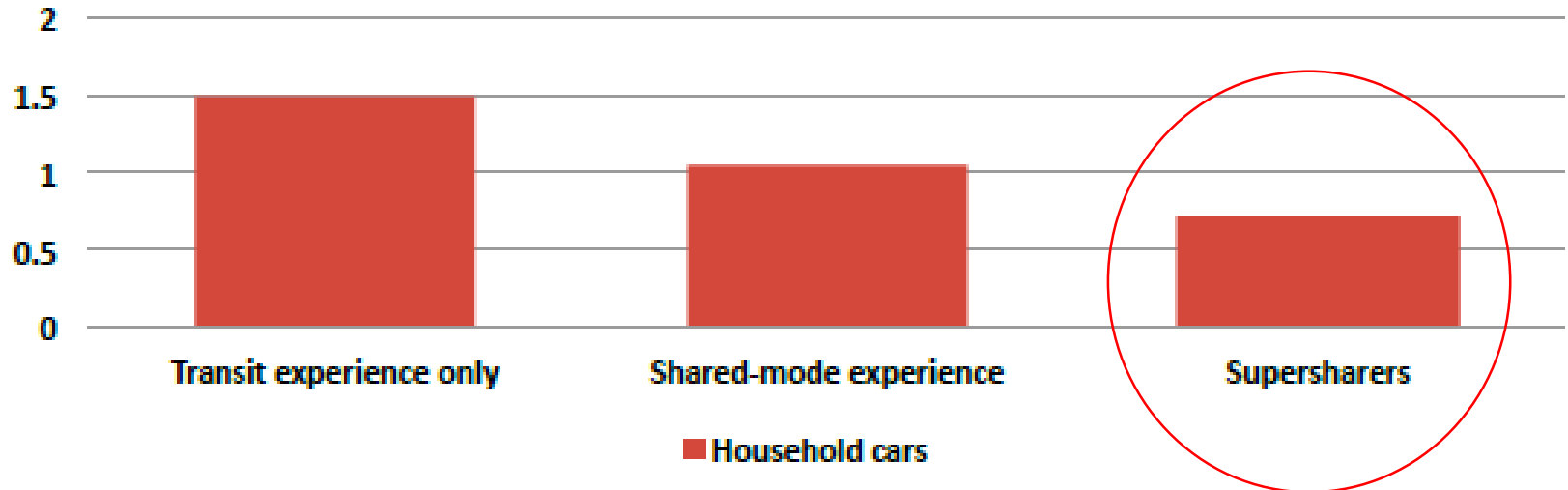
Key Finding 1

The more people use shared modes, the more likely they are to use transit, own fewer cars, and spend less on transportation overall.



“**Supersharers**” report greater transportation cost savings and own half as many cars as people who use transit alone.

Figure 3:
Household vehicle ownership, by shared-mode experience³



Key Finding 2

Shared modes complement public transit, enhancing urban mobility.

- Ridesourcing services (e.g., Lyft and Uber) are most frequently used for social trips between 10 p.m. and 4 a.m., times when transit runs infrequently or is unavailable



Shared Mobility Toolkit for Cities



SHARED-USE MOBILITY
TOOLKIT
FOR CITIES

Shared-Use Mobility Toolkit

1. Mapping Website
2. Opportunity Analysis
3. Benefits Calculator
4. Policy Database

← Reference Guide highlights the
Shared Mobility Tools & Applications

Existing Shared Mobility Conditions & Opportunities

Current Shared Mobility & Opportunities

Shared Mobility Mapping Tool

Choose a City or Region Choose a Map Theme Nationwide View

Los Angeles may be long known for its auto culture, but the city has been adopting shared-use mobility at a fast pace. Transit expansions over the past decade, combined with bicycle improvements and the resurgence of a walkable downtown, have made living and working in LA without a vehicle easier than ever. There is a modest carshare fleet in the city, but plans to grow its fleet with electric vehicle technology are underway. The State of California's early adoption of a regulatory structure for ridesourcing companies made LA a very active rideshare market. Bikeshare is planned for LA in 2016. Additionally, the City of LA received a \$1.67M grant from the California Air Resources Board to launch an electric vehicle carshare pilot program in low-income communities.

City Profile
 3,928,864 residents
 1.6 vehicles per household
 469 square miles

Shared-Mobility Opportunity Level
 High Medium First/Last Mile No Data

Carshare
 241 Cars | 0.6 per 10,000 People
 Zipcar

Peer-to-Peer Carshare
 Currently no operators in this area.

Bikeshare
 Currently no operators in this area.

Ridesourcing and Taxis
 Taxis: 5,520
 Private Flexible Transit Available
 Lyft
 Uber

Transit
 199 bus routes
 14 fixed guideway routes

- Rail, Streetcar, Ferry, etc.
- Bus

Map data ©2016 Google Terms of Use

Comparing to Income Levels

Shared Mobility Mapping Tool

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 469 square miles

Median Income
 < \$20k \$20k-\$30k \$30k-\$40k \$40k-\$50k \$50k-\$60k \$60k-\$75k \$75k-\$100k \$100k+

Carshare
 241 Cars | 0.6 per 10,000 People
 Zipcar

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 Currently no operators in this area.

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Shared Mobility Policy Database

Shared Mobility Policy Database

POLICIES & PLANS ANALYSIS SIGN OUT

Understanding Shared-Use Mobility

A comprehensive collection of policies and plans from around North America with carsharing, ridesharing, and other forms of shared mobility. Over 700 policies, plans

[Browse policies](#)

[Register](#) or [Sign in](#) to see analysis

Browse by Topic Tag Location Regulatory agency Type

Browse by Topic: Most used [A-Z](#)

Bicycles (188)

Parking (98)

Ridesourcing/TNCs (95)

Carshare (85)

Land Use/Zoning (84)

Public Transit (84)

Safety (78)

Pollution/Environment (75)

Multimodal Transportation (69)

Insurance/Liability (49)

Rideshare/Carpool (35)

Technology (34)

Fleet

Fareless revenues (22)

Partnership (9)

Shuttles/Vanpools (9)

Private Transit (8)

Paratransit (8)

Tracking Policies

- Over 700 Policies & Plans on Shared Mobility
- SUMC Analysis

Browse by Topics, Location, Regulatory Agency & Type

Analysis

City of Oakland Equity Carshare Policies & Practice

By Shared-Use Mobility Center, Mar 25, 2018

Boston Uber Data Agreement

Key policies & plans

San Francisco Major

[Report](#) San Francisco, California, US Mar 4, 2016

BART Access Policy Update- Policy Context and Best

What's Ahead for Shared Mobility and Cities?

SHARED MOBILITY TRENDS

TRANSIT & SHARED MOBILITY PAYMENT INTEGRATION:

- MINNEAPOLIS-HOURCAR
- LA METRO BIKESHARE
- DIVVY BIKESHARE/VENTRA

FIRST/LAST MILE PARTNERSHIPS

- PINELLAS COUNTY, FL
- CENTENNIAL, CO

SPECIALIZED RIDESOURCING SERVICES

- FOR KIDS, SENIORS
- NONPROFIT (RIDE AUSTIN)

NEW BIKESHARING MODELS

- DOCKLESS, SMALL CITY, ELECTRIC



Integrated Mobility Hubs

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



Utopia

SHARED VEHICLES

FEWER CARS

REDUCED CONGESTION

CLEANER AIR

BETTER LAND USE

Dystopia

PRIVATELY OWNED VEHICLES

“ZERO OCCUPANCY CARS”

MORE CARS & TRAFFIC

MORE POLLUTION

MORE SPRAWL

Scaling Up Shared Mobility: Sample Tactics

Open Up Street Space to Prioritize Shared Modes

Helps increase visibility, convenience, and availability of shared vehicles for users.

Examples:

- On-street carshare parking
- Replacing parking with bikesharing stations
- Building infrastructure to encourage more walking and cycling



Experiment with Pilot Projects

Implement small-scale pilot projects. Don't be afraid to experiment and fail like the private sector.



Take a Regional Approach to funding and expansion

Examples:

- Divvy Expansion
- Bay Area Bikeshare



Set Mode Shift Goals to prioritize sustainable modes of transportation



*Natural surveying variability for an actual mode split of 50% driving, 50% active transportation and shared modes, for a survey of 750 participants, is +/- 4%

IT'S ABOUT THE PEOPLE



Thank you.

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