Shared-Use Mobility and Partnership Opportunities
Today’s Presentation

- Introduction to the Shared-Use Mobility Center
- What is Shared Mobility?
- Learning from Other Pilot Projects
- Public-Private Partnership Contract Considerations
- Shared Mobility Strategies & Benefits
- Potential Challenges
The Shared-Use Mobility Center
Shared-Use Mobility Center
Creating a multi-modal transportation system that works for all-
Connected-
Universal-Equitable-
Environmental

“...public transit is the backbone of an efficient, equitable transportation system.”
Our Work

Implementation and Pilots

• FTA MOD Sandbox Innovation & Knowledge Accelerator
• MOD On-Ramp: Business Plans for Pilots in Six Cities
• Pilots in rural and suburban
• Mobility Hubs in Bay Area
• Shared Mobility Action Plans

Convene the public and private sectors through workshops and Annual Summit

Applied Research

• TCRP: Impacts of TNCs on Transit
• MTC (Bay Area) Study on Strategic Carsharing Expansion
• Study of European Shared Mobility Best Practices

Learning Center

• Policy database
• Case Studies, White Papers, Webinars
Providing Support for Pilot Partnerships in more than 25 cities
What is Shared Mobility
Shared Mobility Typology

- Public Transit
- Bikesharing
- Carsharing
- Ride-hailing/Ride-splitting
- Ridesharing/Carpooling
- Microtransit Shuttles
- Taxis
- Mobility Hubs
Trends: Strong attachment to our Phones

We love our phones

Growing Density in Urban Areas

Aging Boomers - fastest growing demographic

Siri and Alexa are our friends and helpers!

Ubiquitous Connectivity

Changing Work and Travel Preferences

Healthy Lifestyle: Growth of Active Transportation

Growing Density in Urban Areas

Changing Work and Travel Preferences

Healthy Lifestyle: Growth of Active Transportation
Technology changing mobility

**Shift from the vehicle ownership**

- Personal + on-demand vehicles transition to autonomous

**to vehicle “usership”**

- Built-in contactless hardware allows for faster transfers between modes
- Transit fleets transition to autonomous and electric
- Shared use mobility connecting with technology platforms
600+ cities with TNCs

20+ cities with pooled rides

10+ cities with microtransit pilots

400+ cities with carshare (2-way, 1-way, P2P)

400+ cities with bikeshare (stationed, dockless) & scooters

[Map with various sharing services logos and city markers]
Big Investment: Convergence of Automotive, Tech and Shared Mobility
Why shared mobility?

- Opportunity, innovation, changing demographics and needs
- Adds more options to improve multimodal ecosystem
- Fills gaps in service, particularly on weekends and late-night service
- Provides first/last mile connections between transit stations and residential areas
- Can be implemented quickly with lower capital costs
- Encourages sustainable, healthy, and walkable communities
Learning from Others
Mobility on Demand Projects
SUMC was awarded a 2-year grant from the Federal Transit Administration to compile best practices and facilitate knowledge exchange between the MOD Sandbox grantees.

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
"A public-private partnership (P3) is defined as a contractual agreement formed between a transit agency and a private sector entity that provides a service to the transit agency and transfers some level of risk associated with the activities of the transit agency to the private sector."

- TCRP Research Report 191

• Is this the correct definition for Mobility on Demand projects?
A **VISION** of integrated and connected multi-modal network of safe, affordable, and reliable transportation options that are available to all.
MOD Sandbox Projects

First/Last-Mile & Paratransit

Integrated Trip-Planning

Ride Matching and Incentives
Other Pilot Projects & Programs

Transit & TNC’s:
- Pinellas County, Florida
- Lyft, LimeBike, GoMonrovia

Transit & Carpooling
- Scoop partnership in San Francisco

Transportation Demand Management
- Seattle, WA TDM Policy

Private Transit & Shuttles
- Capital Metro & RideAustin
- Via Partnership in Arlington, TX
- Lone Tree Link, CO

Persons with Disabilities
- THE RIDE paratransit pilot projects with Uber in Boston, MA
- RideKC paratransit pilot, Kansas City

Bikeshare
- Seattle bikeshare permit process
Public-Private Partnership
Contract Considerations
Some P3 Contract Considerations

• Data sharing requirements
• Performance monitoring & standards
• Project service area defined
• Short & long range service goals
• Provisions for driver training
• Medical emergency protocols
• Insurance requirements
• Service parameters & fleet selection
• Equity considerations
• Marketing
Agency Needs
• Planning
• Operations
• Accounting
• Auditing

Provider Concerns
• Trade Secrets
• Competitiveness
• Rider Privacy
• Public Records Disclosures

Data sharing agreements are a significant source of project delays
MBTA (Boston) Paratransit Partnership with Uber and Lyft
- Individualized trip data (# of trips, zip codes)
- Overall program trip numbers
- Service products used
- Aggregated trip patterns (heat maps)

Arlington, Texas On-demand Partnership with Via
- Individualized trip data (requested O/D, time, length, fare, # of pax)
- Aggregated service data
- Performance standards (average ETA, on-time %, etc)
- Historical trends

PSTA FMLM Partnership with Uber and Taxis
- Monthly totals by geographic area
Shared Mobility Strategies & Benefits
Supportive Infrastructure Can Improve Chances of Success

Mobility Hubs

- Dedicated street space
- BRT Lanes prioritizing transit and active modes
- Remaking Parking Lots and remove minimums
Multi-Modal – Mobility as a Service: Shared, Electric, Autonomous and Interconnected

Cities and Regions becoming Mobility Conveners And Brokers offering a suite of options.
Downtown Seattle 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

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

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

- Transit: + 31,385
  - '10: 85,446 – '16: 116,831
- SOV: + 2,255
  - '10: 71,104 – '16: 73,359
- Walk, bike, telework: + 9,016
  - '10: 26,058 – '16: 35,074
- Carpool/Vanpool: + 2,344
  - '10: 19,392 – '16: 21,736

Source: Commute Seattle

*Bus, rail, walk on ferry
MARK NOWLIN / THE SEATTLE TIMES
Potential Challenges
Street space, highway space
• Who Gets What and When?
• Parking minimums, access to the curb

Employer role
• Where are the new jobs located and who pays for the transportation?

How do we scale up and market new approaches?
• Tax on zombie vehicles, per-mile basis (Massachusetts)
• Data-sharing
• Joint marketing
• Investment in new approaches

How do we face challenges in an emerging market?
• Companies come and go
• Data sharing
• Integrating modes requires agreements across jurisdictions, agencies, and departments—many stakeholders
Mobility on Demand Learning Center

- Builds off the Shared Mobility Toolkit
- Curated approach to understanding shared mobility
- Launching early 2019

Research on SUMC site

- TNCs
- Carshare
- Bikeshare
- More....
Transitioning Infrastructure to Prioritize Pedestrians

Active transportation oriented infrastructure
Thank You