SHARED-USE MOBILITY CENTER

What’s New in Shared Mobility Mayor’s Innovation Project – Jan 24, 2015
• Public-interest partnership working to foster collaboration between transit agencies, cities and communities and extend benefits of shared mobility for all.

• Creating toolbox for cities, conducting research on benefits, developing policy playbook, pilots, convening workshops, webinars and providing expertise.
• What, and where, is shared mobility?
• What are the quantifiable benefits of shared mobility?
• What are the new trends to expect in 2015?
• What are the policy levers that are working, and what can you do to add value for your city?
What is Shared Mobility?

- Public Transit
- Ridesharing
- Carsharing
- Bike sharing
- Taxis & Limos
- Transportation Network Companies
- Shuttle services
- Vanpools
- Jitneys
Integration of Travel Info & Fare Media
• Most policy has been reactive, not proactive
• Change has been fast—mostly led by private sector
• Concerns about impact on existing systems and longer term implications
• Some cities have overwhelming amount of shared mobility, some cities want to attract more
• Need to protect the public without stifling innovation
Bikesharing in the U.S. & Canada

Map showing the distribution of bikesharing in the U.S. and Canada, with markers indicating different services.

- Carshare
- P2P Carshare
- 1-way Carshare

2015-16
TNC’s, Ridesharing and E-hailing

[Map showing the distribution of TNCs, ridesharing, and e-hailing services across the United States in 2014]
Shuttle Companies

2014

Carshare
P2P Carshare
1-way Carshare
Bikeshare
TNCs
Shifting of 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
Transit Limitations

• Transit in suburbs and lower density areas limited
• Mismatch between jobs and housing
• Infrequent weekend and nighttime service
• Expensive to serve small clusters and lower density
• Most-used transit lines are over crowded
• Expansion funding lacking
• Connections between providers (stations and timing) limited
SUM Benefits: Flexibility and Service

- **Bike Share:** First and last mile and for congested routes
- **Transportation Networking Companies:**
  - More service in areas underserved by taxis (shorter wait times) – Reduce drunk driving
  - Fill in for transit at night and areas where transit mismatched
- **Car Share:** Serves non-work trips, which are 80% of trips
- **Shuttles:** More flexible routes and can be on demand
- **Private Providers:** Could reduce funding pressures
  - Seniors, Children
- **Technology:** can create new services for
  - Seniors, Children
1. Shared mobility as a strategy for economic development
2. Blurring paratransit & shared mobility
3. Growth in smaller cities improving mobility
4. Integration of backend services through apps
5. Taxi competition with new apps
6. Rise of shared mobility for freight and delivery
New Services and Innovations

- **Ridesplitting** with TNCS
- **Via** in Manhattan merges aspects of ridesourcing, ridesplitting and taxi
- **LiftHero** - Rides for Seniors
- **Shuddle** - Rides for Children
- **Carma** - Targeting longer commute
- **ITN** - volunteer drivers, non-profit, in smaller communities
New Policies: Carsharing

• On-Street Spaces
  – 900 in San Francisco
  – Up to 3,000 in Seattle
  – Fees for Using Bus Stop
Policy and Partnerships: Bikesharing

- Bikesharing Partnerships:
  - Cost sharing and use of curb space
  - Joint marketing and working with private sponsors
- Helmet Laws
- Reduced Parking Requirement for Buildings with Bikes
Policy: TNCs and Taxis

• Taxi Apps to make them more competitive (Chicago, NYC, LA, DC)
  – Lift limits on taxi permits

• Insurance and Safety Requirements
  – .10 for each ride to fund wheelchair accessible

• Data Sharing (Boston and other cities)
Key Takeaways: Be Proactive

- Ensure policies from different departments match up – private providers fall under regulatory bodies, not DOT’s
- Create incentives – marketing, street space, and set requirements about service levels
- Set rules about tech standards to allow for integration of systems and data requirements
- Shape growth, partnerships & opportunities for new revenue streams from use of public space
- Pilot programs to find solutions
Reducing Single Occupancy Vehicles

• Take charge of policy: Set goals and incentivize shared mobility growth
San Francisco, CA

4,348,880 residents
1.68 vehicles per household
2470 square miles

- **Carshare**
  - 1,260 Cars, 2.9 Cars per 10,000 People
  - Zipcar
  - City Carshare
  - DriveNow

- **P2P Carshare**
  - 2,400 Cars, 5.52 Cars per 10,000 People

- **Bikeshare**
  - 600 Bikes, 1.38 Bikes per 10,000 People
  - Alta

- **TNCs**
  - Lyft
  - Uber

- **Transit**
  - 322 Routes (system-wide)

**Shared-Use Mobility Profile**
Chicago has over a decade of experience with shared use mobility beginning with carsharing in 2002, expanding to bikesharing in 2013. Chicago’s 300,000 car free households rely on the 2nd largest transit system in the U.S., as well as an extensive network of bike lanes and sidewalks.
Chicago, IL

2,702,471 residents
1.11 vehicles per household
228 square miles

Shared-Use Mobility Profile
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Big Opportunities with Shared Mobility

SAMPLE ANALYSIS....

• If 20% of Chicago households became carshare members (from approximately 3-5% now)
  – 22,000 fewer cars
  – 98 million mile reduction VMT
  – 5 Million fewer gallons of gas
  – 40,000 metric tons CO2 reduced

1% p2p carsharing—takes another 10,000 cars off road
It’s Actually the People

Contact

sharon@sharedusemobility.org