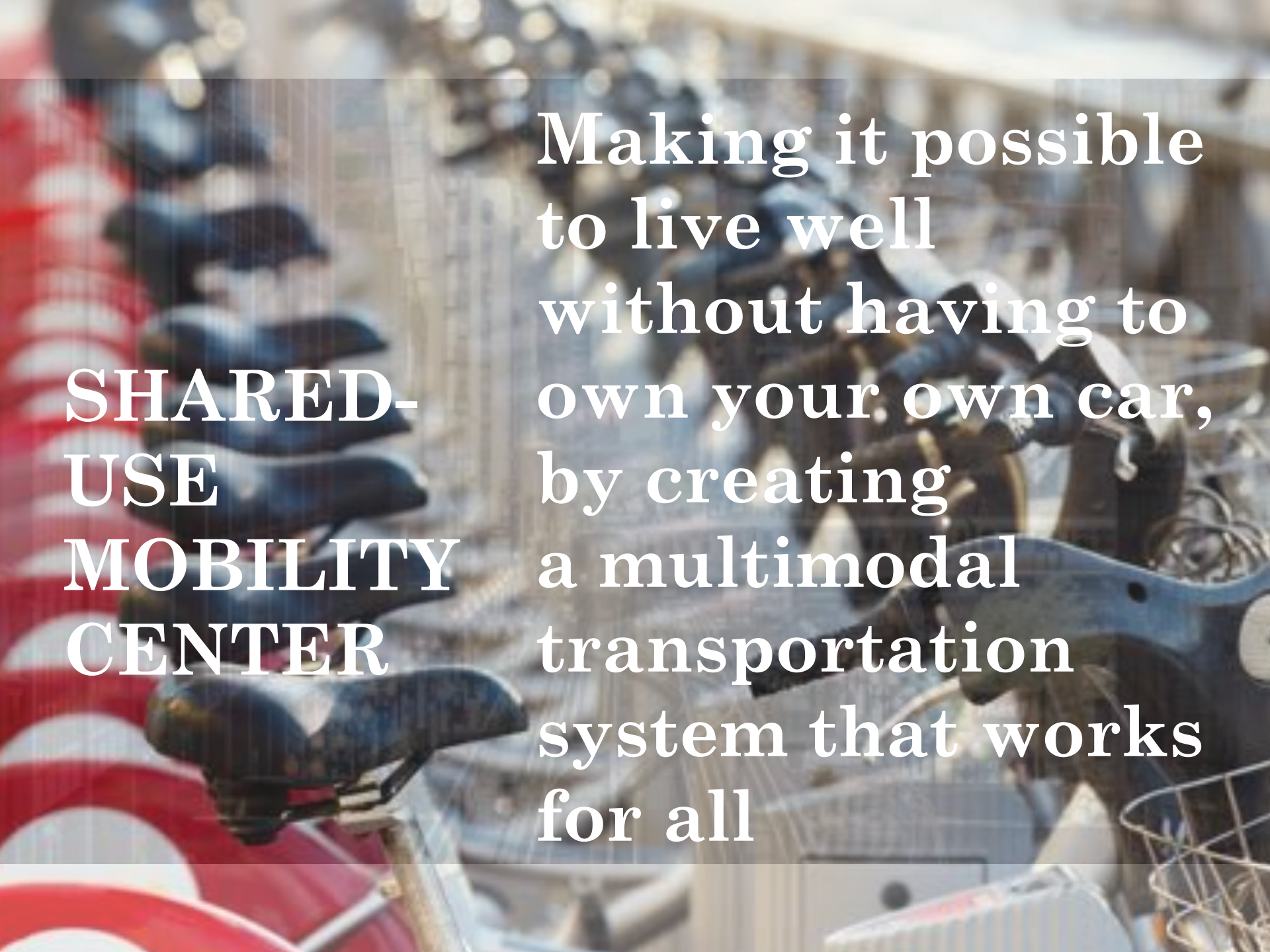


The Innovation Knowledge Accelerator: Tools for Mobility

**Brian Holland
Shared-Use Mobility Center
February 2, 2018**



SHARED- USE MOBILITY CENTER

Making it possible
to live well
without having to
own your own car,
by creating
a multimodal
transportation
system that works
for all



SHARED-USE MOBILITY CENTER



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



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



Create tools for cities to share policies and best practices

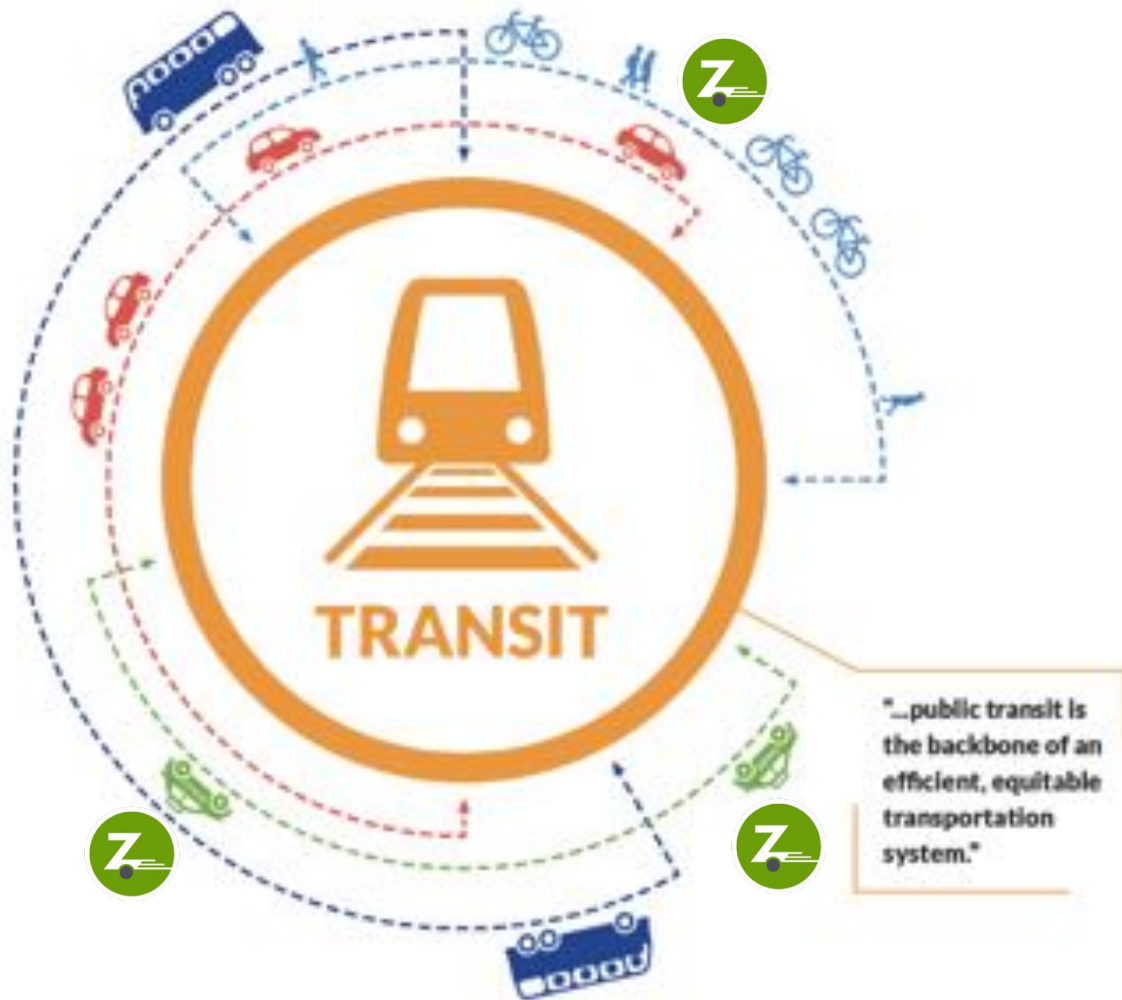


Convene the public and private sectors through workshops and conferences

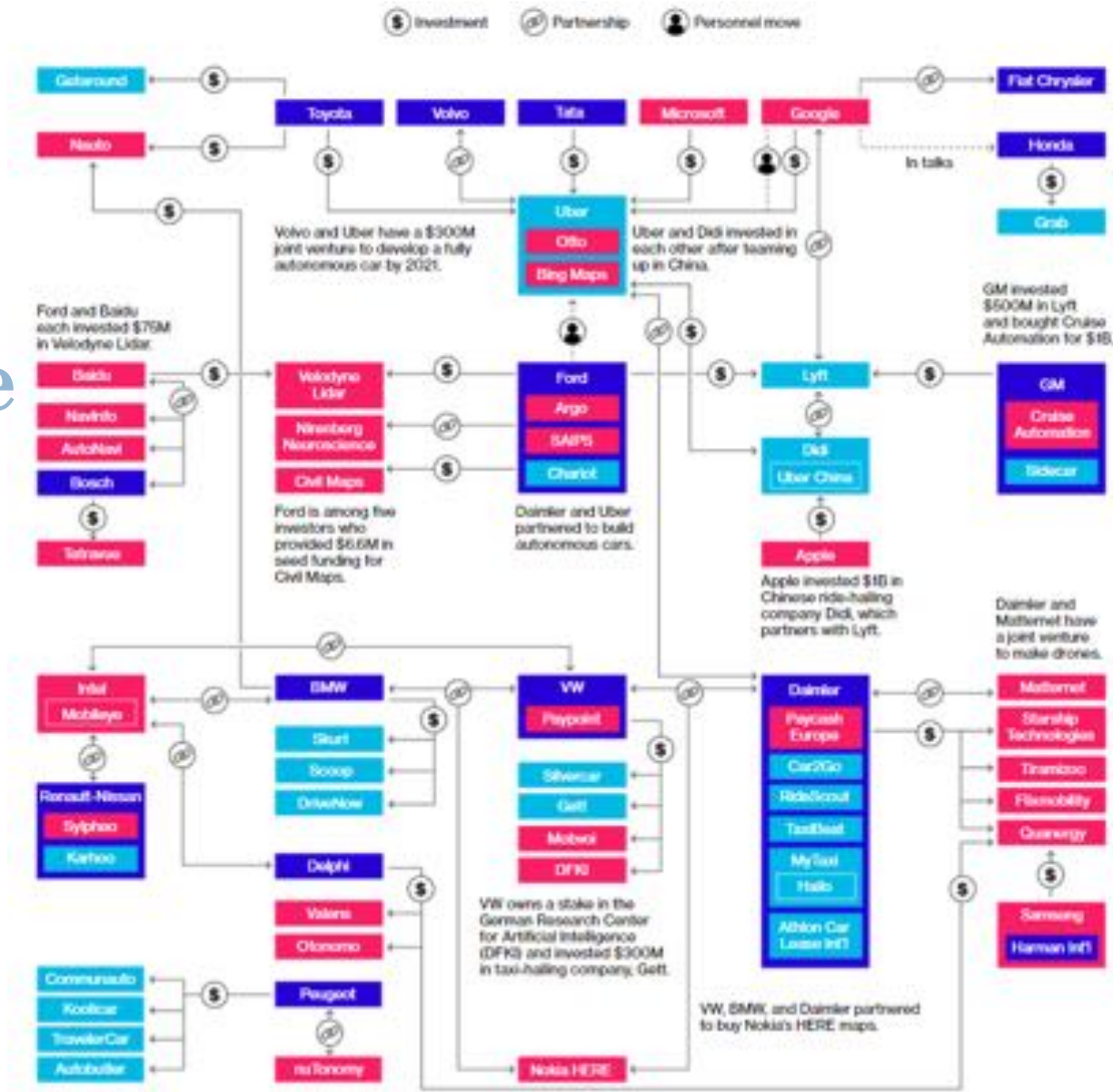


Serve as a clearinghouse through conducting innovative research with practical results

Putting transit at the center



Big Investments & Convergence in Carsharing, Ridesharing, and Autonomous Vehicles

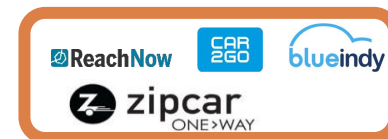
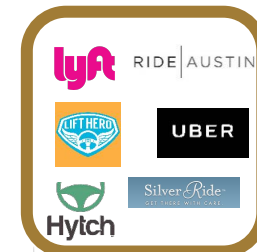
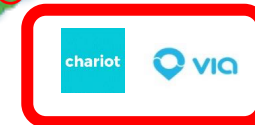
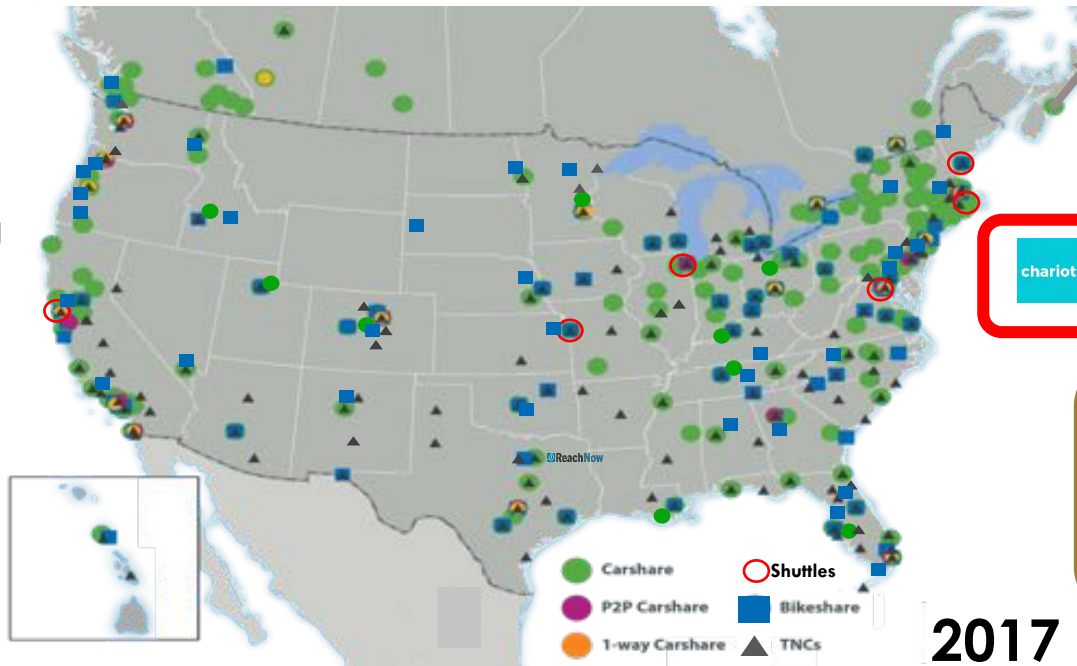


A Growing Number of Shared Mobility Companies

~400 Cities
with Carsharing

~300 Cities
with Bikesharing

~600 Cities
with TNCs





SHARED-USE MOBILITY CENTER

Key Findings: **TCRP Report 188**

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



Key Findings: **TCRP TNC/Transit Study**

- **Evenings and weekends see heaviest TNC use across all regions**
- **Most TNC trips are short and concentrated in downtown cores**
- **But some level of use across all parts of all study regions: people of all incomes/backgrounds are using TNCs**
- **No clear relationship between peak-hour TNC use and changes in transit ridership but there is evidence that riders are substituting TNC's for certain transit trips, esp. later at night**

Levers of Change

- **Pilots, Partnerships, and Best Practice Exchange**
- **Tools – Understanding Benefits and Opportunities**
- **But some level of use across all parts of all study regions: people of all incomes/backgrounds are using TNCs**
- **No clear relationship between peak-hour TNC use and changes in transit ridership but there is evidence that riders are substituting TNC's for certain transit trips, esp. later at night**

Pilots, Partnerships, and Best Practices

SUMC's FTA MOD “Innovation Knowledge Accelerator” Project

Compiling best practices and facilitating 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**

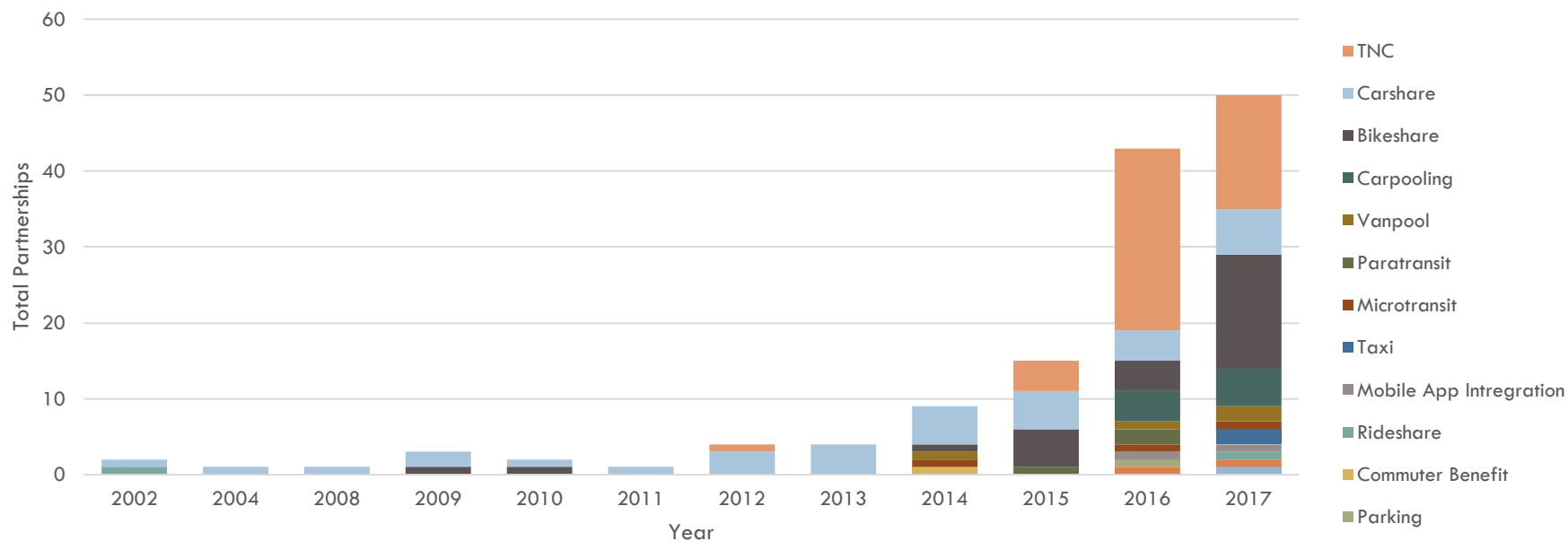


MOD Sandbox At a Glance



Tracking Public Private Partnerships

Source: Mobility Rush and Shared Mobility Policy Database
Partnerships by Mode, 2002-2017



Shared Mobility Toolkit



SUMC's Shared Mobility Toolkit is designed to help cities and public sector leaders better realize the benefits of shared mobility.



Shared Mobility Policy Database

Features more than 700 of the most important shared mobility policies, studies and strategic plans in the United States. The database allows cities to access best practices and determine how other local governments are addressing new developments in shared mobility.

[LAUNCH TOOL](#)

Mapping & Opportunity Analysis Tool

Pinpoints shared mobility vehicle locations in more than 50 North American cities. The tool also incorporates census data, transit quality, and other information to help cities better understand where greater service is needed, and what shared modes the market can support.

[LAUNCH TOOL](#)

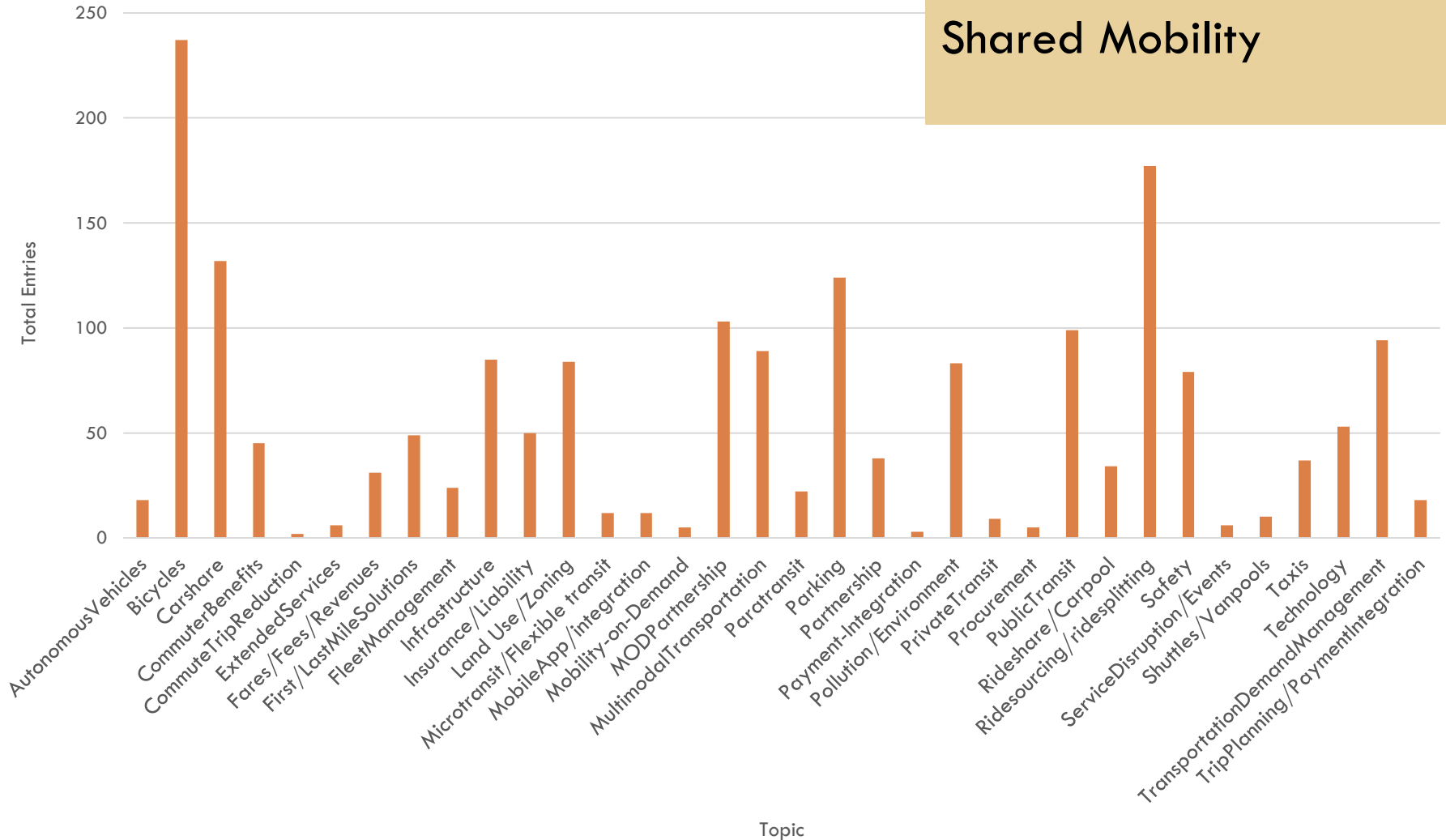
Shared Mobility Benefits Calculator

Models the impacts of shared mobility growth scenarios. Cities can use the calculator to assess potential decreases in greenhouse gas emissions, reductions in vehicle miles traveled and other benefits from implementing various transportation improvement

[LAUNCH TOOL](#)

Policy Database Content

Over 800 State and Local Policies related to Shared Mobility



In Depth Case Studies & MOD Webinars

Shared Mobility Policy Database

POLICIES & PLANS ANALYSIS SUBMIT ADMIN SIGN OUT

MBTA RIDE P3 Partnerships: Lyft/Uber and Centralized Call & Control Center for Paratransit Services

By Lyft, November 26, 2017

Related policy: RFI: Proposed Development of Chicagoland Innovative Mobility for Seniors and People with Disabilities Pilot Program, Chicago, IL, 2016; Federal Requirement for Wheelchair Accessible Vehicles on Fixed-Route Systems, US (ADA 1993), 2011; RideKC: Freedom On Demand, Kansas City, Missouri, 2017; Dallas Area Rapid Transit (DART), Lyft & MV Transportation partnership for on-demand paratransit service

This analysis is designed to complement RFI: Proposed Development of Chicagoland Innovative Mobility for Seniors and People with Disabilities Pilot Program, Chicago, IL, 2016; Federal Requirement for Wheelchair Accessible Vehicles on Fixed-Route Systems, US (ADA 1993), 2011; RideKC: Freedom On Demand, Kansas City, Missouri, 2017; Dallas Area Rapid Transit (DART), Lyft & MV Transportation partnership for on-demand paratransit service

Webinar Overview

The webinar brought together leading public-sector experts to discuss new approaches transit agencies are exploring to increase flexibility and responsiveness of paratransit services for users while reducing costs and complying with Americans with Disabilities Act (ADA) requirements. This public webinar was part of the Federal Transit Administration-supported Mobility-On Demand (MOD) Sandbox information knowledge Accelerator (IKA), aimed at supporting current and future MOD projects.

The Mobility On Demand innovation and knowledge Accelerator is operated as a cooperative agreement between the Shared-Use Mobility Center and the Federal Transit Administration Mobility On Demand Sandbox project.

The webinar moderated the webinar and offered an introduction to ways different MOD strategies and can be used to serve persons with disabilities.

Sharon moderated the webinar and offered an introduction to ways different MOD strategies and can be used to serve persons with disabilities.



Figure 1: The Shared Mobility Policy Database (SMOD)

The Shared Mobility Policy Database (SMOD) is a central repository for information related to shared mobility services. It includes a variety of resources, including policy documents, research reports, and case studies. The database is designed to be a one-stop resource for anyone interested in shared mobility services.

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Shared Mobility Policy Database

POLICIES & PLANS ANALYSIS SUBMIT ADMIN SIGN OUT

New Marketing Mobility on Demand Projects

By Shared-Use Mobility Center, November 27, 2017

Marketing Mobility on Demand

In a recent discussion with Mobility On Demand (MOD) practitioners and others, we have found that marketing moderate rider numbers and services is a critical challenge for many transit agencies. This webinar brought together leading public-sector experts to discuss new approaches transit agencies are exploring to increase flexibility and responsiveness of paratransit services for users while reducing costs and complying with Americans with Disabilities Act (ADA) requirements. This public webinar was part of the Federal Transit Administration-supported Mobility-On Demand (MOD) Sandbox information knowledge Accelerator (IKA), aimed at supporting current and future MOD projects.

The Mobility On Demand innovation and knowledge Accelerator is operated as a cooperative agreement between the Shared-Use Mobility Center and the Federal Transit Administration Mobility On Demand Sandbox project.



Photo Credit: Shared-Use Mobility Center

Shared Mobility Policy Database

POLICIES & PLANS ANALYSIS SUBMIT ADMIN SIGN OUT

New Webinar: Shared Mobility for People with Disabilities -- Challenges and Opportunities for Paratransit

By Shared-Use Mobility Center, September 27, 2017

Related policy: RFI: Proposed Development of Chicagoland Innovative Mobility for Seniors and People with Disabilities Pilot Program, Chicago, IL, 2016; Federal Requirement for Wheelchair Accessible Vehicles on Fixed-Route Systems, US (ADA 1993), 2011; RideKC: Freedom On Demand, Kansas City, Missouri, 2017; Dallas Area Rapid Transit (DART), Lyft & MV Transportation partnership for on-demand paratransit service

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The Webinar Recording & Presentations are Available for Download Here:

[Download the Presentations without Audio](#)

[View the Webinar Recording](#)

Webinar Details

Welcome & Overview of Mobility On Demand (MOD) & Accessibility Considerations

Sharon Feigen, Executive Director, Shared-Use Mobility Center

Sharon moderated the webinar and offered an introduction to ways different MOD strategies and can be used to serve persons with disabilities.

Vision for Shared Mobility and an Integrated Transportation Network



Photo Credit: National Aging and Disability Transportation Center & Mountain Empire Older Citizens





SHARED MOBILITY TOOLKIT

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Features more than 700 of the most important shared mobility policies, studies and strategic plans in the United States. The database allows cities to access best practices and determine how other local governments are addressing new developments in shared mobility.

LAUNCH TOOL



Mapping & Opportunity Analysis Tool

Pinpoints shared mobility vehicle locations in more than 50 North American cities. The tool also incorporates census data, transit quality, and other information to help cities better understand where greater service is needed, and what shared modes the market can support.

LAUNCH TOOL



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LAUNCH TOOL

Shared Mobility Mapping Tool

Mapbox Website

Sign in
Log in for market reports

Choose a City

Shared-Like Mobility Modes

1 Mode 2 Modes 3 Modes No Data IP3 by Tool or IP3 by Purpose Shared Mobility Report

Contributing Partners
CITY AMERICA MOD

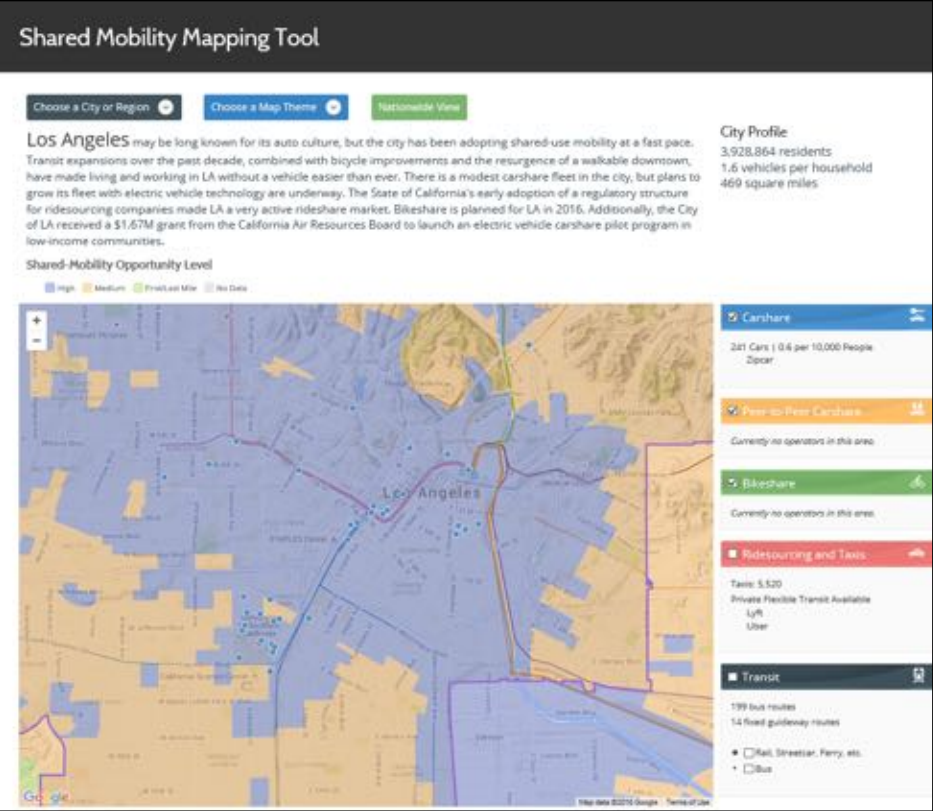


Over 50 Across
North America

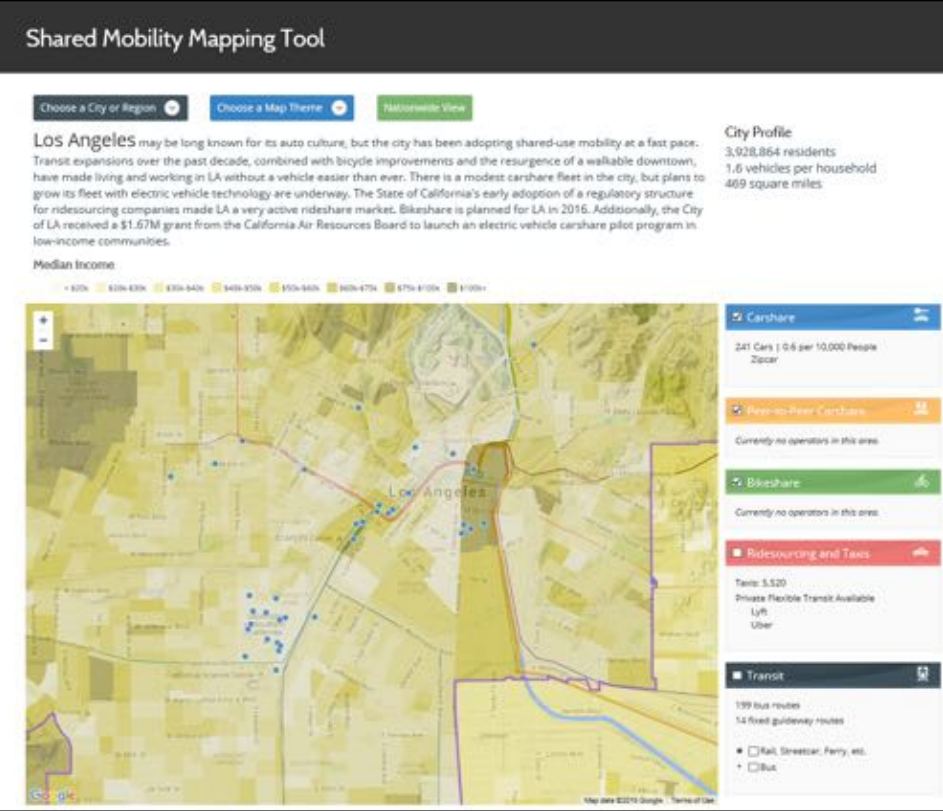
Scan of Existing Conditions &
shared Mobility Opportunities


Existing Shared Mobility Conditions & Opportunities

Current Shared Mobility & Opportunities



Comparing to Income Levels





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[LAUNCH TOOL](#)

Benefits Calculator Overview





[OUR WORK](#) [ABOUT SUMC](#)

Shared Mobility Benefits Calculator

Shared mobility is a powerful tool cities can use to reduce congestion, improve air quality, and reduce household transportation costs.

Use the calculator below to explore the benefits of pursuing shared mobility. Simply select a personal target vehicle reduction goal, view or adjust the optimal mix of shared modes to account for your specific planning needs, and quickly assess the benefits of implementing transportation improvements.

To reduce personal vehicles by (4,541 vehicles) in

Mode	Additional units	Adjust the mix
 Transit commuters Current units: 795 ¹	1,498	Optimal <input checked="" type="radio"/> Custom*
 Carshare vehicles Current units: 1	379	Optimal <input type="radio"/> Custom*
 Shared bikes Current units: 108	500	Optimal <input type="radio"/> Custom*
 Ridesharers/carpoolers Current units: 8,332 ¹	734	Optimal <input type="radio"/> Custom*

Customize
Target Vehicle
Reduction
Strategy

Adjust the Mix
of Modes

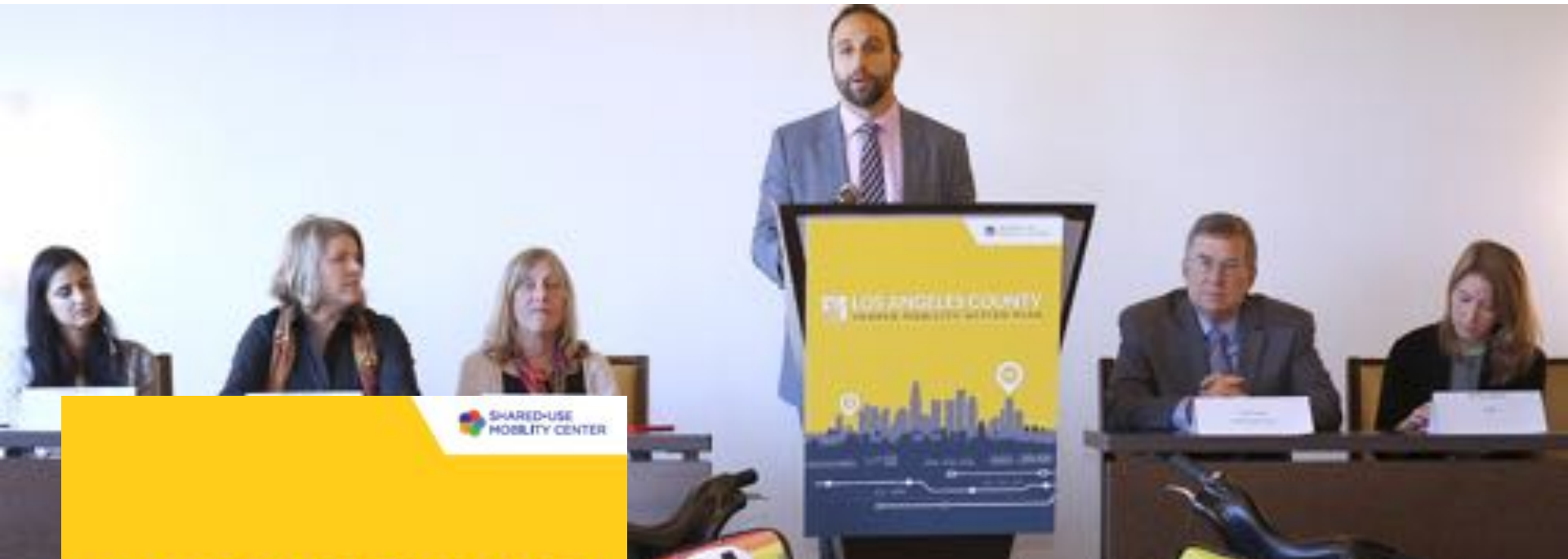
See the Benefits

Results

-  46,793,600
Fewer miles traveled by personal vehicles
-  16,800
Fewer metric tons of GHG emissions related to personal vehicle ownership
-  \$16,496,900
Saved in personal vehicle transportation costs

Shared Mobility Action Plans

The Toolkit and Shared Mobility Action Plans



Minneapolis-St. Paul Action Plan



Remove **20,000** Cars from
Minneapolis/St. Paul Cities

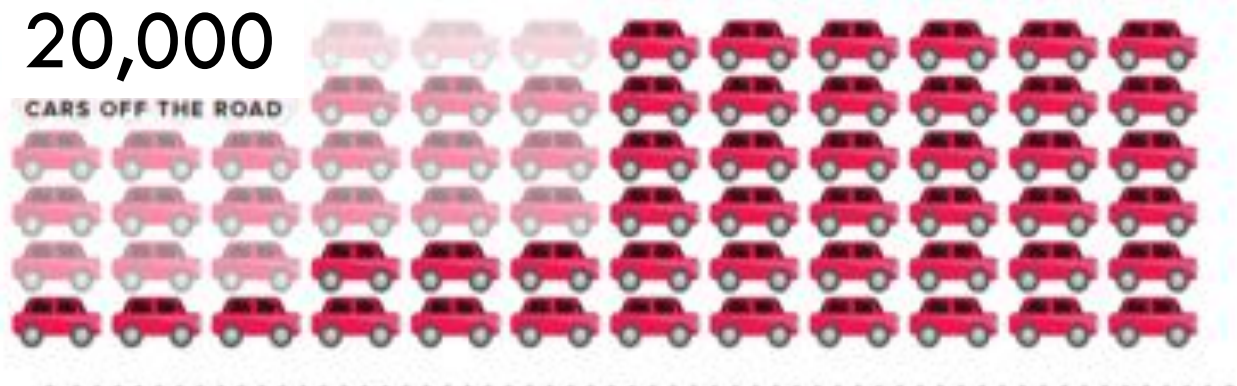
- ❖ 30k Transit Riders
- ❖ 600 Carshare Vehicles
- ❖ 800 Bikeshare Bikes
- ❖ 1,000 Vanpool Users
- ❖ 2,000 Microtransit & Ridesplitting Users



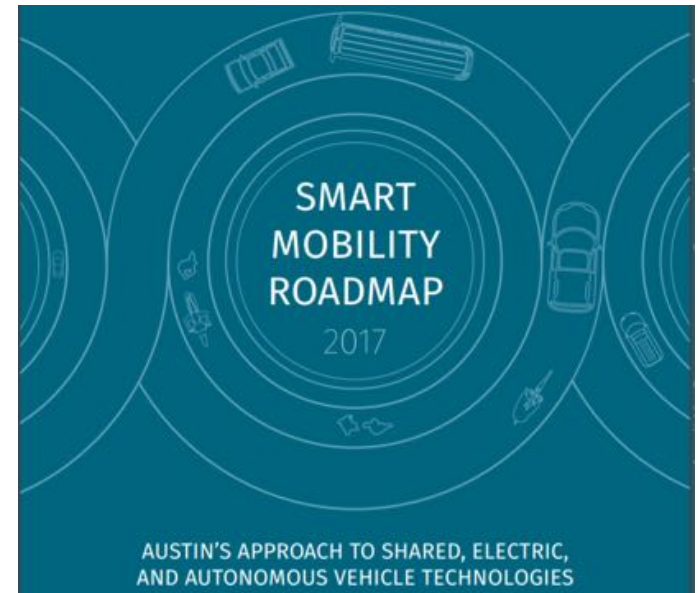
Could Save

- ❖ 200 million VMT
- ❖ 80,000 metric tons GHG
- ❖ \$70 million annual household costs

20,000



Austin Texas Shared Mobility Roadmap



Shared Mobility Benefits Calculator

**TO REDUCE
PERSONAL
VEHICLES BY
20%
IN AUSTIN...**



36,507
Transit Commuters
17,889
Rideshare/Carpoolers

9,238
Carshare Vehicles
6,748
Shared Bikes



1,140,027,400

Fewer miles traveled
by personal vehicles



409,100

Fewer metric tons of GHG emissions
related to personal vehicle ownership



\$401,912,300

Saved in personal vehicle
transportation costs

Graphic recreated, with permission, from "Shared Mobility Benefits Calculator," Shared-Use Mobility Center.

Prioritize People



Active transportation infrastructure



Remaking Parking Lots: No minimums



Pedestrian streets



BRT Lanes prioritize transit, active modes

Thank you!

Brian Holland

brian@sharedusemobilitycenter.org