

Trends and Innovation in Shared-Use Mobility



SHARED-USE
MOBILITY CENTER

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SHARED-USE
MOBILITY
CENTER
MISSION

**Make it possible to
live well without
owning your own car**



SHARED-USE
MOBILITY
CENTER
PROGRAMS

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

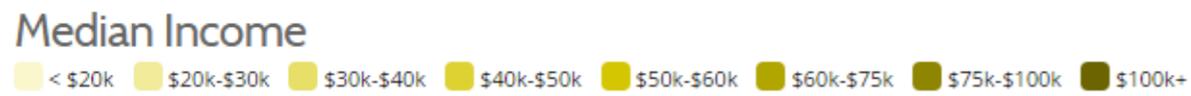
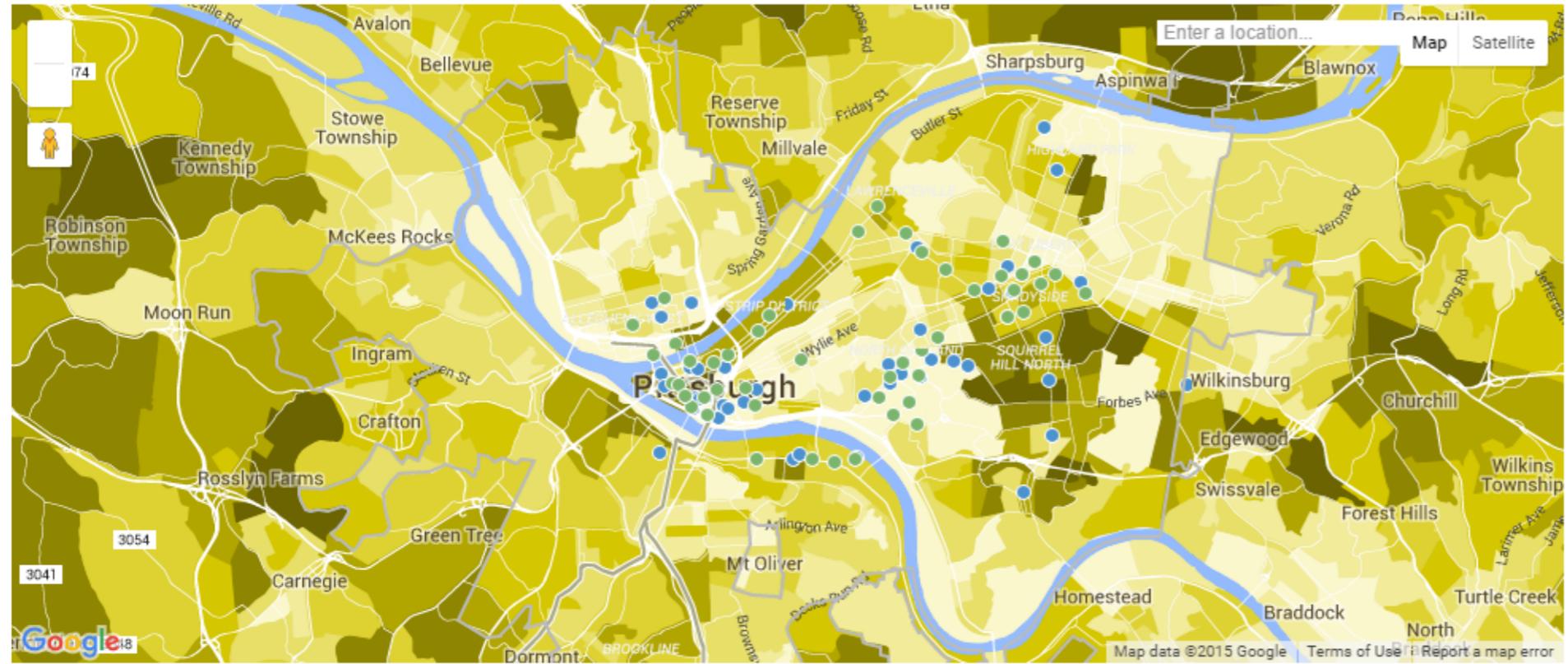
Conduct innovative research with practical results

Create tools for cities to share policies and best practices

Provide technical assistance for cities in testing and scaling shared-use plans and programs

Pittsburgh is a city where many choose to walk, bike, take public transportation, or carpool to work; only 55 percent of workers drive to work alone. In fact, 25 percent of households in Pittsburgh do not even own a vehicle. Carsharing, bikesharing, and ridesharing are all available in Pittsburgh. Carsharing launched in 2008 and bikesharing followed in 2015. Many neighborhoods in Pittsburgh are walkable and boast good access to public transit services.

Choose a City or Region ▾ Choose a Map Theme ▾



Pittsburgh Profile

306,062 residents
1.15 vehicles per household
55 square miles

- Carshare**

71 Cars | 2.3 per 10,000 People
Zipcar
- Peer-to-Peer Carshare**

Currently no operators in Pittsburgh
- Bikeshare**

Approximately 500 Bikes at 48 Docking Stations | 16.3 Bikes per 10,000 People
NextBike
- Ridesourcing and Taxis**

Taxis: 300+
Lyft
Uber
- Transit**

Shifting Transportation Norms

TRADITIONAL



*Suburban
Rural*

TRENDING



Urban Core

FUTURE



*Urban Core
Suburban
Rural*

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

Shared Mobility **Typology**



Public Transit



Taxis & E-hailing



Bikesharing



Ridesharing



Carsharing



Vanpools



Ridesourcing

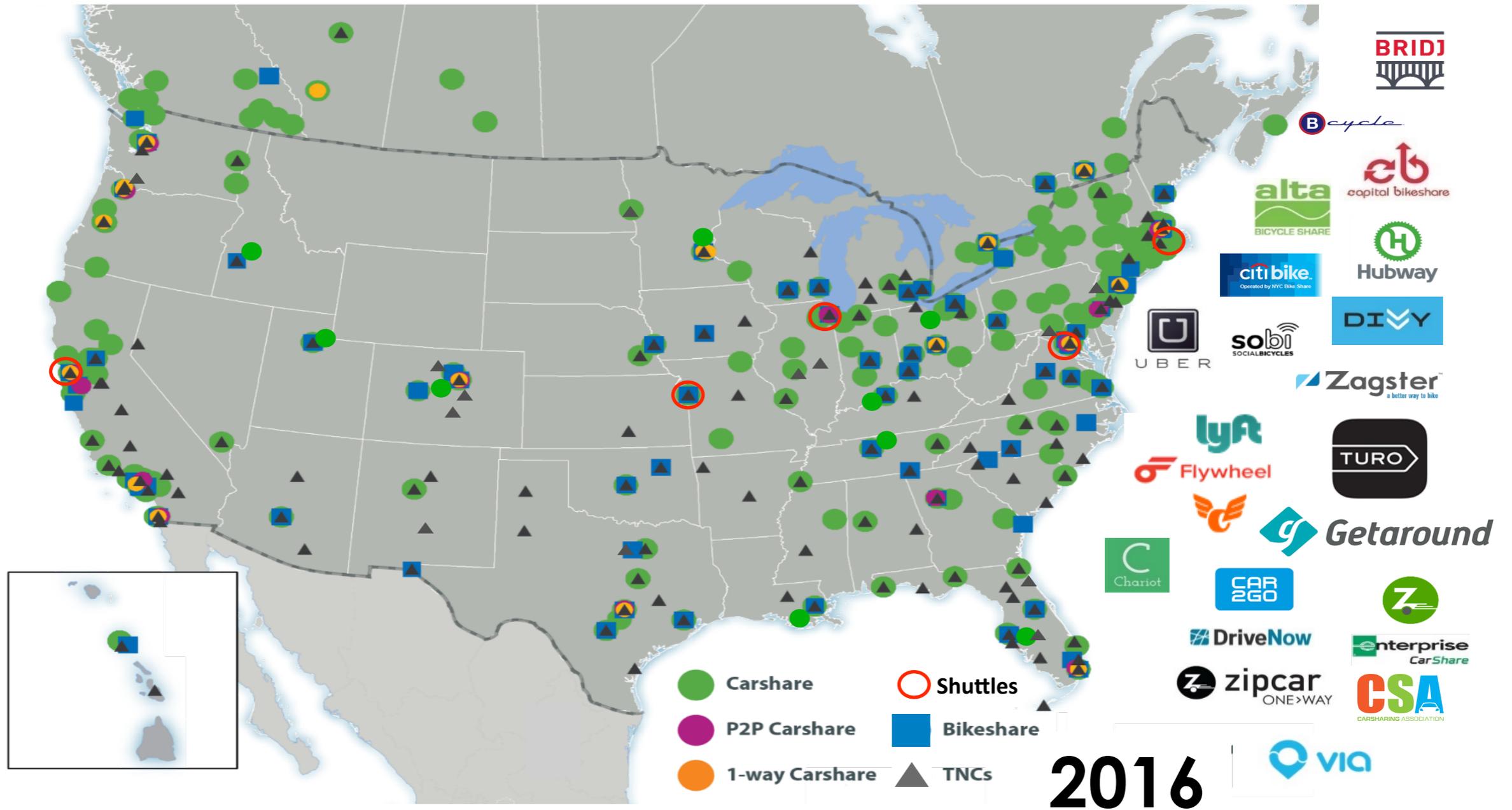


Private transit



Jitneys

Shared mobility in the U.S. and Canada



Why Do We Need Shared Mobility?



**Serves non-work trips
(80% of total trips)**

**Can fill gaps in transit, especially
weekend + night-time service**

**Can provides connections between
transit & origin/destination
(First and Last Mile)**

Implemented quickly

**minimal public investment required
(public-private models flourishing)**

What's ahead for
shared mobility?

Trends to Watch

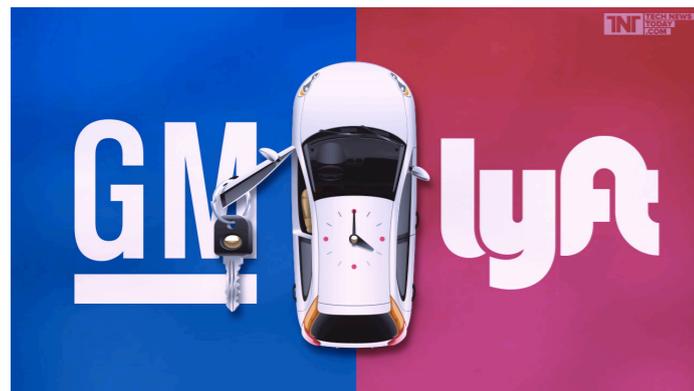
- EV Carshare and ride-sourcing
- Quasi-public transit
- New carpooling startups
- TNC partnerships
- Flexible and Electric bikesharing
- Paratransit innovations
- Autonomous vehicles
- Integrated Mobility Hubs
- Gradual progress on integrating trips + payment



Major recent investments from Automakers

Response to shifting ownership preferences -> emerging models

- **Become a driver in your own car**
- **Share a car with others – revenue stream**
- **Primary appeal shifting from ownership -> utility**



FORD SMART MOBILITY



New Research

TCRP Report 188

**Shared Mobility and the
Transformation of Public Transit**

Key Finding (one of six):

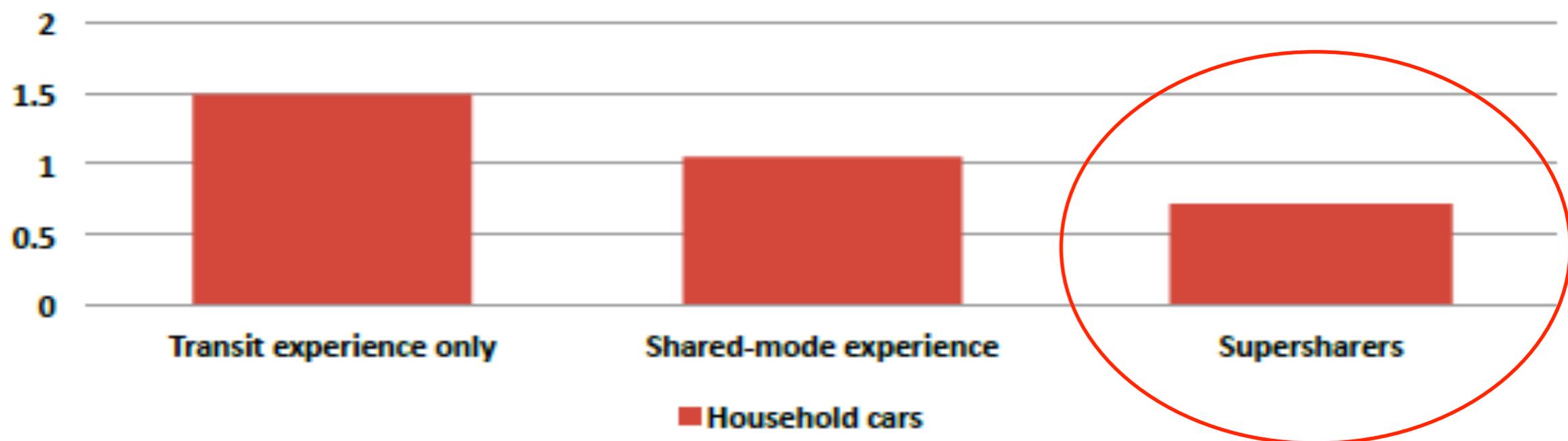
The more people use shared modes, the more likely they are to **use transit, own fewer cars, and spend less** on transportation overall.



“Supersharers,” people who routinely use several shared modes, report the greatest transportation cost savings and own half as many cars as people who use transit alone.

Figure 3:

Household vehicle ownership, by shared-mode experience³



So... what's relevant to
Louisiana?

Public-Private Partnerships Smaller Cities do it too

Rochester, NY: Securing funds to launch Carshare, bikeshare and vanpool in concert with anti-poverty focus

Space Coast Area Transit: Vanpool combined with shared fleet for social service agencies

Pinellas Suncoast, FL: Subsidy allows transit riders to connect to Uber rides and taxis at reduced cost

Getaround: Peer-to-peer carsharing in Chicago, Oakland



Non-profit Models

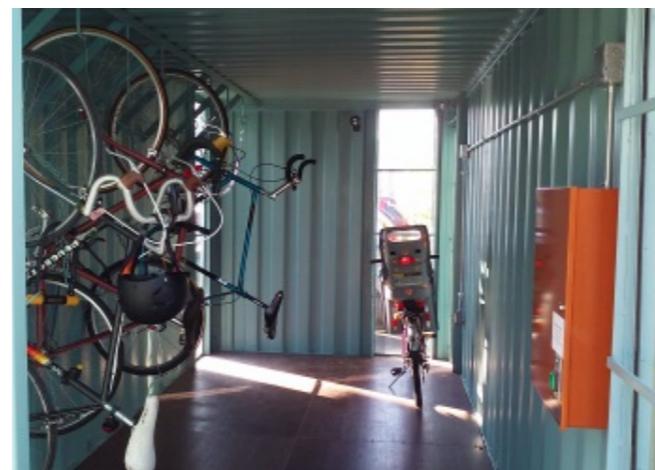
Step in where others can't

Watertown, NY: Medicaid-funded Volunteer Transportation Center serves in absence of transit

Various Contracted Carshare and Bikeshare Programs: Milwaukee, WI; Birmingham, AL; Buffalo and Albany, NY

Green Raiteros: Grassroots ride-sourcing in Fresno, CA

RideAustin: Non-profit started in wake of Uber and Lyft departure from Austin, TX (white-labelling technology)



If you build it...
Big projects in
smaller cities
(with some help)

Columbus, OH: Winner of \$40M Smart Cities Challenge using to advance 15 smaller connected projects

Indianapolis and Chattanooga: Public-private partnerships to install and run EV carshare programs

Kansas City and San Jose: “Microtransit” pilots

Mobility on Demand Pilots: Paratransit app development in Phoenix, Dallas, Pinellas, FL and Vermont



How do we make this
work for all communities?

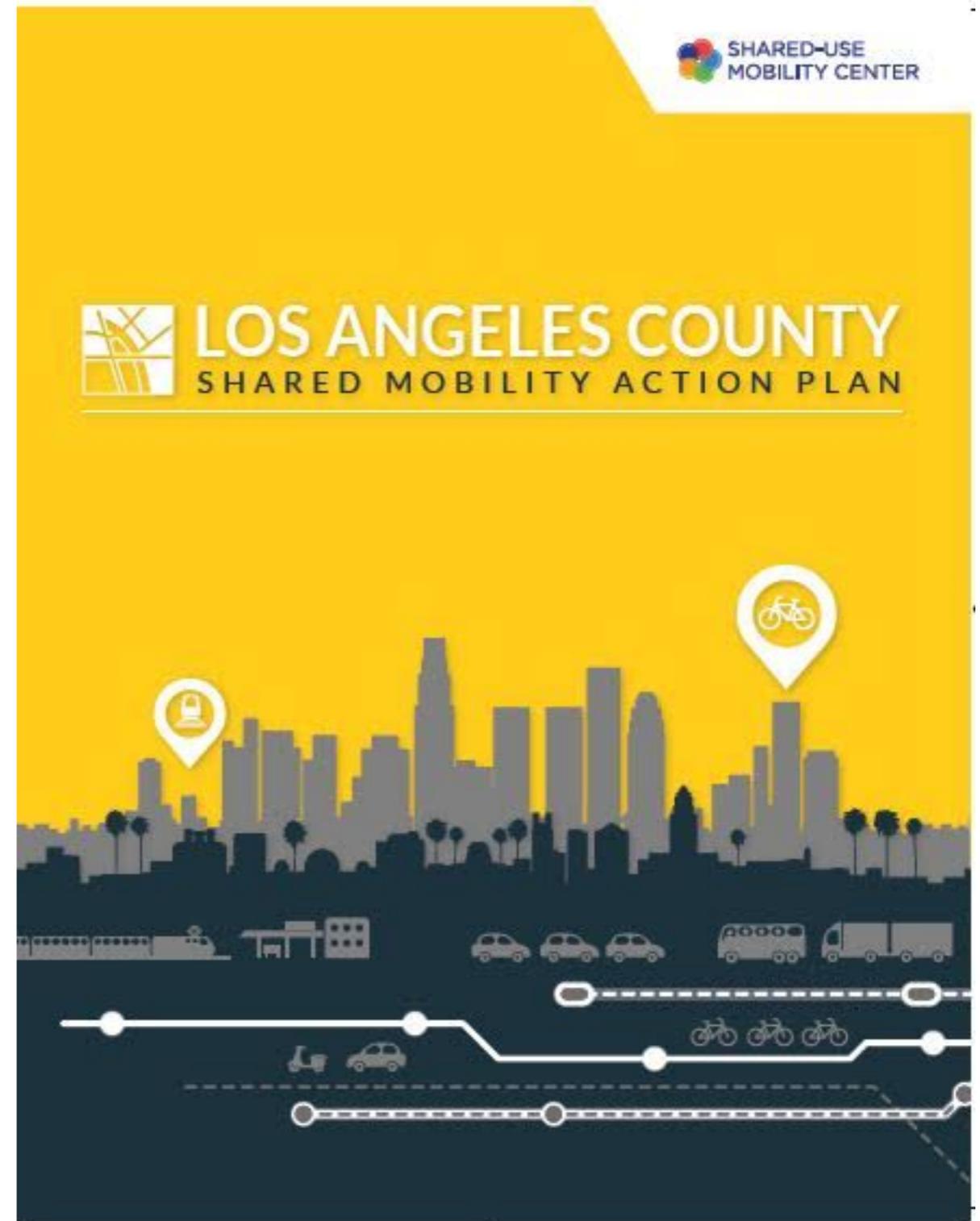
Action Planning Process in Los Angeles



Live.Ride.Share (regional conference)

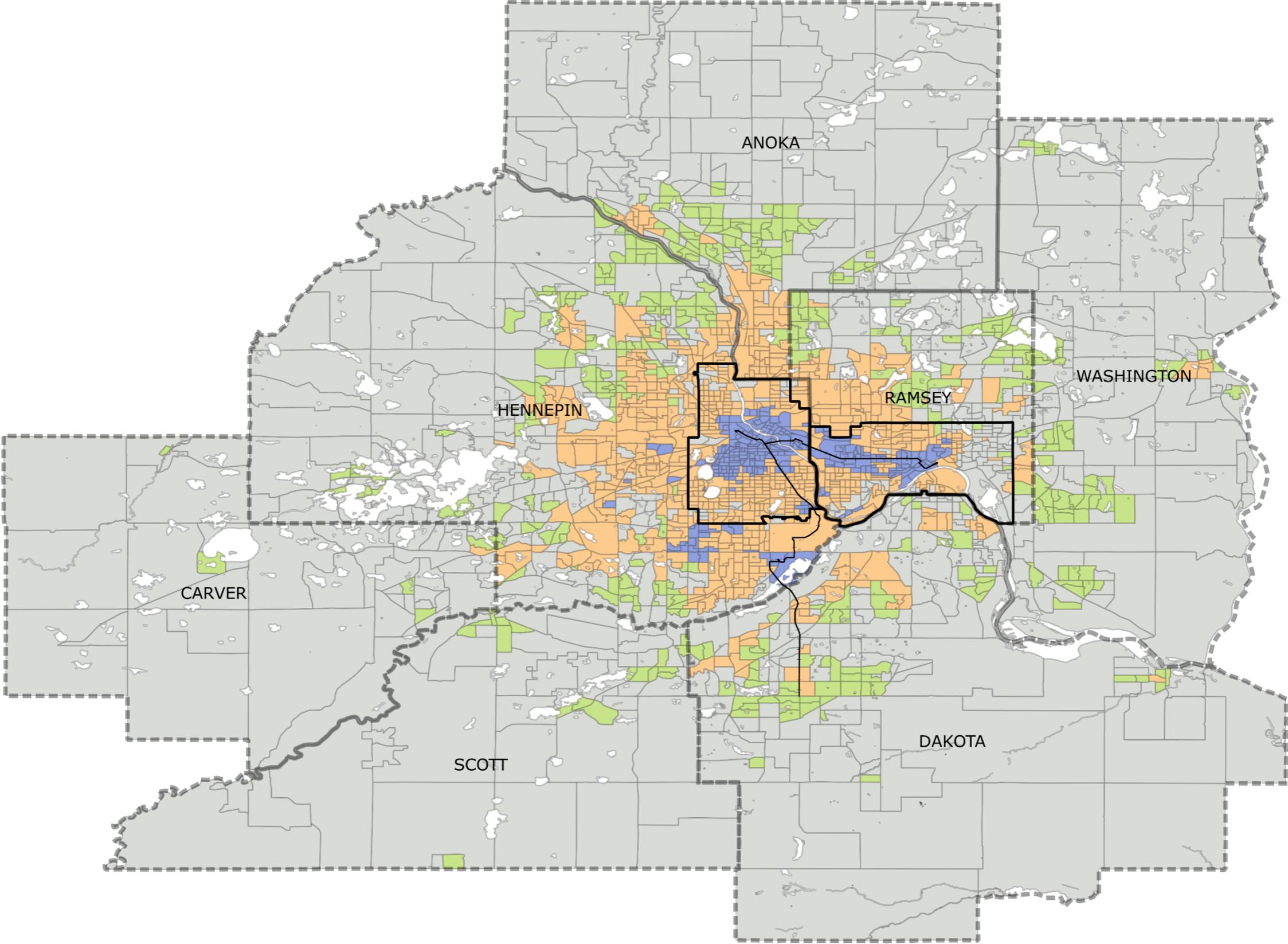


Focused Workshop: Ride-splitting, Vanpooling, & Microtransit

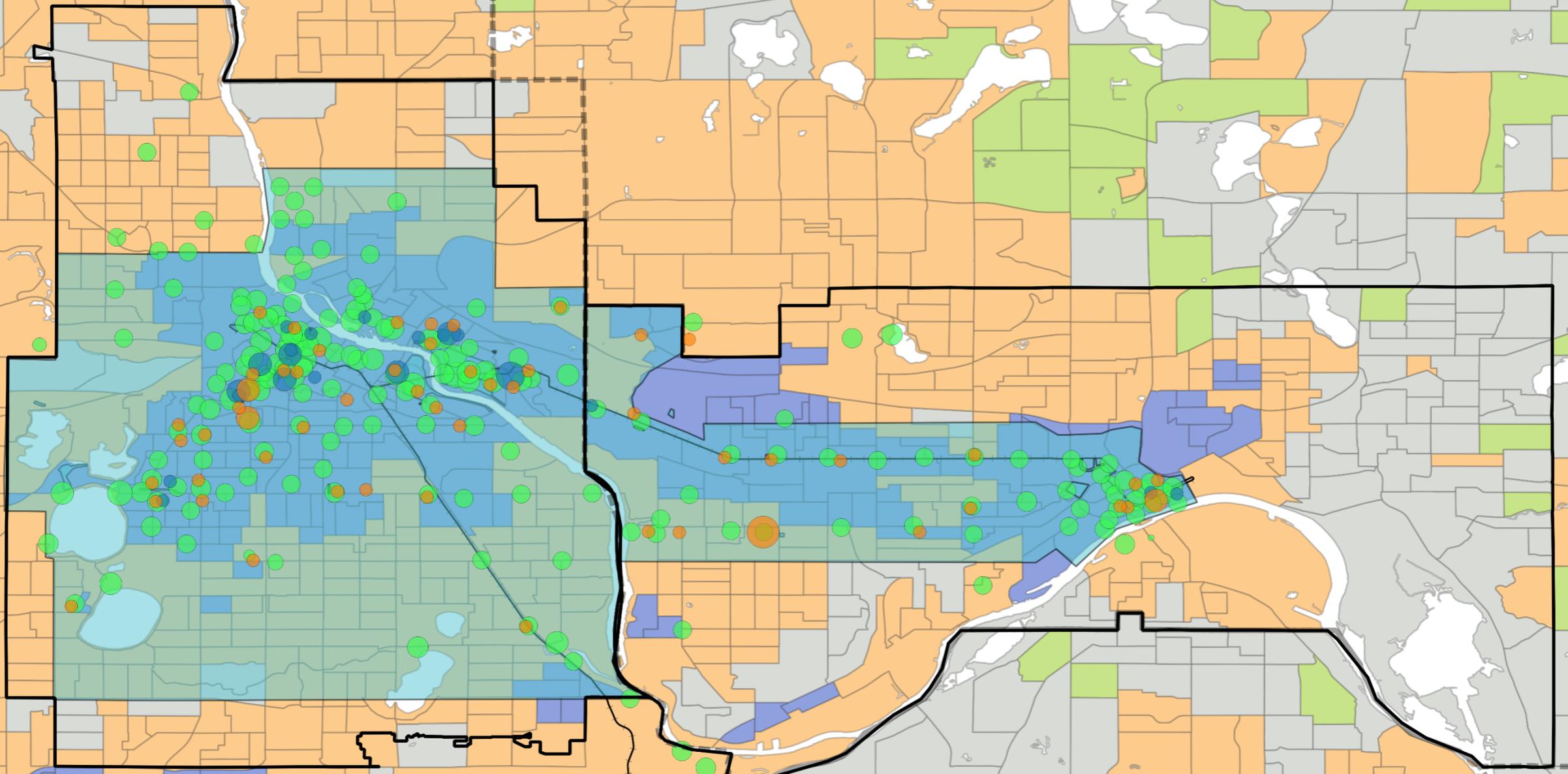


Los Angeles County Mobility Action Plan

Shared Mobility Opportunity Analysis



Shared Mobility Opportunities: Core Areas



Highest opportunity areas (purple) fully covered in Mpls, less so in St. Paul & inner suburbs. But middle-opportunity and F/L mile largely unserved except by TNCs.

Shared Mobility Planning

A photograph of a meeting table with documents, sticky notes, and hands pointing at a plan. The table is covered with various papers, including a Venn diagram with four overlapping circles in red, blue, green, and purple. There are several yellow and pink sticky notes scattered across the documents. A person's hand is visible, pointing at a document. In the background, there are office supplies like a white mug, a black desk lamp, and a green folder.

Focus and Feasibility: What's realistic?

Goals and Timeline: 5 year plan

Policy: What are quick wins? What's more challenging but critical?

Funding: Finding pathways and making the case



Thank you!

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