

# Shared Mobility Action Plan Overview

July 2017



SHARED-USE  
MOBILITY CENTER

*With support from*

THE MCKNIGHT FOUNDATION



# SHARED-USE MOBILITY CENTER

*Expanding the ecosystem of transportation choices by creating a multimodal transportation system that works for all*



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



**Serve as a clearinghouse** through conducting innovative research with practical results



**Create tools for cities** to share policies and best practices



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



**Convene the public and private sectors** through workshops and conferences

# Background and Goals

**Our Charge:** Create a Shared Mobility Action Plan that can improve mobility for all in the Twin Cities Region

- Incorporate community input and push best practices envelope
- Set aspirational but achievable goals

**How we got to today:**

- 15 month process
- 3 stakeholder workshops
- Over 85 interviews
- Intensive draft feedback and review

**Plan Finalization and Design: July 2017**

# Shared Mobility Typology



**Public Transit**



**Ridesharing/Carpooling**



**Bikesharing**



**Microtransit  
& Shuttles**



**Carsharing**



**Taxis**

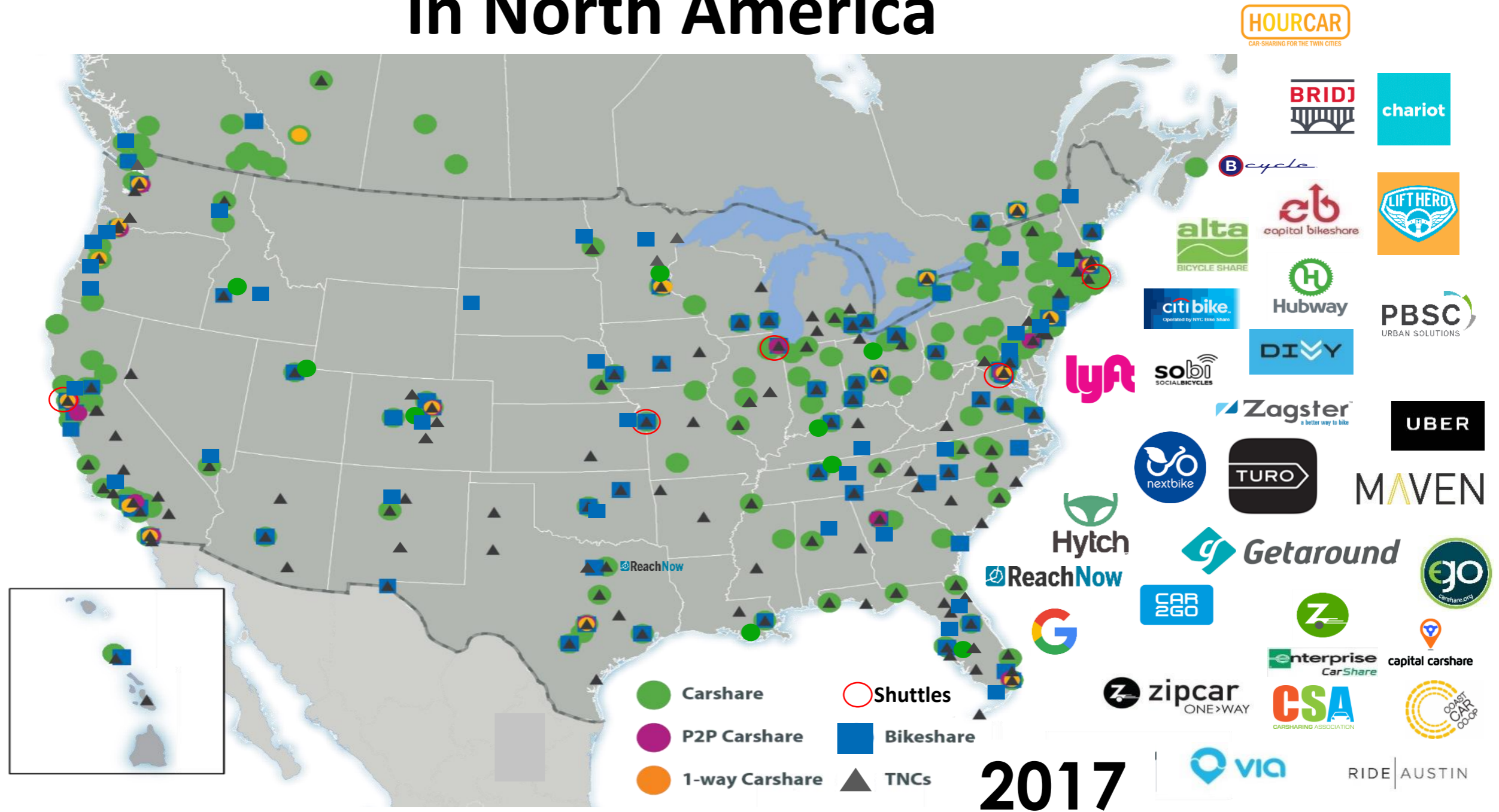


**Ridesourcing &  
Ride-splitting**



**Mobility Hubs**

# Tracking Shared Mobility in North America



- Carshare
- P2P Carshare
- 1-way Carshare
- Bikeshare
- ▲ TNCs
- Shuttles

**HOURCAR**  
CAR-SHARING FOR THE TWIN CITIES

**BRIDJ**

**chariot**

**B cycle**

**LIFT HERO**

**alta**  
BICYCLE SHARE

**capital bikeshare**

**Hubway**

**PBSC**  
URBAN SOLUTIONS

**citi bike**  
Operated by NYC Bike Share

**DIVVY**

**lyft**

**sobi**  
SOCIAL BICYCLES

**Zagster**  
a better way to bike

**UBER**

**nextbike**

**TURO**

**MAVEN**

**Hytch**

**ReachNow**

**Getaround**

**go**  
carshare.org

**CAR 2GO**

**Z**

**enterprise CarShare**

**capital carshare**

**zipcar**  
ONE WAY

**CSA**  
CARSHARING ASSOCIATION

**BOAST**  
CARPOOL

**via**

**RIDE AUSTIN**

**Silver Ride**  
GET THERE WITH CARE

# Hard to keep up with...

- EV Carshare and ride-sourcing
- Quasi-public transit
- New carpooling startups
- TNC partnerships
- Flexible and Electric bikesharing
- Paratransit innovations
- Autonomous vehicles
- Integrated Mobility Hubs
- 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**



# TCRP Report 188: Key Finding

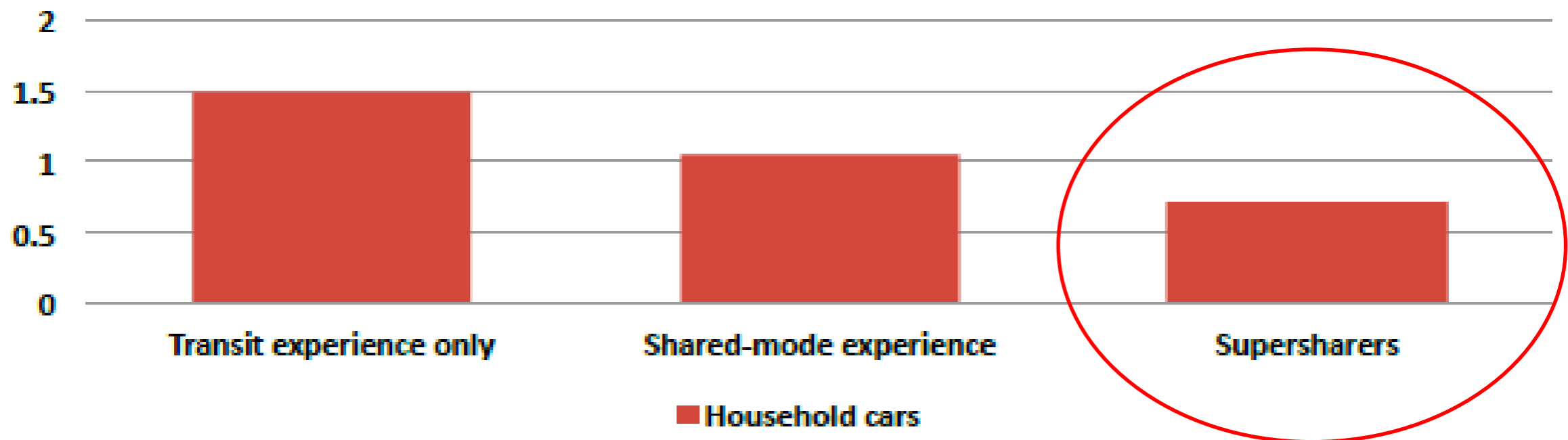
The more people use shared modes, the more likely they are to **use transit, own fewer cars, and spend less** on transportation overall.





**“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 experience<sup>3</sup>**



# Los Angeles EV Carsharing in Disadvantaged Communities

- Basics:** Station-based one way carsharing model  
100 cars, 200 charging points  
Central LA: Downtown, Pico-Union, Koreatown
- Funding:** \$1.7 million from California Air Resources Board  
\$1.8 million from City of LA (including rebates)  
\$10 million plus from Bollore/ Blue Solutions
- Goal:** 7,000 members by 2019





# Increasingly Common P3 Types



**First/Last Mile:** Publicly subsidized Uber/Lyft trips within transit service areas (to/from transit hubs)



**Payment Integration:** Integration between transit and shared mobility services being tested in various US cities



**Carpooling/Ridesharing:** More private models arising for ride-matching on work commutes, voucher programs for Uber/Lyft through transit-run programs



**Expanded Services:** Concierge services address technology user gaps in niche markets, cash-based payment options, new payment card solutions



## Let's think big about P3s

**Public investment:** What are the infrastructure needs?

**Public Assets:** What's being used? Streets? Sidewalks? Electricity?

**Public Need:**

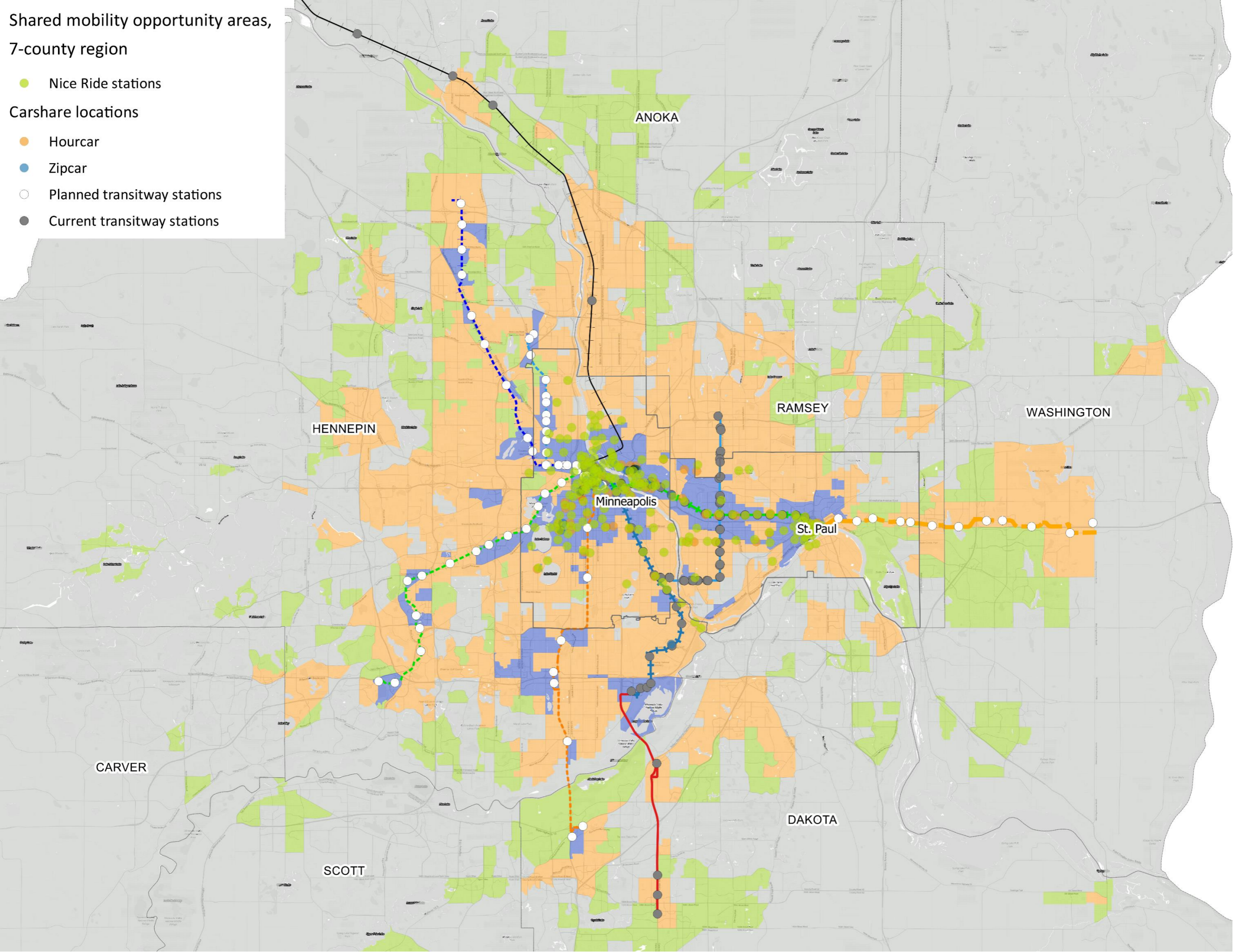
Where is the gap in unmet opportunity?

Trend towards transportation as a utility

# **Plan Background and What We Heard**

# Shared mobility opportunity areas, 7-county region

- Nice Ride stations
- Carshare locations
  - Hourcar
  - Zipcar
- Planned transitway stations
- Current transitway stations



# Transit Investments

- **Two rail extensions in next 4 years**
- **Expanded BRT/ABRT lines**
- **Metro Transit App launch 11.16**
- **Southwest Prime: agency-provided microtransit growing since 2015**



# Long range projections: major growth in/around Downtowns

Projections from MetCouncil's Thrive MSP 2040

By 2040:

- The region will gain over 800,000 people in 375,000 new households
- 27,000 new households in St. Paul, 40,500 in Minneapolis,  
**135,000 new residents in the urban core**
- 40% of urban households will earn <80% AMI



# What we're hearing:

## Little disincentive for the single occupant commute

### *"The Car is King"*

- Moderate Congestion now, but increasing
  - Major issue in next 10 - 20 years
- Parking often costs less than a transit trip
- Gaps in service: suburban connections
  - Connections to jobs (reverse commute)
  - First/last mile from transit centers
  - Off peak, evenings lack frequency

# What we're hearing:

## Fix what's broken, then grow broadly but thoughtfully

Car2go exit has made big impact psychologically

- Won't be pursuing growth for growth's sake
- Lots of policy areas flagged for improvement
- Commitment to put racial equity front & center in any new "pilot" but groundwork needed:
  - Start by looking at what NiceRide Neighborhoods (orange bikes) did right. Partnerships, trust, patience.
  - Right working partnerships are critical from beginning

## What we're hearing:

### Push us! We need to be pushed!

- Public and philanthropic investments in shared mobility need comprehensive approach
- Metro Transit's attention to shared mobility is unprecedented for a region of this size
- Deep awareness among transportation advocates and professionals, but not broad engagement
- Private providers eager to collaborate – need framework for public-private partnerships

# **5-year and 10-year Plan Goals**

# Mode-Shift Goals

SUMC focused projections on core (existing) service areas + nearby neighborhoods

- **Take 20,000 cars off the road in the next five years**  
(Cities of Minneapolis and St. Paul) – 5% reduction
- **Take 50,000 cars off the road in ten years**  
(Region-wide)

# Mode-Shift Goals: Scenario

**Attract 30,000 new daily transit riders** with a combination of new rail capital projects and BRT and rapid bus improvements

**Sustain 600 vehicles in car sharing programs**, requiring:

- Re-introduction of a one-way model
- Sustained growth for existing operators
- New approaches to public-private partnerships.

**Add 800 bikes to the bikeshare network**, incorporating the latest developments in the industry around flexible bikesharing

**Recruit 1,000 additional daily vanpool users**, tripling the size of the current program

# Goals: Beyond Mode Shift

## Put equity front and center

- Set targets for representative use base for programs
- Access to jobs is paramount
- Set targets for geographic equity

## Leverage private funding where possible

## Work to electrify the sector

# Plan Recommendations

- 1. Grow Shared Mobility in Support of Transit Network**
- 2. Pilot Flexible Transit Focusing on Reverse Commute**
- 3. Leverage Metro Transit App to Work Towards Data Clearinghouse**
- 4. Stabilize and Expand Carshare**
5. Expand and Evolve Bikeshare
- 6. Elevate Vanpooling**
7. Explore new Carpooling and Ride-splitting Solutions
8. Concentrate Efforts around Mobility Hubs
9. Optimize Parking and Street Space for Shared Mobility
- 10. Improve Transportation Demand Management Outcomes**



# Thank You

## **Next Steps:**

Plan Finalization and Design: July 2017

Creighton Randall-Program and Development Director  
[creighton@sharedusemobilitycenter.org](mailto:creighton@sharedusemobilitycenter.org)

Aaron Westling-Program Associate  
[aaron@sharedusemobilitycenter.org](mailto:aaron@sharedusemobilitycenter.org)