

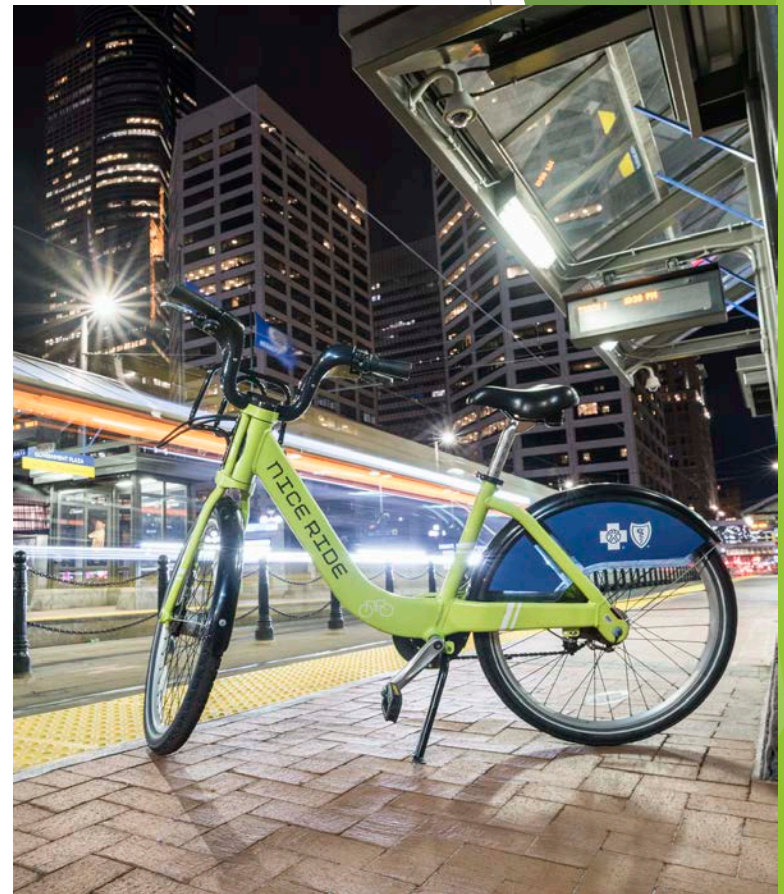
Shared Mobility Update

Transportation Advisory Board

May 16, 2018

What is Shared Mobility?

- ▶ Transportation services that are shared among users
 - ▶ Public transit
 - ▶ Bike sharing
 - ▶ Car sharing
 - ▶ Rideshare, carpool, vanpool
 - ▶ Taxis, TNCs / ride hailing
 - ▶ Neighborhood shuttles
- ▶ Riding together and/or using the same vehicle

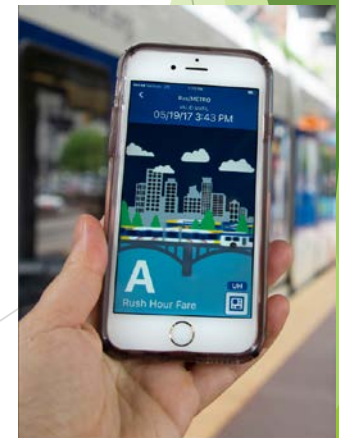


Integration of Modes

- ▶ Coordinated services
- ▶ Multimodal customer information
- ▶ Integrated payment



- ▶ Physical integration = Mobility hubs
- ▶ Digital integration = Mobile apps
- ▶ Organizational integration = Partnerships



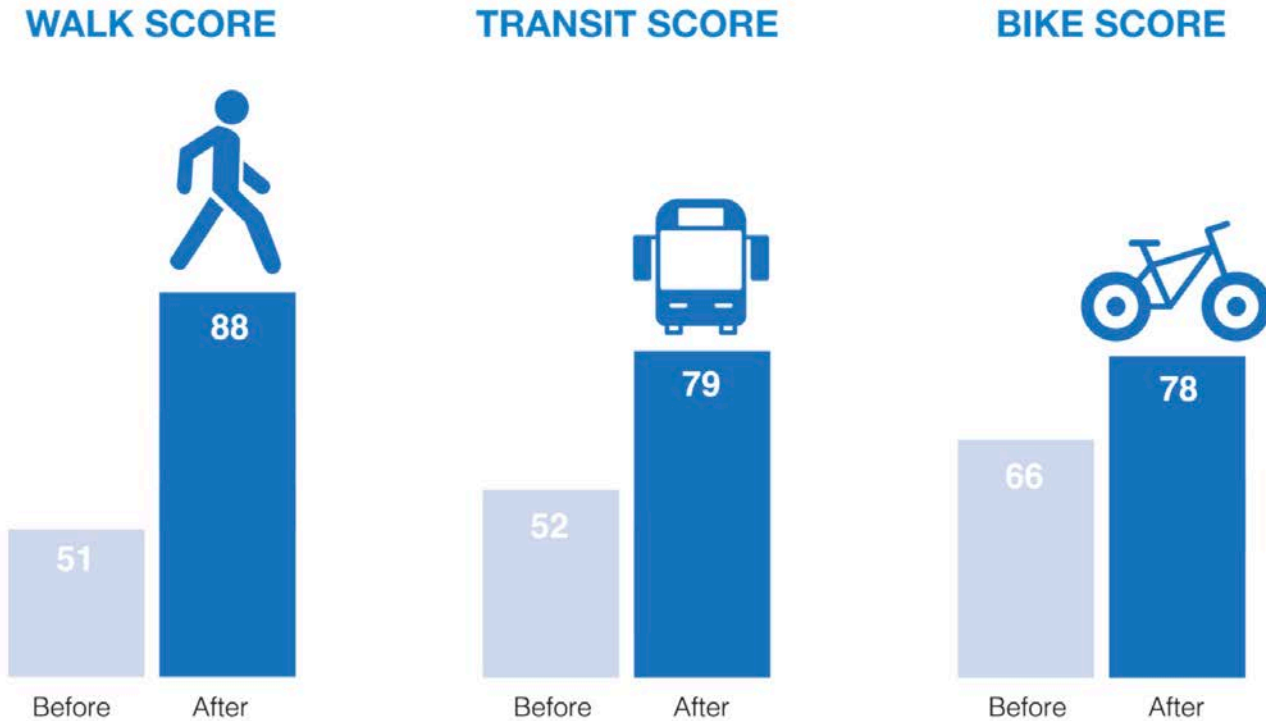
Benefits of Shared Mobility

- ▶ Provide more options, support TDM
- ▶ Reduce vehicles owned and miles traveled
- ▶ Reduce personal cost for travel
- ▶ Reduce demand for parking
- ▶ Increase access to opportunity
(esp. for those who can't/don't drive)
- ▶ Reduce public cost of transportation

Business benefits

- ▶ Employees want it
 - ▶ 54% of [Millenials] said they would consider moving to another city if it had more and better options for getting around
 - ▶ 66% said access to high-quality transportation would be one of their top three priorities when considering a move.
- ▶ Reduces costs for parking
- ▶ Improves employee health, satisfaction, reliability

Businesses move to places that provide options



New mobility will require education, partnership

▶ Employees

- ▶ Not just “drivers”, or “transit riders” or “cyclists”, but people who get to work in various ways.
- ▶ How to use MetroPass for full mobility?

▶ Customers

- ▶ How to be accessible and welcoming to all?

▶ Businesses as providers of shared mobility

▶ Businesses as users of shared public spaces: curb space, right-of-way, etc.

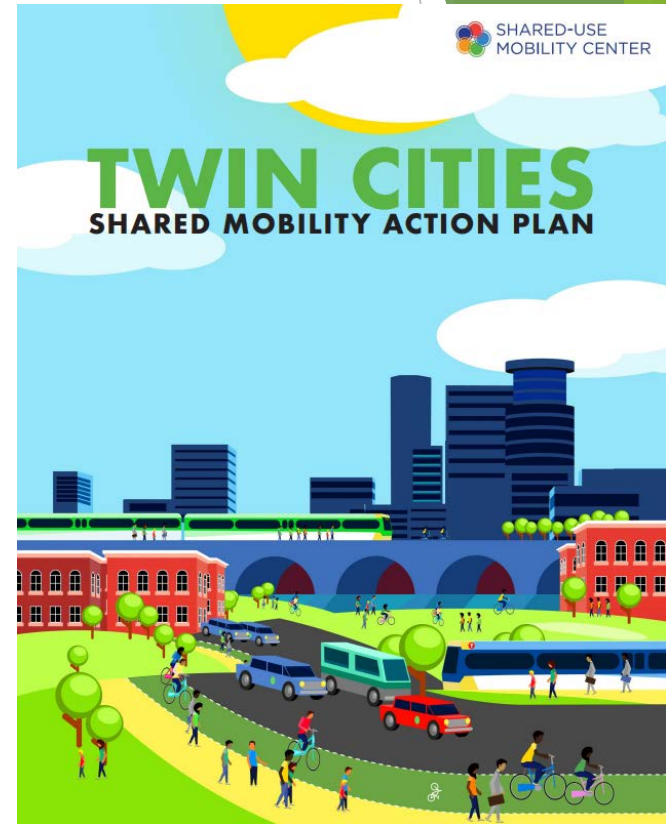
Key Policy / Planning Issues

- ▶ Effect on transit
- ▶ Effect on labor markets
- ▶ Equity of access to modes and destinations
- ▶ Information sharing, data privacy
- ▶ Use of right of way, curb space
- ▶ Agility to pursue opportunities
- ▶ Structure of partnerships; use of public funding / subsidy
- ▶ State/regional consistency vs. local control, innovation



Twin Cities Shared Mobility Action Plan

- ▶ Completed by Shared-Use Mobility Center in October 2017 with funding from McKnight Foundation
- ▶ What is the need and the opportunity for shared mobility in the Twin Cities?
- ▶ What are the gaps and challenges?
- ▶ What goals should we set?
- ▶ What are specific steps we can take?



Twin Cities Shared Mobility Collaborative

- ▶ Help realize the vision of the Action Plan
- ▶ Facilitate collaboration
- ▶ Share best practices
- ▶ Inform policy discussions
- ▶ Support an environment of innovation
- ▶ Track progress
- ▶ First meeting: May 31st, 10:30 to noon

Questions?

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