

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

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**



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

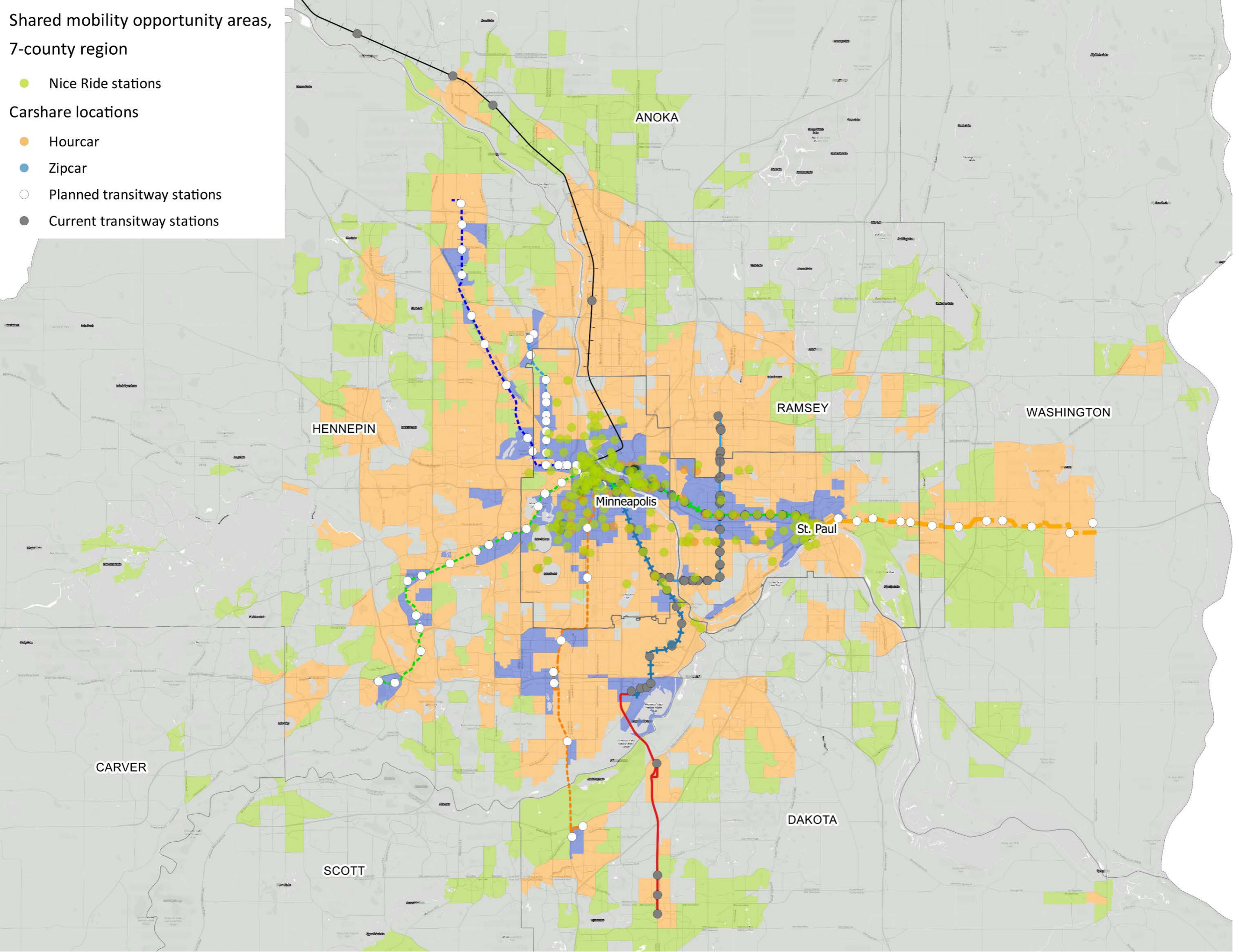
Plan Background and What We Heard

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

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