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Innovative Services and Technologies

- Ridesharing
- Carsharing
- Microtransit
- Transportation Network Companies

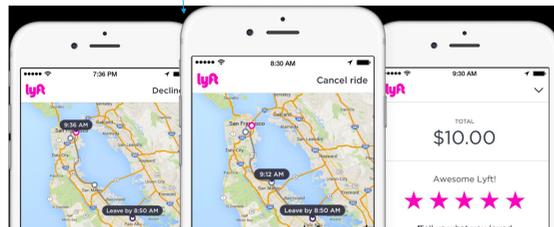


www.lighthouse-sf.org

- multi-passenger
- carpooling



newsroom.uber.com



www.lyft.com/carpool

Evidence for Sustainability

- Carsharing participants own fewer vehicles than others (Martin et al. 2010)
- Those who use ride-sourcing services may have lower VMT (Rayle et al. 2014), and
- ... in some cases reduced levels of vehicle ownership (Dutzik et. al 2013)
- Those who use on-demand ridesharing services also tend to use transit (American Public Transportation Association 2016)

New Mobility and Sustainable Transportation

- Increase vehicle occupancy
- Improve multi-modal connections, and
- Transit access
- Introduce new options to poorly served areas
- Intensify the use of alternative fuel vehicles
- Initiate larger scale adoption of shared models of auto use
- Prioritize car share parking
- Incentivize shared use mobility options

New Mobility in Sustainable Planning Strategies

“Action TLU-18 Encourage and assist employers and transportation funding agencies to offer support for alternative transportation strategies... may include... **rideshare and car share programs...**” (2012)



New Mobility Pilot Projects

Electric Vehicle Carshare for Low Income Residents – Los Angeles, California



Flexible Route Transit – Kansas City, Missouri

www.bridj.com

Subsidized Rideshare and Taxi to and from Transit Stops – Tampa area, Florida



www.psta.net/press

Planned Stakeholder Survey

- Identify key challenges for incorporating mobility services into local environmental planning and policy goals
- Analyze stakeholder and interest group involvement in decision making
- Assess information needs for the development of environmental policy for future mobility services
- Evaluate existing pilot programs, and local/state policies

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