

# Sustainable Transportation Opportunities for New Mobility Services

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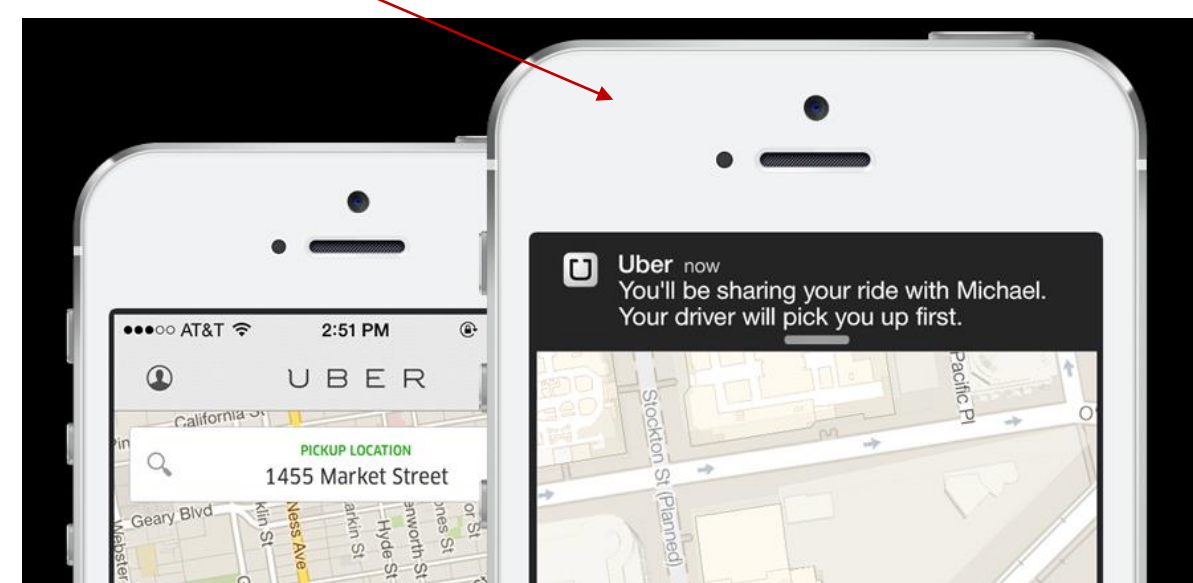


## Innovative Services and Technologies

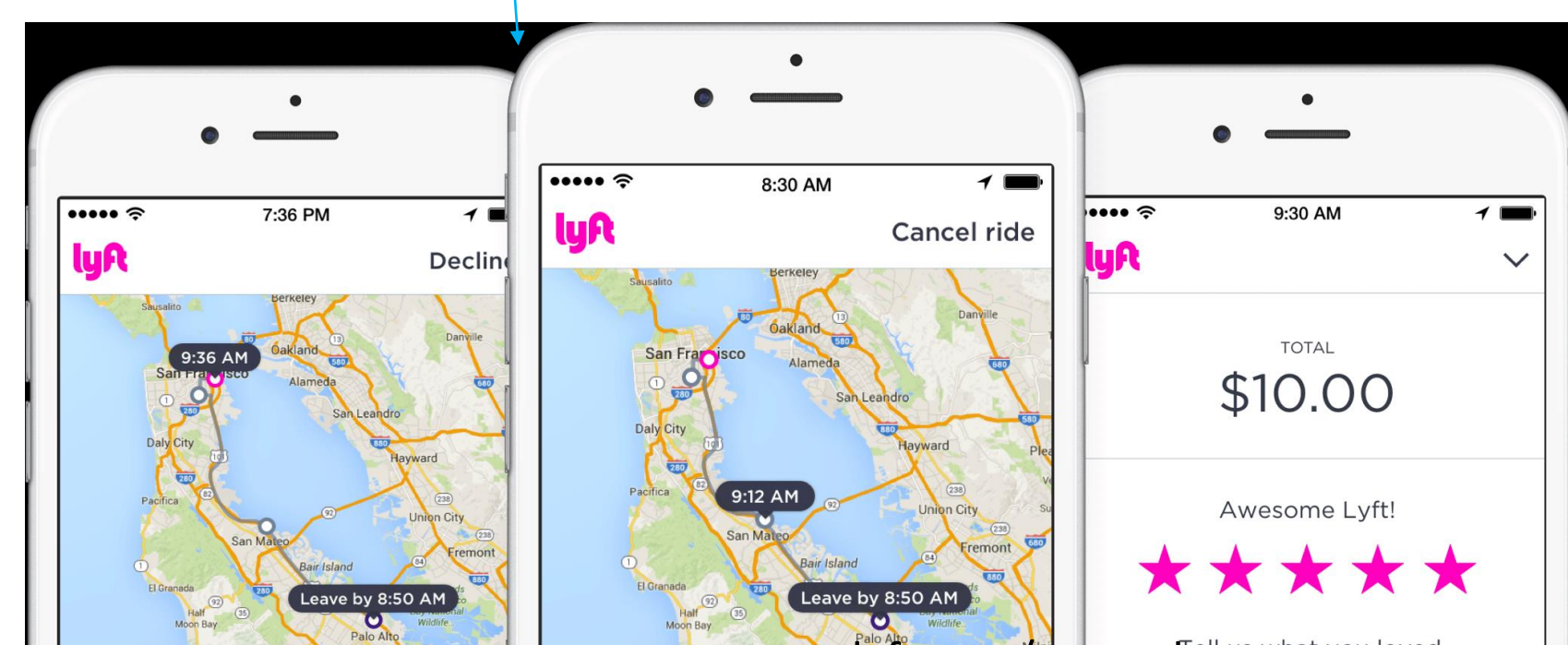
- Ridesharing
- Carsharing
- Microtransit
- Transportation Network Companies
  - multi-passenger
  - carpooling



www.lighthouse-sf.org



newsroom.uber.com



www.lyft.com/carpool

## Evidence for Sustainability

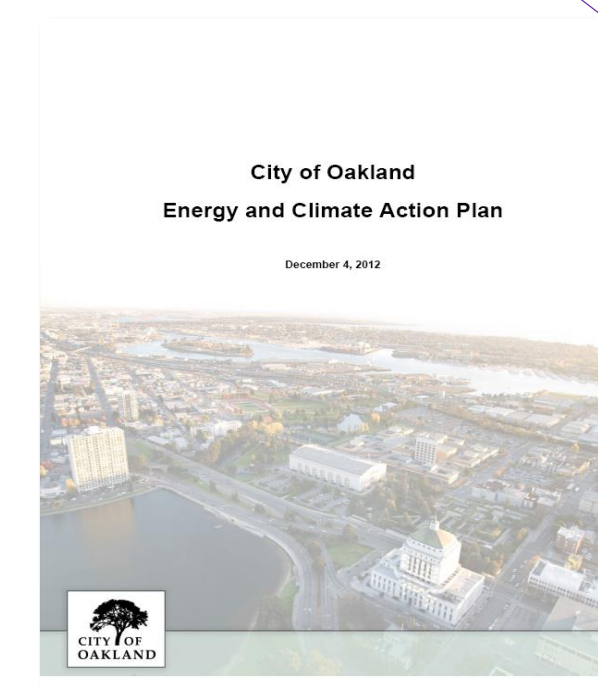
- Carsharing participants own fewer vehicles than others (Martin et al. 2010)
- Those who use ride-sourcing services may have lower VMT (Rayle et al. 2014), and
- ... in some cases reduced levels of vehicle ownership (Dutzik et. al 2013)
- Those who use on-demand ridesharing services also tend to use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

## New Mobility and Sustainable Transportation

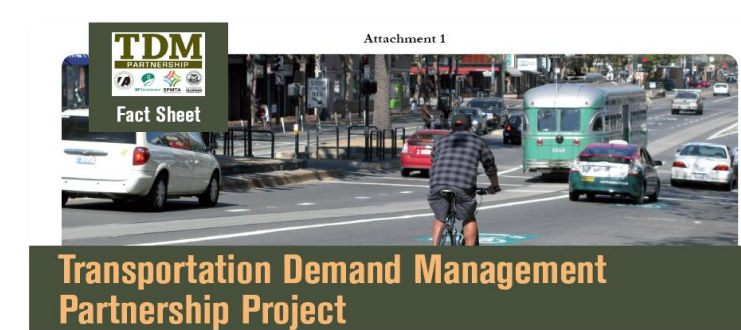
- Increase vehicle occupancy
- Improve multi-modal connections, and
  - Transit access
- Introduce new options to poorly served areas
- Intensify the use of alternative fuel vehicles
- Initiate larger scale adoption of shared models of auto use
  - Prioritize car share parking
  - Incentivize shared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

## New Mobility in Sustainable Planning Strategies

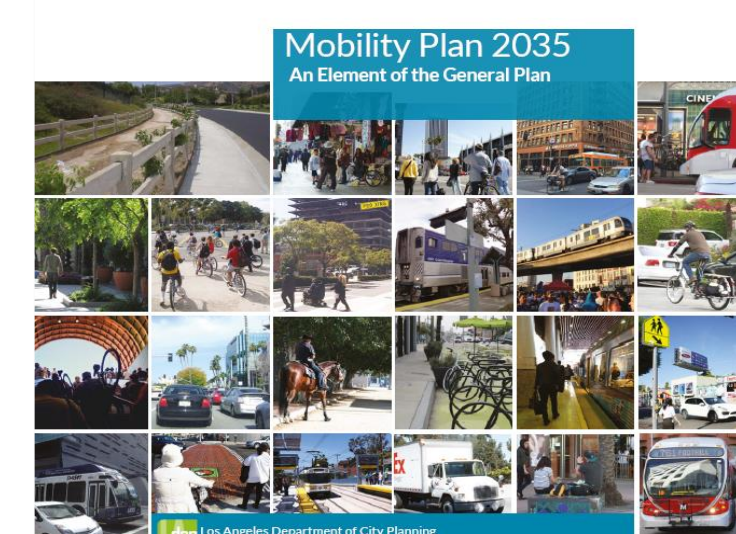
“Action TLU-18 Encourage and assist employers and transportation funding agencies to offer support for alternative transportation strategies... may include... **rideshare and car share programs...**” (2012)



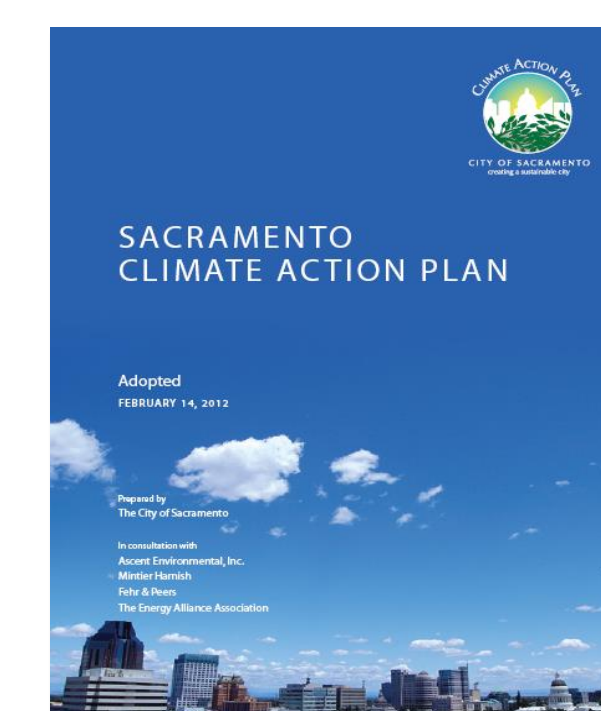
“TDM Partners Program: A multi-agency collaboration to pilot new programs ... include parking cash out and parking management and **innovative ridesharing programs**”



“Provide a **shared use vehicle** within a half-mile of 75% of households by 2035.” (2015)



“There’s no reason why our regional transportation system can’t leverage the power that **mobile applications, or apps**, and other smart phone features give us – and they will.” (2015)



“Use a **car-sharing program** like Zipcar, rather than owning a car or owning more than one car.” (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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