



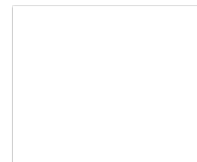
Institute of Transportation Studies

## 3 Revolutions Future Mobility Program

Mollie Cohen D'Agostino, *Policy Director*

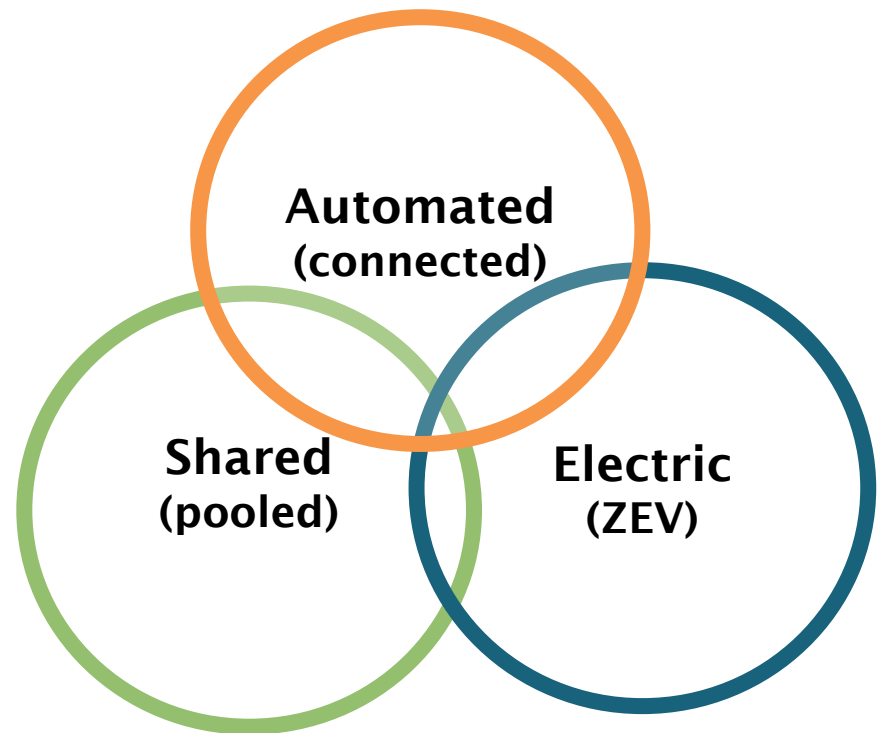
### STEPs Symposium

December 7, 2017



# Why Did We Establish the 3 Revolutions Future Mobility Program?

MISSION: There is an urgent need for *rigorous research and impartial policy analysis to understand the social and environmental **second-order impacts** of these transportation revolutions, and to guide industry investments and government decision-making to maximize public benefits.*



# What is the 3R Program Strategy?

Much like an AV will:

–Sense.

–Decide.

– Act.



1. Research & Evaluate

2. Distill Research into  
Policy Analysis

[3rev.ucdavis.edu/policybriefs](http://3rev.ucdavis.edu/policybriefs)

3. Policy Outreach and  
Engagement



# Building Stronger Partnerships in Region

- SACOG
  - *Civic Lab* Liaison
  - Transportation Demand Management (TDM) Innovation Grants evaluation
- City of Sacramento
  - Autonomous Transportation Open Standards Lab (ATOS)
- City of Davis
  - Various pilots
- ...and a number of emerging partnerships TBA in 2018.



# 3Rs Program Events Series

**November 2016:** Kickoff event 3  
Revolutions Conference

**2017**

**April:** Transportation Policy Forum  
*Sacramento*

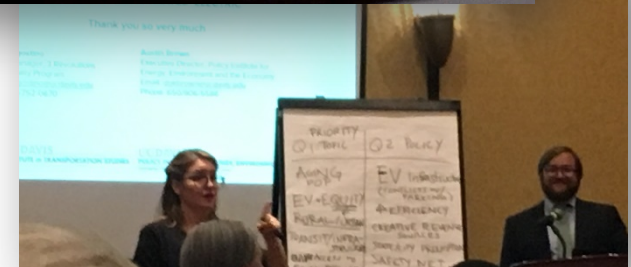
**June:** Pooling & Pricing Workshop,  
*Davis*

**August:** Policy Working Session- Book  
*Asilomar*

**September:** League of CA Cities,  
*Sacramento*

**October:** Workshop The3Rs in Cities  
*Cleveland -Meeting of the Minds*

**November:** 3Rs and Travel Behavior  
*Los Angeles LaCoMotion/T4A Smart cities*



# Findings “Pooling and Pricing” Workshop

*Location: Davis, CA*

## Owning is easy, sharing is difficult (Goia 2017)

- Historically pooled travel seen as lesser than option.
- Participants agreed that a strategy is needed to re-brand pooling as a way to make travel cheaper, easier, and faster for everyone.
- People think that pricing will work and incentive/disincentives can affect behavioral change. But if a good is perceived as “free,” challenge to convince public otherwise.
- Regional/MPO and city will be a key avenue for implementing “pooling and pricing” strategies.
- Local elected officials need political support in order to face the strong opposition to pricing reforms for parking/roadway charges.



# Findings from 3Rs & Cities Workshops

*Locations: Cleveland, OH and Los Angeles, CA*

**Participants reported these Short-term policy priorities included:**

- Foster spirit of innovation
- Expand electric vehicle (EV) charging infrastructure
- Expand pooled mobility options and redefine transit
- Develop data platforms to standardize, protect, and share

**Reported Medium/Long term policy priorities included:**

- Pilot and iterate innovative solutions (acknowledging no cookie cutter, and rural and urban- divided approach)
- Invest smartly in improving parking management
- Equity goals wide-ranging: From improved access to reducing implicit bias





# Taking our Research/Policy findings to D.C

**January**

*Washington, D.C.*

***TRB Workshop “3 Revolutions & Transit”***

January 7<sup>th</sup> 9:00-12:00pm

***Capitol Hill U.S. House Policy Briefing***

*2167 Rayburn*

January 8<sup>th</sup> 12:00-1:00

DOE Briefing Meeting

January 11<sup>th</sup>



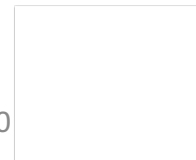


# Come back: 2<sup>nd</sup> Edition 3Rs Conference

## Registration Promo Code: 3RHALF



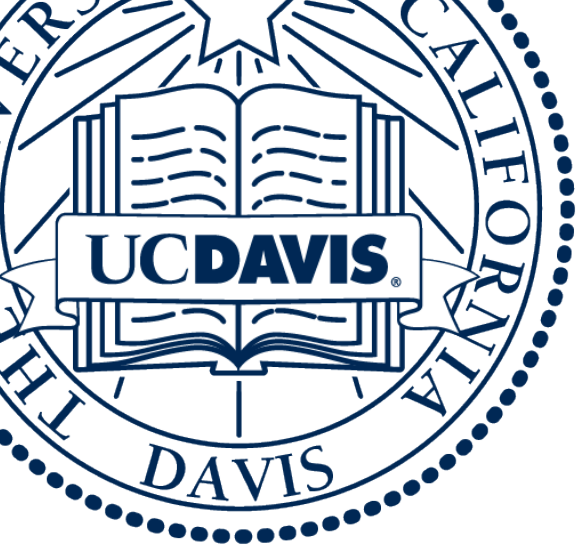
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