Institute of Transportation Studies
3 Revolutions Future Mobility Program
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STEPs Symposium
December 7, 2017
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.

Why Did We Establish the 3 Revolutions Future Mobility Program?
What is the 3R Program Strategy?

Much like an AV will:

–Sense.

1. Research & Evaluate

2. Distill Research into Policy Analysis
   3rev.ucdavis.edu/policybriefs

–Decide.

3. Policy Outreach and Engagement

–Act.
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\textsuperscript{th} 9:00-12:00pm

**Capitol Hill U.S. House Policy Briefing**
2167 Rayburn
January 8\textsuperscript{th} 12:00-1:00

DOE Briefing Meeting
January 11\textsuperscript{th}
Come back: 2nd Edition 3Rs Conference
Registration Promo Code: 3RHALF
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Social Media Challenge

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For more information, please contact:

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