

Making Equitable Shared Mobility Work

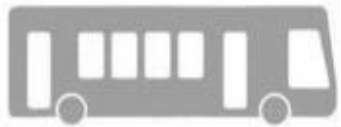
NEPA Equitable Transit Summit

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Why is Shared Mobility Important?



- **Jumpstarts** affordable options for disadvantaged communities, low-income, and elderly people
- **Fills gaps** in transit, particularly weekends and late-night service
- **Adds more options** to transit ecosystem - individuals say they feel more independent
- **Reduces carbon emissions**, users make fewer SOV trips, own fewer cars per household
- **Can be implemented** quickly with lower infrastructure costs
- **Encourages resilient, healthy, walkable communities**



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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



Create tools for cities to share policies and best practices



Provide technical assistance for cities creating & testing shared mobility pilot projects



Serve as a clearinghouse through conducting innovative research with practical results



Convene the public and private sectors through workshops and conferences

Shared Mobility Typology



Public Transit



Ridesharing/Carpooling



Bikesharing



**Microtransit
& Shuttles**



Carsharing



Taxis



**Ridesourcing &
Ride-splitting**



Mobility Hubs



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PROGRAMS

Connect cities and transit agencies, community and private sector through workshops, webinars, and conferences

Conduct innovative research with practical results

Create tools for cities to share policies and best practices

Provide technical assistance for cities in testing and scaling programs

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 2020



Small scale carshare pilots

- **Portland, OR:** Pilot program working with CDC housing site in using the peer-to-peer platform (Turo) to share the cars
- **Needles, CA:** Run by Victor Valley Transit Authority - partnership w/Enterprise Carshare
- **Sacramento, CA:** Public housing residents offered free EV carshare through Zipcar



Bikeshare in smaller cities

- **B-cycle:** Systems in Madison, WI; Tulsa, OK;
- **Dockless Systems:** South Bend, IN; Jackson Hole, WY; Sun Valley, ID

First-Last Mile transit P3s

- **Uber/Lyft:** Pinellas County, FL; Dayton, OH
- **Microtransit:** Eden Prairie, MN



Where do we start?

**3 possible pathways
from Upstate NY**

Bootstrap Model:

Buffalo Carshare **Buffalo** 2009

- \$150,000 in grants -> local foundation support
- 50% of members < \$25,000 household income

Reddy Bikeshare – launched 2012

- \$150,000 in grants -> Health Insurer as sponsor

KEY ASPECTS:

- Non-profit
- Sweat equity
- Full-time champion(s)
- Social Enterprise approach



Civic-oriented Model:

Capital Carshare – Albany 14

- \$290,000 in grants from MPO, Transit Agency

CDPHP Bikeshare – 2017

- \$2M CMAQ grants -> Health Insurer as sponsor

KEY ASPECTS:

- Joint agency/ community board
- NPO startup consultant
- Building agencies as champions
- Leverage agency in-kind but lean on P3



Accelerator Model:

2016 CMAQ 3-in-1 Application Rochester

- \$1.2 M in grant funds -> range of initiatives
- Reverse-commute Vanpooling (launched 2017)
- Bikesharing (launched 2017)
- Carsharing (RFP out soon)



KEY ASPECTS:

- Start w/agency champions
- Assemble realistic package
- External reference points and advocates
- RFIs and RFPs are key tools
- Mostly private contractors

Thank you!

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