

# Shared Mobility Action Plan Overview

September 13th, 2017



SHARED-USE  
MOBILITY CENTER

# Background and Goals

**Our Charge:** Create Shared Mobility Action Plan that can improve mobility for all in the Twin Cities Region

- Incorporate community input and push best practices “envelope”
- Set aspirational but achievable goals

**How we got to today:**

- 15 month process
- 3 stakeholder workshops
- Over 85 interviews
- Intensive draft feedback and review

# Shared Mobility Industry



**Public Transit**



**Ridesharing/Carpooling**



**Bikesharing**



**Microtransit  
& Shuttles**



**Carsharing**



**Taxis**



**Ridesourcing &  
Ride-splitting**



**Mobility Hubs**

# Hard to keep up with...

- EV Carshare and ride-sourcing
- Quasi-public transit
- New carpooling startups
- TNC partnerships
- Flexible and Electric bikesharing
- Paratransit innovations
- Autonomous vehicles
- Integrated Mobility Hubs
- Integrating trips + payment



# Major recent investments from Automakers

Response to shifting ownership preferences -> emerging models

- **Become a driver in your own car**
- **Share a car with others – revenue stream**
- **Primary appeal shifting from ownership -> utility**





# SHARED-USE MOBILITY CENTER

## MISSION

**Make it possible to  
live well without the  
need to own your own  
car**

*SUMC drives pilot programs,  
conducts new research and  
provides advice and expertise  
to cities and regions,*

*We work to extend the  
benefits of shared mobility to  
all*



# SHARED-USE MOBILITY CENTER

## 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

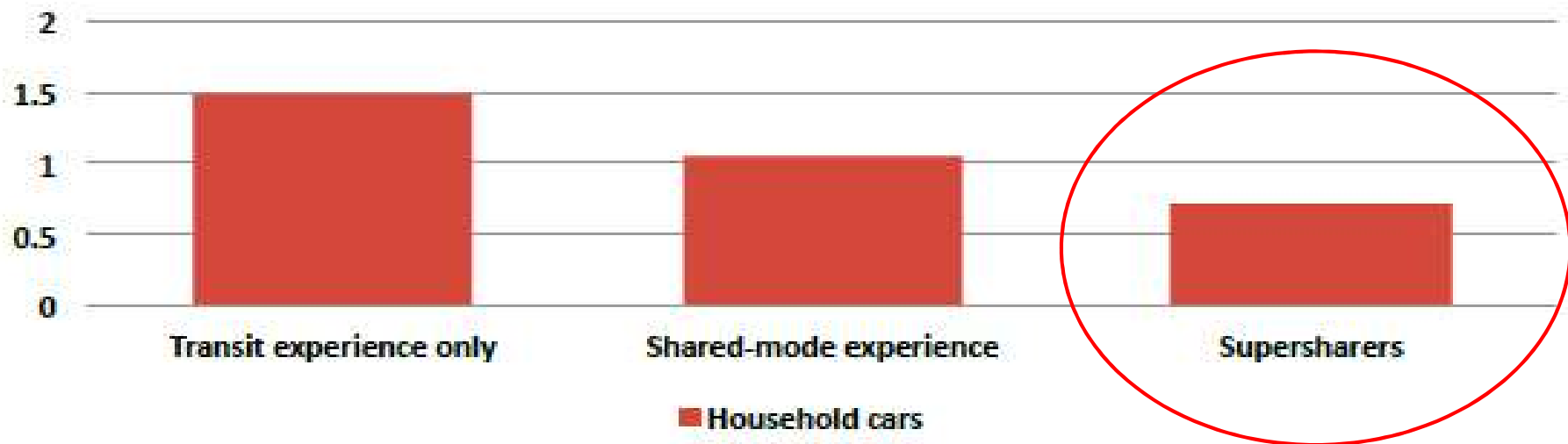
**Provide technical assistance for cities in testing and scaling** programs

## TCRP Report 188: Key Finding

**“Supersharers,”** people who routinely use several shared modes, report the greatest transportation cost savings and own half as many cars as people who use transit alone.

Figure 3:

Household vehicle ownership, by shared-mode experience<sup>3</sup>





# 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 Bollere / Blue Solutions

**Goal:** 7,000 members by 2019





## Other Common P3 Types



**First/Last Mile:** Publicly subsidized Uber/Lyft trips within transit service areas (to/from transit hubs)



**Payment Integration:** Integration between transit and shared mobility services being tested in various US cities



**Carpooling/Ridesharing:** More private models arising for ride-matching on work commutes



**Concierge Services:** address technology gaps, allow for cash-based payment options, new payment card solutions



## Thinking big about P3s

**Public investment:** What are the infrastructure needs?

**Public Assets:** What's being used? streets? sidewalks? electricity?

**Public Need:**

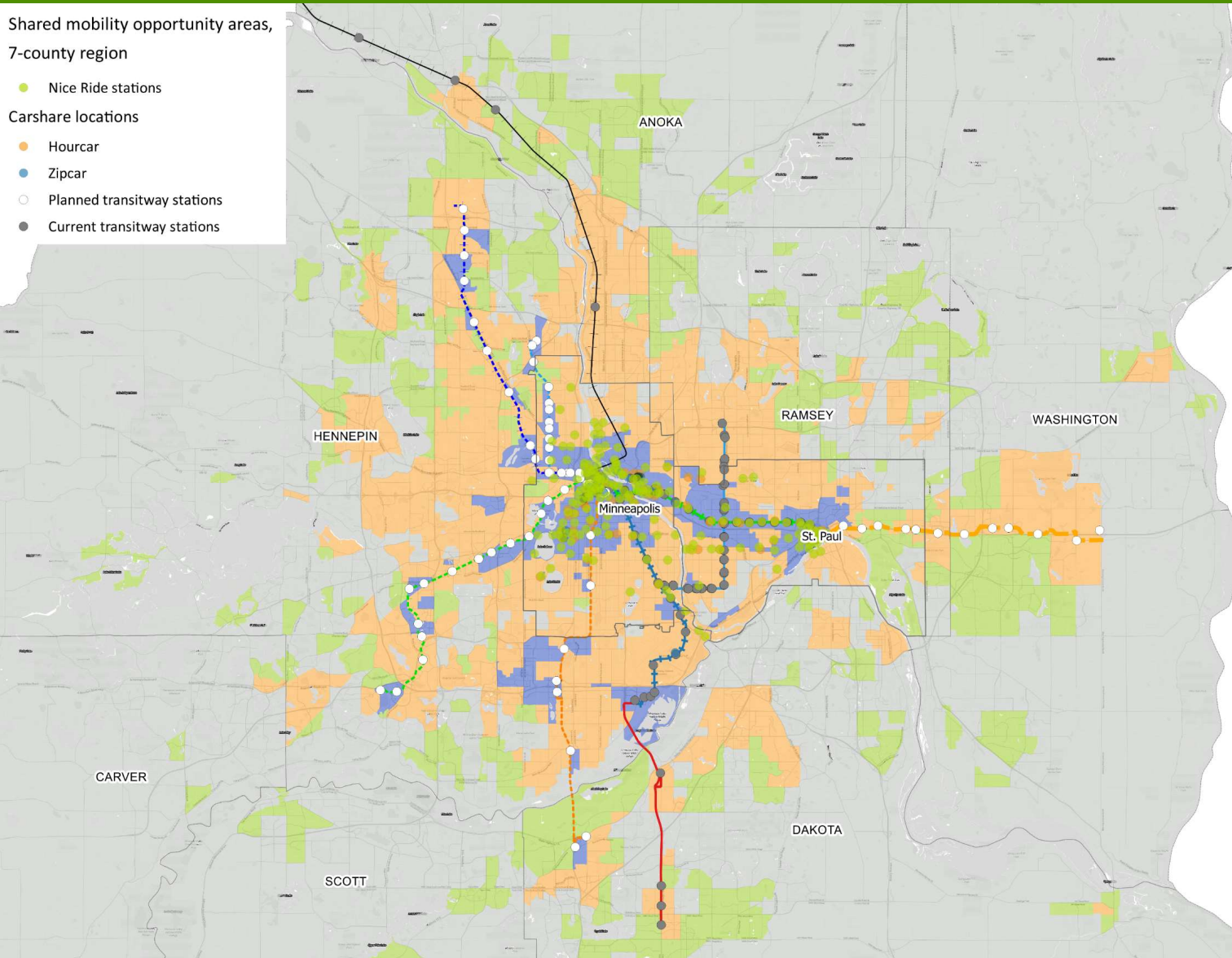
Where is the gap in unmet opportunity?

Trend towards transportation as a utility

# **Plan Background and What We Heard**

# Upcoming Transit Expansion

## Blue/Green line expansion, Orange line BRT etc.



# Long range projections: major growth in/around Downtowns

Projections from MetCouncil's Thrive MSP 2040

By 2040:

- The region will gain over 800,000 people in 375,000 new households
- 27,000 new households in St. Paul, 40,500 in Minneapolis, **135,000 new residents in the urban core**
- 40% of urban households will earn <80% AMI

# What we're hearing:

## Little disincentive for the single-occupant commute

### *"The Car is King"*

- Lack of congestion now, but increasing
  - Major issue in next 10 - 20 years
- Parking often costs less than a transit trip
- Gaps in service: suburban connections
  - Connections to jobs (reverse commute)
  - First/last mile from transit centers
  - Off peak, evenings lack frequency

## What we're hearing:

### Fix what's broken, then grow broadly but thoughtfully

Car2go exit has made big impact psychologically

- Won't be pursuing growth for growth's sake
- Lots of policy areas flagged for improvement
- Commitment to put racial equity front & center in any new "pilot" but groundwork needed:
  - Start by looking at what NiceRide Neighborhoods (orange bikes) did right. Partnerships, trust, patience.
  - Right working partnerships are critical from beginning



## What we're hearing:

### Push us! We need to be pushed!

- Public and philanthropic investments in shared mobility need comprehensive approach
- Metro Transit's attention to shared mobility is unprecedented for a region of this size
- Deep awareness among transportation advocates and professionals, but not broad engagement
- Private providers eager to collaborate – need framework for public-private partnerships

# **5-year and 10-year Plan Goals**

# Mode-Shift Goals

5-year Mode Shift Goals: SUMC focused projections on core (existing) service areas + nearby neighborhoods

**Take 20,000 cars off the road in the next five years**

(Cities of Minneapolis and St. Paul) – 5% reduction

**Take 50,000 cars off the road in ten years**

(Region-wide)

# Mode-Shift Goals: Scenario

**Attract 30,000 new daily transit riders** with a combination of new rail capital projects and BRT and rapid bus improvements

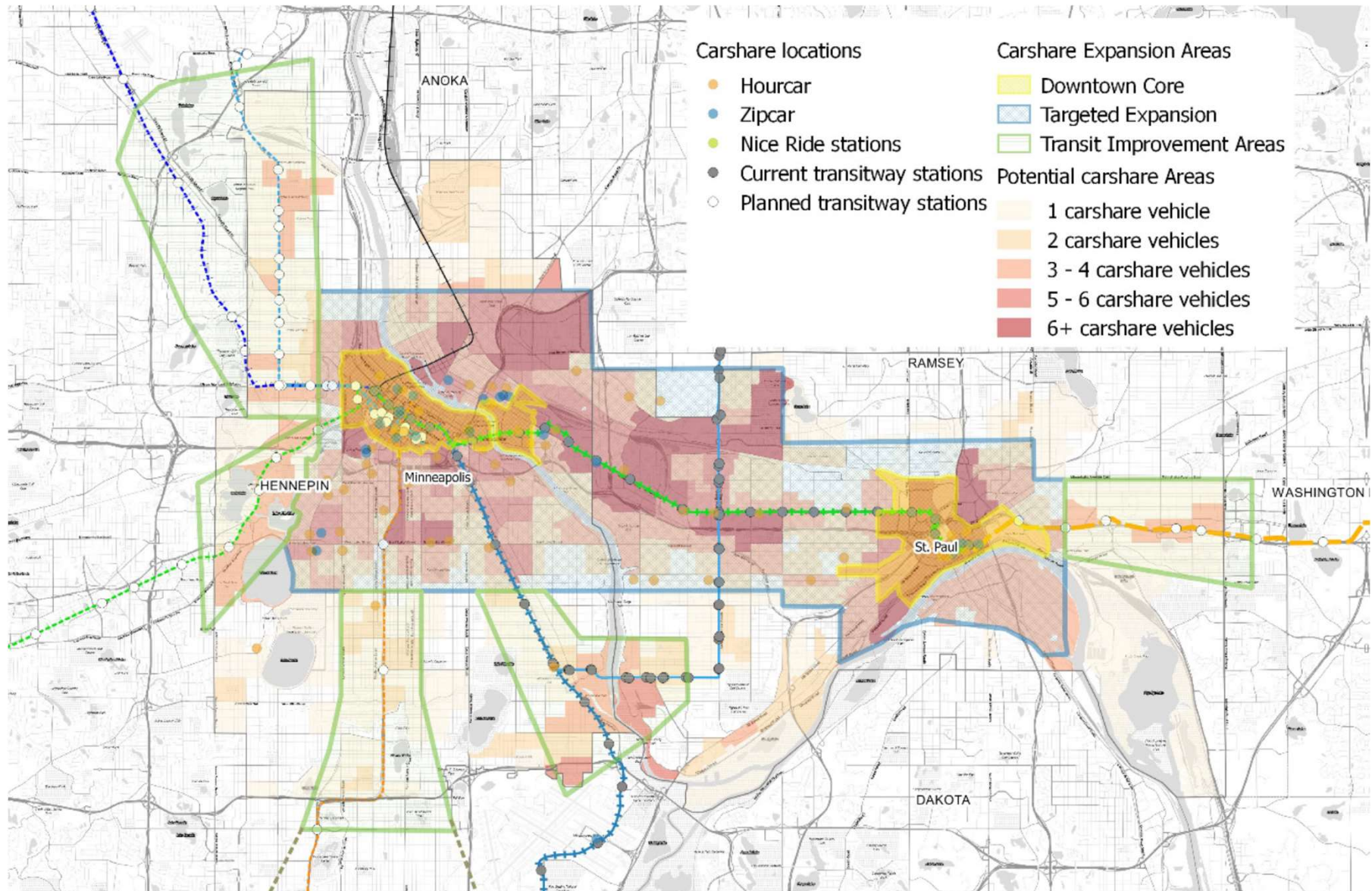
**Sustain 600 vehicles in car sharing programs**, will require:

- re-introduction of a one-way model
- sustained growth for existing operators
- new approaches to public-private partnerships.

**Add 800 bikes to the bikeshare network**, incorporating latest developments in the industry around flexible bikesharing

**Recruit 1,000 additional daily vanpool users**, which would be a tripling the size of the current program

# Targets for Shared Mobility Expansion



# Goals: Beyond Mode Shift

Put equity front and center:

- Set targets for representative use base for programs
- Access to jobs is paramount
- Set targets for geographic equity

Leverage private funding where possible

Work to electrify the sector

# Recommended Strategies

# Plan Recommendations

1. Grow Shared Mobility in Support of Transit Network
2. **Pilot Flexible Transit to Focus on Reverse Commute Challenges**
3. Leverage Metro Transit App -> Data Clearinghouse
4. **Stabilize and Expand Carshare**
5. Expand and Evolve Bikeshare
6. Rapidly Expand Vanpooling
7. Explore new Carpooling and Ride-splitting Solutions
8. **Concentrate Efforts around Mobility Hubs**
9. Optimize Parking and Street Space for Shared Mobility
10. **Improve Transportation Demand Management Outcomes**



# Plan Recommendations

## **Pilot Flexible Transit to Focus on Reverse Commute Challenges**

- Suburban First/Last mile issues
  - Southwest Prime
  - Introduce RFI for demand response transit solutions
- Corporate shuttles
- Reverse Commute
  - Route-based and corridor based microtransit
  - Energy Park Drive, Amazon, 3M, Anderson Windows

# Plan Recommendations

## Stabilize and Expand Carshare:

- Reform local and state car rental taxes to exclude carsharing
- Take strategic approach to reducing cost of on-street parking (emphasizing **opportunity areas**)
- Seek regional solicitation funds to grow carsharing in disadvantaged communities
- Leverage municipal fleet as part of carshare strategy
- Work with state agencies to position carsharing programs to compete for Volkswagen Settlement



## Mobility Hubs of Modes and Activities

- Public Transit
- Carsharing
- Bikesharing
- Ridesourcing
- Microtransit
- Kiosks
- Amenities?
- Bike parking
- EV charging

# Plan Recommendations

## **Potential Mobility Hub:**

- Rice Street light rail station
- Large, inelastic employer
- Priority Capitol parking for vanpool/carpool
- Incentivize Capitol employees to bike, walk, carpool, vanpool, take transit, etc.
- Land use
  - Utilize state owned lots
  - Upcoming development, mixed-use, TOD

# Plan Recommendations

## **Improve Transportation Demand Management Outcomes:**

- Shift from funding organizations to funding tangible programs
- Cities can take a more hands-on role as intermediary to Transportation Management Organizations (TMOs)
- Set aside a portion of program funds for evaluation by Cities
- Leverage one-off opportunities like MnDOT/ABC Ramps Transportation Options Program Plan
- Allow TDM programs and projects to compete with broader range of regional solicitation projects
  - Work with TMOs and shared mobility operators towards match beyond minimum 20% on projects where possible

# **Action Plan Implementation**

# Plan Approach

- Build local capacity to champion shared mobility
  - Internal champions at agencies (fellowship)
  - Support from community stakeholders
- Guide incremental moves towards equilibrium point where parking is more expensive than transit
- Encourage proactive approach to investing in carsharing and other modes through public-private partnerships
  - SUMC can provide technical guidance as needed
- Realign CMAQ process in the coming year to provide more opportunities for competitive programs

# 2017-18 Priorities

- Create Implementation Council for Action Plan
- Establish a Director of Shared Mobility Programs (Met Council)
- Shared Mobility Fellowships (Cities of Mpls and St. Paul)
- Collaborate on pilot project development
  - Start with mobility hubs

## Short-term policy focus:

- Revisit on-street parking policy for carsharing
- Reform vanpool policy for wider adoption



# Thank You

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