

Shared Mobility Action Plan Overview

September 13th, 2017



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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**





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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*



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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

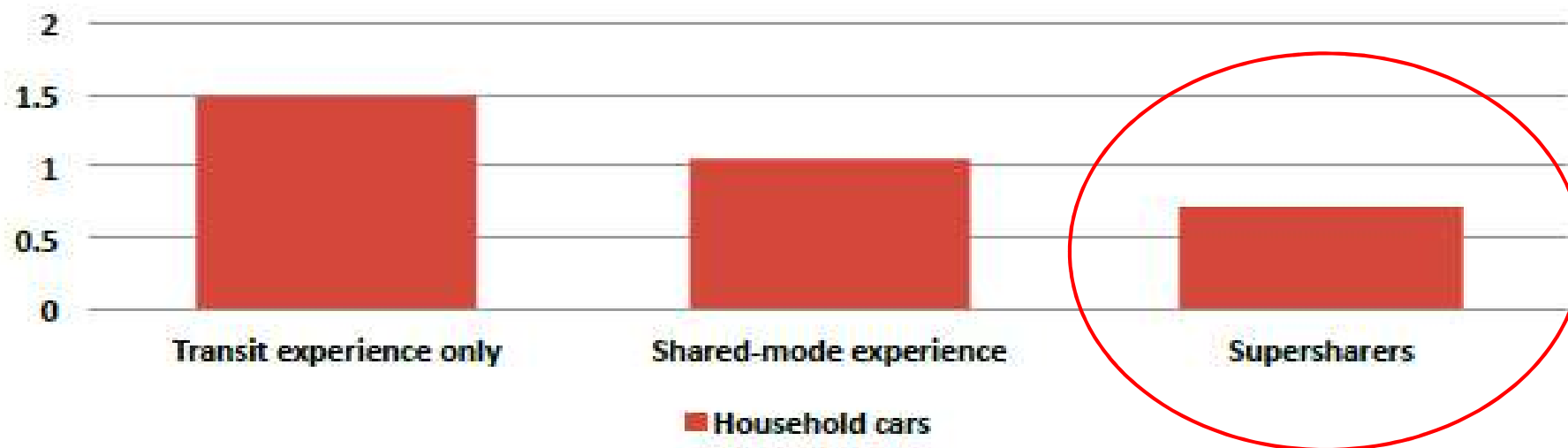
Create tools for cities to share policies and best practices

Provide technical assistance for cities in testing and scaling programs

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 experience³



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 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:

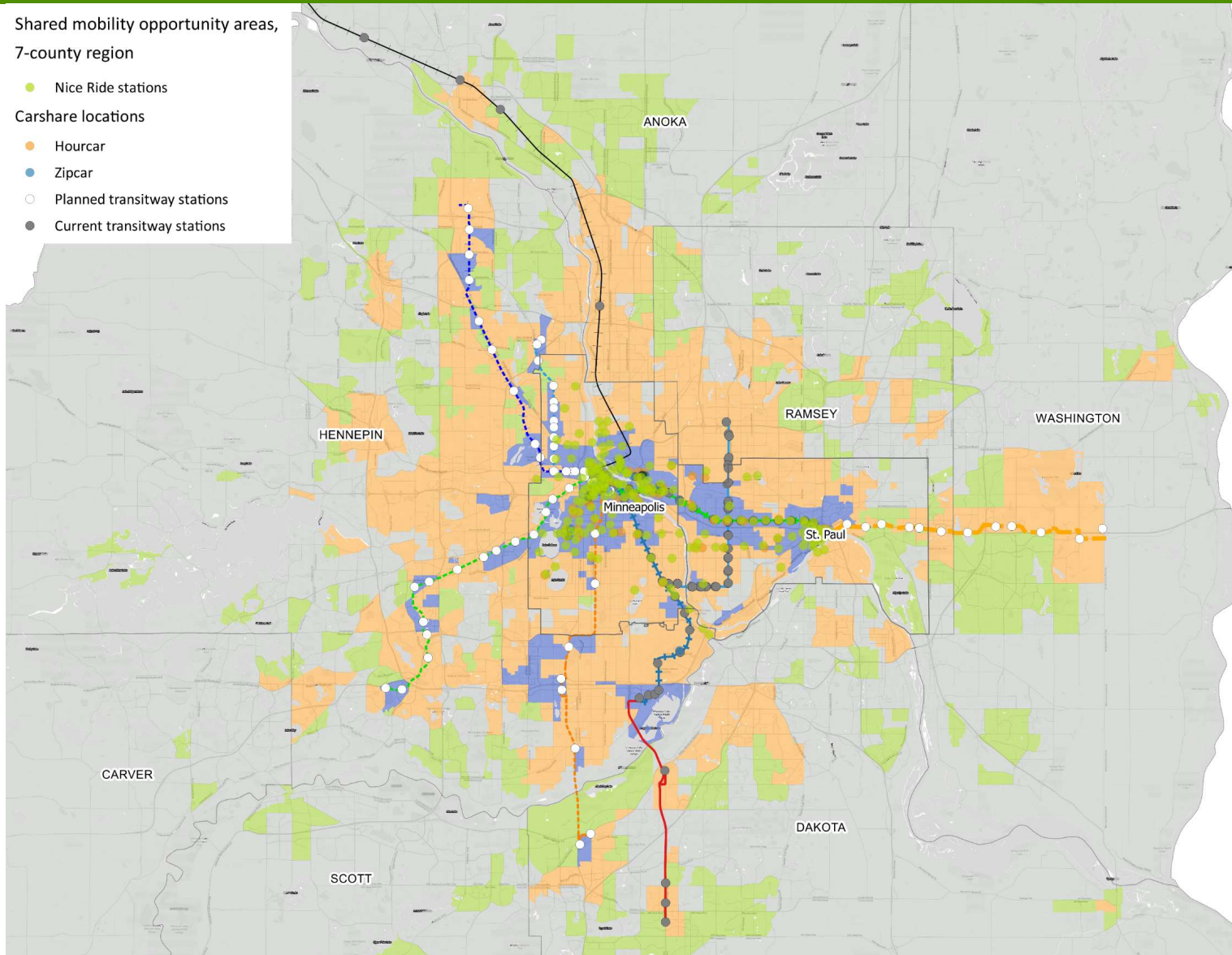
Where is the gap in unmet opportunity?

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

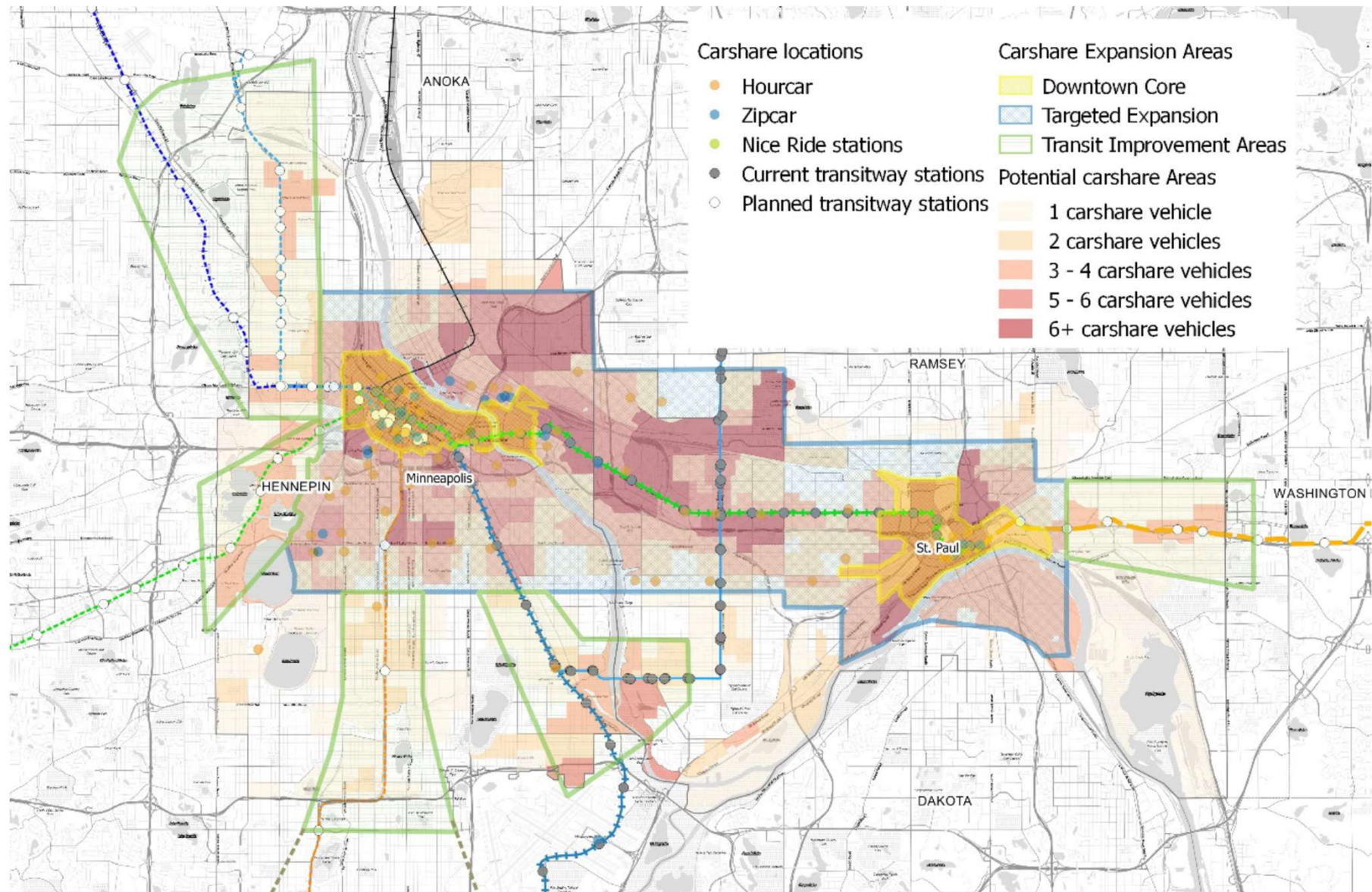
Sustain 600 vehicles in car sharing programs, will require:

- 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
- Bikes sharing
- 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

Creighton Randall: Program and Development Director
creighton@sharedusemobilitycenter.org

Aaron Westling: Program Associate
aaron@sharedusemobilitycenter.org