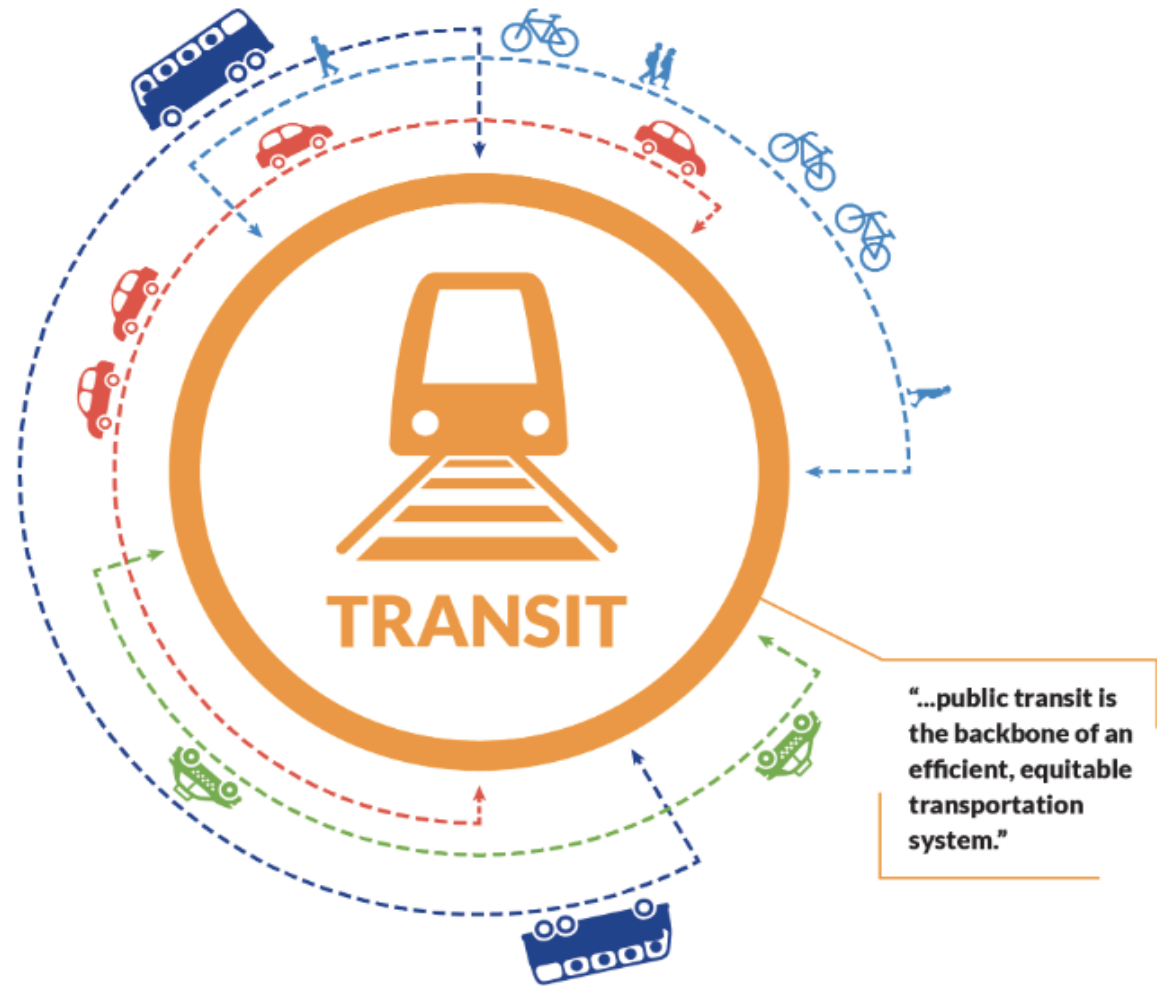


Shared Mobility Potential In Small Towns & Rural America



Shared-Use Mobility Center

Creating a multi-
modal transportation
system that works for
all- Connected-
Universal-Equitable-
Environmental



Our Work

Implementation and Pilots

- FTA MOD Sandbox Innovation & Knowledge Accelerator
- MOD On-Ramp: Business Plans for Pilots in Six Cities
- Pilots in rural and suburban
- Mobility Hubs in Bay Area
- Shared Mobility Action Plans
- California Air Resources Board (CARB)

Convene the **public and private sectors** through workshops and Annual Summit

Applied Research

- TCRP: Impacts of TNCs on Transit
- MTC (Bay Area) Study on Strategic Carsharing Expansion
- Study of European Shared Mobility Best Practices

Learning Center

- Policy database
- Case Studies, White Papers, Webinars



Mobility on Demand Learning Center

The Center is a self-guided learning experience for anyone, regardless of expertise—from the general public to transportation professionals—who wants to explore the possibilities of shared mobility

Quick Search

+ Search by Topic + Type of Resource

Other Resources

+ Maps + Emissions Calculator

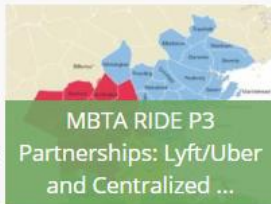
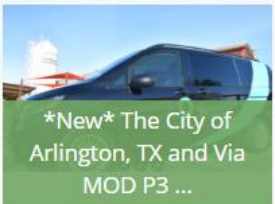
Or go to Advanced Search

Get Started With Learning Modules



+ All Learning Modules

Featured Case Studies



+ All Case Studies

Featured Topics

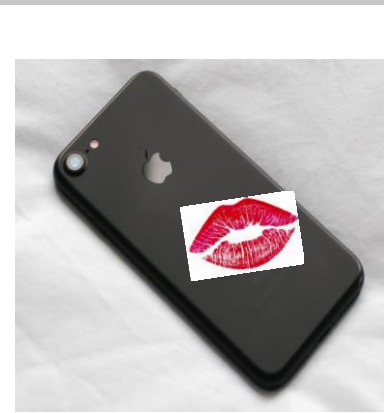


MOD Learning Center Coming Soon!

Online MOD Repository and Curated Experience

- Learning Modules on MOD and Shared Mobility Topics
- Graduated Educational Experience
- Building on the SUMC Shared Mobility toolkit
- Supported by FTA

Trends: Suburban & Rural Areas?



- Suburb, small town & rural population growing
- Aging boomers fastest growing demographic
 - Aging in place is desired
- Healthy Lifestyle: Growth of active transportation
- Ubiquitous connectivity
- Suburbanization of poverty
- Changing work and travel preferences

600+ cities with TNCs

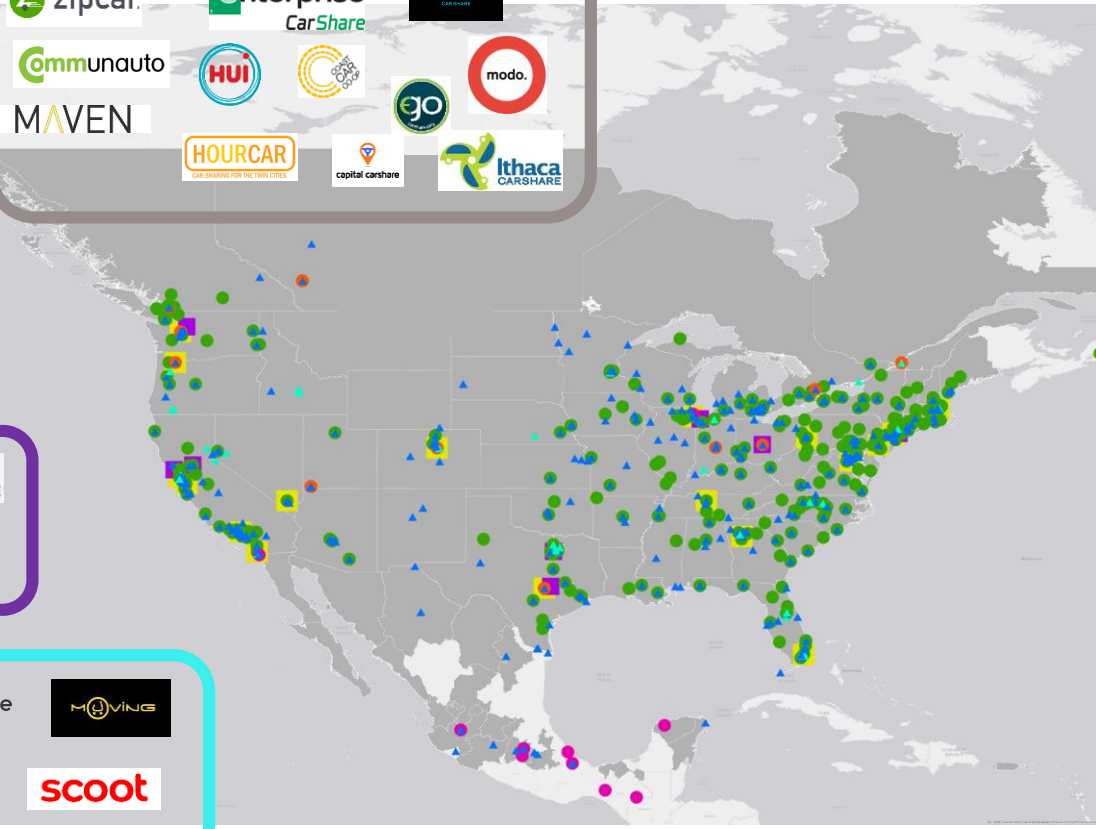
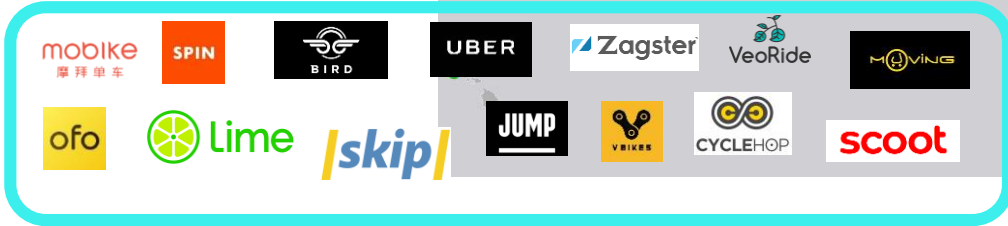
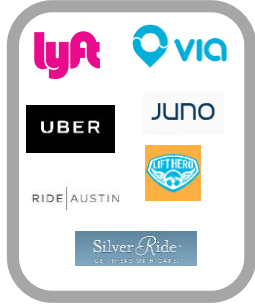
20+ cities with pooled rides

10+ cities with microtransit pilots

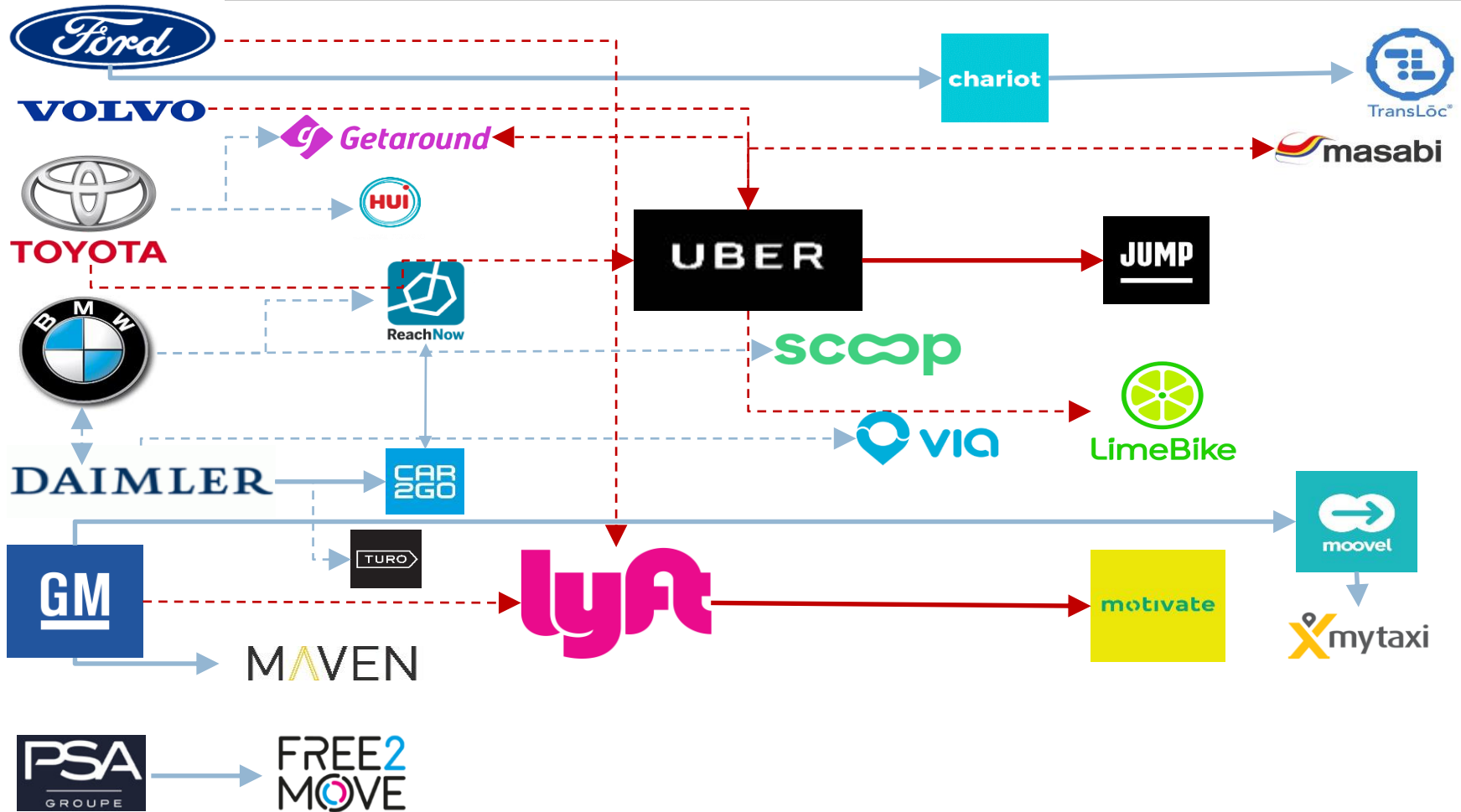
400+ cities with carshare (2-way, 1-way, P2P)

400+ cities with bikeshare (stationed, dockless) & scooters

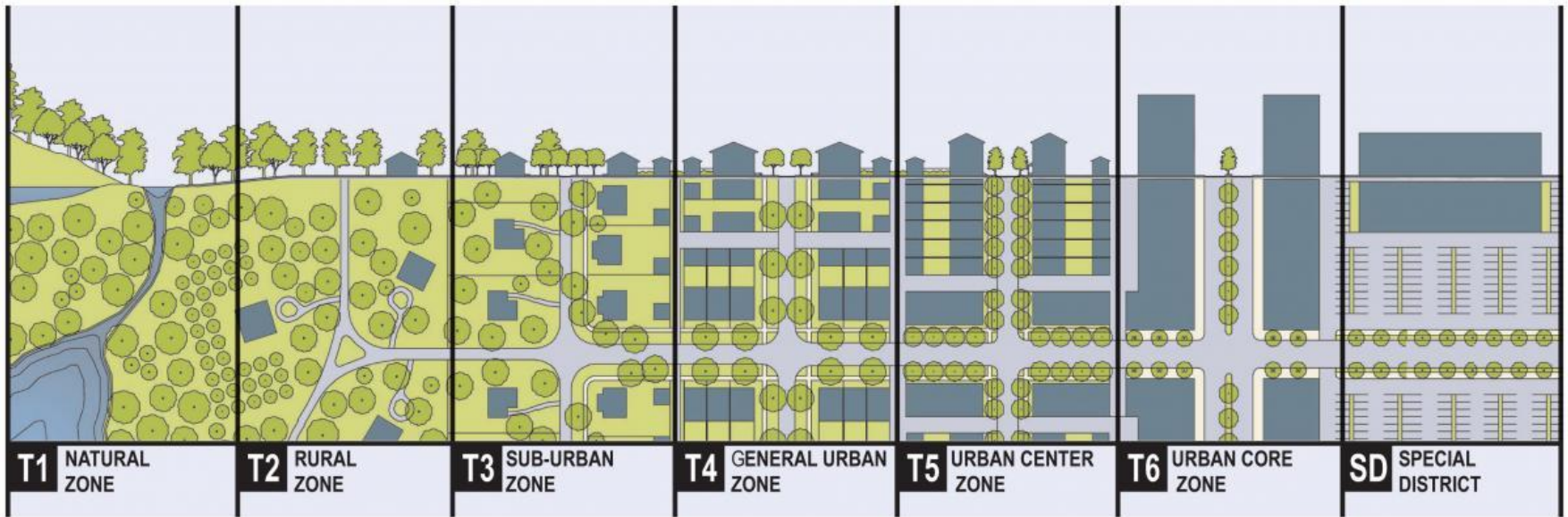
20+ accessibility projects



Big Investment: Convergence of Automotive, Tech and Shared Mobility



What works best in Rural Areas



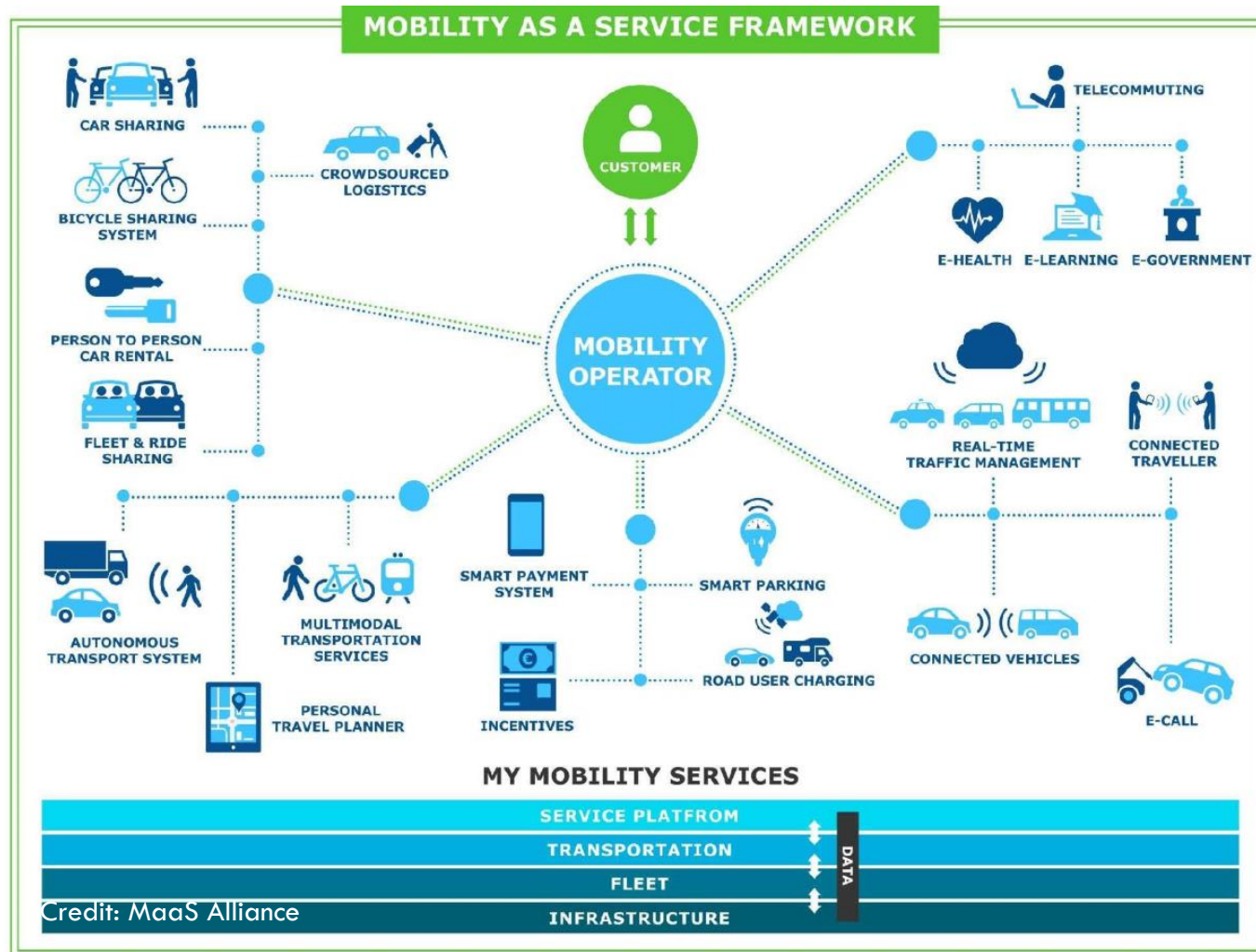
Modes

- Microtransit
- Rideshare/TNCs
- Bikeshare (dockless)
- Volunteer Transportation Services
- Carpool/Vanpool
- Carshare (P2P)

Trip Purpose

- First/Last Mile with Transit
- Medical related trips
- Day-to-day needs
- Social activities
- Employment

Multi-Modal – Mobility as a Service: Shared, Electric, Autonomous and Interconnected



Cities (of all sizes) and Regions becoming Mobility Conveners And Brokers offering a suite of options.

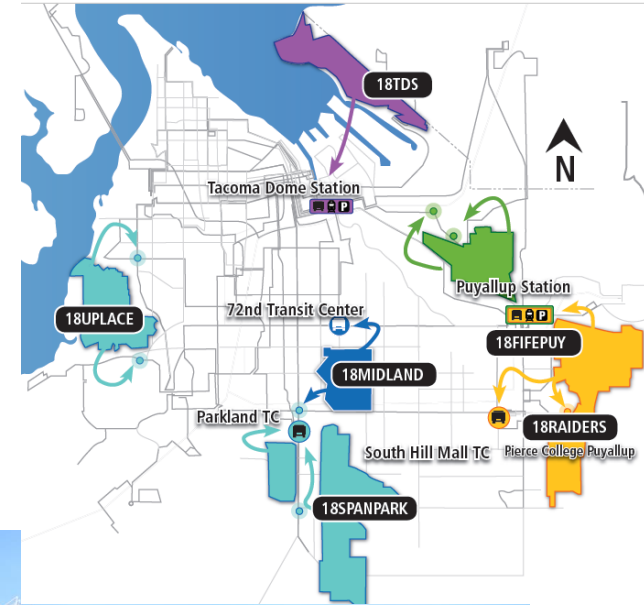
Learning from Others

- **Valley Flex (Central Valley):** Mobility platform integrating transit, DRT, and taxi/TNC service across multiple agencies to better match rides with riders
- **Green Raiteros:** Volunteer electric vehicle ridesharing trips in the rural Central Valley.



More Pilot Projects...

- **Dockless Bikeshare:** Boise, ID
- **Microtransit:** Arlington & Austin, TX (different systems)
- **TNC First/Last mile:** Pierce County, WA
- **Statewide Trip Planner:** Vermont Agency of Transportation
- **RTA Connect On-Demand:** Greater Dayton intercity connections



Leveraging real estate assets: Mobility Hubs



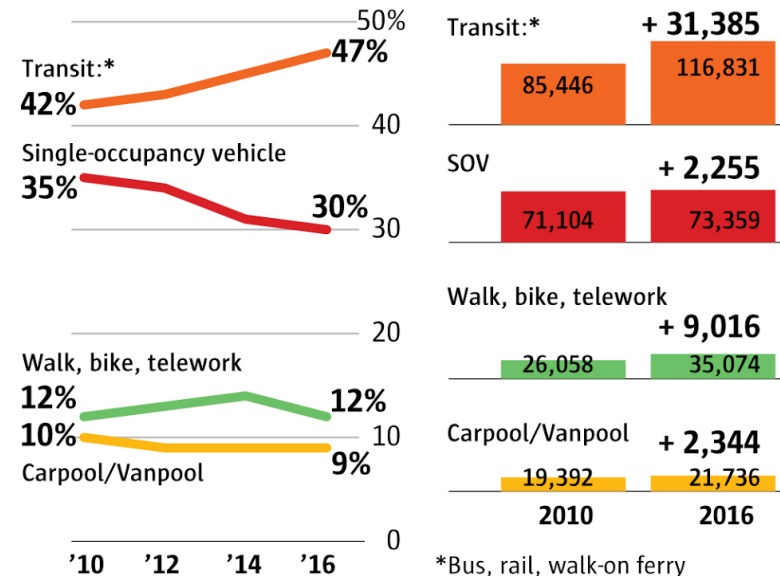
Changing how we evaluate success: developing new metrics such as “mode shift goals”

Downtown Seattle working population grew by 45,000 2010-16, but only added 2,255 daily SOV trips

- Subsidized transit passes in all
- new buildings
- 3000 free floating carshare cars
- Unbundled parking
- Preferences for shared vehicles

Shifting the commute

Transit use has increased to 47 percent of central-city commuters, while solo driving has dipped to 30 percent.



Source: Commute Seattle

*Bus, rail, walk-on ferry

MARK NOWLIN / THE SEATTLE TIMES



Thank You