

Planning/Policy/ Programming

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Project Title: Which Way Forward?
Learning from Global Informal
Networks to Inform Micro transit
Services in California

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Which Way Forward? Learning from Global Informal Networks to Inform Micro transit Services in California

Shared mobility services have often been out of reach for underserved communities, but state and federal programs are beginning to fill that gap. Because only a few of these efforts have been fully evaluated, this project will gather detailed survey, usage, and debit-card data from Stockton Mobility Collective programs, including the mobility wallet, mobility as a service, e-carsharing, and e-bikesharing pilots. By analyzing how people use these services before and after implementation, the project will assess impacts on access, travel behavior, car ownership, and greenhouse gas emissions. The findings will provide critical insights into a \$7.5 million shared-mobility investment and help guide future state and federal decisions about how to design and evaluate similar programs aimed at improving equity and reducing emissions.

WHAT IS THE NEED?

The shared mobility revolution has largely left behind underserved communities in the United States because residents cannot afford the market cost of these services, as they are not located in their communities. In recent years, California has developed multiple grant programs that fund shared mobility start-ups in underserved communities. The federal government is now beginning to fund similar programs through the Inflation Reduction Act. Evaluation funding for California's implemented programs has been limited, and only a few of these programs have been or are being carefully evaluated by collecting representative samples of user and survey data integrated at the individual level over time. More research is needed to take advantage of these unique funding programs and resulting case study experiments to understand potential impacts on access to essential services and opportunities, use of sustainable transportation modes, vehicle holdings, and GHG emissions.



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California's transportation system.

WHAT ARE WE DOING?

This project will build on the rollout of the Stockton Mobility Collective (SMC), a major shared-mobility effort in South Stockton that includes low-cost e-carsharing, e-bikesharing, a mobility wallet for low-income residents, and a countywide MaaS app. The research team will collect survey and usage data before and after these services are fully in place to understand how people's travel behavior changes. For the mobility wallet, which ended in late 2024, we will survey users about 10–12 months later to see how access, travel choices, car ownership, and emissions changed once the subsidy stopped. For the MaaS app and shared-mobility services, we will gather data through late 2025 and early 2026 to capture nearly a full year of operations, with backup plans if funding unexpectedly ends. Finally, we will analyze all the data—on its own and combined across programs—to look for trends and impacts at the individual level.

WHAT IS OUR GOAL?

The goal of this project is to gather new data and take a close, detailed look at that information using both observational and statistical methods. We will collect survey responses and anonymized debit-card data from people using the mobility wallet program, along with user data and surveys from mobility as a service (MaaS), e-carsharing, and e-bikesharing pilots once they are fully in place. After collecting these datasets, we will analyze each pilot's results on its own and, when possible, examine all pilots together to look for broader patterns. These goals are practical and achievable because the research team has already been collecting and analyzing similar data throughout the Stockton Mobility Collective (SMC) using the same survey tools and analysis methods.

WHAT IS THE BENEFIT?

This project is critical to fully understanding the benefits of a unique \$7.5 million experiment using shared mobility technology and services to expand affordable travel access to under-resourced communities. The results of this project will help California and the federal government understand the effectiveness of shared mobility interventions concerning GHG emissions and equity of access. The analysis methodology provides a new starting

point for evaluations of shared mobility pilots as they continue to be implemented across California and the nation.

WHAT IS THE PROGRESS TO DATE?

Data integration, measure development, and preliminary analysis for the MaaS platform and mobility incentive evaluation in Stockton.

Cleaned and integrated key datasets, including app activity, fare purchases and activations, incentive transactions, Uber trip records, and survey data.

2). Developed analysis-ready measures of Vamos platform use, multimodal travel behavior, and destination/access outcomes for Uber trips.

3). Conducted preliminary analyses of behavioral changes associated with incentives and Uber integration.

4). Defined methods to identify likely Uber-transit first-/last-mile linked trips.

5). Generated early findings showing that some Uber trips served as connections to transit within the MaaS platform.

6). Prepared datasets and analytic outputs for the next phase of modeling, reporting, and dissemination.

Next up:

Focus on completing core analyses and advancing research outputs related to MaaS use, incentives, and multimodal travel behavior:

1). Finalize data cleaning, linkage, and construction of longitudinal analysis files.

2). Complete descriptive analyses of platform use, fare purchases, activations, and Uber-transit trip patterns.

3). Conduct fixed-effects and related models to examine behavioral changes associated with incentives and Uber integration.

4). Expand analysis of first-/last-mile linked trips and stop-level patterns.

5). Prepare tables, figures, and draft summary text for project reporting, presentations.