

Planning/Policy/ Programming

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Project Title: A Longitudinal Analysis of Overlapping Shared Mobility Services in the Underserved South Stockton Community

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A Longitudinal Analysis of Overlapping Shared Mobility Services in the Underserved South Stockton Community

Low-income residents are provided a mobility wallet (\$300 quarterly debit card) to pay for travel services, like transit, e-carsharing, e-bike sharing, and soon ride hailing. The project focuses on the underserved South Stockton, California community.

WHAT IS THE NEED?

The shared mobility revolution has largely left behind underserved communities in the U.S. Private market service costs are beyond the reach of most of these residents, and thus, services are not located in these communities. California has developed grant programs to fund shared mobility start-ups in underserved communities, and through the Inflation Reduction Act, the federal government is now funding similar programs. Evaluations for California's implemented programs are limited, and more research is needed to understand the potential of these programs to positively impact access to essential services and opportunities, use of sustainable transportation modes, vehicle holdings, and greenhouse gas emissions.

The program being evaluated focuses on the underserved South Stockton community. This pilot program is part of the Stockton Mobility Collective (SMC), a group of pilot programs in Stockton that are being funded through the California Air Resources Board, Sustainable Transportation Equity Project (STEP) and are administered by the San Joaquin Council of Governments (SJCOG). Through this program, a limited number of Stockton residents will be randomly selected to receive a prepaid debit card that can be used for a variety of transportation-related purchases such as trips using fixed-route transit, carsharing, and bike sharing. The CARB-funded project expands county-wide mobility as a service app (MaaS), enabling travelers to plan and pay for a variety of trips, and is a source of data for this study.



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WHAT ARE WE DOING?

The research team serves as the research evaluators for the Stockton Mobility Collective (SMC) and will collect survey and usage data before and after implementation which include:

1. Collecting data and implement a post-survey six months after the mobility wallet participants expend their funds to understand how individual outcomes (i.e., equity of access, mode choice, vehicle holdings, and GHG emissions) change after the cessation of the pilot.
2. For the MaaS, e-carsharing, and e-bikesharing services, the researchers will collect data for the fully implemented services.
3. The researchers will develop descriptive statistics and econometric models with the collected data in (1) and (2) above. Researchers link survey and usage data at the individual level before and after the implementation of each service.

WHAT IS OUR GOAL?

This project's goal is to collect additional data and in-depth observational and statistical analyses of the data collected. The specific outcomes for data collection will be (1) data collected (survey and debit card data) from mobility wallet holders, (2) data collected (user and survey) from the fully implemented MaaS, e-carsharing, and e-bikesharing pilots, and (3) descriptive and statistical analyses of the data collected for each pilot and integrated analysis, where possible, of all pilots.

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?

Project kick off meeting will be scheduled shortly after start date of 10/1/2025.

IMAGES



Image 1: Electric bikes available for Stockton residents to test drive at the Rise 'N' Ride event at University of the Pacific on Saturday, April 1, 2023. Hannah Workman/The Stockton Record