WHAT WAS THE NEED?

Shared mobility – the shared use of a vehicle, bicycle, scooter, or other travel mode – is an innovative transportation strategy that enables short-term access to transportation services on an “as needed” basis. The term shared mobility includes various forms of carsharing, courier services, micro transit, ridesharing (carpooling and vanpooling), shared micro mobility (bike sharing and scooter sharing), transportation network companies (also known as TNCs, ride sourcing, and ride hailing), and other shared services, such as public transportation.

A number of environmental, social, and transportation-related benefits have been documented from the use of shared mobility, although the impacts may vary based on a number of factors such as the shared mode, the built environment, urban density, public transit accessibility, and other factors. Several studies have documented reduced vehicle use, ownership, and vehicle miles traveled. Cost savings and convenience are frequently cited as popular reasons for shifting to a shared mode. Shared mobility can also extend the catchment area of public transportation, potentially helping to bridge gaps in existing transportation networks and encouraging multimodality by addressing first- and last-mile challenges commonly associated with fixed-route public transit access. Shared mobility can also provide economic benefits in the form of cost savings, increased economic activity near public transit stations and multimodal hubs, and increased access by creating connections with origin points not previously accessible via traditional fixed route services.

Recognizing the growing importance of shared mobility, Caltrans funded the development of a Shared Mobility Policy Playbook. This project was made possible due to the generous support of the State of California, and by the public and private stakeholders who participated in workshops and webinars, small
group discussions, expert interviews, and surveys throughout the course of this project. It is important to note, however, that shared mobility is rapidly evolving, and this project represents current understanding at the time of publication.

WHAT WAS OUR GOAL?

The primary goal of the project was to develop a Shared Mobility Playbook that presents an overview of current practices, lessons learned, and guiding principles for public agencies to advance shared mobility policy and planning for the State of California. The Playbook is intended to provide public agencies:

• Access to shared mobility resources, such as opportunities and best practices for deploying shared mobility across California and the United States;
• A strategic guide for incorporating shared mobility into public policy, transportation planning, and modeling; and
• A quick reference to aid in public policy development.

WHAT DID WE DO?

The project was comprised of six components: 1) expert interviews; 2) small group discussions with public agency representatives; 3) a survey of California public agencies; 4) a webinar; 5) a workshop; and 6) the Shared Mobility Policy Playbook. The expert interviews helped provide insight into the extent to which shared mobility has been integrated into transportation modeling. Between April and June 2018, researchers held four small group discussions across California including: the San Francisco Bay Area, Sacramento, the Central Valley, and Southern California. At each discussion, up to 20 participants (consisting of local officials, planners, and staff of public agencies) discussed their agency’s experience with shared mobility, policy actions, perceived benefits and drawbacks, equity, and data sharing. For the webinar, Dr. Susan Shaheen and Adam Cohen of TSRC discussed the latest developments in shared micro mobility policy and Ronald West of Cambridge Systematics discussed ongoing efforts to incorporate shared mobility into transportation models.

WHAT WAS THE OUTCOME?

The workshop facilitated a dialogue of approximately 100 participants representing local, state, and regional governments; private companies; non-profits and community-based organizations; and educational institutions. Key goals of the workshop included: 1) enhancing public agency preparedness for enabling mobility solutions and technologies (both public and private); 2) learning about opportunities for public-private collaboration to deliver shared transportation services; 3) advancing the incorporation of shared mobility into transportation planning and modeling; and 4) preparing for the growing role of shared micro mobility and shared automated vehicles in the transportation ecosystem.

The final report summarizes key findings from the expert interviews, small group discussions, online survey, and a literature review. The final report focuses on the impacts of shared mobility on communities and public agencies; the experiences of the public sector planning, implementing, and monitoring service deployments; and practices for incorporating shared mobility into transportation planning and modeling.

The Shared Mobility Policy Playbook is a resource for local governments and public agencies to assist in planning, modeling, and public policy development for shared mobility services. The Playbook provides an introduction and definitions to shared mobility services, provides mode specific resources for agencies looking to develop mode specific policies in their community, and policy specific tools designed to address an array of issues impacting multiple communities and shared modes.
WHAT IS THE BENEFIT?

Common themes identified throughout the project included the need for shared mobility operator data; the need for additional research on the impacts of shared mobility on travel behavior, curb space management, the environment, equity outcomes, and existing transportation systems; and the critical need to plan and guide policy for a shared micro mobility and shared automated vehicle future.

The Shared Mobility Policy Playbook will be of value to individuals, public agencies, and communities who want to know more about shared mobility and to communities interested in incorporating shared mobility into their transportation ecosystem. The Playbook is a practical guide with resources, information, and tools for local governments and public agencies seeking to incorporate innovative and emerging services, or to manage existing shared modes.

IMAGES
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