Impact of Shared Mobility on the Use of Other Transportation Modes and Auto Ownership among Millennials and Middle-Age Adults in California

An investigation of the impact of shared mobility on the travel behavior of young adults in California.

WHAT IS THE NEED?

Shared mobility services are quickly reshaping the transportation landscape. These services, which combine the benefits of modern communication technologies with the principles of the sharing economy, provide access to a number of mobility options without bearing the costs of owning a vehicle. In the near term, they can affect key factors impacting travel decisions including travel cost, convenience and security. Over longer horizons, the adoption of these services can affect the level of auto ownership of a household and impact daily schedules, lifestyles, and even residential location. Despite the fact that current trip share for shared mobility services is still rather low, the popularity of these services is expected to increase steadily in future years. However, the factors contributing to mode adoption and the effects that the adoption of these services have on other components of travel behavior and auto ownership are unclear.

WHAT WAS OUR GOAL?

This study will provide important information on the effects of new mobility services on other components of travel demand and auto ownership. This will improve the understanding of emerging transportation technologies, and their potential role in affecting transportation sustainability.

WHAT DID WE DO?

This study will continue the analysis of a unique and comprehensive dataset that was collected in California in the
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WHAT IS THE BENEFIT?

Transportation planners and decision-makers will be able to use the insights from this study to develop more effective policy levers that can affect future travel demand and contribute to reducing negative environmental impacts of transportation. For example, one potential application that is being explored by many agencies is the incorporation of shared mobility services with public transit as a first-mile/last-mile solution.