Shared Mobility Services
An Introduction

Operations Committee
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Shared Mobility Services

**on-demand**
users can request a ride or book a vehicle for immediate use

**ride service**
a company/organization that offers transportation

**app-based**
travelers use mobile applications to reserve their mode of transportation
Ride-hailing
app-based, on-demand ride service platform
used to source rides from a driver pool

- dispatches private vehicles
- dispatches taxis
- airport rides
- kids + seniors
- experimenting with package delivery
Ridesharing
the grouping of two or more travelers with the same or similar destination in one trip

app-based service
use of mobile app to group rides or to find a carpooling partner

sharing ride-hailing services
users can opt into sharing a ride at a lower cost

carpooling
link users together to coordinate their own carpool

Follow Your Progress
Your Commute dashboard estimates each phase of your carpool

511
Carsharing

short-term rental of vehicles, either owned by a company or peer-to-peer sharing facilitated by an app

car2go
DriveNow
Hertz
enterprise car share

company vehicle rental

Getaround

peer-to-peer vehicle rental

Rent your perfect car
Unbeatable rental car selection from our nationwide community

Enter city or airport
Pickup
Return
Find cars
Privately-Operated Mass Transit Service
privately run and funded for public use; fixed-route commute, dynamically routed, or late-night service with amenities like reserved seating and wifi
Bikesharing

short-term rental of bicycles, either owned by a company or peer-to-peer sharing facilitated by an app

Find a bike to ride.
Service Aggregator/Transit Trip Planners

apps that pull in data feeds to provide users with a range of mobility options
Current Data Analysis and Research

- Research interest is high (and will probably increase.)
  - Transportation Network Companies – shared mobility providers -- sharing data with CPUC as part of licensing process.

- Frontier Group index.

- University of California Transportation Center surveyed riders in SF.
The Innovative Transportation Index: a ranking of US cities based on shared mobility service providers

Source: The Innovative Index: The Cities Where New Technologies and Tools Can Reduce Your Need to Own a Car
“App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco”

- Study released by University of California Transportation Center, UC Berkeley in August 2014 (updated November 2014)
- Intercept survey of 380 ride-hailing users in three SF ride-hailing hotspots in Spring 2014
- **Survey Results:**
  - Ride-hailed trips are not well served by public transit, suggesting a complimentary relationship, at least for some trips
  - Evening trips comprise a large (maybe largest) part of market
  - Trips were mainly social and leisure trips
- **Not intended to represent all ride-hailing users in SF or greater Bay Area; calls for further investigation**
Modal Shift and Induced Travel

Question Asked: How would you have made this trip if Uber/Lyft/Sidecar were not available?

- Nearly 40% would have used a taxi
- 33% would have taken public transit
- 92% would have still made trip, suggesting 8% induced travel effect

Source: App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco
Public Transit Analysis: Complement or Substitute?

- Compared surveyed ride-hailed trip time to public transit trip time as calculated by Google Transit Trip Planner API
- Average ride-hailed trip was ~10 minutes faster
- 66% of alternative public transit trip times were at least double the length of the ride-hailed trip

Source: App-Based, On-Demand Ride Services: Comparing Taxi and Ridesourcing Trips and User Characteristics in San Francisco
Is this an extension of the impact of millennials?

% of all US automobile miles driven by people ages 21 - 30

- 1995: 21%
- 2001: 18%
- 2009: 14%

8% drop

% of smartphone ownership by generation (2013)

- 65+: 18%
- 55 - 64: 39%
- 35 - 54: 62%
- 18 - 34: 80%

Source: FHWA's 2009 National Highway Travel Survey
Source: 2013 Pew Research Center Survey
Potential Impact of Services

- Glorified taxi service?
- Bold social experiment?
- New mobility options for excluded groups?
- Increased productivity through use of under-utilized assets?
- Increased VMT/GHG?
- Increased safety by giving impaired drivers options?
- Undermines or complements public transit?
- Impact on transportation system?
- Regulatory, tort, equity, ADA etc.
- What is staying power of apps?
- Relationship to millennial driving trends?
- Glorified casual carpool?
- Glorified car rental?
What is MTC’s Role?

- **Shared Mobility Services have an impact on the Rideshare and 511 programs**—will return to discuss these in more detail in April 2015
  - Explore strategic partnerships to bring “best of class” into the 511 service
  - Explore pilots or incentives to encourage innovation with carpooling, especially with launch of express lanes program.

- **Seek to understand impact of Shared Mobility Service companies on regional mobility**
  - Encourage and/or conduct survey to ascertain motivation/economic rationale behind provider participation
  - Uber recently announced a data sharing partnership with Boston

- **If needed, facilitate partnerships or integration opportunities for Shared Mobility Services and transit agencies?**