Transit Innovations: Last Mile Solutions through Shared Use

Big Trends

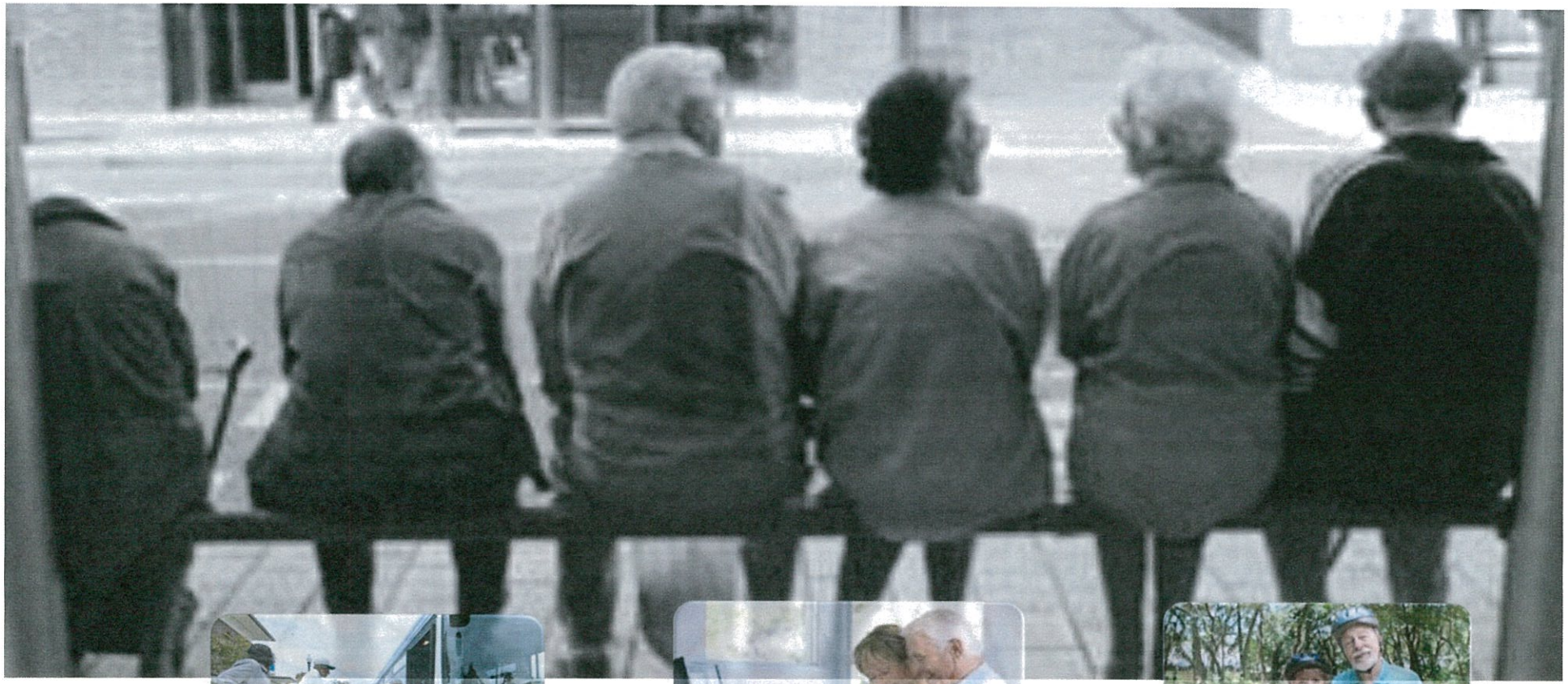
Living In U.S. Cities
261M
2013
308 M
2025
Urbanization
More people choosing to live in cities

"Many of us are happy with biking or walking and see public transit as a way to meet people, connect..."

...and have **extra time to do work while commuting..."**

"In D.C., your smartphone can indicate when the next bus is coming, how many bikes are available... and whether a Zipcar or Car2GO is waiting around the corner. It can summon a taxi or an Uber in an instant."

Millennials **Connected, Social, Sharing, Active mobility**



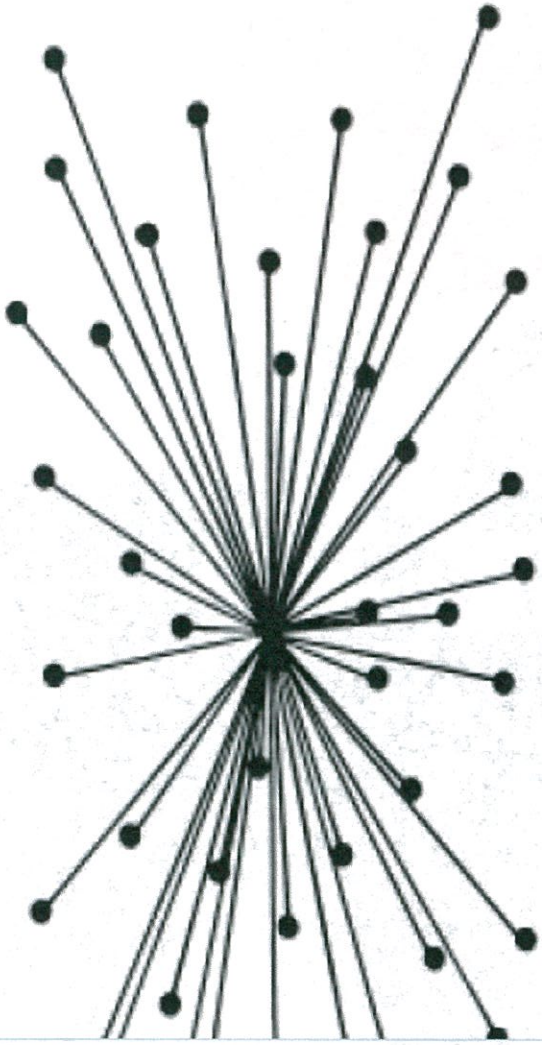
Safety Becomes Key Issue

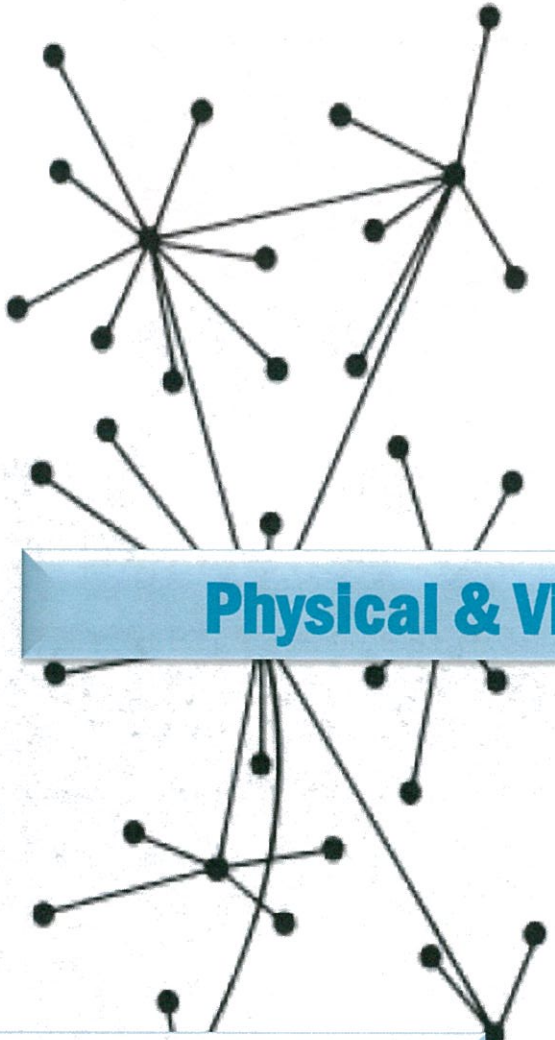
New Options
Paratransit
Shuttles
Private Vans

Desire To Be Engaged Citizens

Aging Population — **Not as tech savvy, driving safety concerns**

2020: 80 Billion interconnected devices





Physical & Virtual Intertwined

Big & Small Data = Instant Connections

Connectivity Ubiquitous connectivity everywhere

Sustainable Systems Systems are being more resilient and efficient

Anywhere-Everywhere Work Style
Work Environments
More mobile people and worksites

Public
Private
Partnerships
28% Decrease In Drivers Licenses
Increase In Public/Private Partnership & Alternative Funding Models
National Trends
Declining revenues, licensed drivers

The trend is clear:

Access trumps possession.

Access is better than ownership

- Kevin Kelly

Mobility Management: New Transit Definitions

Public Transit

Shuttle services

Taxis & Limos

Bike sharing

Ridesharing

Transportation Network Companies

Carsharing

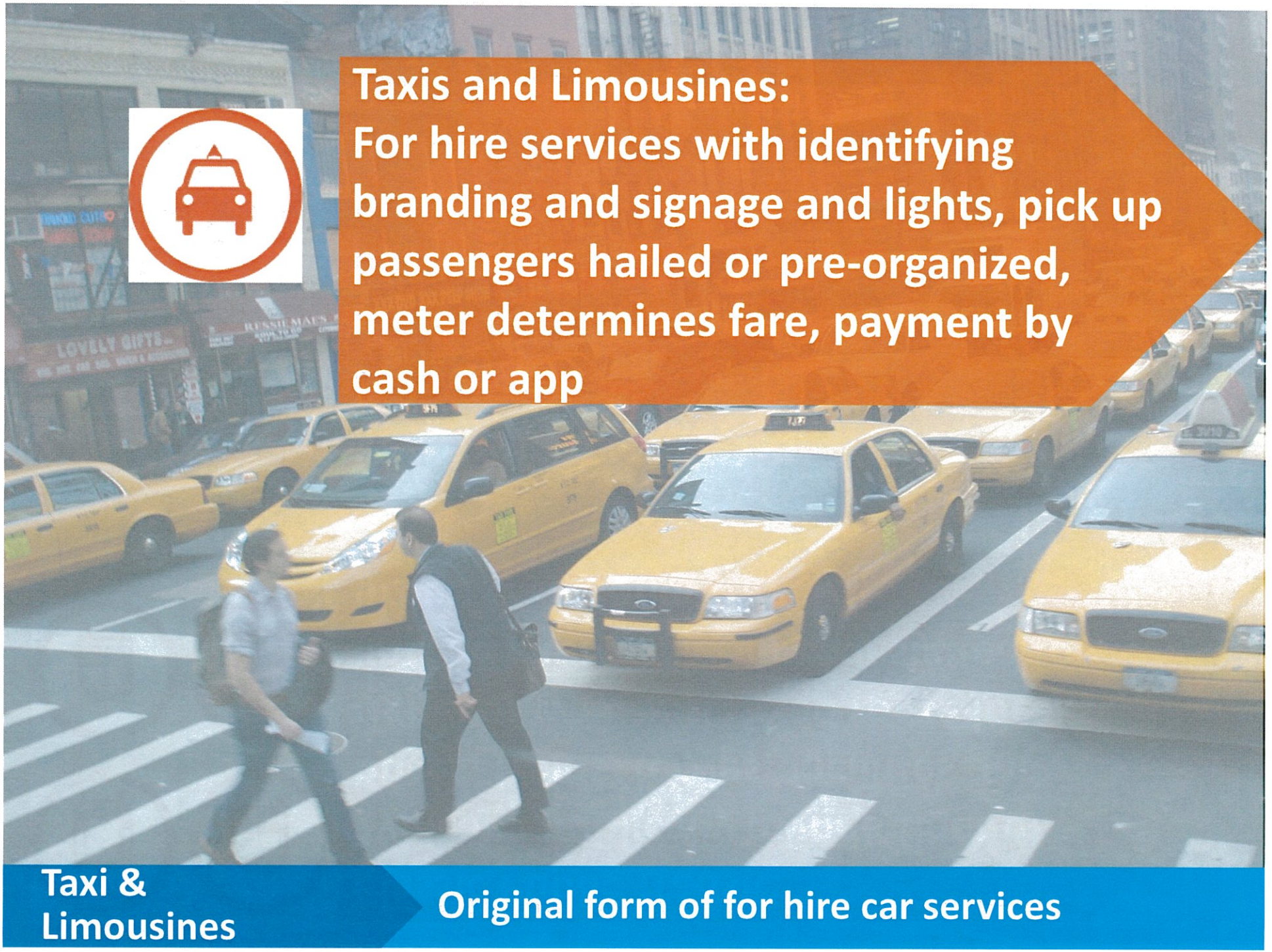
Jitneys

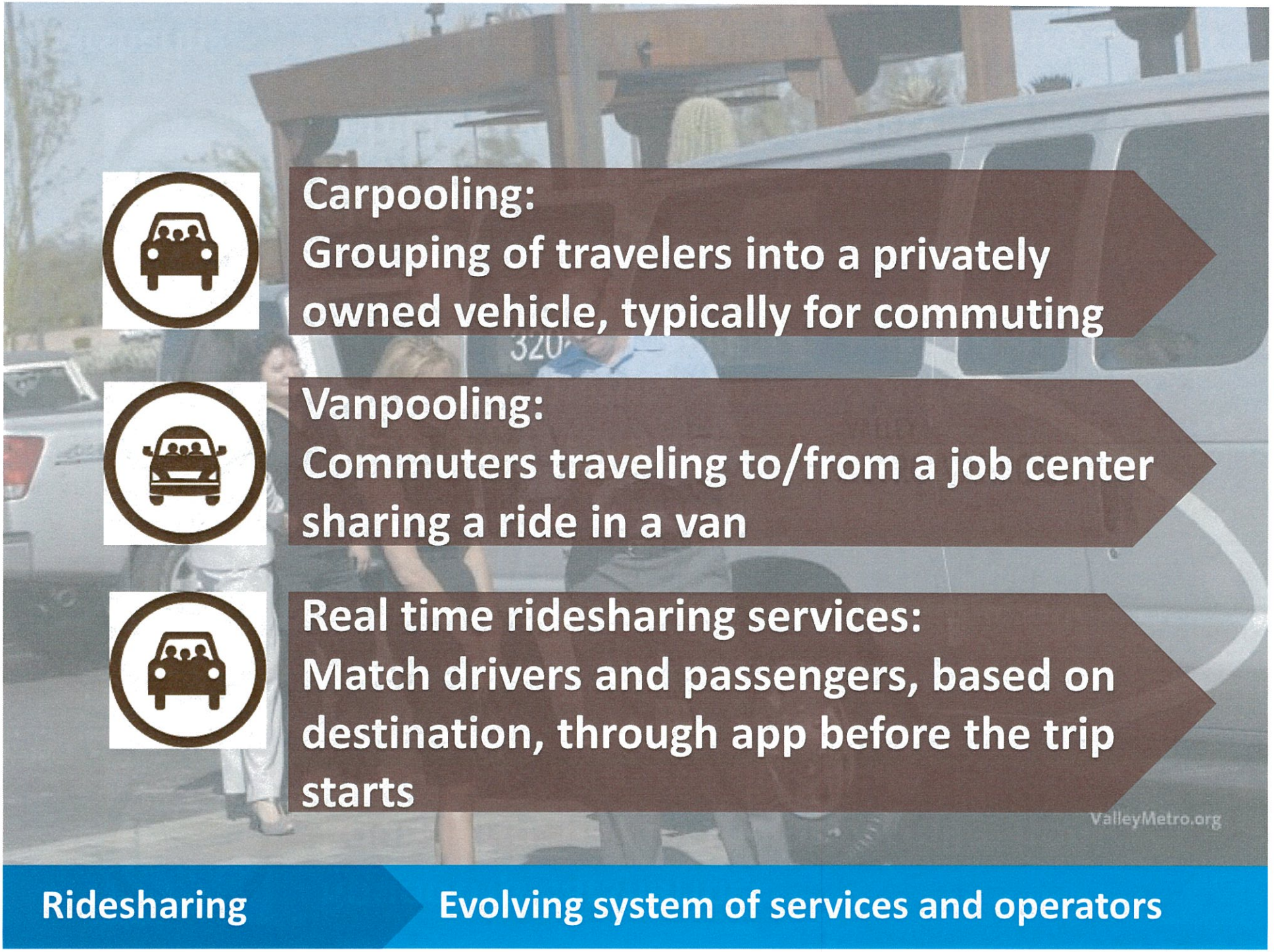
Scooter Sharing

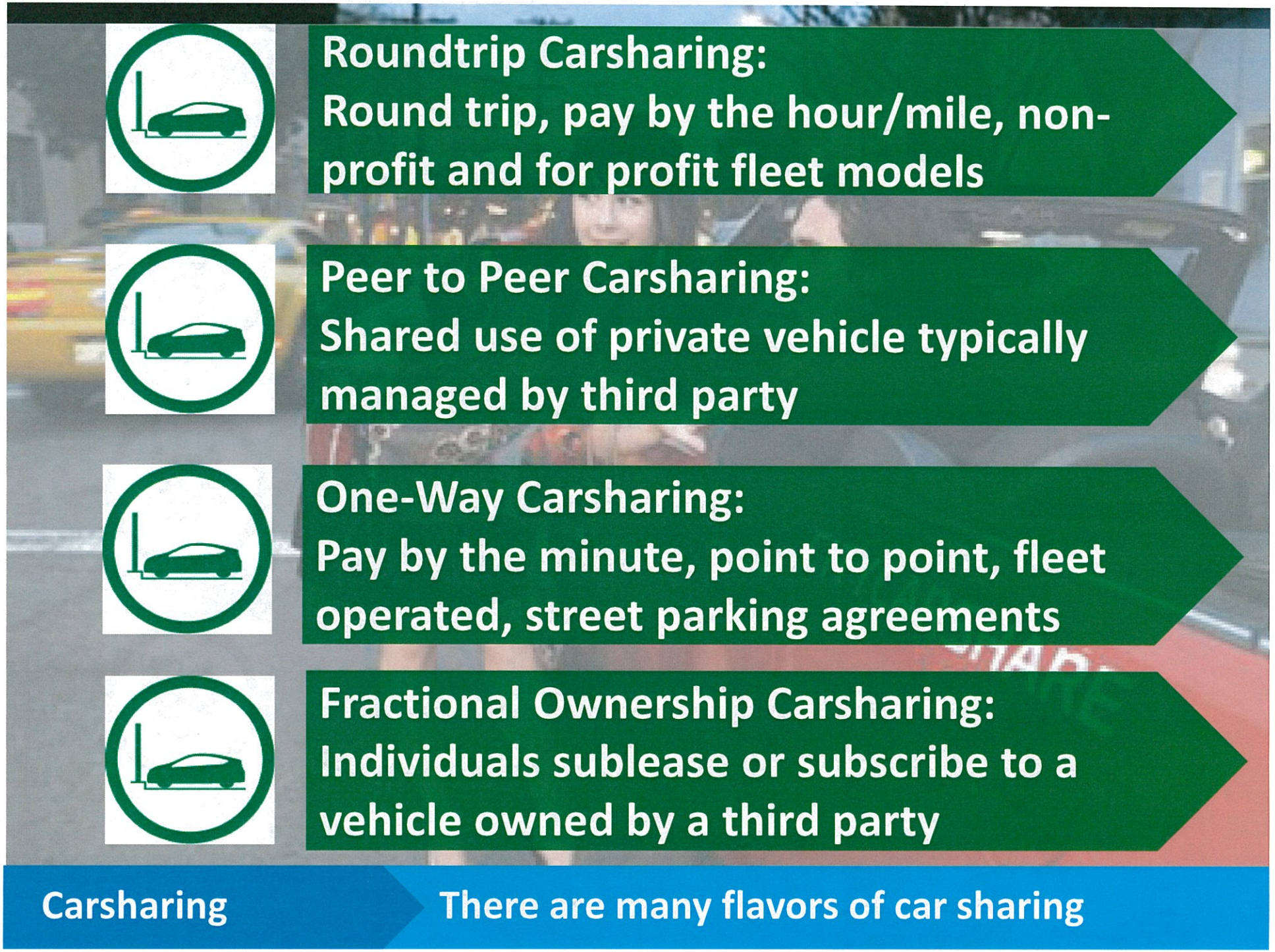
Definitions

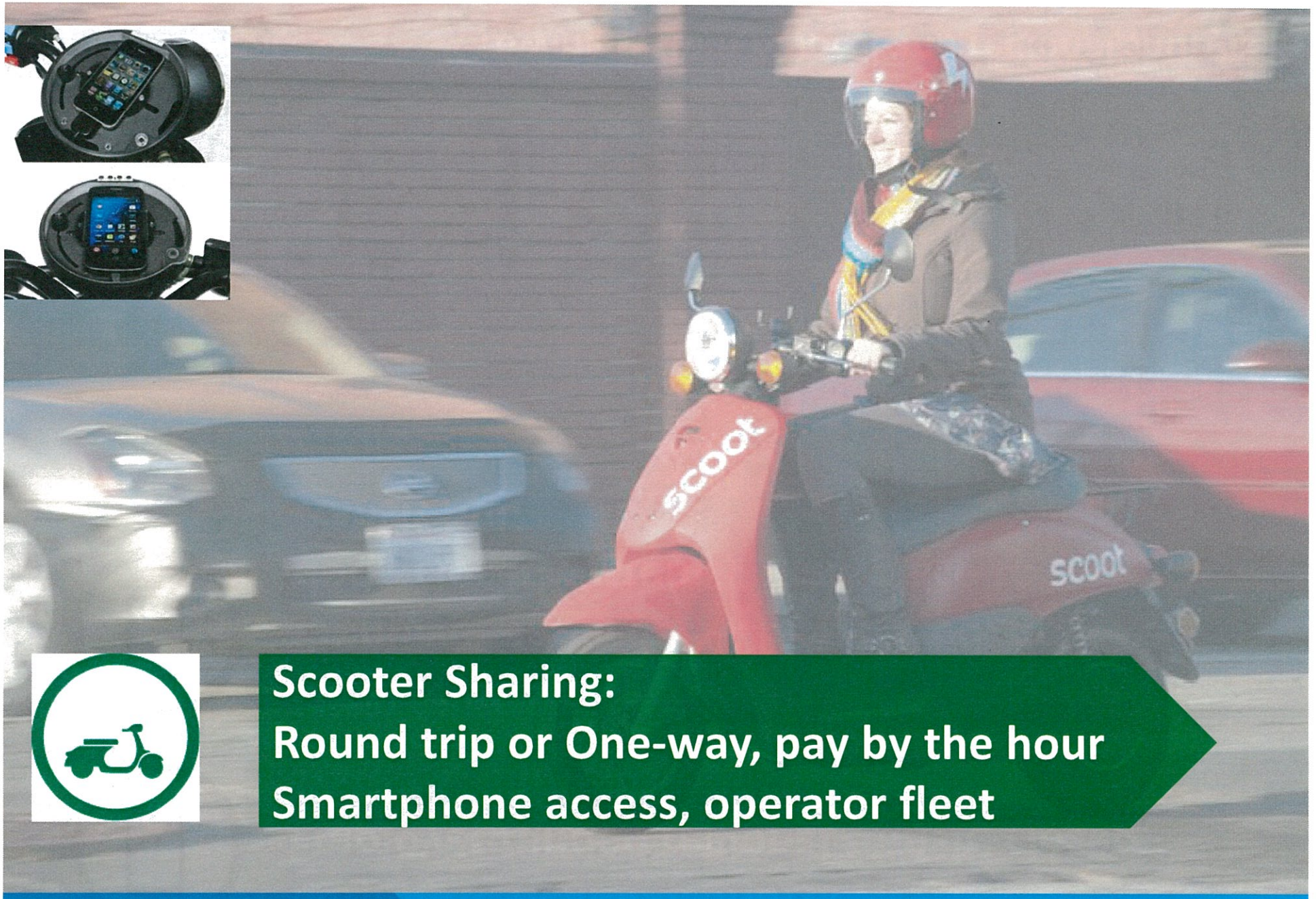
Evolving, blurring distinctions, varying benefits

Classic Public Transit:
Typically publically owned fleet of buses, trains, ferries, facilities and rights of way, with fixed route local, limited express service, designed for urban & regional travel
Public Transit
Move high volume of people in urban areas


Taxis and Limousines:
For hire services with identifying branding and signage and lights, pick up passengers hailed or pre-organized, meter determines fare, payment by cash or app
Taxi & Limousines
Original form of for hire car services


Carpooling:
Grouping of travelers into a privately owned vehicle, typically for commuting
Vanpooling:
Commuters traveling to/from a job center sharing a ride in a van
Real time ridesharing services:
Match drivers and passengers, based on destination, through app before the trip starts
ValleyMetro.org
Ridesharing
Evolving system of services and operators


Roundtrip Carsharing:
Round trip, pay by the hour/mile, non-profit and for profit fleet models
Peer to Peer Carsharing:
Shared use of private vehicle typically managed by third party
One-Way Carsharing:
Pay by the minute, point to point, fleet operated, street parking agreements
Fractional Ownership Carsharing:
Individuals sublease or subscribe to a vehicle owned by a third party
Carsharing
There are many flavors of car sharing



Scooter Sharing:
Round trip or One-way, pay by the hour
Smartphone access, operator fleet

Scooter Sharing Meets the niche between cars and bicycles

Corporate Regional Shuttles:
Employer funded regional transit, closed systems, limited stops
Local Shuttles:
Employer service, PACE operated, door to door, closed systems, workplace to transit hub
MPK
Genentech
Shuttle Services
Growing system of local and regional shuttles

MELBOURNE
Public Bike Sharing:
Point to point, pay by the ½ hr, fleet operated, docking stations
Closed Community Bike Sharing:
Campuses and closed membership, mainly roundtrip, linking to carsharing
Peer to Peer Bike Sharing:
Rent or borrow hourly or daily from individuals or bike rental shops
Bikesharing
Growing exponentially in urban centers

Transportation Network Company: Prearranged trips, App to pay and connect passengers with drivers who use their personal vehicles
Transportation Network Companies
Services similar to taxi by private individuals

Neighborhood Jitney:
Privately owned community bus service to carry passengers

Neighborhood Jitney | **Select community operated services**

Future Opportunities

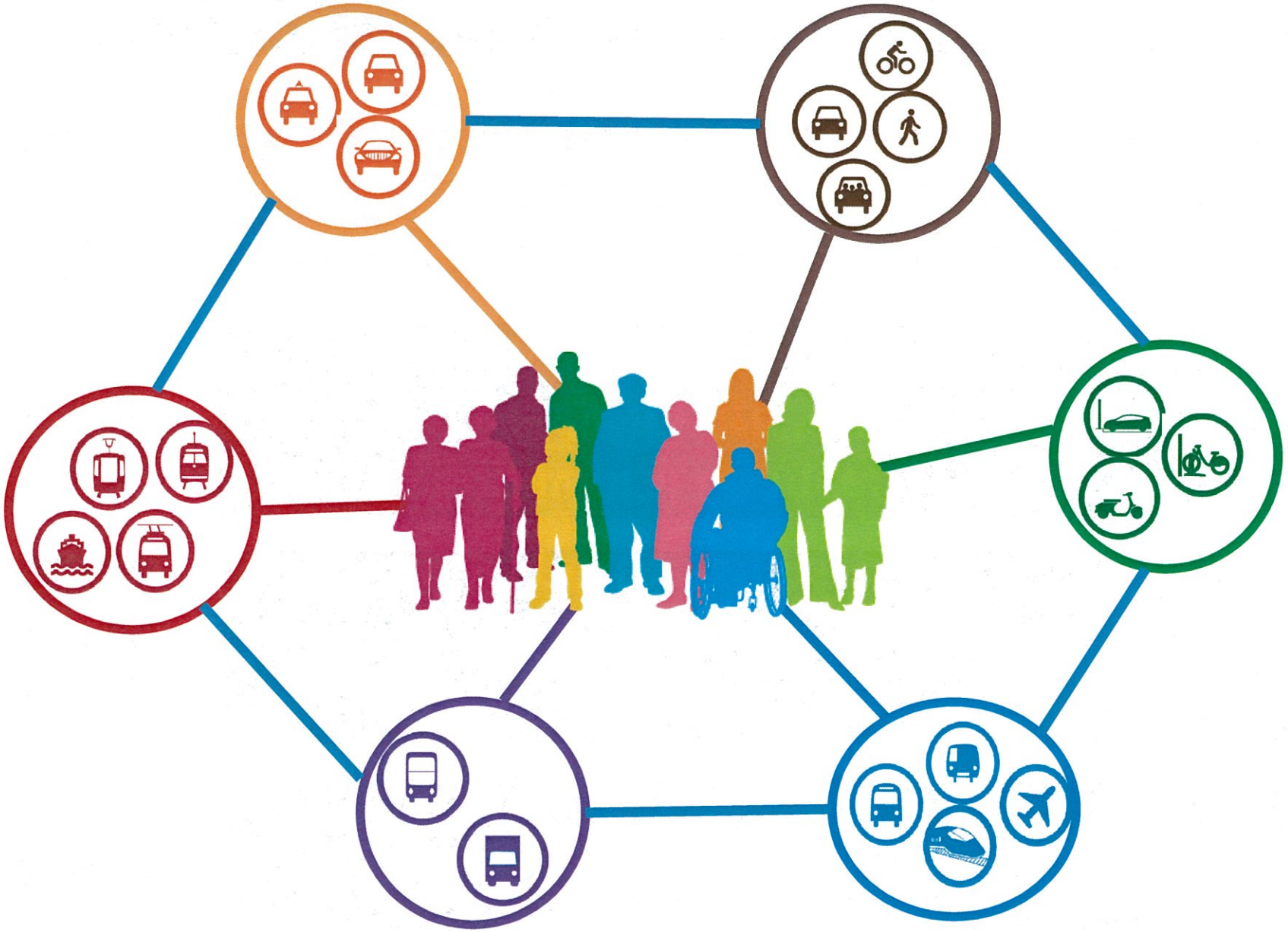
Customer Focused Integration:
Modes, routes, insurance, booking and payments

Scaling Up including the Last Mile:
Network and mode growth, street allocation and funding partnerships

Positive Behavioral Change:
Improved public health, efficient, sustainable and effective mobility

Governance:
Multiple providers & partnerships, sharing data, balancing multiple city objectives

Key Policy Areas **Many Challenges and Potential Rewards**



Governance Join the dots, make it fair, balance goals

Privately-Owned Vehicles

Public Transit, Rail, Bus

Regional & Intercity Services: Rail, High-Speed Rail, Air

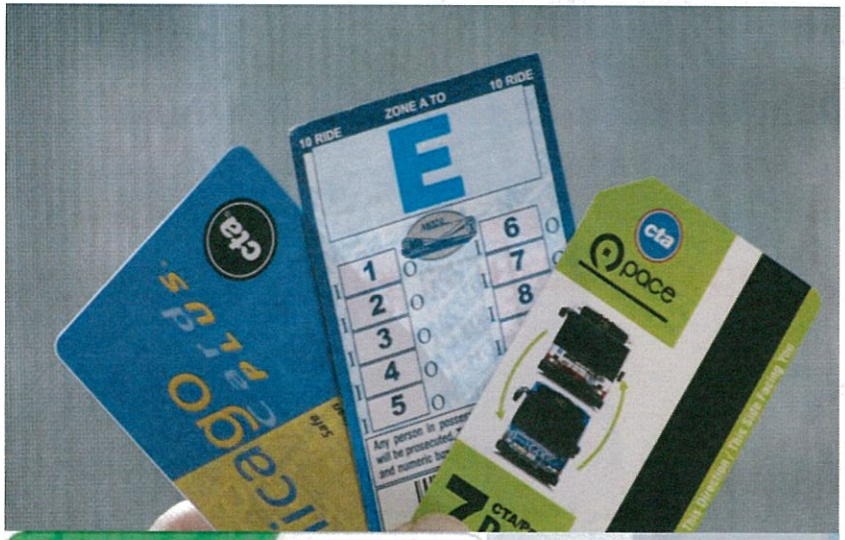
Shared Fleet Vehicles

Employer Shuttles, Vans, Jitneys Commercial Deliveries

Taxi, Limousine & Transportation Network Companies

Transportation Today

Multiple modes, little or no integration



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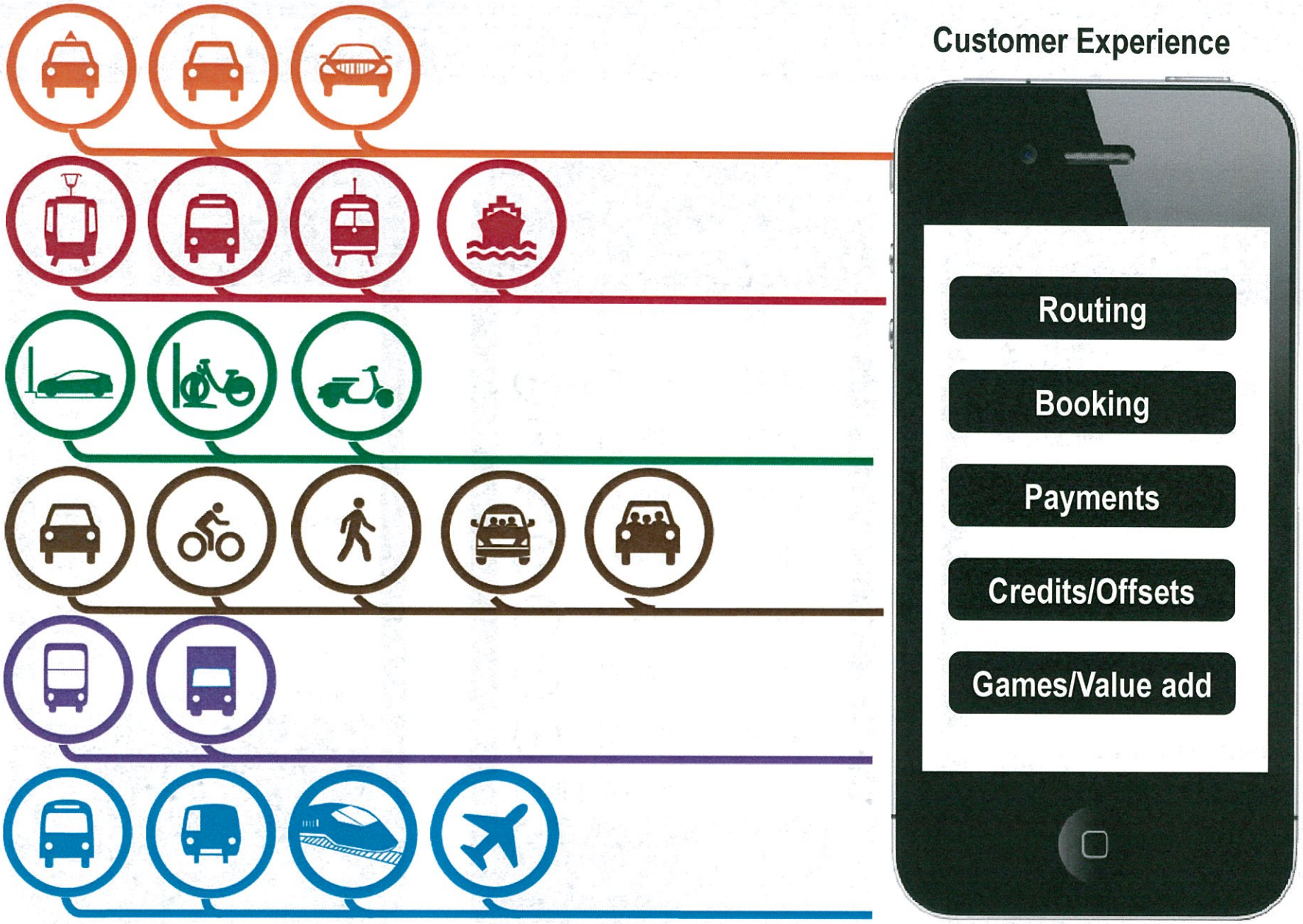
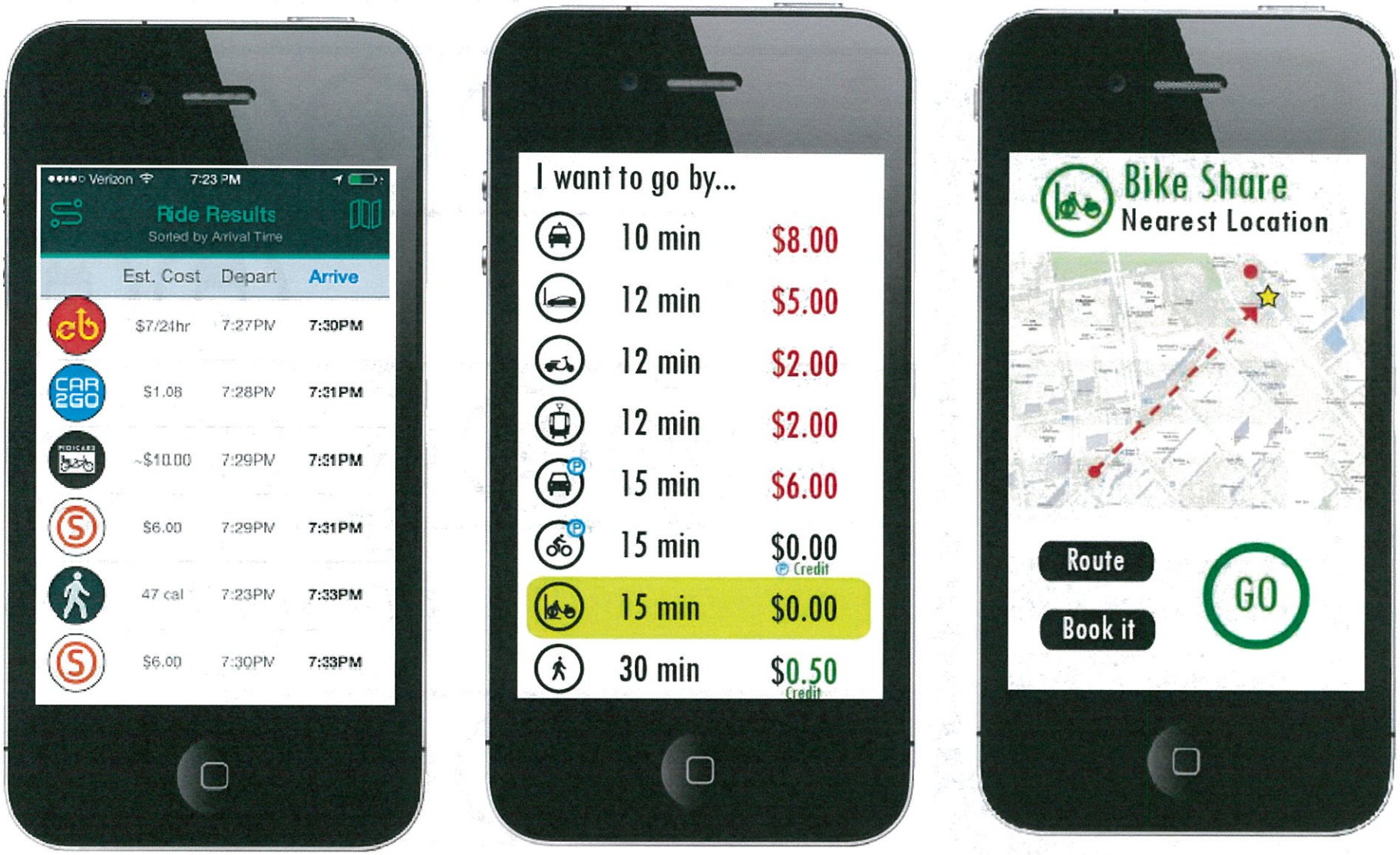
Transportation Today

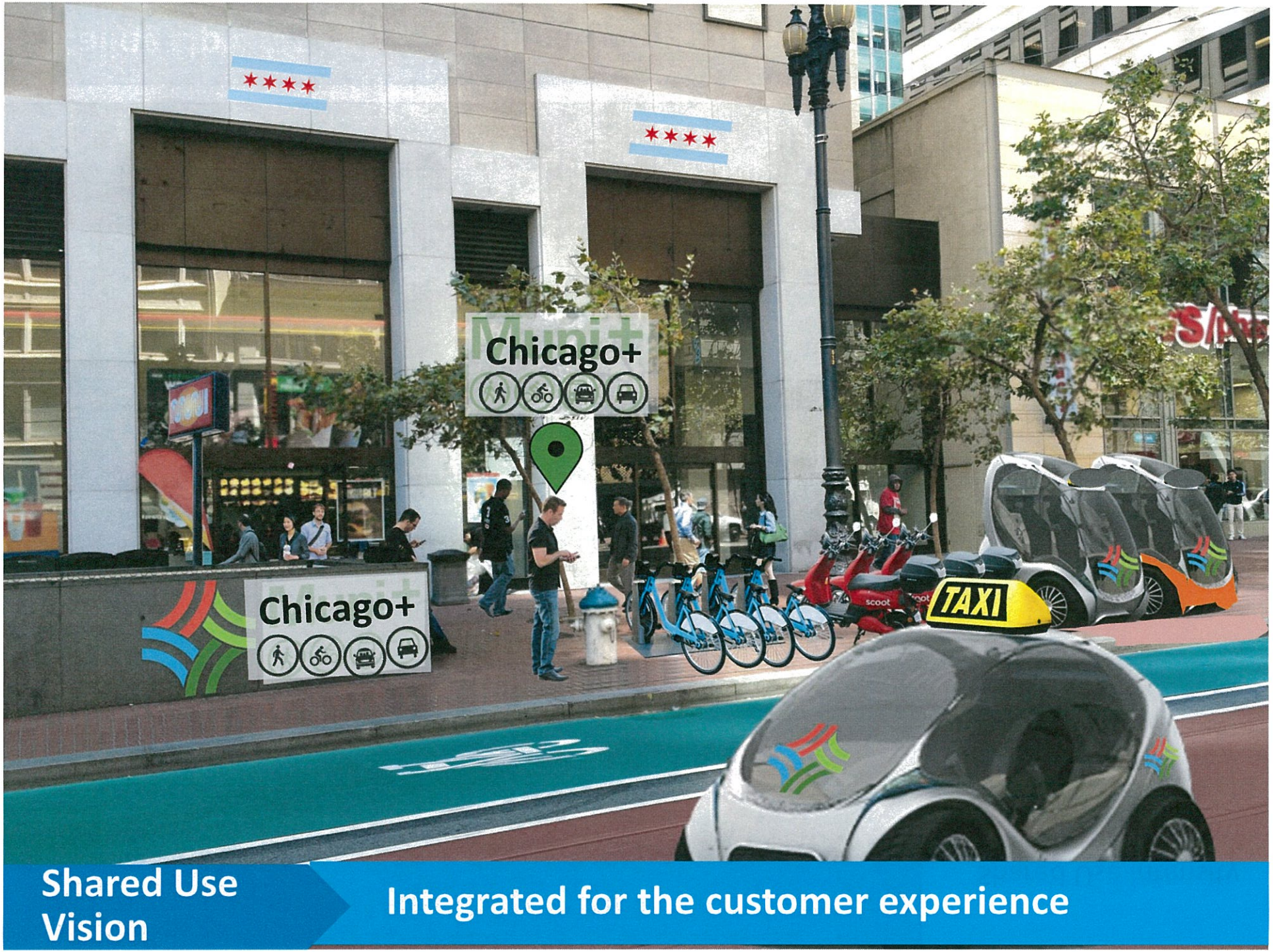
Multiple providers, agreements, insurance, payments, routes, booking = headaches!



Integration Vision Integrated for the customer experience

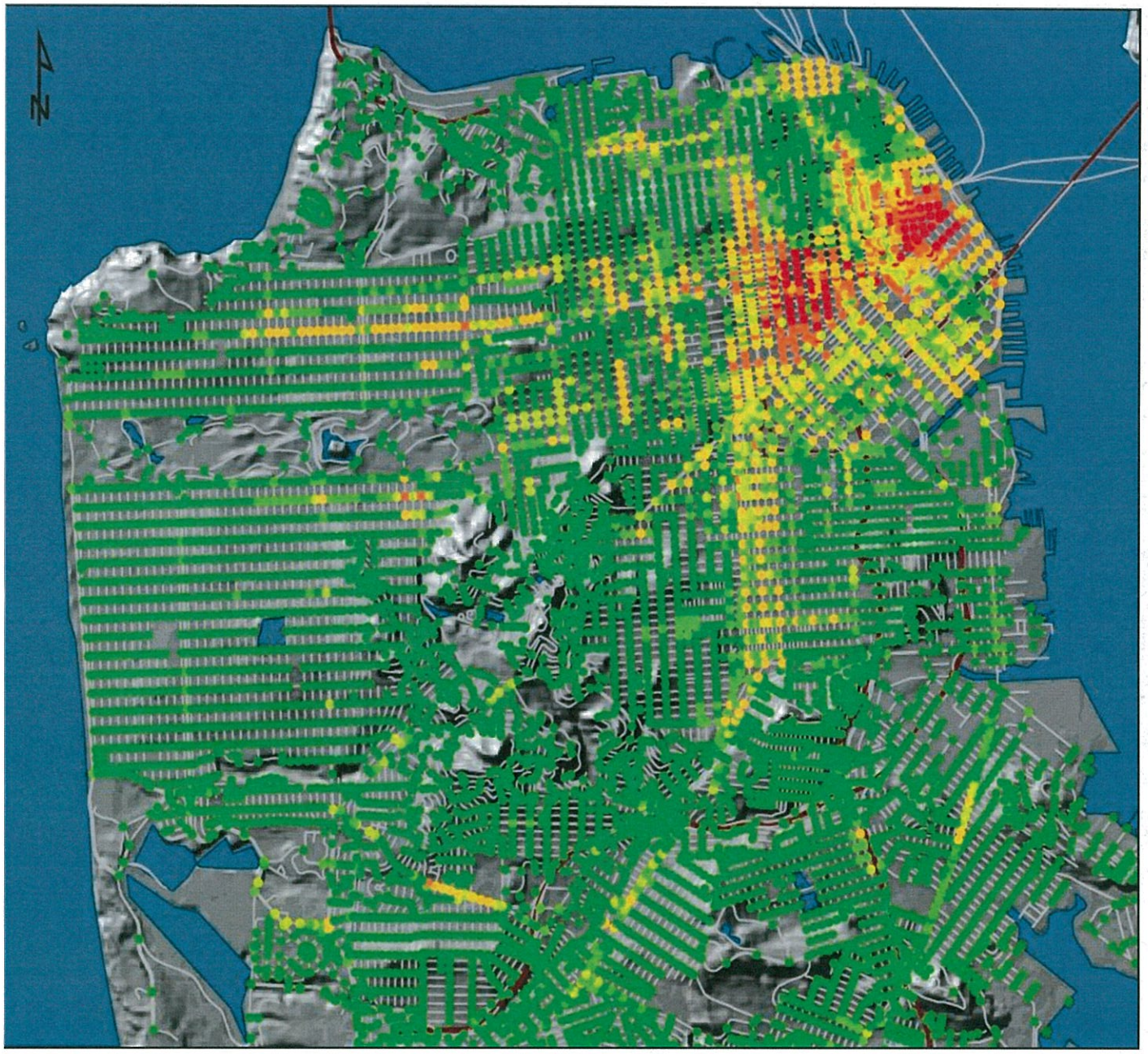


Integration Vision One system select route, choose mode, book it and go!



Shared Use Vision

Integrated for the customer experience



Scaling Up

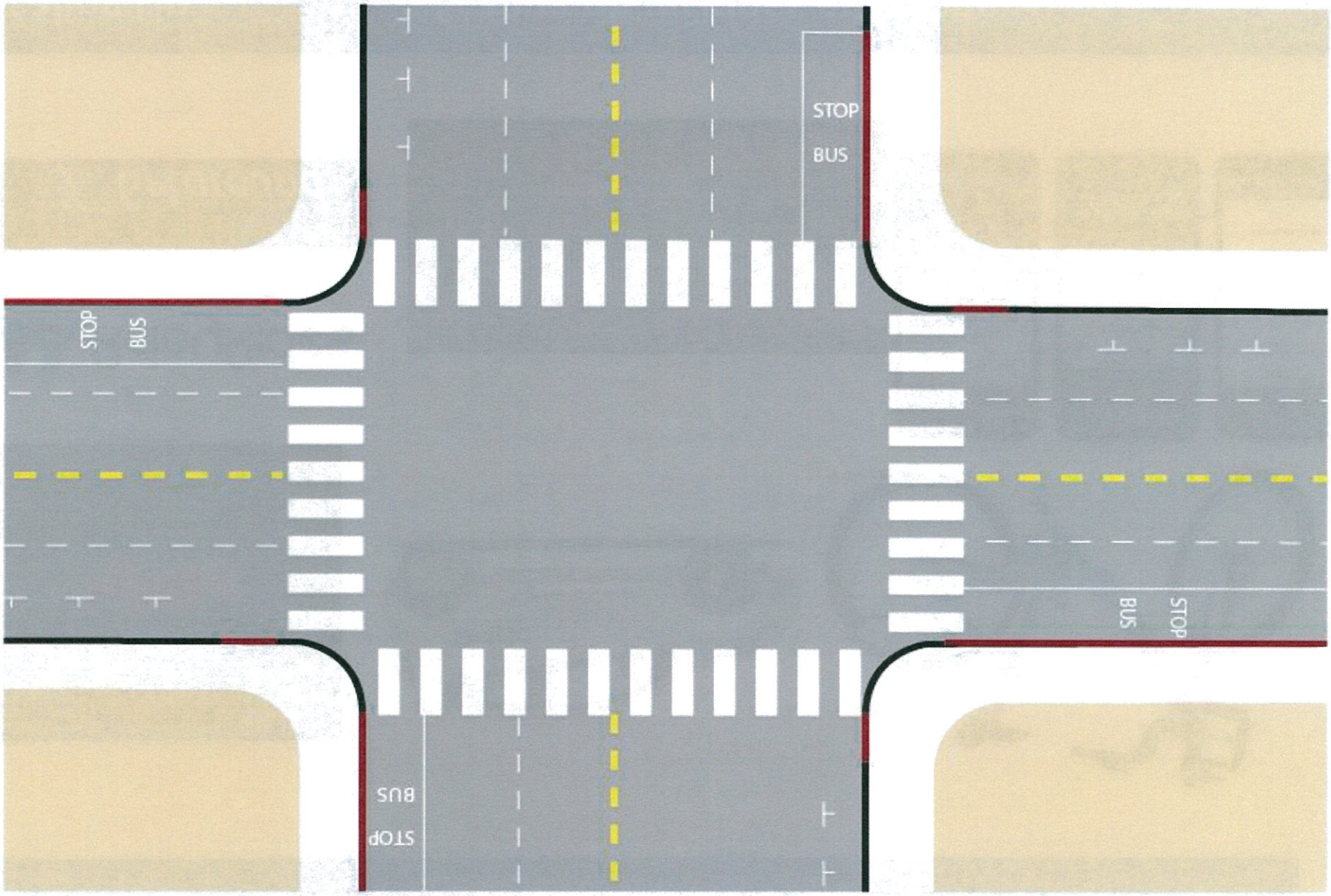
Scaling up is going to need partnerships

These companies are already operating in our region

RelayRides

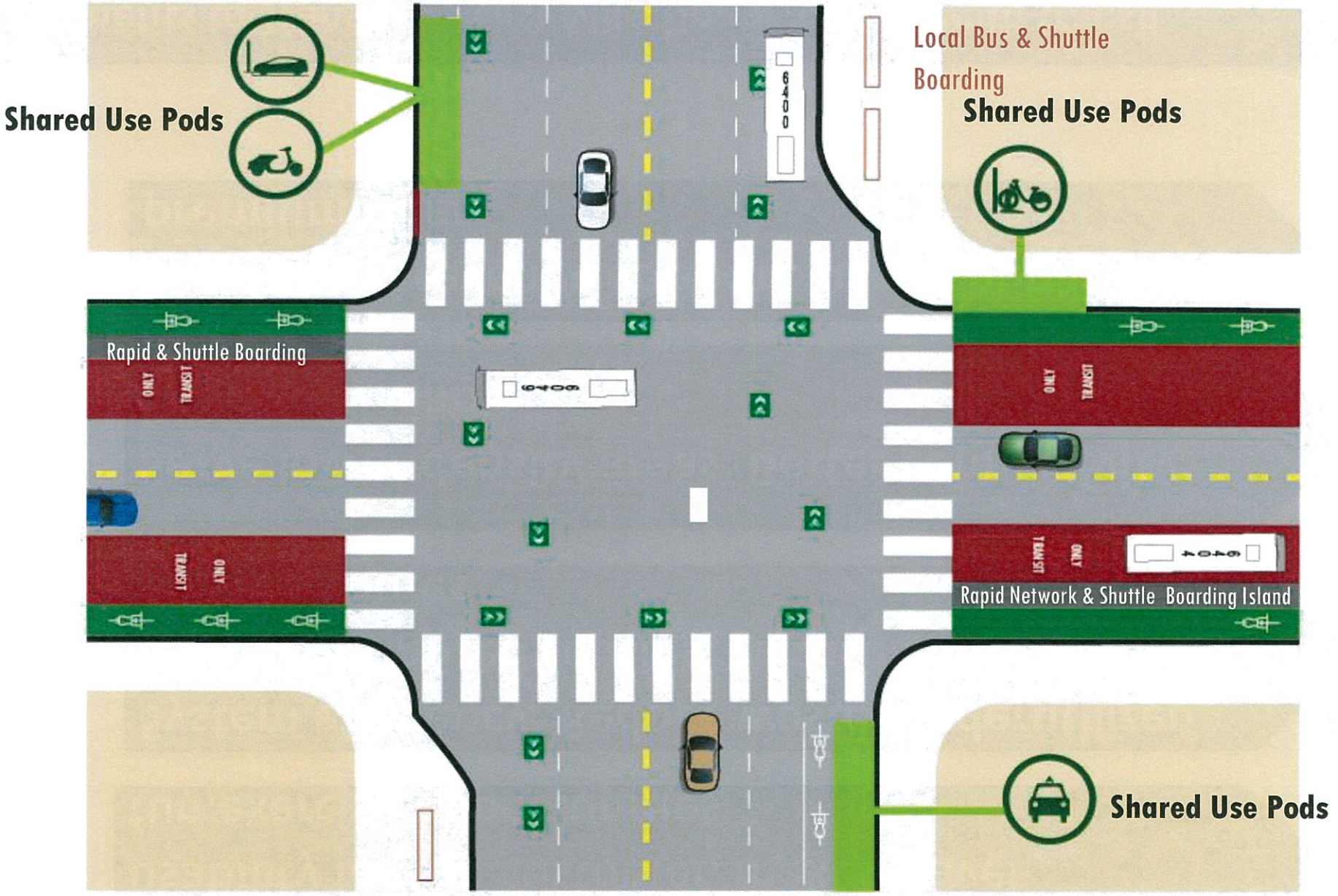
Getaround

Scaling Up | **Scaling up includes everyone**



On the Street

Cities are going to need to re-think streets



On the Street

Cities are going to need to re-think streets

Flexibility: increased options, quicker start up, new usability for the customer, makes travel fun,exercise opportunities

System efficiency: Reduce waste, underutilized assets, optimized routing, reduce congestion on existing routes

Serve lower density areas: Better connectivity, financially viable

Create new revenue streams: use of public space, premium rides

Builds Community & Reduces Isolation