Shared Mobility Update

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Regional Council of Mayors
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What is Shared Mobility?

- Transportation services that are shared among users
  - Public transit
  - Bike sharing
  - Car sharing
  - Rideshare, carpool, vanpool
  - Taxis, TNCs / ride hailing
  - Neighborhood shuttles
- Riding together and/or using the same vehicle
Integration of Modes

- Coordinated services
- Multimodal customer information
- Integrated payment

- Physical integration = Mobility hubs
- Digital integration = Mobile apps
- Organizational integration = Partnerships
Benefits of Shared Mobility

- Provide more options, support TDM
- Reduce vehicles owned and miles traveled
- Reduce personal cost for travel
- Reduce demand for parking and cost of providing parking
- Increase access to opportunity (esp. for those who can’t/don’t drive)
- Reduce public cost of transportation
Key Policy / Planning Issues

- Effect on transit
- Effect on labor markets
- Equity of access to modes and destinations
- Information sharing, data privacy
- Use of right of way, curb space
- Agility to pursue opportunities
- Structure of partnerships; use of public funding / subsidy
- State/regional consistency vs. local control, innovation
Focus Areas

- Establish institutional structures to facilitate partnerships, innovation
- Recognize different solutions for different contexts: urban, suburban, rural
- Remain flexible in quickly, and radically changing environment
- Keep eye on core issues: access and mobility, equity, environment, right of way management
- Address tough questions: data access and privacy, local control vs. statewide consistency, role of public subsidy and investment
Twin Cities
Shared Mobility Action Plan

- Completed by Shared-Use Mobility Center in October 2017 with funding from McKnight Foundation
- What is the need and the opportunity for shared mobility in the Twin Cities?
- What are the gaps and challenges?
- What goals should we set?
- What are specific steps we can take?
Twin Cities
Shared Mobility Collaborative

- Help realize the vision of the Action Plan
- Facilitate collaboration
- Share best practices
- Inform policy discussions
- Support an environment of innovation
- Track progress
- First meeting: May 31st, 10:30 to noon
Questions?

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