Shared Mobility Potential
In Small Towns & Rural America

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Shared-Use Mobility Center
Creating a multi-modal transportation system that works for all: Connected, Universal, Equitable, Environmental

“...public transit is the backbone of an efficient, equitable transportation system.”
Our Work

Implementation and Pilots

• FTA MOD Sandbox Innovation & Knowledge Accelerator
• MOD On-Ramp: Business Plans for Pilots in Six Cities
• Pilots in rural and suburban
• Mobility Hubs in Bay Area
• Shared Mobility Action Plans
• California Air Resources Board (CARB)

Applied Research

• TCRP: Impacts of TNCs on Transit
• MTC (Bay Area) Study on Strategic Carsharing Expansion
• Study of European Shared Mobility Best Practices

Learning Center

• Policy database
• Case Studies, White Papers, Webinars

Convene the public and private sectors through workshops and Annual Summit
MOD Learning Center Coming Soon!

Online MOD Repository and Curated Experience

- Learning Modules on MOD and Shared Mobility Topics
- Graduated Educational Experience
- Building on the SUMC Shared Mobility toolkit
- Supported by FTA
Suburb, small town & rural population growing
Aging boomers fastest growing demographic
- Aging in place is desired
Healthy Lifestyle: Growth of active transportation
Ubiquitous connectivity
Suburbanization of poverty
Changing work and travel preferences
600+ cities with TNCs

20+ cities with pooled rides

10+ cities with microtransit pilots

400+ cities with carshare (2-way, 1-way, P2P)

400+ cities with bikeshare (stationed, dockless) & scooters

20+ accessibility projects
Big Investment: Convergence of Automotive, Tech and Shared Mobility
What works best in Rural Areas

**Modes**
- Microtransit
- Rideshare/TNCs
- Bikeshare (dockless)
- Volunteer Transportation Services
- Carpool/Vanpool
- Carshare (P2P)

**Trip Purpose**
- First/Last Mile with Transit
- Medical related trips
- Day-to-day needs
- Social activities
- Employment
Multi-Modal – Mobility as a Service: Shared, Electric, Autonomous and Interconnected Cities (of all sizes) and Regions becoming Mobility Conveners And Brokers offering a suite of options.
Learning from Others

- **Valley Flex (Central Valley):** Mobility platform integrating transit, DRT, and taxi/TNC service across multiple agencies to better match rides with riders.

- **Green Raiteros:** Volunteer electric vehicle ridesharing trips in the rural Central Valley.
More Pilot Projects…

- **Dockless Bikeshare**: Boise, ID
- **Microtransit**: Arlington & Austin, TX (different systems)
- **TNC First/Last mile**: Pierce County, WA
- **Statewide Trip Planner**: Vermont Agency of Transportation
- **RTA Connect On-Demand**: Greater Dayton intercity connections
Leveraging real estate assets: Mobility Hubs
Downtown Seattle working population grew by 45,000 2010-16, but only added 2,255 daily SOV trips

- Subsidized transit passes in all new buildings
- 3000 free floating carshare cars
- Unbundled parking
- Preferences for shared vehicles

Changing how we evaluate success: developing new metrics such as “mode shift goals”

Shifting the commute

Transit use has increased to 47 percent of central-city commuters, while solo driving has dipped to 30 percent.

- Transit: * 42% → 47% + 31,385
- Single-occupancy vehicle 35% → 30% + 2,255
- Walk, bike, telework 12% → 12% + 9,016
- Carpool/Vanpool 10% → 9% + 2,344

Source: Commute Seattle

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Thank You

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