Shared Mobility Strategy

Enable more people to travel without the need for a personal automobile

Graphic: SUMC
What does Shared Mobility mean for transit agencies?

**Services compete with transit**
- Efficiency and safety of transit operations: congestion, curb access
- Transit ridership loss

**Labor market issues**
- Bus operators and other transit jobs
- TNC wages and working conditions

**ADA concerns**
- Bikes/scooters littering the ROW
- Accessible services are not always available (e.g. Uber with wheelchair ramp)

**Equity of access to modes and destinations**
- Ability, income, geography, technology use

**Private sector/TNC partnerships**

**Information sharing, data privacy**
Our First Moves

1. Implement a microtransit pilot
2. Work with communities and stakeholders to define transportation challenges
3. Invest in mobility hubs
4. Maximize travel options through shared mobility and TDM
5. Establish Data Privacy and sharing standards
6. Develop long-range plans for fare collection systems and customer information tools
7. Education and collaboration
Investment Priorities = Focusing the Goal

1. Invest shared mobility services in areas close to connected to high level transit service and integrate with other providers (0-2 miles).
2. Increase mobility choices especially for low-income areas, communities of color, people with disabilities, and in low density, high needs areas.
3. Incorporate shared mobility where land use supports high density places with frequent service and/or transit-oriented development (TOD) investments.
Current Projects – Microtransit Pilot

- Timeline for 2020 launch underdevelopment
- Service approach: point-to-point solution v. first/last mile
- Strategies
  - Use a consistent data-driven approach to identify areas to identify potential pilot sites and areas with high transportation needs
  - Make communications and education plans key deliverables of shared mobility pilots
  - Allow flexibility in contracting, planning, and procurement processes to test short term solutions
Microtransit Pilot Approach

1. Ensure all parties agree on project goals
2. Protect fixed-route service
3. Community engagement/Let community define the problem
4. Change your expectations around ridership
5. Build a strong communications and marketing presence
6. Plan for analysis and evaluation throughout the project
FMLM Microtransit with timed transfers: Advantage over Current Transit Network

Time saved per day (in work weeks):
- 27+
- 9 - 27
- 3 - 9
- 1 - 3
- 0 - 1
- 0.5 - 0
- 1.5 - 0.5
- less than 1.5

Transfer Stops
Frequent routes with 400m buffer
Micro-Mobility Pilot Analysis
Transit Service Combined with StreetLight Data
Denver RTD Microtransit Service Areas

- FMLM is driven by job density, while point-to-point is driven by population density as well
- FMLM zones are smaller than those for point-to-point
- FMLM service generates more passengers per in-service hour than point-to-point service

<table>
<thead>
<tr>
<th>Service Model</th>
<th>Number of Vehicles (peak, offpeak)</th>
<th>People per sq.mi.</th>
<th>People and jobs per sq.mi.</th>
<th>Area (sq.mi)</th>
<th>Passengers per in-service hour</th>
<th>Transfer rate to fixed route</th>
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Thank you!