SHARED MOBILITY 2030

ACTION AGENDA

A to-do list to make equitable, clean, shared mobility more convenient, more practical, more available, more accessible and more affordable than owning or driving a car.

1 Invest in and build out the infrastructure for shared mobility as standard components of all transportation projects.

2 Invest and build the foundational technology and information systems that make shared mobility more reliable and available, accessible, and easier to use.

3 Create and use products and incentives to help households shift to more shared mobility.

4 Create standards to measure how shared mobility is making our communities and our society more equitable. Use these outcome measures widely.

5 Create and use a standardized way to measure carbon emissions for shared mobility vehicles, technology, services, and operations that shows comparisons with other transportation modes. And commit to lowering the lifecycle carbon emissions of shared mobility services (vehicles, technology, and infrastructure).

6 Find and develop new, sustainable ways to fund more shared mobility.

7 Create the institutional foundations and processes that help shared mobility become affordable and economically sustainable.

Our goals are to make shared mobility:

more reliable, easier to use, and more available

more equitable and accessible

more environmentally sustainable

more economically sustainable

…than driving a car

By shared mobility, we mean all the options that free us from our dependence on using our private cars for every trip we have to make. Shared mobility is the systems and infrastructure that allow us to reduce our costs and our carbon emissions by sharing rides and sharing vehicles. Shared mobility services include everything from public transportation to ride-hail, from car-sharing to on-demand responsive microtransit, from shared bikes and scooters to paratransit. Shared mobility infrastructure includes safe sidewalks, protected bike lanes, complete streets, and shared mobility hubs. Shared mobility systems also include the digital and information systems we use to find, access, and use these services.

By giving us more ways to get around, shared mobility can make our streets safer and connect more people to more opportunities. By reducing our need to own and drive (and park) our private cars, shared mobility can help reshape our streets, our towns, and our cities. Shared mobility reinforces more sustainable land-use patterns and helps save our planet.

The climate crisis and persistent social, economic, and racial inequality are shaped in no small part by how our roads and streets are designed to prioritize *cars over people.*

Transportation generates 30% of US carbon emissions. Shifting to EVs is necessary but will never be enough.

Our lowest-income households spend 37 cents of every dollar they earn on transportation, and it costs $7,000 a year to own even a second-hand car. Nearly 1.6 million rural households don't own a car.

More than 35,000 people die each year in road crashes. Black pedestrians are struck and killed twice as often as non-Hispanic White people; Native Americans, four times as often. More of those victims were elderly and more were from low-income communities.

ACTION

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As public, private, and non-profit organizations, we come together to advance shared mobility to confront the climate crisis, redress the inequality in our communities, and ease the cost burdens of transportation for families. We aim to enable integrated networks of clean, shared mobility options that provide equitable access for all, reduce the cost burden of transportation for households, and cut carbon emissions.

ACCOUNTABILITY

We hold ourselves accountable for advancing this Shared Mobility Action Agenda so that by 2030, equitable, low-carbon shared mobility will be more convenient, more practical, more available, easier to use, and even more accessible and more affordable than owning or driving a car. We will make our planet healthier, our communities more equitable, and households more prosperous.

= IMPACT

Advancing this Shared Mobility 2030 Action Agenda will allow:

- **households and families** to save by reducing the amount of effort and expense they need to spend on transportation. Integrated networks of clean, shared mobility options will connect people to more opportunities – to jobs, healthcare, education, and their community – by providing more ways to get around in both urban and rural areas.

- **governments** to make shared mobility a key pillar of local, state, and federal strategies for decarbonizing the transportation sector and addressing social, economic, and racial inequity.

- **mobility companies and other private sector players** to commit, as a shared mobility sector, to address the climate crisis and persistent social, economic, and racial inequality. The Action Agenda will present a cohesive public/private/nonprofit voice for enabling appropriate public incentives and support.

- **nonprofits and advocacy groups** to convey community needs and desires, drive the climate change and equity agenda, and hold the public and private sectors accountable through clear goals on decarbonization and equity.

Invest in and build out the infrastructure for shared mobility as standard components of all transportation projects.

We've standardized road signs and lane widths, even pavement quality. We've also made building more road access and more parking a default requirement in our development projects for much of the last century - all to benefit private car use. If we want more transportation options to be able to compete with the private car, we should also standardize the components of shared mobility in transportation infrastructure. Components like sidewalks, safe and complete streets, bus stops with bike and scooter racks and charging stations, mobility hubs, and other elements make shared mobility much more available, accessible, reliable, and visible. (We are conscious that land-use decisions shape the viability and feasibility of infrastructure for shared mobility.)

We should:

- Make safe street infrastructure with dedicated space for all users (shared infrastructure/complete streets) the default requirement for local, state, and federal projects and make it harder to avoid building complete streets
- Help small cities, towns, and rural agencies to rapidly test, deploy, and scale shared mobility services
- Standardize the designs and specifications for shared mobility hubs and shared mobility hub components
- Include shared mobility hubs and mobility hub networks in transportation planning and environmental analysis to meet equity and climate goals

2

Invest and build the foundational technology and information systems that make shared mobility more reliable and available, accessible, and easier to use.

We can make it easier for households and individuals to use shared mobility when we have working systems that connect information between the services and the users. If our information systems are better connected, people will find it easier to look for and choose options, plan their trips, and connect their rides. People will find shared mobility more convenient than using a private car with its requirements for public space, maintenance, and storage.

Most of our information systems are still a patchwork and don't work as seamlessly as they should to make shared mobility more reliable, available, accessible, and easier to use. Our systems are not interoperable (yet) and we don't have clear strategies and plans for how we will build and interconnect information systems.

We should:

- Build and invest in the capacity of government agencies to use data to lead and strategically manage shared mobility at the system level
- Work on the widespread adoption of data standards and data interoperability that allows shared mobility services to be seamless, convenient and equitable, while incorporating the responsible use of data and the protection of individual privacy
- Identify the elements (for example, multimodal trip planning, integrated fares) that make shared mobility information more accessible, especially to people with disabilities, the unbanked, and people who don't have access to mobile devices or the internet
- Create and define the discipline, profession, and ethics of Shared Mobility Information Management as a strategic capacity for public agencies and private companies

3

Create and use products and incentives to help households shift to more shared mobility.

We've built our towns and cities so much around the private use of cars that many of our households and communities don't know any other way to get around even when there are other options. To help households and communities access more transportation options, shared mobility needs to be grounded on the needs of households and communities. We need to engage and listen to communities to understand the social, financial, historical, and cultural contexts of the households and neighborhoods. We need to pay particular attention to informational divides where households and communities may lack sufficient access to technology or access to the internet or need the information in different languages or channels. We need to understand before we act, especially if the communities have been traumatized by injustice and inequity.

We should:

- Conduct and support research that deepens our understanding of the social, community, financial, and behavioral barriers to using more shared mobility and how shared micromobility can help meet individual and community mobility needs
- Create new or improved products and policies that support individuals, households, and communities to choose to use more shared mobility
- Test and use contextually and culturally appropriate language and communication that empowers households to choose to use more shared mobility
- Measure how many households have access to and are using shared mobility and how many households downsize from more than one to one, or zero cars because of shared mobility

4

Create standards to measure how shared mobility is making our communities and our society more equitable. Use these outcome measures widely.

Shared mobility's contributions to making our communities and society more equitable needs to be measured. We particularly need to know how shared mobility is helping households reduce their dependence on private car use and if this is making our communities and society fairer and less unequal. Standardized metrics, built on data interoperability and public-private data-sharing agreements (guided by data ethics and privacy safeguards) mean we can compare how well shared mobility serves our communities vs private cars, and compare neighborhood to neighborhood, city to city, rural areas to rural areas, etc. Standard metrics will allow us to put in improvements that make shared mobility work better, especially for the most neglected and underserved people and places. We can use shared mobility to redress, maybe correct, institutionalized racism and inequality. We can use shared mobility to make our cities and rural areas more accessible to people with disabilities.

We should:

- Work with communities to understand what matters and what to measure to make shared mobility more equitable and accessible in their local context and across cities and rural areas
- Pay particular attention to how shared mobility services work (or do not work) in communities most affected by poverty and pollution. This includes economically disadvantaged, low-income, unbanked, and environmental justice communities as well as neglected rural areas. Make sure the metrics include access to work and opportunity, and access to basic needs and amenities.
- Make sure the people who work in shared mobility have a voice, good working conditions, just opportunities and compensation, and are not exploited
- Make sure there are equitable requirements for all shared mobility drivers/operators
- Ensure that machine learning algorithms and artificial intelligence (AI) systems deployed in shared mobility have ethical safeguards and do not amplify, carry forward, or obscure racial or economic discrimination or threaten individual privacy
- Use the community-defined metrics to plan, prioritize, evaluate, and target our public and private sector investments in shared mobility for impact where it is needed most
- Use the standard metrics to communicate equity impacts (including who has access to shared mobility and how many households downsize to just one or no cars because of shared mobility) and to reward performance that actually makes a difference for households and communities

Create and use a standardized way to measure carbon emissions for shared mobility vehicles, technology, services, and operations that shows comparisons with other transportation modes. And commit to lowering the lifecycle carbon emissions of shared mobility services (vehicles, technology, and infrastructure).

5

We've set up the systems to measure how motor vehicles generate carbon when we make them and when we use them. This is especially true of private cars. A shift to electric vehicles is one way to lower carbon emissions, but it will not be enough to address the climate crisis. Providing more shared mobility options can significantly lower carbon emissions except our sector doesn't have standard ways to measure the carbon savings from shared mobility and supporting land uses. At least, not yet.

Developing and widely using standard ways to measure the carbon emissions that shared mobility vehicles, technology, services, and operations generate allows us to compare the effectiveness of providing more shared mobility vs. just electrifying vehicles alone. It will provide a framework for policy changes based on carbon footprints of each transportation mode. It will also allow us to set clear targets and develop plans to lower shared mobility's carbon emissions even further.

We should:

- Create and adopt standardized carbon metrics for all transportation modes and all journeys, including multimodal trips
- Measure lifecycle carbon emissions of shared mobility operations (including vehicles and infrastructure)—from buses to vans, to e-bikes and scooters
- Hold ourselves accountable for lowering the lifecycle and operating carbon outputs of shared mobility
- Offer recognition and incentives based on the carbon metrics—for governments, private operators, communities, individuals, and households to lower their total transportation carbon output
- Encourage research on the roles of infrastructure, policies, and incentives in reducing GHG emissions through shared use
- Publicize information about carbon emissions for transportation options including shared mobility

6

Find and develop new, sustainable ways to fund more shared mobility.

We've funded the expansion of infrastructure for cars for nearly a century. Apart from the Highway Trust Fund, we've raised substantial state and local dollars to support travel by private cars. We continue to indirectly, but significantly, subsidize private car use through minimum parking requirements and other mandates on real estate development. We need to invest heavily in shared mobility to fight climate change, make our society more equitable, and lower household costs. We need to find new and creative ways to expand and sustain shared mobility infrastructure and services.

We should:

- Use funds raised from fees or taxes on shared mobility to reinvest in more shared mobility services and infrastructure
- Advocate for flexing capital funds into operational funds to expand shared mobility
- Expand the ways to make parking fees contribute to providing more shared mobility and for parking policies to support shared use and/or converting parking spaces into shared-use infrastructure
- Adjust parking policies and pricing to encourage more use of shared mobility
- Expand the ways to make parking fees contribute to providing more shared mobility
- Adjust parking policies and pricing to encourage more use of shared mobility; actively convert excess car parking spaces to serve shared mobility
- Explore new models for public-private partnerships for shared mobility
- Use the proceeds from new sources of climate-related revenues such as equitable carbon taxes, congestion, and road pricing to expand and support shared mobility and supportive infrastructure
- Expand value capture mechanisms and use the proceeds to also pay for more shared mobility
- Encourage the provision of shared mobility in community benefits agreements
- Increase grant funds and grant programs available for shared mobility
- Encourage the development of insurance products that make shared mobility more affordable
- Encourage state DOTs and MPOs to use available federal flexible funding for shared mobility projects

Create the institutional foundations and processes that help shared mobility become affordable and economically sustainable.

7

We need to advance from experimenting with and piloting shared mobility services and move to scale and replicate the projects that work so that more people can have access to mobility options. We need to move from ad hoc, project-level management teams to systemwide governance and planning structures so we can purposely expand shared mobility and provide more transportation options to move everyone.

We should:

- Streamline permitting, regulations, procurement, and contracting for shared mobility services and shared mobility infrastructure
- Use market supports, including subsidies, to buttress privately operated shared mobility services as needed to enable economic sustainability where they are supporting community needs and serving public policy goals
- Expand the capacity of federal, state, regional, and municipal departments and agencies to fund, staff, plan, evaluate, develop infrastructure for, procure, and guide the operations of shared mobility services, including developing effective public-private partnerships.
- Formalize and standardize digital integration between services and between public and private operators based on what data is needed and how it will be used
- Build and sustain internal resources and capacity in agencies to manage shared mobility and mobility information
- Encourage the creation of shared mobility advisory councils that will create goals and roadmaps for integrated networks of clean, shared mobility at the local, regional, and state levels of government
- Encourage shared mobility plans tied to climate and equity goals and include community social costs and benefits

The Shared Mobility 2030 Action Agenda is a to-do list that is meant to **change,** **evolve** *and* **improve** *while we're on the path to making equitable, clean, shared mobility more convenient, more practical, more available, more accessible and more affordable than owning or driving a car.*

Learn more and join the Action Network:
sharedmobility2030.org