Evolution in Multi-Modal Transportation
Who We Are
Trends
The Building Blocks
Who we are

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

Convene the public and private sectors through workshops and Annual Summit

Applied Research

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

Ongoing Research

• Business Models for New Mobility
• Transportation on hospital campuses
• Case Studies, White Papers, Webinars
Trends: Set the Stage for Sustainability

We love our phones

Growing Density in Urban Areas

Ubiquitous Connectivity

Aging Boomers - fastest growing demographic

Siri and Alexa are our friends and helpers!

Changing Work and Travel Preferences

Healthy Lifestyle: Growth of Active Transportation
Technology changing mobility

Shift from the vehicle ownership

95%

5%

to vehicle "usership"

24Rent

CAR2GO

tziip

Google

Kutsuplus

lyft

SHARED-USE MOBILITY CENTER
Regions and Transit Agencies becoming Mobility Conveners And Brokers

Offering a suite of options while ensuring that the benefits are widely shared
Big Investment: Convergence of Automotive, Tech and Shared Mobility
Bikesharing: Electric, docked, and dockless plus scooter sharing
Autonomous Shuttles and Buses

- **EasyMile EZ10**
  - Example Pilot: Bishop Ranch Office Park

- **Navya ARMA**
  - Example Pilot: M city, University of Michigan

- **Auro**
  - Example Pilot: Santa Clara University

[Image of vehicles and mobility center logo]
Sacramento’s $44 Million Plan to become U.S. Electric Car Capital
Microtransit pilots, specialized on-demand service, paratransit, first/last mile
Multi-Modal – Mobility as a Service

What if all transportation was converged... ...and tailored to your need as monthly packages?
The Building Blocks
LAND USE: 
Making the public right of way work for all

126 People move through this roadway during each light cycle. 80 in transit.

235 People on a road with transit-only lanes move through this roadway during each light cycle. 204 in transit.
Leveraging real estate assets: Mobility Hubs
Transitioning Infrastructure

Active transportation oriented infrastructure
LAW: What are the problems that we might need a law for?

- Safety
- Congestion
- Land Use
- Pollution
- Access/Mobility
- Equity
- Standardization
- Liability/Insurance
- Privacy/Cybersecurity
FEDERALISM
Who regulates what?

FEDERAL
- National safety standards for vehicle design and performance
- Vehicle design and safety
- Insurance minimums for trucks

STATE
- Driver licensing CDL implementation, training and vehicle registration
- Liability and insurance
- Law enforcement

LOCAL
- Localized issues: street by street congestion
- Prioritizing walking, biking, transit
- Discouraging VMT, e.g., zombie cars
- Shifting freight to off-peak hours, designated roads
Thank You