

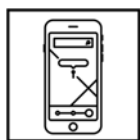
INTEGRATING SHARED MOBILITY INTO MULTIMODAL TRANSPORTATION PLANNING

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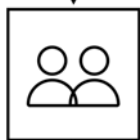
The FHWA Office of Planning published a white paper examining how and why to include shared mobility in regional multimodal transportation planning. The white paper provides a framework for conceptualizing shared mobility as part of the regional transportation planning process, describes opportunities and challenges associated with shared mobility planning and examples of how metropolitan planning organizations (MPOs), local governments, transit agencies, and others are integrating shared mobility into their work.

Shared mobility services are becoming common and important modes of travel in many cities — they are changing travel behavior in ways that present both opportunities and challenges to accomplishing regional planning goals, but have not yet become a regular part of the regional transportation planning process.

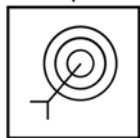
Why should shared mobility be part of the planning process?



Shared Mobility is an increasingly popular mode of travel



User behavior is changing in response to new services



Transportation Planning Goals may be easier or harder to achieve as a result



Metropolitan Transportation Planning needs to account for shared mobility to accomplish regional goals

Planning Issues Related to Shared Mobility:

- Ensuring a safe transportation system
- Enhanced mobility for persons without a vehicle
- Equitable access to shared mobility services
- First/last mile connections and expanded access to public transportation
- Impacts on congestion
- Air pollution and greenhouse gas emissions
- Sustainable urban density and land use
- Implications for public infrastructure revenue models

MPOs, states, local governments, and transit agencies are beginning to integrate shared mobility into multimodal planning through plans, partnerships, and policies.

Emerging Shared Mobility Planning Practices & Strategies

Data Access and Sharing	Negotiating access to shared mobility usage data Involving third-parties to coordinate data sharing Including data sharing provisions in partnerships and regulatory agreements
Regulating Use of Public Infrastructure	Establishing guidelines for use of the public right of way Regulation of pick-up/drop-off zones for ridesourcing/TNCs
Strategic Planning	Scenario planning and visioning to grapple with uncertainty Shared mobility planning programs
Operational Partnerships	Partnerships to enhance public transportation service Partnerships to enhance ridesourcing, carpooling, or vanpooling services Policies for public agency promotion of shared mobility services
Public Shared Mobility Services	Public microtransit pilot projects Public ridesourcing/TNCs to complement or optimize transit
Integrating Shared Mobility into Modeling and Forecasting	Incorporating shared mobility in travel surveys Collecting data continuously Using off-model approaches to estimating shared mobility impacts
Technical Assistance to Member Local Communities	Developing model templates for regulations and agreements MPOs as forums for convening local governments and transportation agencies Connecting shared mobility to land use planning

White paper describes emerging practices and strategies from thirteen metro areas.

