

Between Public and Private Mobility: Implications for Travel Behavior

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Overview

- Some key study observations
- Equity and access
- Opportunities
- What does the future hold?
- Acknowledgements



Key Observations

- Shared services are not new (e.g., carpooling)
- Information technology enables matching, information and payment exchange, and scale in sharing economy
 - Can increase safety for drivers and passengers
- Ecosystem of services is evolving rapidly
 - Blurring lines (e.g., ridesharing and TNCs)
 - New entrants
 - Notable investment



Key Observations (cont'd)

- Impacts of emerging services are uncertain
 - Already transformative for a few, could be transformative for many
 - Carsharing and bikesharing: experience suggests reduced auto ownership, travel, and emissions
- Continued expansion of services has potentially important implications for location preferences of households and firms, travel patterns, and public transit use in future



Over The Long Run...

- Could change the nature of mobility, which could ultimately increase or decrease overall vehicle travel
 - Increase
 - Shifting walk and public transit trips to TNCs
 - Sharing more rides and filling empty seats (potential for collectively greater impacts)
 - Energy efficiency
 - Decrease
 - Allowing people to purchase transportation by the trip rather than buying vehicles
 - VMT and GHGs



A Key Behavioral Question

- If consumers increase use of mobility services, will they become more accustomed to considering the marginal costs of each trip, possibly making fewer discretionary trips and owning fewer vehicles or could this lead to more travel and sprawl?



Equity and Access

- Increasingly central role of smartphone apps means a growing income and digital divide
 - ~8% of U.S. household lack bank accounts
 - 36% of Americans currently do not own smartphones
- Diverging views on accessibility quality associated with emerging services
- Taxis sometimes better equipped to serve disabled, older, and low-income travelers (e.g., wheelchairs and without bank accounts)



Opportunities

- Opportunities for new services and players
 - Paratransit,
 - Suburbs,
 - Rural areas,
 - First-mile and last-mile to public transit
- Potential to leverage new strengths and features of services (e.g., lower costs through shared rides)
- Partnership opportunities need to be explored between public and private sectors



Opportunities (cont'd)

- Data and research understanding key to future policy development, evaluation, and evolution
- New methodologies needed for incorporating shared and automated services into transportation planning
- Information clearinghouse recommended to capture and disseminate data for use in travel behavior research



What Does the Future Hold?

- How might auto ownership and use change with growing suite of shared services?
- How might services impact land use, location decisions, and public transit use?
- How will automated vehicle technologies impact mobility and shared services?
- How do we ensure equity and access?
- What types of policies can maximize social and environmental benefits in the future?



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