



*ITE SoCal*

# Equity Within New Mobility Services

1. Mobility Hub Suitability Tool
2. Dr. Shaheen's STEPS

FEHR & PEERS









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# Equity

- “Making Invisible Users Visible”
- Asking People what they Need
- Building Trust

# New Mobility

Access		 Personal	 Shared	Apps
Mode				
	Car	Private car	Carpool/Ridesharing, Taxi and Carsharing	<u>Ridesourcing</u>
	Bus/Rail	Para-transit	Public transit	<u>Microtransit,</u> <u>MaaS</u>
	Motorcycle	Private motorcycle		<u>Ridesourcing</u>
	Bicycle	Private bicycle	<u>Bikesharing, Pedicabs</u>	<u>Micromobility</u>
	Scooter	Private scooter		Scooter sharing
	Walk			

Source: SAE International Taxonomy, 2018.

Notes:

1. "MaaS" = Mobility as a Service.

2. "Ridesourcing" examples include Uber and Lyft.





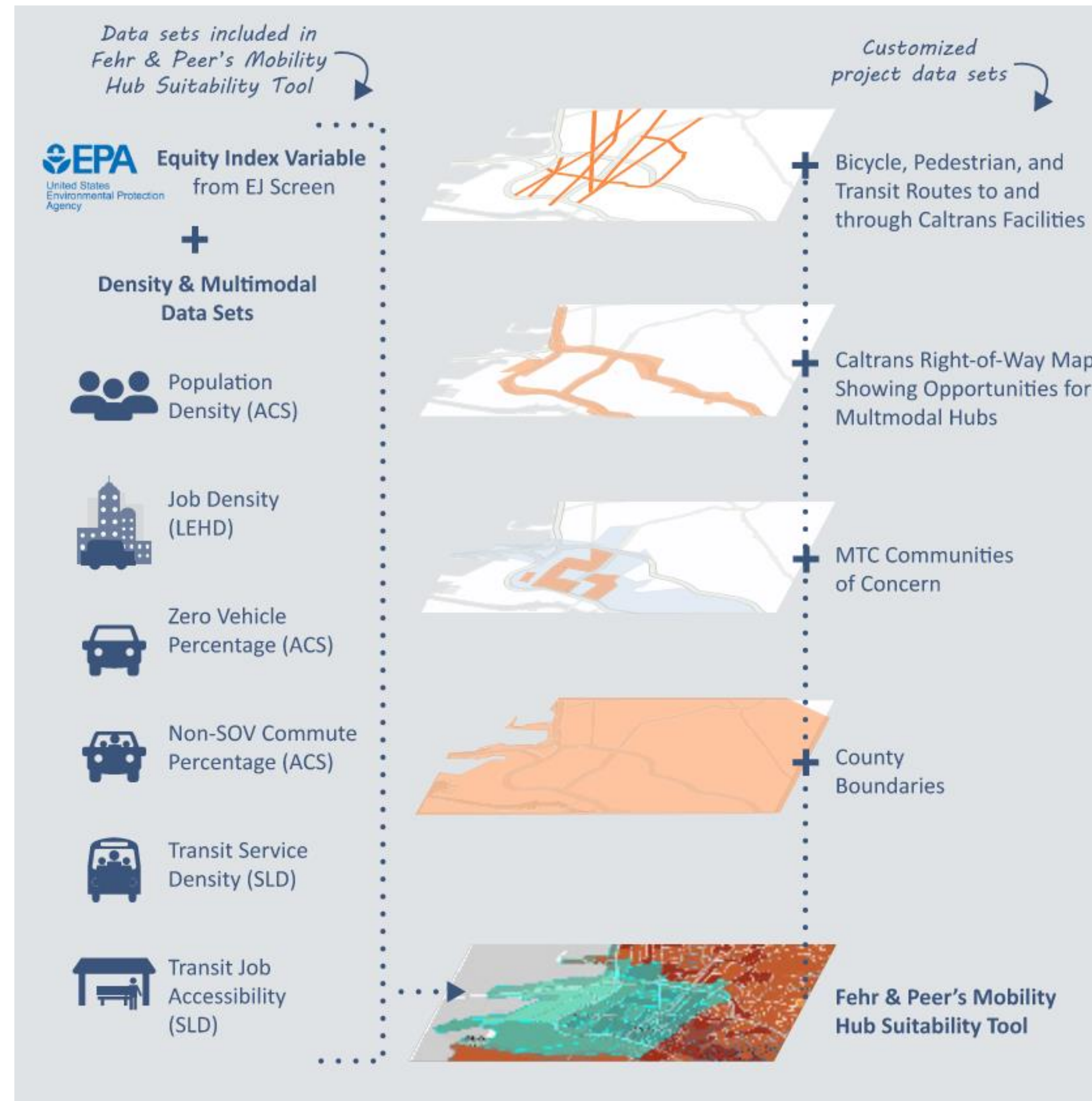
# Mobility Hubs

# Virtual Mobility Hub





# Mobility Hub Suitability Tool







# POLICY BRIDGES

Dr. Shaheen, S. (2017) “Travel Behavior: Shared Mobility & Transportation Equity.”

1. **S**patial

2. **T**emporal

3. **E**conomic

4. **P**hysiological

5. **S**ocial



# SPATIAL GAPS

1. Require/Incentivize shared mobility operators to locate services in neighborhoods with network gaps.
2. Risk sharing (\$) partnerships.







# TEMPORAL GAPS

1. Require/Incentivize shared mobility operators to operate 24/7.
2. Expand HOV concept to surface streets for approved pooled MaaS during peak hours.



# ECONOMIC BARRIERS

1. Reduce fees/taxes for MaaS low-income users (or subsidize)
2. Switch to universal, account-based transit fare payment system.







# MARKETING & OUTREACH

1. Adopt performance-based community engagement metrics that allow for flexibility.