



# ROLE OF RESEARCH IN SHARED MOBILITY AND PUBLIC POLICY

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# OVERVIEW

Role of government in carsharing

Role of research

- Past
- Present
- Future

Advancing Carsharing Research and Policy

- Defining government's role in sharing economy
- Shared mobility as key component of policy and planning
- Balancing data sharing with data privacy
- Developing metrics and models to measure impacts
- Addressing accessibility

# ROLE OF GOVN'T

Insurance

Parking (Rights-of-Way)

Policy + Planning

Taxation

Multi-Modal Integration



# ROLE OF RESEARCH: EARLY YEARS

1. Fund field tests + pilot programs
2. Test + demonstrate viability of innovative services + behavioral adoption
3. Document impacts of emerging modes



CarLink, Dublin–Pleasanton BART station, January

# ROLE OF RESEARCH: TODAY

1. Track trends + developments in shared mobility
2. Conduct before and after analyses of social + envt'l impacts to inform policy
3. Understand longitudinal trends

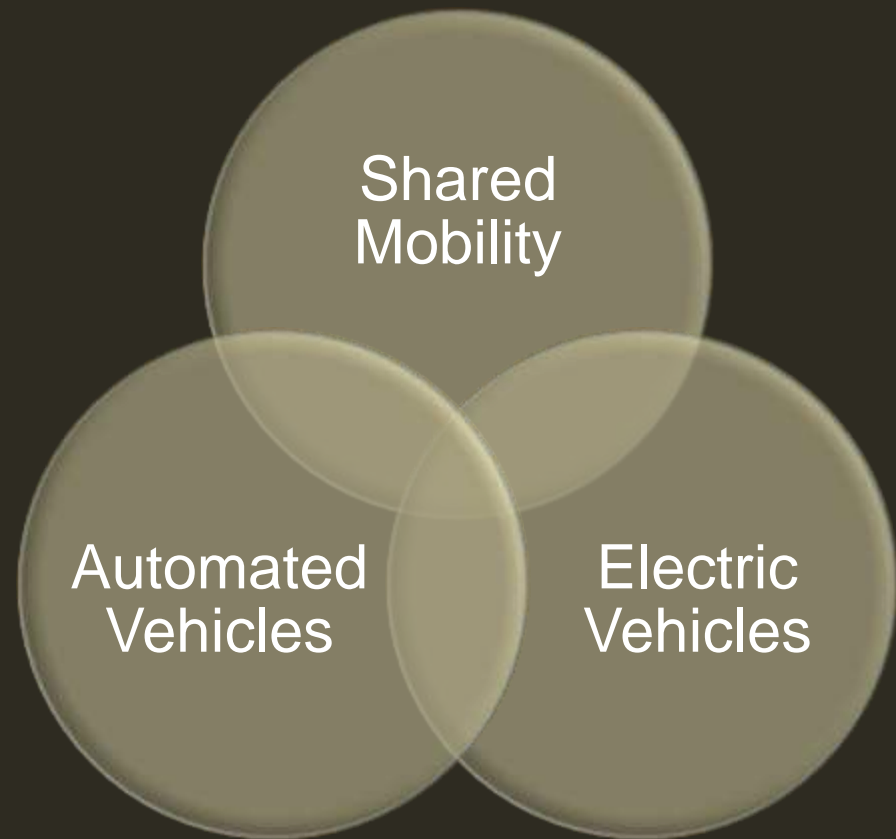


# ROLE OF RESEARCH: TOMORROW

1. Understand impacts of emerging technologies on carsharing
2. Collect data to inform transportation policy, planning + modeling
3. Understand longitudinal trends + city/reg'l impacts (smart cities approach)



# CONFLUENCE OF TRENDS



Shaheen, 2015



# ADVANCING CARSHARING RESEARCH AND POLICY

# REDEFINING GOVERNMENT'S ROLE IN SHARING ECONOMY

1. Consider federal policy, state, and local guidance and funding (e.g., model legislation; best practices; fairness issues; loans, grants, and lines of credit; etc.)
2. Lead discussions around performance metrics and model development
3. Engage FTA, public transit agencies, state/local state and local stakeholder



# SHARED MOBILITY AS KEY COMPONENT OF PLANNING AND POLICY

1. Develop best practices for developer and zoning regulations + access to public rights-of-way

## Portland:

Developers can buy down half of their parking requirement by providing extra bicycle/motorcycle parking or spaces for car- or bikesharing services. At city's discretion, developers can bypass the minimum where providing parking might negatively impact neighborhood

## San Francisco:

San Francisco Municipal Transportation Agency (SFMTA) carsharing parking policy permitting on-street parking

2. Integrate shared mobility into local planning models, plans, and processes (incorporate agreed upon metrics and data)

# BALANCING DATA SHARING WITH PRIVACY

1. Develop policy to collect aggregated data to monitor and evolve policy (e.g., state, national level or both)
2. Consider “opt-in” incentives to encourage consumer data sharing



# DEVELOPING MODELS & METRICS TO MEASURE IMPACTS

1. Use apps & telematics to collect data with user “opt-in” (e.g., vehicle use and revenue)
2. Update national travel surveys to include carsharing, roundtrip, and one-way travel behaviors
3. Incorporate carsharing into activity-based and transportation/land-use models
4. Include carsharing in GDP and labor statistics
5. Model travel behaviors and impacts of carsharing service models, pricing, etc.

# ADDRESSING ACCESSIBILITY

1. Explore accessibility issues with local governments and stakeholders, public transit authorities, FTA, and APTA
2. Explore policies to mainstream services to more diverse populations (e.g., incentives, tax credits, pilot programs, discounts, etc.)
3. Consider developing model policy guidance
4. Develop strategies that address digital and income divide



# ACKNOWLEDGEMENTS

- Federal Highway Administration
- California Department of Transportation
- Mineta Transportation Institute, San Jose State University
- Adam Cohen and Nelson Chan, TSRC, UC Berkeley
- Special thanks to worldwide shared mobility operators, experts, CarSharing Association, and other industry partners and associations that make our research possible



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