

# INNOVATION IN MOBILITY PUBLIC POLICY SUMMIT



**A Summit on Shared-Use Mobility — June 10-11, 2014**

Sponsored by the Association for Commuter Transportation, Transportation Sustainability Research Center, Mobility Lab, Transit Center and Shared-Use Mobility Center



Mobility Lab

# Bike Sharing



Hubway



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# Car Sharing



# Car Sharing



# Car Sharing



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# Ride Sharing?



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# Ride Sharing?



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# Ride Sharing?



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# Ride Sharing?



Federal TDM funds (CMAQ) cite “ride sharing” aka carpool / vanpool



# Ride Sharing?



# Ride Sharing?



To be continued...

\$18 Billion?



# Transit



*The Atlantic* **CITIES** PLACE MATTERS  
MONDAY OCTOBER 21, 2013 [FULL WEBSITE »](#)

**THE BIG FIX**  
**How Utah Turned Its Unpopular Public Transit System Into a Hit**  
ERIC JAFFE 9:57 AM ET COMMENTS

It wasn't always the case that Utah was in a hurry to build public transit. In 1992, voters rejected a tax measure that would have funded a light rail line in Salt Lake Valley. In 1997, at the groundbreaking for what would become the successful TRAX system, protestors held up signs that read: "Light Rail Kills Children." Not exactly a warm welcome.

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**Data Sharing**

***Bike Sharing***

***Car Sharing***



***Transit***

***Ride Sharing***

***Infrastructure***

Mobility Lab

# Data Sharing

## Mode Specific

- Transit/GTFS?
- Car Share
- Bike Share

## Inform Policy

- Health
- Business Data
- Weather
- Cost
- Geo-specific

## System Access

- Payment

## Uniform Metrics

- Mode
- Transportation Planning



# TDM



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