Statewide Integrated Mobility Initiative

Project Overview
September 2018

Integrated and Shared Mobility

- Shared use of a vehicle or other mode

- Often enabled by technology

- Provides access on an "as needed" basis

- Examples:
  - Technology-enabled shuttle services (microtransit)
  - On-demand ride services (TNCs)
 - Bikesharing
  - Carsharing
  - Scooter-sharing

Image Credit: Shared Use Mobility Center

Background

- Rapidly widening mobility ecosystem – gaining attention of national organizations (FTA, APTA)

- National and statewide trend of declining ridership – multiple factors at play

- Virginia focus on performance – effectiveness and efficiency of service

Background

Virginia and National Ridership Trend
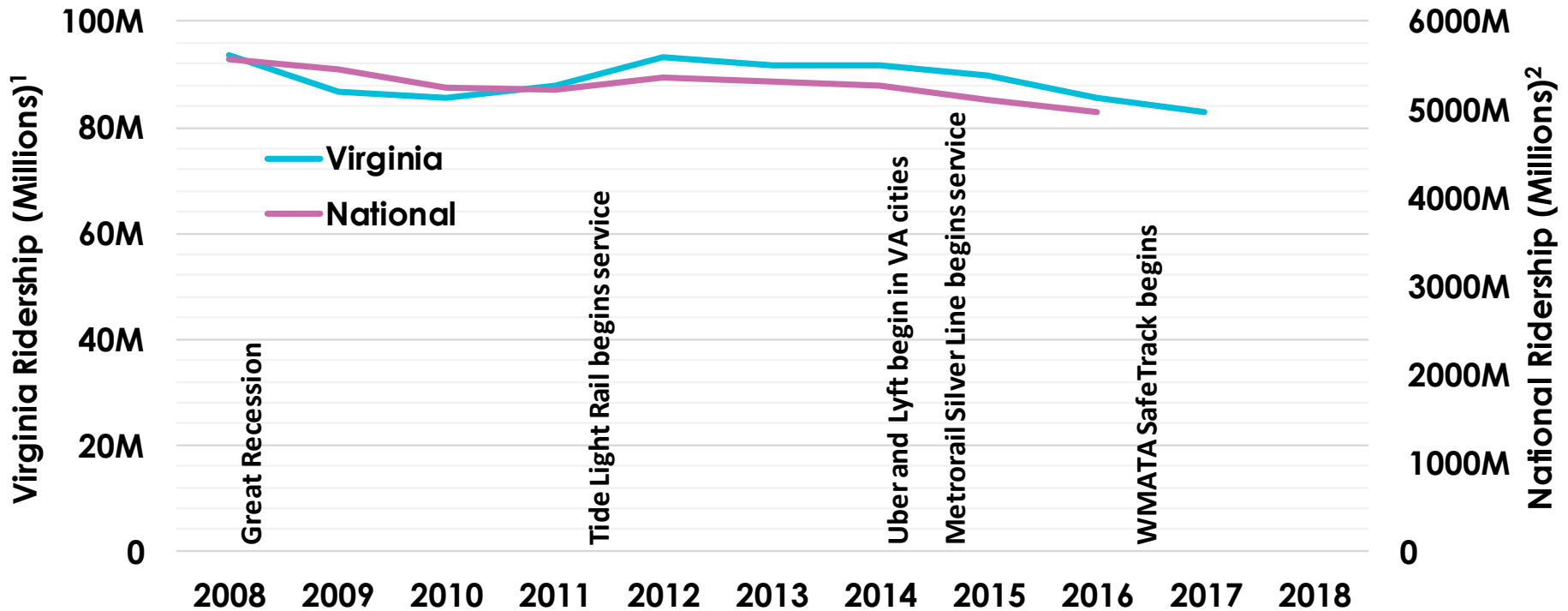
Notes:
[1]Virginia ridership for 21 stakeholder grantees of Statewide Integrated Mobility Initiative (fixed-route, light rail, and commuter rail modes)
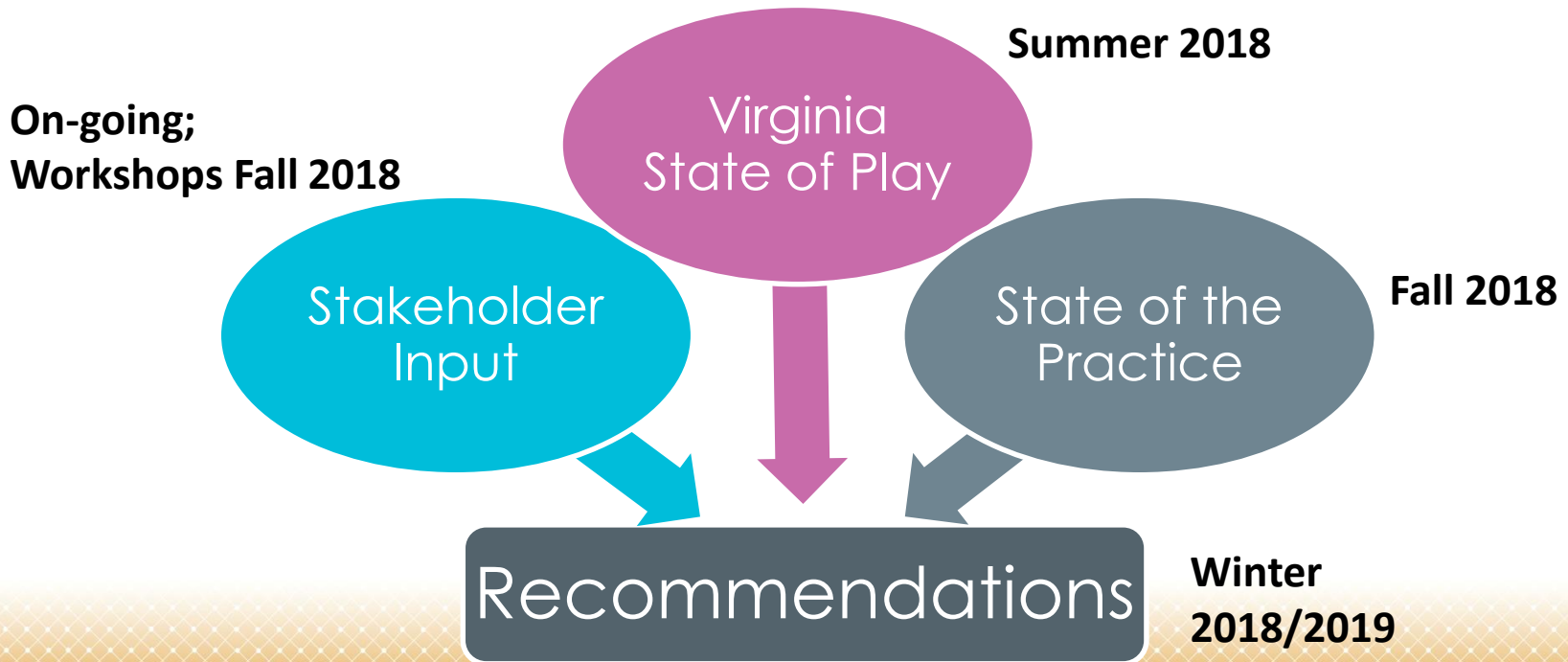[3]National bus ridership from National Transit Database

Purpose and Objectives

- Identify what is happening in Virginia, the U.S., and internationally with transit and shared mobility integrations

- Document current and planned technology deployments of Virginia transit agencies

- Develop recommendations for DRPT and its grantees for what needs to be done in light of the changing mobility industry – roles, projects, investment needs

Project Scope

- 9-month schedule, supported by Kimley-Horn and IBI Group
- Outreach to grantees, industry, and interested organizations

Summer 2018

**On-going;
Workshops Fall 2018**

Virginia
State of Play

Stakeholder
Input

State of the
Practice

Fall 2018

Recommendations

**Winter
2018/2019**

Stakeholder Survey

- Survey of 20+ stakeholders and webinars to establish Virginia state of play

- Focus areas
  - Agency service characteristics
  - Interest and support in shared mobility services
  - Role of DRPT
  - Shared mobility and the future of transit
  - Technology, data, and business intelligence

Survey Participants

- Arlington County
- Bay Transit
- Blacksburg Transit
- City of Charlottesville
- City of Winchester
- Central Shenandoah PDC - BRITE Transit
- DASH
- DRPT
- Dulles Area Transportation Association (DATA)
- Fairfax County DOT
- GRTC
- Hampton Roads Transit

- Harrisonburg Department of Public Transportation
- Loudoun County
- Middle Peninsula Planning District Commission
- Northern Neck PDC
- OmniRide (PRTC)
- Petersburg Area Transit
- Radford Transit
- RideFinders
- Valley Metro - Roanoke
- WATA
- WMATA

There is clear perception of a problem with ridership trends and the effectiveness of traditional transit services in certain areas


My agency is aware of recent ridership trends and the underlying causes of these trends.
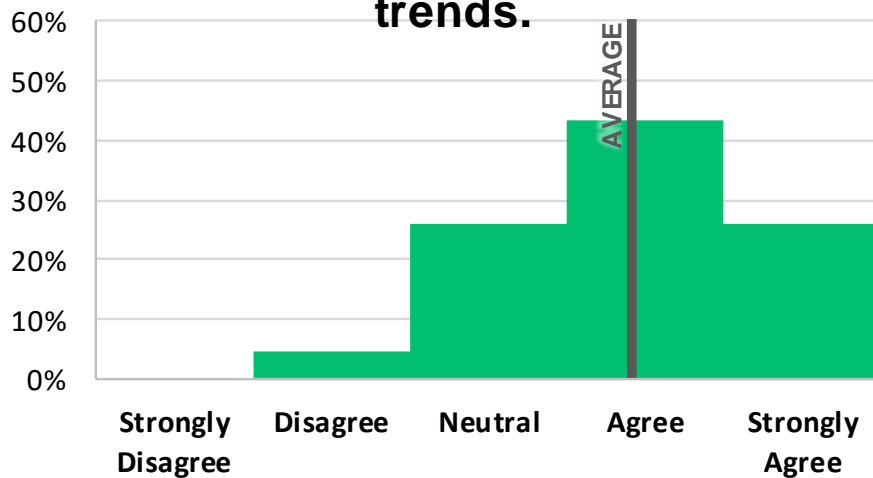
My community has underserved areas that are not well-suited to traditional transit service.
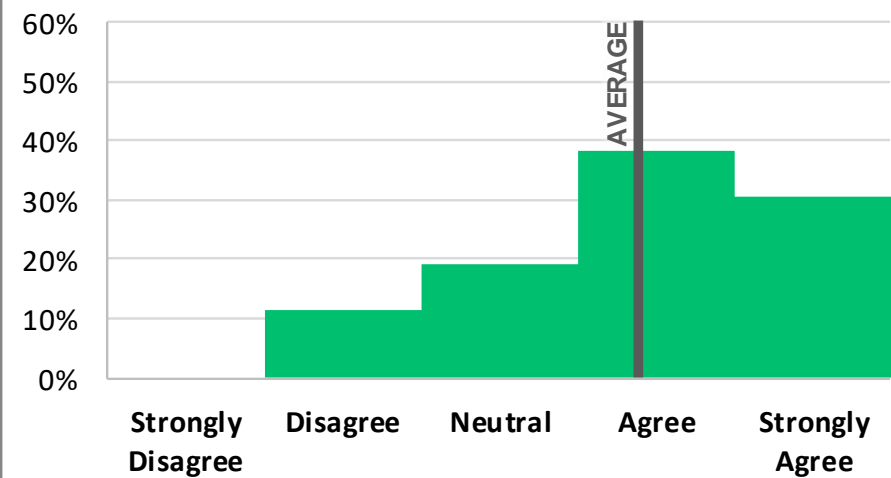
Shared mobility services are seen more as an opportunity rather than a threat to public transit service in Virginia

Please indicate how you view shared mobility impacting public transit service in your community.
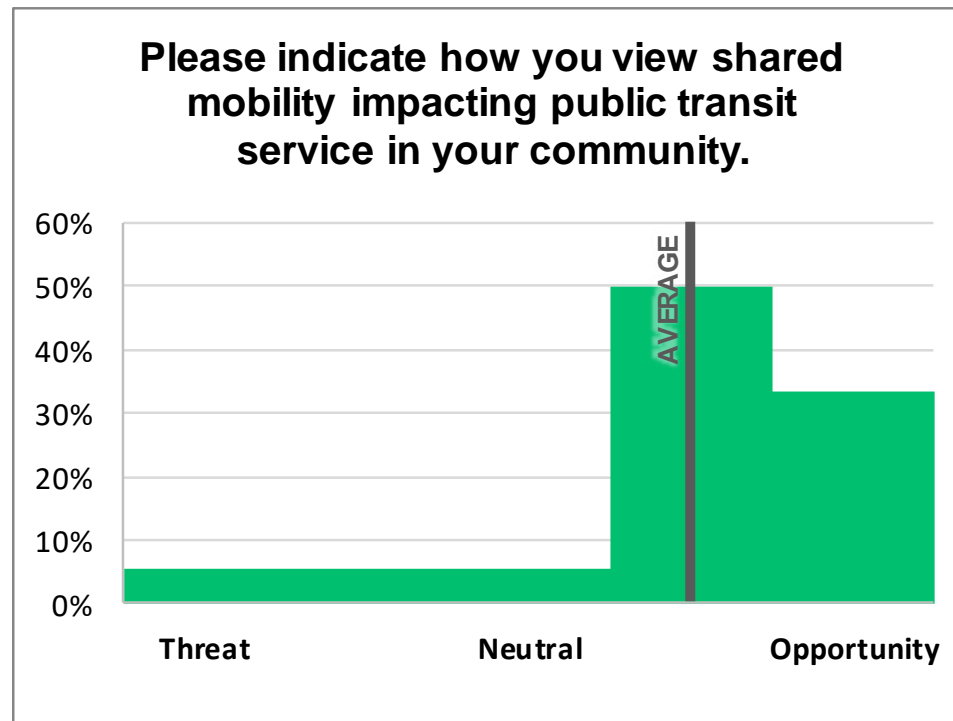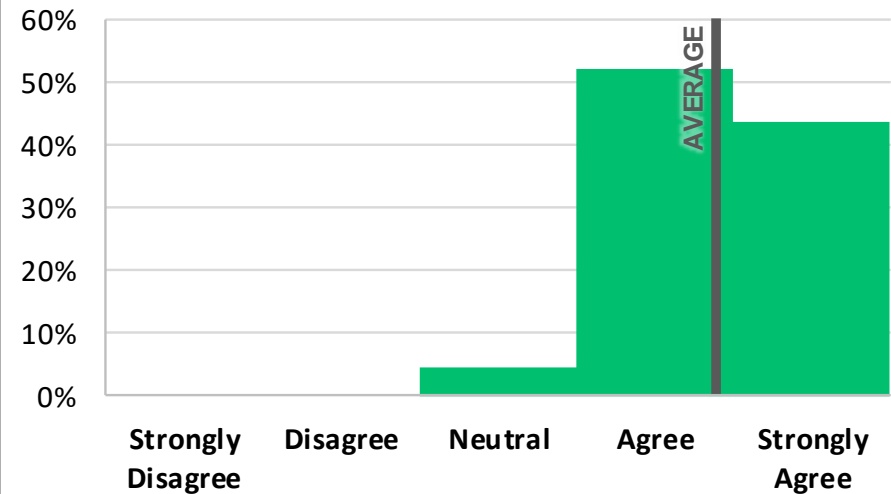
# There is a collective view that transit will change in the future

I see shared mobility services as changing the way we provide transit service in the future.
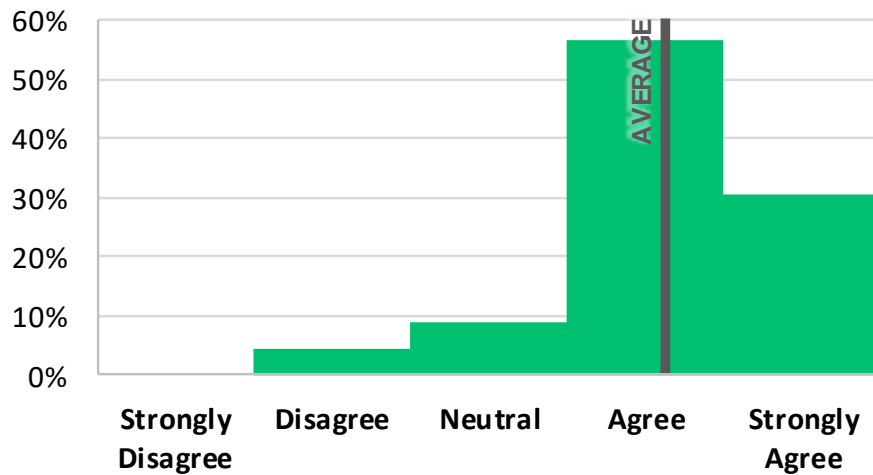
I see shared mobility services as changing what technology is needed on transit vehicles in the future.

There is a mix of agency interest, readiness, and executive support for partnering with shared mobility providers

My agency would be interested in partnering with the private sector on shared mobility solutions.
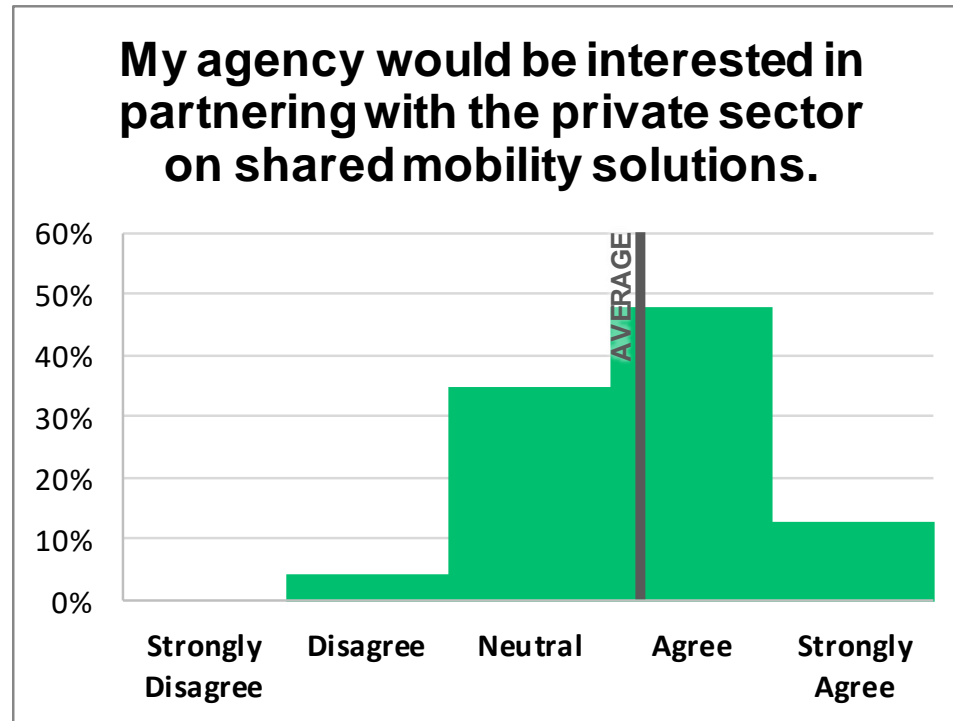
There is a desire for DRPT to provide guidance and support

1. Expand programmatic framework to include more opportunities for pilots and testing new approaches (e.g., mobility sandbox)

2. Facilitate the sharing of technology innovation across agencies

3. Offer workshops and best practice guides on critical topics like integrated mobility and procurement methods

Agencies face challenges with processing, analyzing, and using data from existing technology deployments

My agency has challenges with staff resources or time to compile and analyze data.
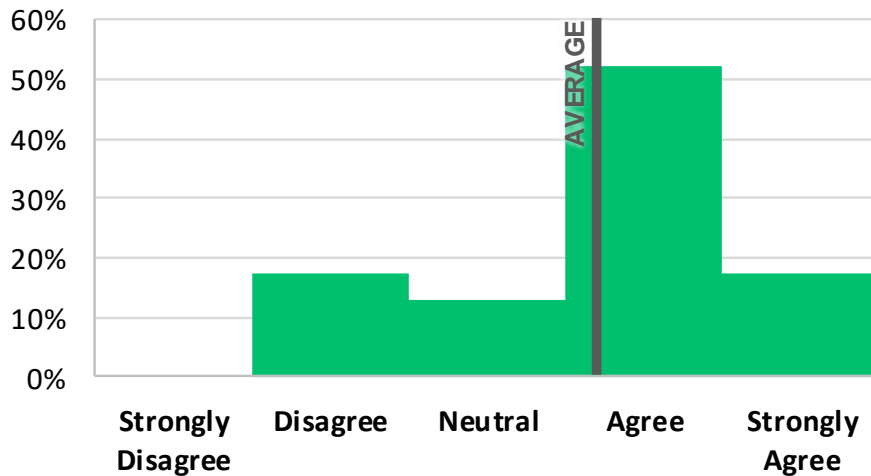
My agency's use of data is primarily for compliance reporting.
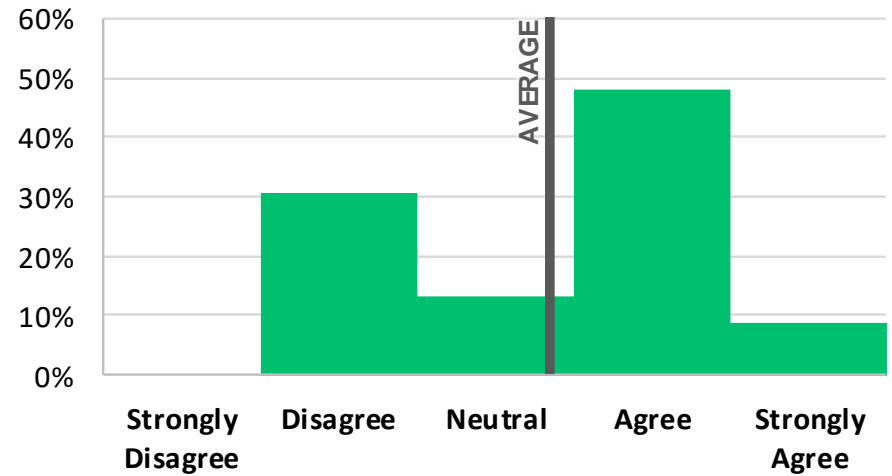
# Stakeholder Webinars

- Survey results were presented to stakeholders
- Topics of interest from open discussion
  - Procurement assistance
  - Grant funding for pilot projects
  - State contracts for technology and contract riders
  - Liability and ADA concerns with TNCs
  - Receiving ridership credit for trips served with shared mobility partnerships
  - Measuring performance and success of pilots

Active Work in Virginia

- Traditional demand response is viewed as the extent of shared mobility services in many communities

- Several transit agencies are beginning to explore alternative transit services or partnerships

Note: Shared mobility services as of September 2018; TNC service availability varies based on supply of drivers.
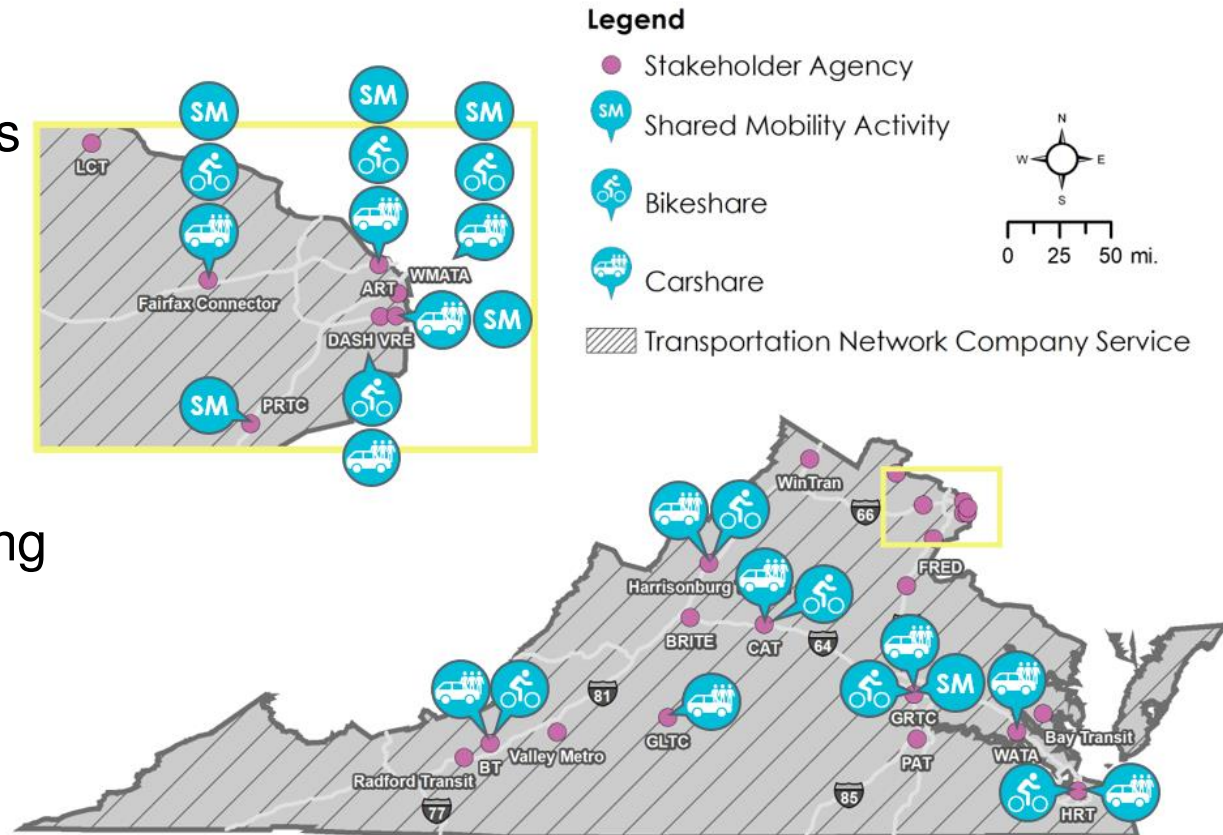
Active Work in Virginia

- GRTC CARE Program (Paratransit) – Partnerships with UZURV and Roundtrip
  - On-demand/reservation companies which coordinate with private vehicle operators
  - Customer eligibility requirements
  - Customer provides $6 co-pay and GRTC subsidizes up to $15

- PRTC
  - Completed Mobility On-Demand Healthcare Access Feasibility Study
  - Funding for on-demand shuttles between neighborhoods and park and ride lots
  - Funding for flexible vanpool program

Active Work in Virginia

- Arlington County/MWCOG
  - Looking at a flex service concept for lower density neighborhoods
  - Defining parameters, zones, and standards of success

- Fairfax County
  - Alternative transit study will be looking at a range of flexible, alternative transportation services including autonomous vehicles

- Virginia Railway Express
  - Updating VRE Mobile to include links to Lyft, Car2Go, Zipcar, and Capital Bikeshare

Virginia State of Play Summary

- Several transit agencies are beginning to explore alternative transit services or partnerships

- Uncertainty in the future

- Encouraged by the Virginia response and interest

- Operations and business change will occur

- Multimodal & TNC services are going to stay

- Agencies are ready for pilots and funding opportunities

State of the Practice

- On-going scan of domestic and international examples

- Identifying trends in transit technology – enabling shared mobility services and integrations

- Focus areas
  - Mobility delivery models and mechanisms
  - Partners
  - Stakeholders
  - Technology
  - Data sharing

Next Steps

1. Complete domestic and international state of the practice

2. Three statewide workshops scheduled later this year

3. Develop recommendations

Contact Information

Tiffany Dubinsky, AICP | Statewide Transit Planner

Virginia Department of Rail and Public Transportation

tiffany.dubinsky@drpt.virginia.gov

804-786-6792