



Virginia Department of Rail and Public Transportation

Integrated Mobility Study

CTB Innovation and Technology Committee

September 17, 2018

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Transportation

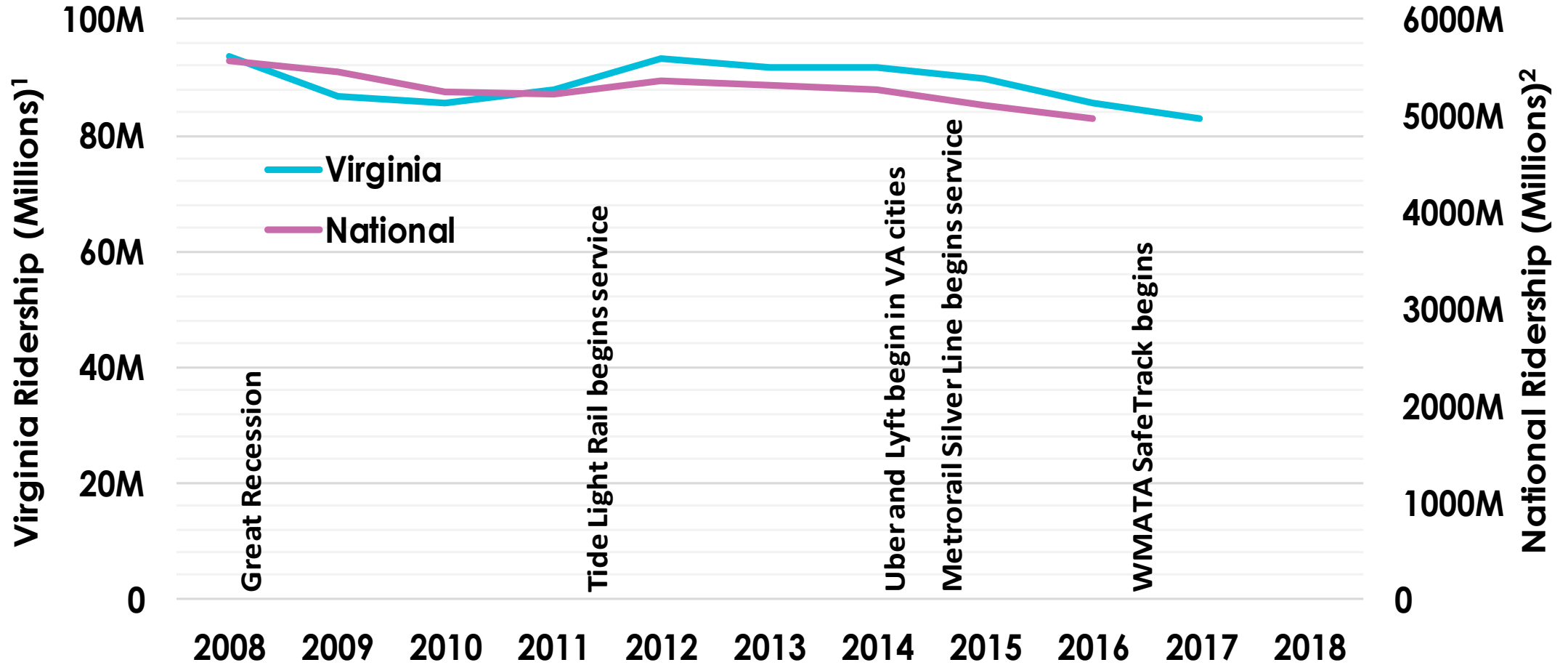
Integrated and Shared Mobility

- 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

Virginia and National Ridership Trend

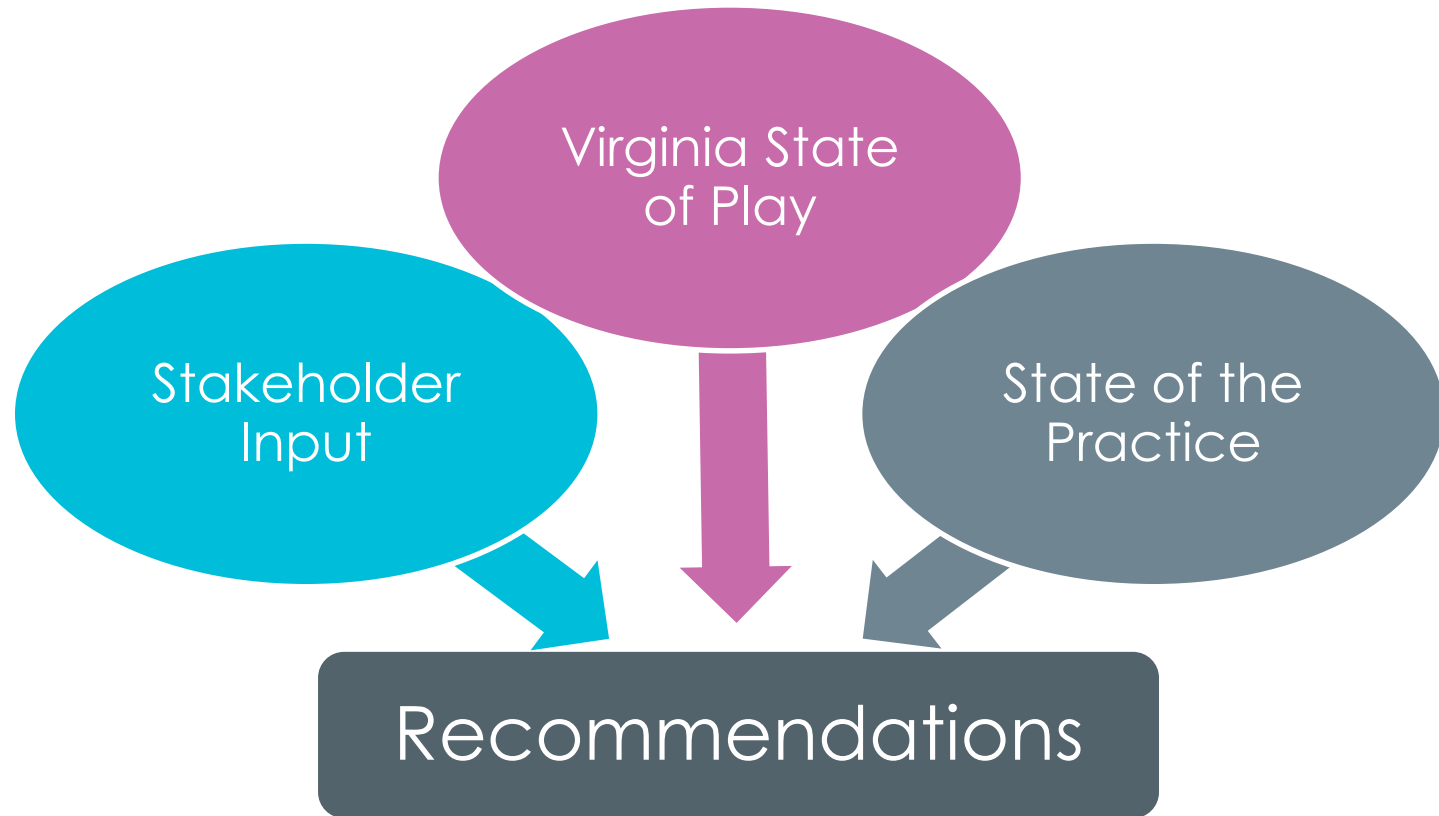


Notes:

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

Project Scope



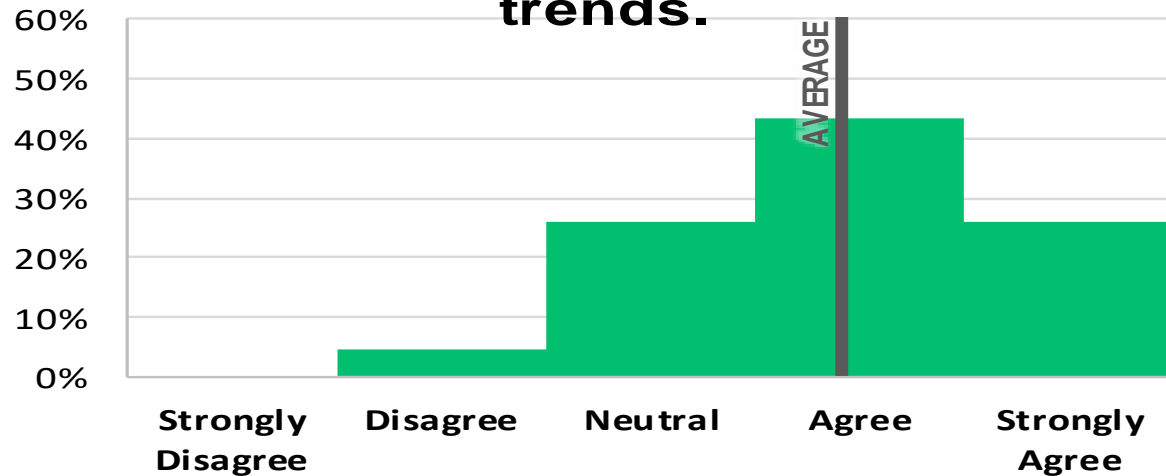
Stakeholder Survey

- 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

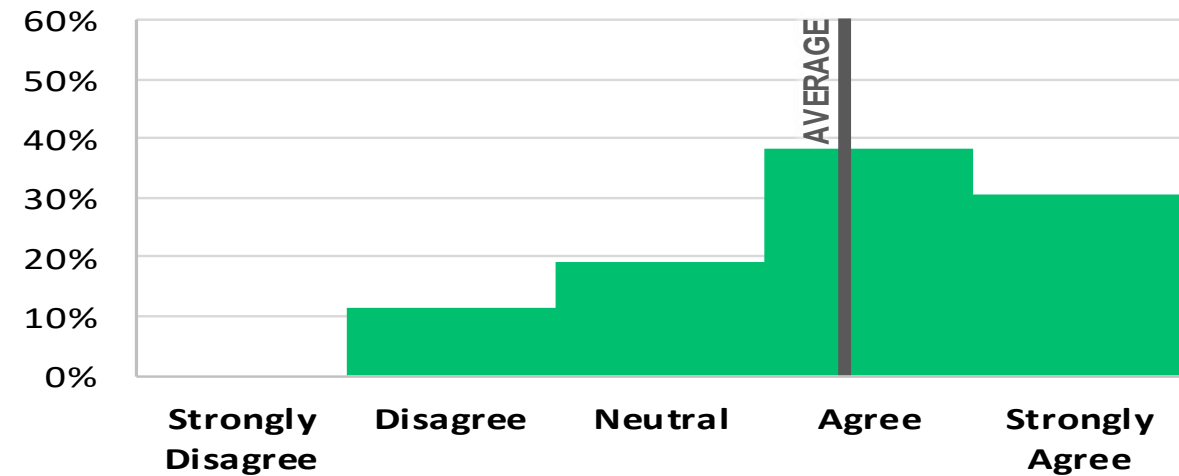


There is clear perception of a problem with ridership trends and the effectiveness of traditional transit services in certain areas

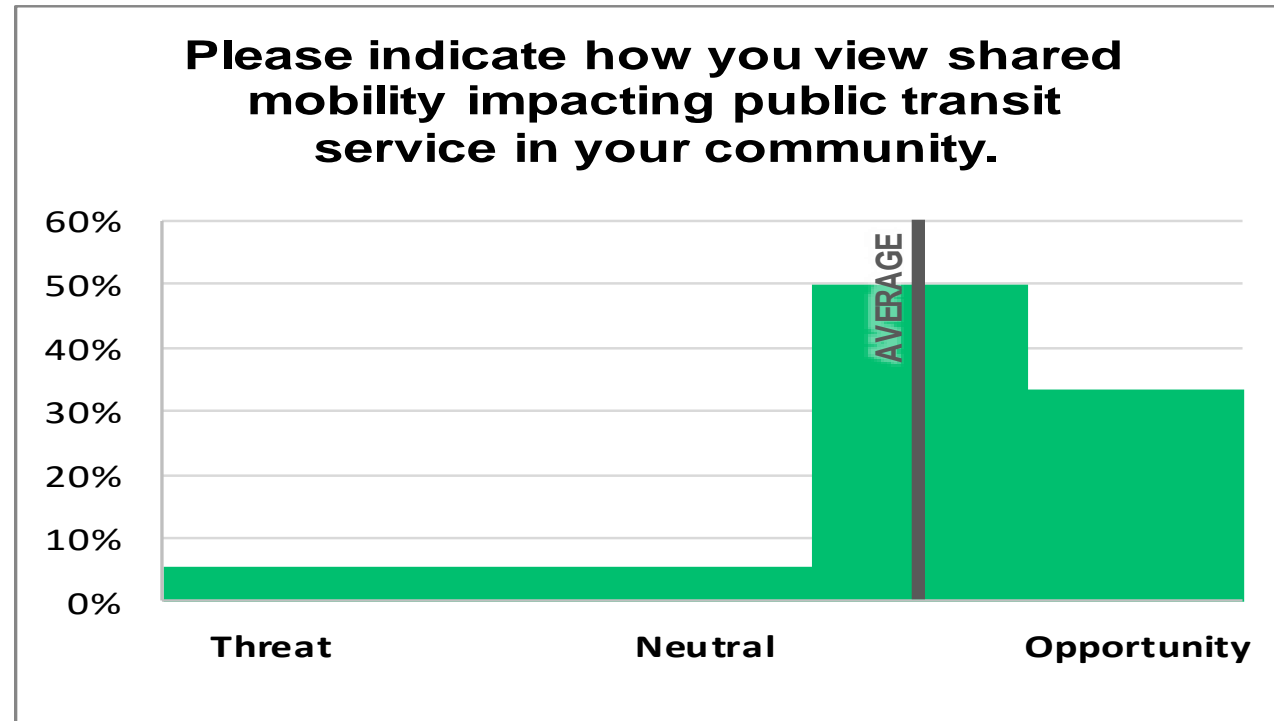
My agency is aware of recent ridership trends and the underlying causes of these trends.



My community has underserved areas that are not well-suited to traditional transit service.

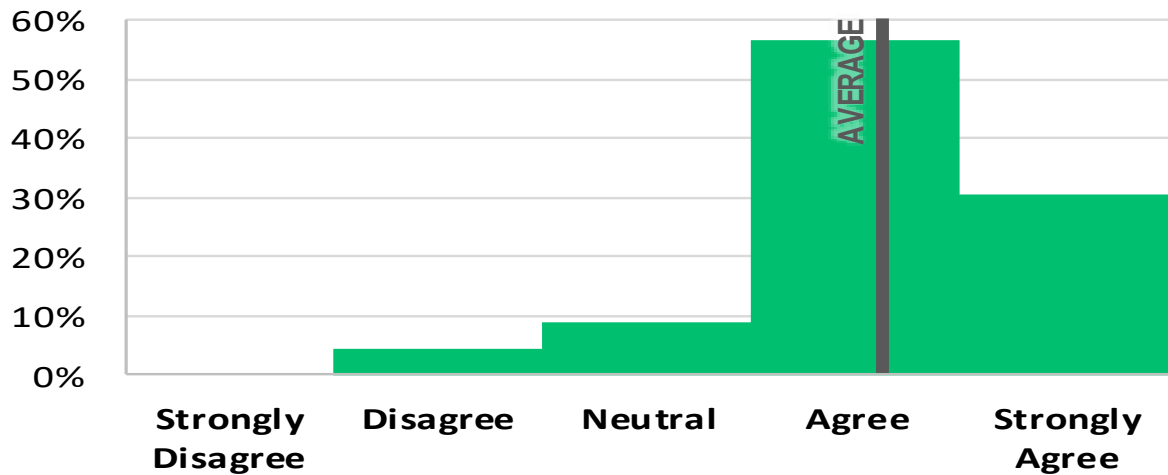


Shared mobility services are seen more as an opportunity rather than a threat to public transit service in Virginia

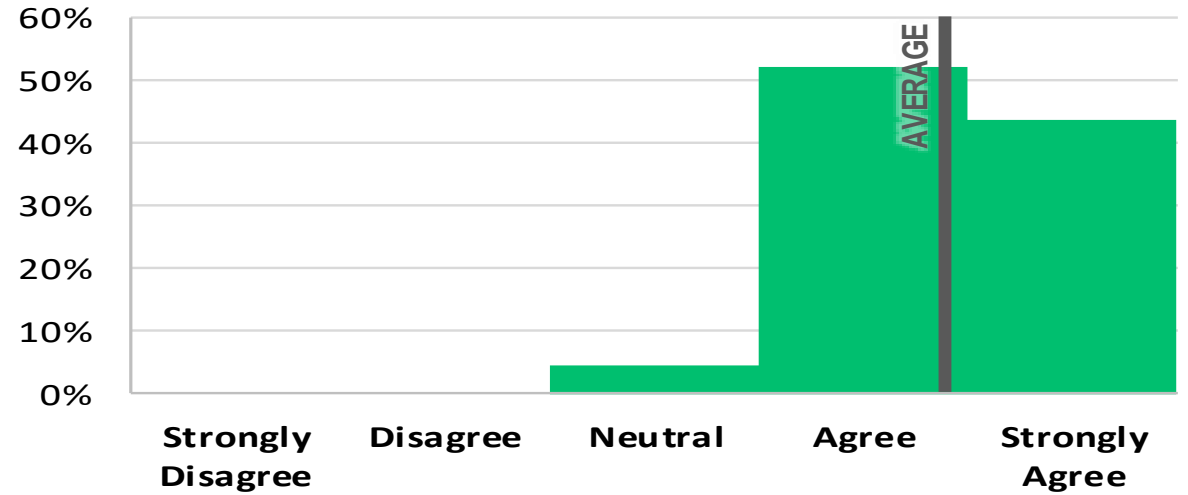


There is a collective view that transit will change in the future.

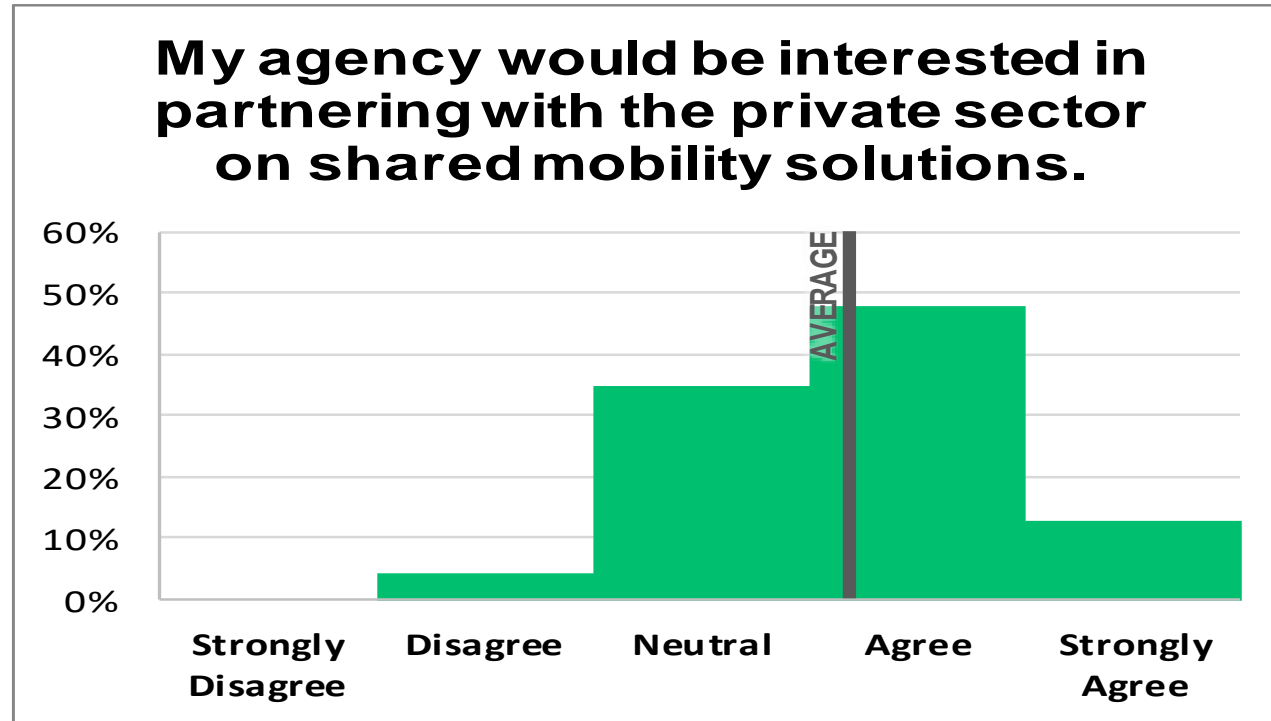
I see shared mobility services as changing the way we provide transit service in the future.



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

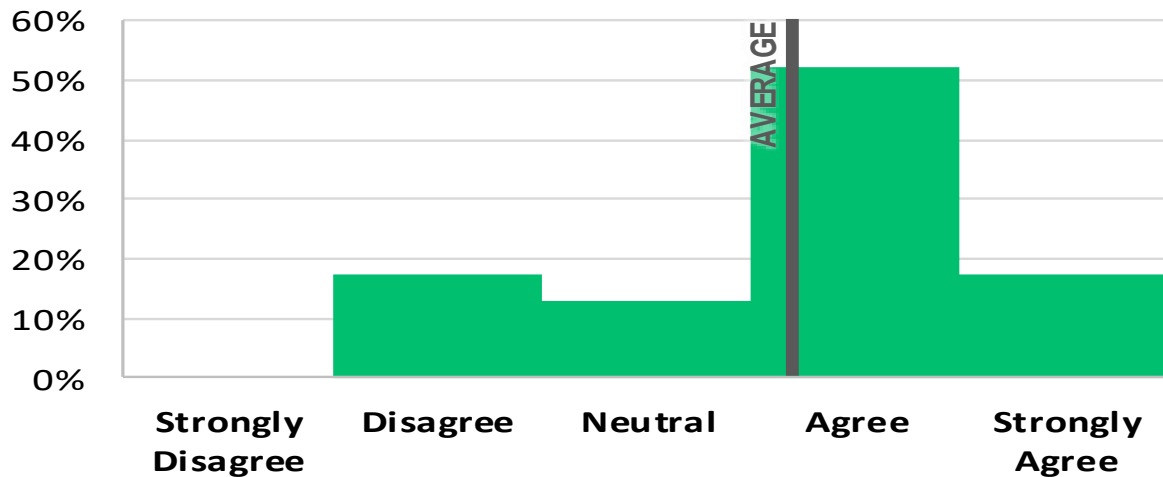


There is a mix of agency interest, readiness, and executive support for partnering with shared mobility providers

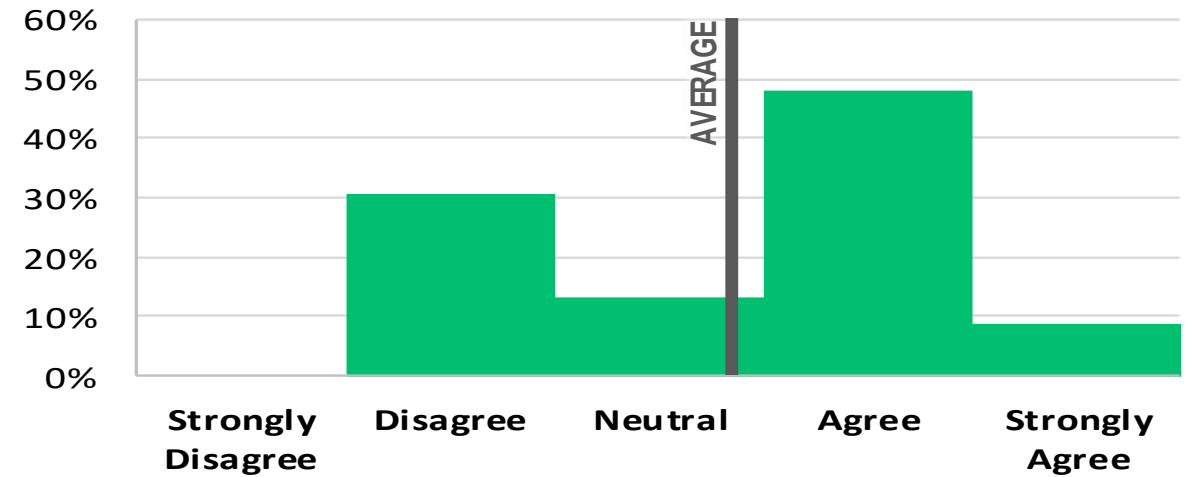


Agencies face challenges with processing, analyzing, and using data from existing technology deployments

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.

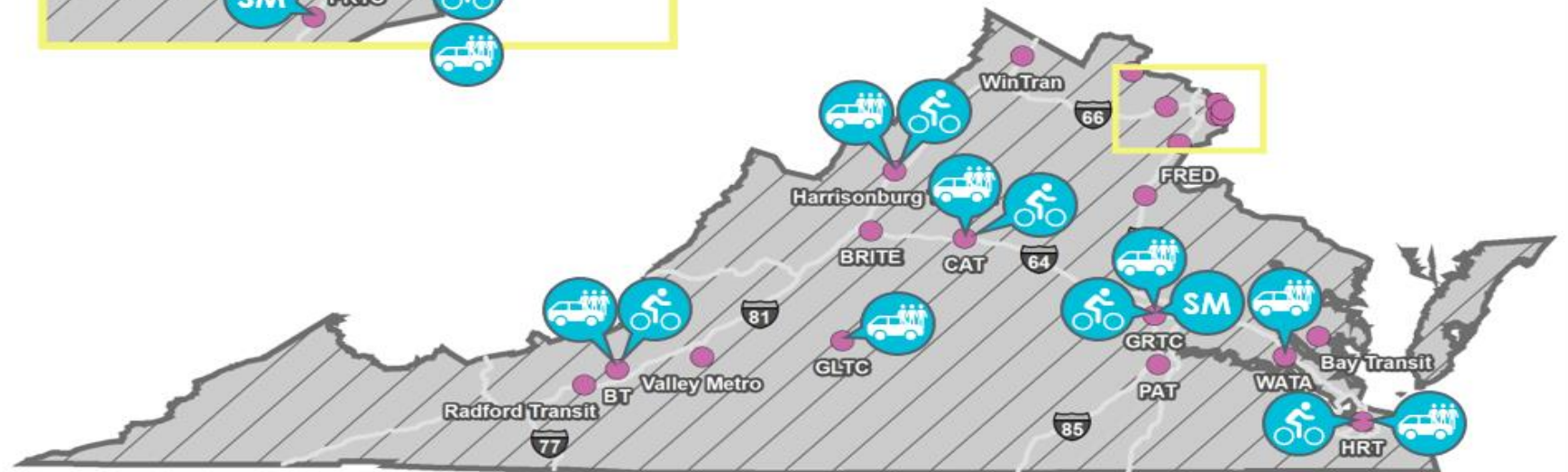


Active Work in Virginia



Legend

- Stakeholder Agency
 - SM Shared Mobility Activity
 - Bikeshare
 - Carshare
 - Transportation Network Company Service
- 0 25 50 mi.



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

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



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