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# Shared Mobility in Brooklyn Park



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# Shared Mobility in Brooklyn Park

1. Existing Model Evaluation
  2. Car Share Programs
  3. Ride Share Programs
  4. Program Review
  5. Funding Options
  6. Conclusions
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# 1. Existing Model Checklist

Feasibility		Functionality	
Low Cost Burden on City		Year-Round Access	
Funding Resources Available		Dynamic Routing	
Scalable		Suburban	
Proven Technology		First Mile/Last Mile	
Proven Adoption		Low Income/Carless Access	

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## 2. Car Share: Buffalo

- Began in 2009
  - Funded by New York State Energy Research and Development Authority and the New York State DOT
  - 31 percent of households in Buffalo don't own a motor vehicle
  - Rented a storefront in a busy neighborhood
  - Operated as a non-profit: better grant opportunities, tax exemptions, and volunteers
  - Partnered with a major employment center in community (Buffalo Niagara Medical Campus)
  - June 2015: Philadelphia Insurance ended coverage, BCS unable to operate as non-profit
  - September 2015: BSC acquired by Zipcar
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## 2. Car Share: Buffalo

Feasibility		Functionality	
Low Cost Burden on City	X	Year-Round Access	X
Funding Resources Available	X	Dynamic Routing	X
Scalable	X	Suburban	
Proven Technology	X	First Mile/Last Mile	
Proven Adoption	X	Low Income/Carless Access	X

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## 2. Car Share: Ithaca

- Began in 2008
  - Funded by New York DOT, New York State Energy Research and Development Authority's Program Opportunity Notice 1028
  - Majority of users are between the ages 20-34
  - Rented storefront near Cornell University and popular transit area
  - Marketed toward Cornell University and Ithaca College
  - 2010: Federal Transit Administration Job Access/Reverse Commute provided funding to target low-income residents
  - Targeting residents without internet access or debit and credit cards
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## 2. Car Share: Ithaca

Feasibility		Functionality	
Low Cost Burden on City	X	Year-Round Access	X
Funding Resources Available	X	Dynamic Routing	X
Scalable	X	Suburban	X
Proven Technology		First Mile/Last Mile	
Proven Adoption	X	Low Income/Carless Access	X

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## 2. Car Share: Service Comparison

### ***Brooklyn Park***

*Population: 76,000+*

*Density: 2,906/sq. mile*

### **Buffalo, New York**

Population: 258,959

Density: 6,436.2 sq/mile

### **Ithaca, New York**

Population: 30,014

Density: 5,364/sq mile

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## 3. Ride Share: Pinellas Suncoast

### *“Direct Connect”*

- Intent: pilot program
- Public-Private Partnership:
  - Pinellas Suncoast Transit Authority (PSTA)
  - Uber and United Taxi (local taxi provider)
- Goal: connect people without transit service to bus stops



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## 3. Ride Share: Pinellas Suncoast

### *How Does it Work?*

- Two zones within county
- PSTA subsidizes half the cost of a single ride up to \$3.00
- Smartphone apps
  - Promo code: “PSTA”

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## 3. Ride Share: Pinellas Suncoast

### *Results of the Pilot Program*

- Success!
- Added contract with Lyft
- Second pilot starting mid-December
- Service recognized by St. Petersburg region for its innovation

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### 3. Ride Share: Pinellas Suncoast

Feasibility		Functionality	
Low Cost Burden on City	X (with Sandbox)	Year-Round Access	X
Funding Resources Available	X	Dynamic Routing	X
Scalable	X	Suburban	X
Proven Technology	X	First Mile/Last Mile	X
Proven Adoption	(Testing Stage)	Low Income/Carless Access	X

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### 3. Ride Share: Service Comparison

#### ***Brooklyn Park***

*Population: 76,000+*

*Density: 2,906/sq. mile*

#### **Pinellas Park Zone**

Population: 49,000+

Density: 3,000/sq. mile

#### **East Lake Zone**

Population: 31,000+

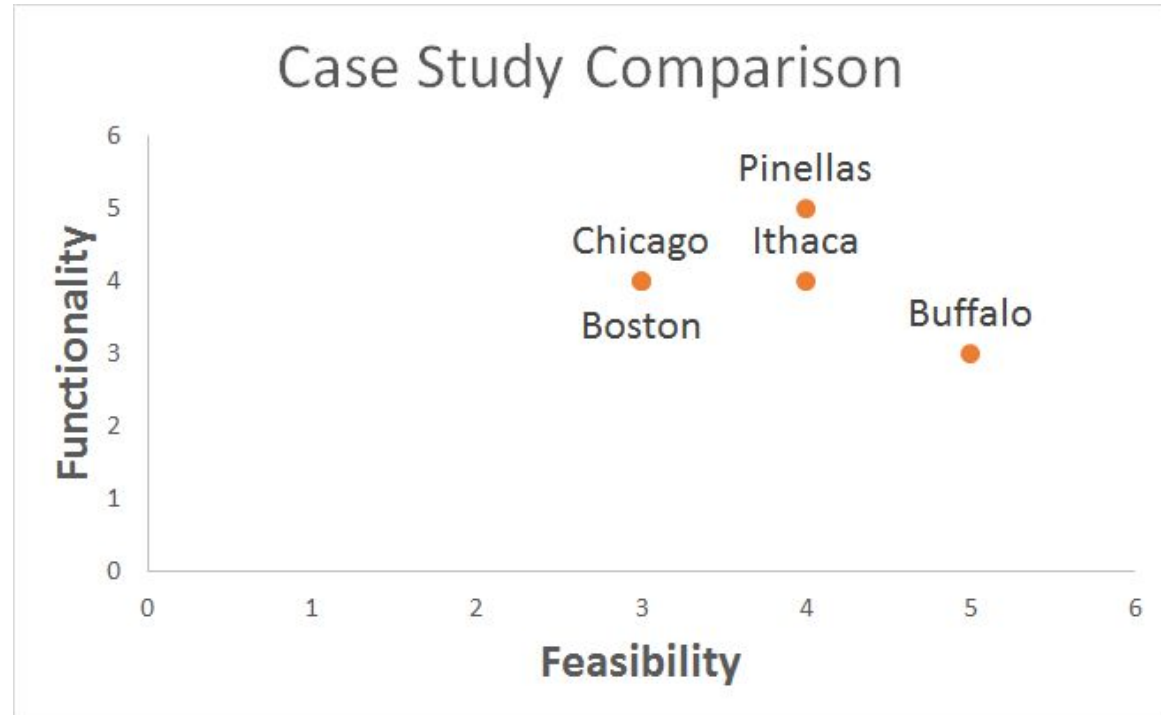
Density: 980/sq. mile

*Tarpon Springs: 1,400/sq.  
Mile*

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## 4. Review of Case Studies



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## 5. Funding Opportunities: FTA MOD Sandbox Program

Objective:

Funding Overview:

- \$8 million Disbursement (2016)
  - 20% Local Match
  - Funded 11 projects in 2016, with awarded funding ranging from \$200K to \$1.35 M
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## 5. Funding Opportunities: FTA MOD Sandbox Program

Example:

**Agency:** Dallas Area Rapid Transit (DART)

**Funding Awarded:** \$1.2 M

**Project:** Integrating Ride-sharing services into their DART ticketing app to solve first and last mile issues near DART stations

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## 5. Opportunities: FTA MOD Sandbox Program

Example:

**Agency:** BART (San Francisco, CA)

**Funding Awarded:** \$350 K

**Project:** Create an integrated carpool to transit program, integrating payment methods, preferential parking, and reservations/ scheduling to increase transit ridership and decrease SOV trips

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## **5. Funding Opportunities: Met Council Regional Solicitation**

Objectives: Strategies and projects to reduce peak-hour congestion (TDM Category)

Funding Overview:

- 20% Local Match
  - Funded 8 projects in 2016 (out of 11), with awarded funding range of \$75 K (min) to \$300 K (max)
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## 5. Funding Opportunities: Met Council Regional Solicitation

Example:

**Agency:** Anoka County

**Funding Awarded:** \$240 K

**Project:** Improving first and last mile service with bus shuttle service to North Star Rail stations

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## 5. Funding Opportunities: Met Council Regional Solicitation

Example:

**Agency:** Scott County

**Funding Awarded:** \$120 K

**Project:** Funding a position & program to coordinate transit service, car sharing programs, and shuttle services in Scott County

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## 6. Conclusions

- First-mile, last-mile problem is hard to solve
  - Car Share: high investment, high control
  - Ride Share: low investment, less control
  - Several funding options
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# Questions?



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# Checklist Explanation

Feasibility		Functionality	
Low Cost Burden on City	Is cost burden on private company?	Year-Round Access	Can service be accessed throughout the year, especially in winter months
Funding Resources Available	Are there funding sources available to help with adoption and operation?	Dynamic Routing	Can routes be modified with network disruptions/evolving demand?
Low-cost Scalability	Can network be expanded as demand increases with low cost?	Suburban	Does case study occur in suburban environment?
Proven Technology	Is underlying technology/vehicle/software proven?	First Mile/Last Mile	Does shared mobility solution address FM/LM problem in case study?
Proven Adoption	Has service been adopted by diverse range of users (low income, carless, minorities)?	Low Income/Carless Access	Is case study's shared mobility network accessible/targeted towards to low income residents?



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## Chicago's Getaround Program

Feasibility		Functionality	
Low Cost Burden on City	X	Year-Round Access	X
Funding Resources Available	X	Dynamic Routing	X
Scalable		Suburban	
Proven Technology	X	First Mile/Last Mile	X
Proven Adoption		Low Income/Carless Access	X

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## Boston Bridj Service

Feasibility		Functionality	
Low Cost Burden on City	X	Year-Round Access	X
Funding Resources Available		Dynamic Routing	X
Scalable		Suburban	
Proven Technology	X	First Mile/Last Mile	X
Proven Adoption		Low Income/Carless Access	

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