



Challenges and Successes with Shared-Use Mobility in Rural, Frontier, and Tribal Areas

Arizona's 36th Annual Statewide
Transit Conference

Mesa, AZ – April 3-5, 2023

NCHRP 08-130 Session

Presenter Introductions



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Agenda

- Study Overview
 - Project goals
 - Your role
 - Shared-use mobility & rural transportation needs and challenges
- Small Group Breakouts

Project Goals

- To provide state DOTs, public transportation providers, and other local government agencies and stakeholders in less-populated areas with the tools and information necessary to better facilitate the implementation of viable, scalable shared-use mobility (SUM) service.
- Products
 - Final Report
 - Implementation Guidebook

Your Role Today



Learn about
the project



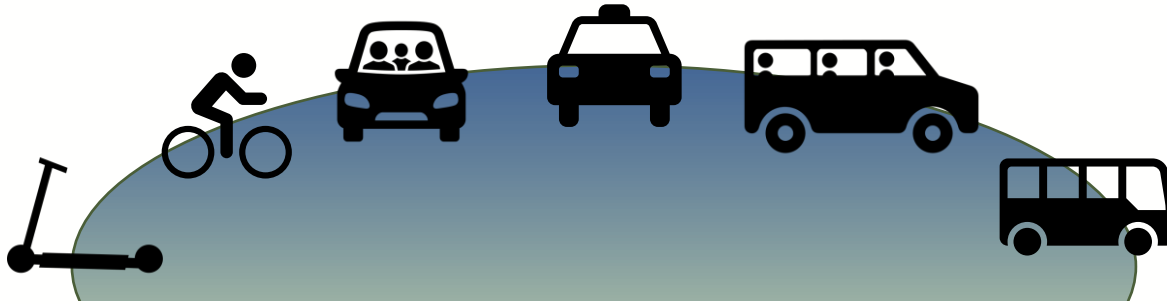
Provide input
to the small
group
breakouts

Your Input Will Help Guide:

- The remainder of the project (what do we focus on?)
- Guide the content and structure of the Guidebook

What's Shared-Use Mobility?

- Transportation services (including but beyond public transit) that are designed to provide users with mobility on a vehicle (or other conveyance) on an as-needed basis (without having to own the vehicle).

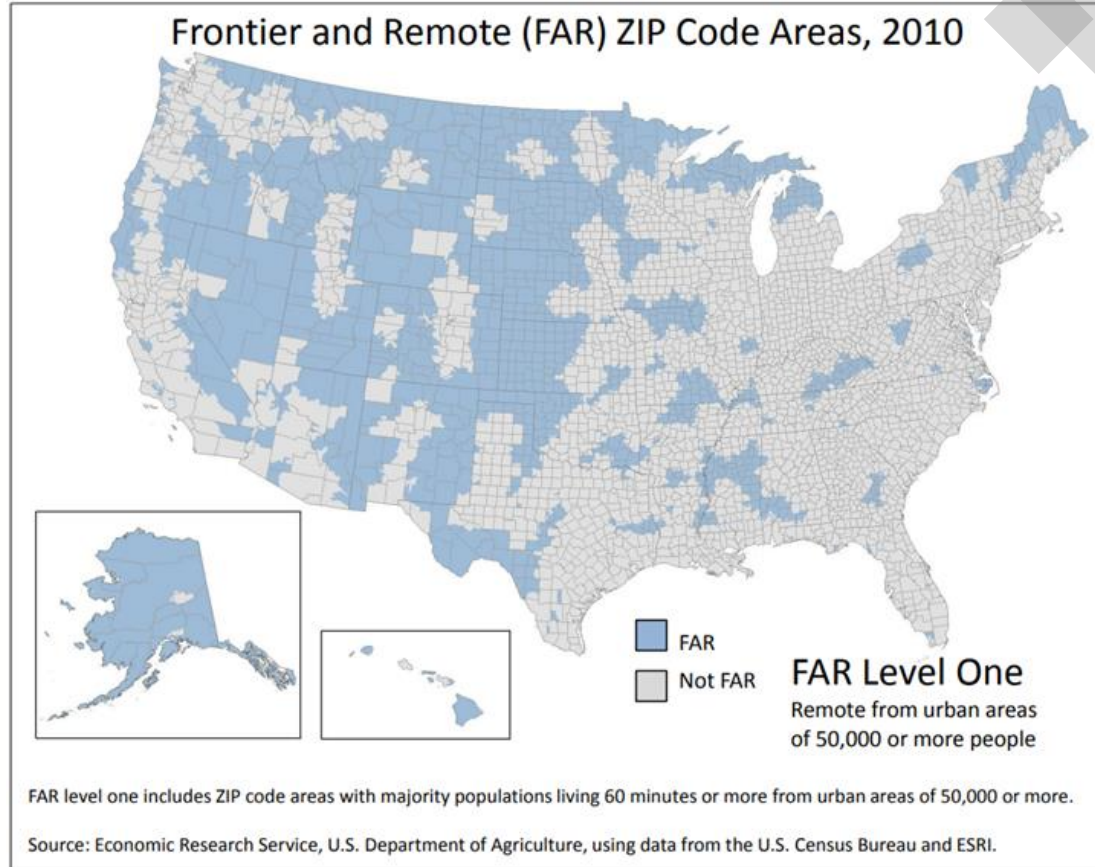


What Does On-Demand Mean?

- Shared mobility: “The shared use of a travel mode that provides travelers with access to a transportation mode on an as-needed basis”
- On-demand: “The ability to reserve or dispatch a service upon request by users”
- Mobility on Demand (MOD): an interconnected and coordinated mobility ecosystem to meet the needs of all users; personalized mobility and goods delivery options, matched with a coordinated network of service providers

Rural and Frontier Areas in the U.S.

- Micropolitan areas: between 10,000-49,000 people and outside of metropolitan areas
- Frontier, tribal, and remote counties are designated by travel times of 60 minutes+



Shared-Use Mobility in Rural Areas

- Most newer on-demand services in shared-use mobility (SUM) have been focused in large metropolitan areas
 - For-hire ride services (TNCs, taxis, etc.), micromobility (scooter-share and bikeshare), microtransit, carsharing, vanpooling
- Several issues for SUM in rural, frontier, and tribal areas:
 - Funding sustainability, service equivalency, driver availability, cellular/broadband infrastructure, technology integration, etc.
- Importance of coordination and collaboration for success



User Characteristics and Trends

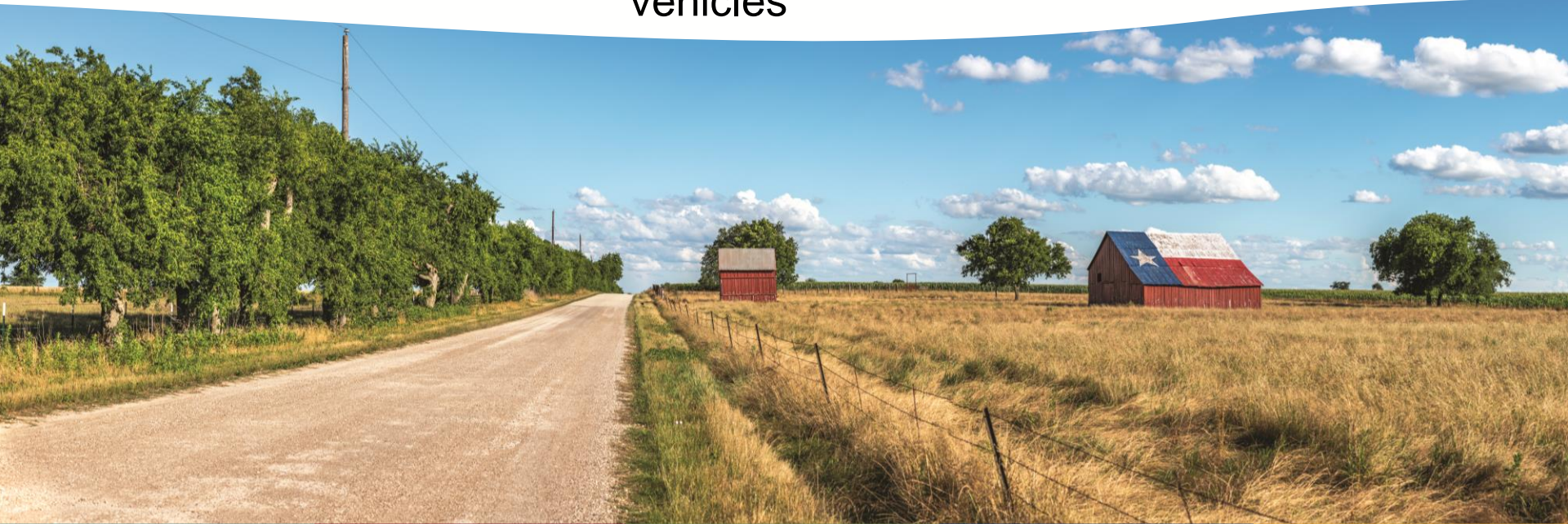
- In low-density and rural areas, transit demand typically comes from populations especially reliant on transit options
 - Ex. elderly, persons with disabilities, and low-income individuals
- Rural transit is more vulnerable to declines in ridership
 - Wider geographic coverage areas, more rapidly aging populations
- Over-65-year-old population doubling nationwide between 2010 and 2050

Mobility Needs

- Rural residents travel longer distances to access education, health services, shopping, and employment
- Transit agencies may have older software systems
 - Advanced reservation, non-dynamic routing
- Flexible transportation services sometimes used to address low-demand areas
- Informal carpooling, reliance on friends and family for travel

Service Challenges

- Dispersed population locations
- Lack of available certified drivers
- Poor road quality for vehicles
- Poor digital connectivity and infrastructure
- Limited funding resources



Tribal-Specific Needs

Expansive
transit
service
areas

Outside trips
take long
hours



Photo: Peter Schauer

- Many tribal members often travel a long way to access services
- May have lower internet access and cellular data availability, along with high levels of poverty
- Partnership agreements between employers, tribal councils, and stakeholders

Accessibility of SUM Service

- In rural areas, lack of third-party providers with WAVs available
- Emergence of commingling advanced reservation ADA paratransit trips with on-demand general public trips on the microtransit service
- Further evidence needed on ADA compliance with third-party WAVs or commingling service designs



Photo Credit: Uber



Copyright: Ecov France

Equity of SUM Service

- Partnerships often have included accommodations for low-income customers to address reduced payment options, lack of smartphone ownership, and low internet access.
 - Ex. kiosks and call centers for trip requests; gas cards or prepaid debit card options
- Access for non-English speakers should be enhanced with information available in their languages



Breakout Groups

Breakout Group Topics

- Financial and Organizational Resources
- Compliance and Accessibility
- Geographic Coverage and Infrastructure
- Partnerships and Coordination

Breakout Instructions

- Select a topic you're most interested in
- Join that group
- As a group, answer the provided questions
- Open discussion
- Turn in your responses



Report Out & Discussion

Contact Information



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