

SHARED MOBILITY + EAST OAKLAND

UNLEASHING THE POTENTIAL OF SHARED-USE MOBILITY IN LOW-INCOME COMMUNITIES

The sharing economy has exploded over the last few years, enabled by the internet and now smartphones. It is catalyzing a new parallel transportation system that's being built—fast!

Sometimes called “shared mobility,” these services include car share, bike share and a host of ride share options. They hold tremendous potential to help people increase access to jobs and services, reduce vehicle ownership and use, alleviate parking problems and reduce family transportation costs. There are already over 1.2 million car share members in the US, and many have “shed” their personal vehicle.

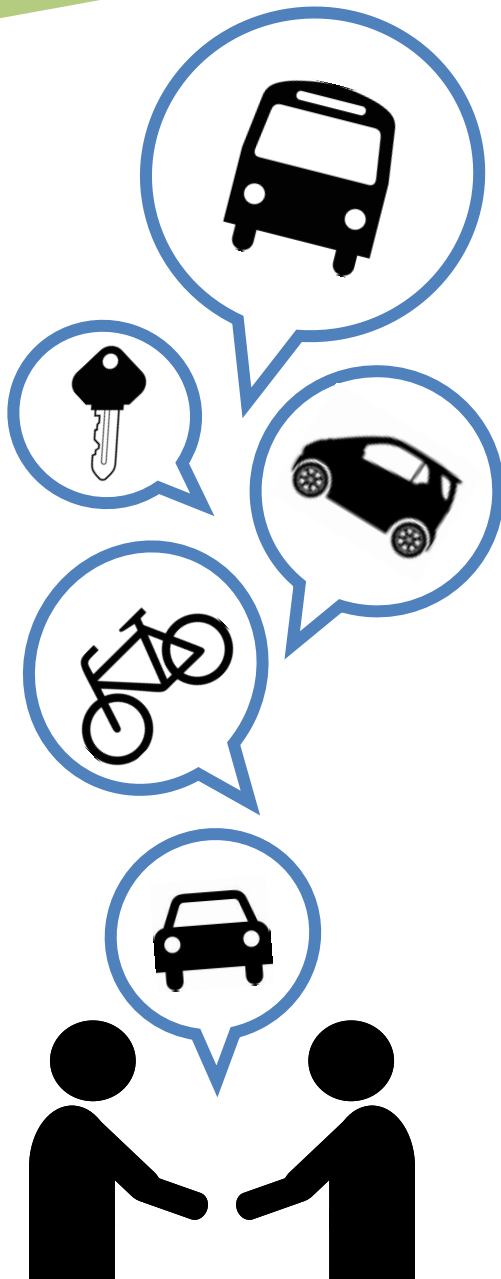
While low-income communities arguably have the most to benefit from these services, there are a host of structural and financial barriers that keep the preponderance of these services serving more affluent neighborhoods.

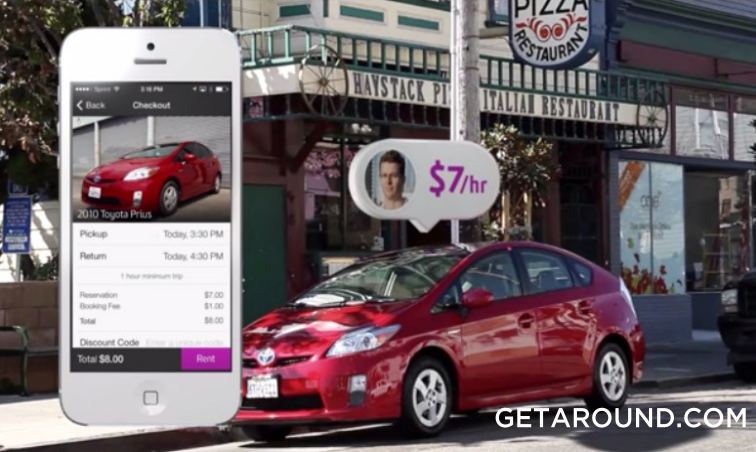
We must find ways for the shared mobility revolution to benefit those who need it most.

As part of TransForm’s recent strategic plan we decided to tackle the issue. We are dedicated to creating innovative demonstration programs to understand how shared mobility services can create powerful benefits for disadvantaged communities, with initial projects in Oakland and San Jose. From our Sacramento field office we’ll support state policy that creates smarter, more effective rules and funding to support shared mobility.

Unleashing the potential in East Oakland...

The time is ripe for a comprehensive sharing approach in East Oakland. For ten years TransForm has led advocacy efforts for Bus Rapid Transit (BRT) and smarter land use plans in the community, with construction of the BRT line (finally!) about to start. Since travelers along International Boulevard will





experience a loss of parking spaces and reduced vehicle throughput during construction, it's an important time to introduce new options that can reduce vehicle use.

That's why TransForm is partnering with the City of Oakland and local groups to bring the most promising sharing solutions to East Oakland. In addition to traditional car share, which has extremely limited reach in East Oakland, new sharing options are now available.

Peer-to-peer car share like Getaround, RelayRides, and JustShareIt give people a convenient way to earn extra income by renting out their own cars by the hour or day. This not only allows car share to expand more quickly, but holds a whole new economic development potential—ideally as an income generator for cash-strapped families.

Point-to-point or “one way” models like car2go allow for convenient short trips where members can park anywhere within a service area—parking fees included! With no monthly or annual fees, we think these new options hold tremendous promise to expand the reach of car share, complementing City CarShare (which has one pod in East Oakland). car2go will launch in Summer 2015 in Oakland.

Bike share allows individuals to rent bikes for short, local bike trips, often serving as a last-mile solution to and from public transit. Our region's system, Bay Area Bike Share, will also be coming soon to Oakland, Berkeley, and Emeryville. But all of these models require a critical mass of users to make them work. Even the publicly funded bike

share is likely to barely get into East Oakland because usage is expected to be low.

With initial funding from the Metropolitan Transportation Commission's Climate Initiatives Program we will focus on expanding the availability and use of all types of car share, beginning in Fall 2015. Dr. Susan Shaheen of UC Berkeley's Transportation Sustainability Research Center is leading the evaluation of the project.

TransForm will work with local community partners including residential developers, faith-based organizations, and local business associations to develop a community-led program. We will work with Getaround and car2go to overcome some of the initial financial barriers that community members face. We'll conduct intensive multi-lingual outreach to educate residents about the range of car share options. Through dedicated outreach we'll register a critical mass of people living and working along the corridor onto a peer-to-peer platform.

With additional resources we hope to include the promotion of complementary shared mobility options like bike share, ride share, and mission-oriented transportation network companies like Lyft. We aim for International Boulevard to be a robust shared mobility corridor where current residents and businesses can save money on transportation costs, generate new income, reduce car trips, and promote better health.

For more information or to get active on our East Oakland project please contact:

Clarrissa Cabansagan
Community Planner
Clarrissa@TransFormCA.org

TransForm's mission is to promote walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable, and help solve our climate crisis. With diverse partners we engage communities in planning, run innovative programs and win policy change at the local, regional, and state levels.

