



# Connected and automated vehicles

## *New mobility services*

Commercial transportation and technology companies are continuously introducing new mobility services, such as ride sourcing and car- and ride-sharing. Increasingly, these services are providing a proving ground for driverless vehicle technologies, which are expected to play an integral role in the future of these mobility service models. The adoption rates of these emerging technologies has been extremely high and is blurring the lines between public and private transportation.

New mobility services have both positive and negative implications on government agencies.

WSP USA helps agencies address the following considerations:

- How can new mobility services be leveraged while the interests of the public transit agency are still represented?
- How should these services be incorporated into our short- and long-range plans, travel demand models and operations?
- How can partnerships and pilots be established that are mutually beneficial for the public and private sectors?

### **Our services**

We are helping transportation agencies prepare for the advent of new mobility services, such as:

- Support in developing innovative programs/pilots that are well-positioned for grant opportunities.
- Integration of new mobility services into smart cities' visions/plans.
- Development of policies and regulations that support governments' goals but also enable new mobility advancement.
- Establishment of data privacy, data collection and data sharing agreements.
- Development and/or updating of plans and strategies to incorporate new mobility services.
- Cost-benefit analysis of new mobility services to assess service providers (public versus private).
- Incorporation of new mobility services into travel demand models and greenhouse gas emissions forecasts.
- Implementation of planning and support, change management, and business and organizational alignment.

## Our experience

### **511 Regional Carpool Program: Carpool App Partnerships and Grant Support**

Our firm has managed the Metropolitan Transportation Commission's (MTC) 511 Regional Carpool Program for more than a decade. The program is steadfast in its mission to get San Francisco Bay Area commuters into carpools and vanpools, but its approach has changed dramatically with the advancement of ride-sharing technologies and behavior-changing marketing tactics.

Taking advantage of its proximity to Silicon Valley, MTC leverages the private sector's tools and innovative drive to bring the best ride-sharing services possible to their commuters.

As part of this project, our team approached Bay Area Rapid Transit (BART) to explore ways to incentivize more people to carpool to BART stations. Parking capacity has long been a challenge for BART commuters; BART currently offers 47,000 parking spaces at 33 of its 45 stations. All these spaces fill early each weekday, with 99 percent of BART passengers driving alone to the station, according to a 2015 passenger survey. Our team proposed the idea that commuters who carpool to Dublin/Pleasanton with Scoop, a private carpool app, will be guaranteed parking until 10 a.m. This resulted in a partnership between MTC, BART and Scoop to conduct a pilot incentive program at Dublin/Pleasanton BART station. Before the pilot program was even launched, our team supported the development of a Federal Transit Administration Mobility on Demand Sandbox Program grant to apply this pilot to all of its stations. Our team was one of 11 grant recipients to demonstrate an innovative public-private partnership.

### **511 Regional Carpool Program: Transportation Network Company Policy Overview**

In early 2015, MTC's operations committee commissioners asked questions regarding public policy issues related to Transportation Network Companies (TNC) (e.g., Uber, Lyft). These questions focused on the general regulatory environment and a particular concern about the impact of

TNCs on accessible services. As a result, MTC asked WSP to develop a policy paper that addressed these areas of interest. This paper provides an overview of issues, such as accessibility, discrimination, public safety, labor practices and pricing practices. It outlines examples of how cities and states across the country have attempted to address these policy issues and ties them to current California policies.

### **Rideshare Opportunities to Connect Metrolink Service to Ontario International Airport**

In 2016, the San Bernardino County Transportation Authority (formerly known as the San Bernardino Associated Governments) tasked WSP with studying the potential for TNCs to provide a first mile/last mile connection between Metrolink Commuter Rail service and the Ontario International Airport (ONT). The study analyzed existing airport and train station facilities, existing transit and taxi services, and flight and commuter rail schedules to determine the degree to which commuter rail service could be a viable means to reach the airport. The study concluded that a combination of transit and TNC services would be ideal; however, it would require investment and changes to regulation.

### **Metrolinx New Mobility**

Metrolinx, an agency of the Government of Ontario, Canada, selected our firm to outline emerging trends in technology and society and their potential impact on transportation in the Toronto region. Under the current paradigm shift, change across the mobility landscape comes not from the emergence of new types of vehicle technologies (e.g., driverless vehicles), but from new ways in which those vehicle technologies are used and in how people interact with them. New models of mobility blur the lines between public and private transport as well as how modes of transportation are defined. How these new models impact the way cities function will depend on how government, the private sector and users respond. Our team developed a report to evaluate how changes in technology, consumer behavior and the built environment come together to support the client's goals.

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