Car Sharing and Mobility Hubs in Affordable Housing Pilot Project

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Metropolitan Transportation Commission (MTC)
Railvolution
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Photo: Håkan Dahlström via Flickr
MTC/ABAG Background

Metropolitan Planning Commission and Council of Governments for 9 county San Francisco Bay Area

Other MTC/ABAG Equity Programs and Policies

• Lifeline Transportation Program
• Community Based Transportation Plans
• Affordable housing production
• Bikeshare for All
• Regional Means-Based Pilot Program
• Plan Bay Area (long range plan) equity analysis
Pilot Project Team

- California Air Resources Board (CARB) – grantor (Cap and Trade funds)
- Metropolitan Transportation Commission (MTC/ABAG)
- TransForm
- Shared Use Mobility Center (SUMC)
Mobility Options

EV CHARGING

BIKE SHARING

DISCOUNTED TRANSIT PASSES

EV CAR SHARING

TRAVEL INFORMATION SCREEN

BIKE PARKING
Goals

- Increase access
- Reduce GHG and criteria pollutants
- Reduce private vehicle ownership
- Gather credible data on vehicle ownership
Community Partnerships

Site Level Teams:
- Advisory committee of approx. 10 residents at each site
- Provide input and guidance throughout the project
- Residents receive payment or gift cards for participation
Community Needs Survey

Purpose - interview residents about:
- Transportation needs
- Interest in each mobility option, to tailor options at each site
- Current travel behavior, to evaluate change over time

Format:
- Paper survey (in person collection)
- Focus groups (including with youth)
- 1:1 phone interviews
- Translated into Arabic, Chinese, Spanish, as needed by the community

Please answer the following questions about your personal and household transportation needs. Your responses will help us design a program that best reflects your needs and interests, and those of your community.

All personally identifiable information will be kept confidential and you are welcome to skip questions you do not feel comfortable answering. No information you provide will be used against you, or used to jeopardize your housing.

Please return your completed survey to the community surveyor who contacted you, or you may drop it off at the Family Resource Center, Monday – Thursday from 10 AM – 5 PM. As a thank-you, you will receive a $15 gift card to Target or Walmart. All residents aged 16 or older are eligible to receive a gift card. If you have any questions, or would like assistance, please call or text David Cota at (510) 506-4681.

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Key Terms

Public Transportation
The system of travel options using public vehicles, such as buses, trains, and ferries. Local examples include AC Transit, VTA, BART and Caltrain.

Electric Car
A car that runs on electricity, rather than gas. It is an environmentally friendly alternative to a traditional car, and produces no air pollution. It needs to be charged periodically at designated charging stations.
High Level Findings

- 583 surveys collected across 3 sites
- Initial findings:
  - Residents are interested in free or discounted transit passes and clipper card cash; Lyft/Uber credits
  - Less interest and familiarity with bike share and e-scooters
  - Potential barriers to carshare use
    - No drivers license
- Value of in-person survey collection
  - Residents reaching out to their neighbors - builds trust
  - Answer questions about specific parts of survey
  - Ease uncertainty about privacy - information is confidential and won’t be used to jeopardize housing eligibility
Next Steps

- Implementation
  - Car share services
  - Transportation benefits and mobility credits
  - Locate e-scooters and bike share near by project sites
- All services will include tailored outreach and education
Lessons Learned (So Far) and Future Considerations

- Community needs to be involved in designing their mobility program – top down planning may not fit the community’s needs.

- Standardize Transportation Needs Assessments (or at least certain questions).

- Funding to subsidize the services – what happens when the grant ends?
Thank You

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