

SHARED MOBILITY 2030 ACTION AGENDA: YEAR ONE

EXECUTIVE SUMMARY

In early 2022, a group of nearly 70 cross-sector organizations came together to create the Shared Mobility 2030 Action Agenda, an audacious plan for improving transportation equity and climate outcomes by making shared mobility a more attractive option than personal car ownership in just eight years. These member organizations—a mix of public, private, and non-profit from urban and rural regions around the country—developed the agenda as a seven-point to-do list” that would form the basis for realizing our vision for shared mobility.

Since then, Action Agenda Network members have worked intensively with one another and with the Shared-Use Mobility Center (SUMC), the convener of the Action Agenda, to build out the groundwork for sustaining this important initiative in the years to come. This annual report is the first of seven that will document our collective progress and challenges in implementing the Shared Mobility 2030 Action Agenda.

Unlike many previous national mobility initiatives defined around broadly-held goals or principles, the Action Agenda is a specific, tangible set of priorities around which stakeholders can organize their efforts.

Action Agenda Network members range from small rural agencies and progressive coastal cities to the world’s largest mobility companies and some of the most innovative, BIPOC-led frontline organizations.

What they have in common is a dedication to equitable, low-carbon, resilient transportation, and a desire to pursue both collaboration with one another and accountability in their own efforts:

- Collaborative action takes place in working groups, one for each of the seven action items. These working groups create and implement shorter-term plans (the roadmaps) with specific logic models, timelines, and deliverables in pursuit of the 2030 goal.
- Accountability to the Action Agenda is meant to be ingrained in the ongoing activities of members, with efforts documented in the annual Self-Assessment Survey and shared out through the annual report.

SUMC convenes and facilitates the working groups, administers the Self-Assessment Survey, and publishes the annual report. SUMC also works to develop the critical partnerships necessary to achieve the network’s shared vision of more accessible, affordable, reliable, safe, and sustainable mobility for all.

LOOKING BACK ON OUR FIRST YEAR

Like many bootstrapped new initiatives, the first year of the Action Agenda has seen a mix of exhilaration, fear, ingenuity, and stop-and-go progress—so much so that the period covered in our first annual report is really more like 18 months.

Through it all, what stood out is the network's commitment to the endeavor and the assets that have been built out of that commitment. Participating organizations donated many hours of their time and expertise to:

- Draft the Action Agenda through a consensus-based process over several months.
- Organize into working groups and define roadmaps through both virtual collaboration and an in-person workshop at SUMC's National Shared Mobility Summit in Chicago.
- Test out the new Self-Assessment Survey, sharing detailed information about their equity and climate activities.

The network also made financial commitments through membership contributions, which are starting to be leveraged with philanthropic resources and other partnerships. The progress made over the past months is remarkable in that a seed of an idea has grown into a tangible organizational infrastructure and actionable priorities. Those priorities are reflected in the roadmaps described in this report.

LOOKING TO OUR YEAR AHEAD

The roadmaps establish 12- to 18-month plans to pursue the first four action items in the agenda: technology, equity, climate, and funding. Roadmaps will be developed in the coming year for the remaining action items on infrastructure, new products and incentives, and institutional systems. The first four are summarized briefly below and described in more detail in the full report.

Technology Working Group

Action Item: Invest and build the foundational technology and information systems that make shared mobility more reliable and available, accessible, and easier to use.

Interim Working Group Chair – Jana Lynott, Senior Strategic Policy Advisor, AARP

SUMC Point of Contact – Al Benedict, Program Director,

albert@sharedusemobilitycenter.org

Our Next Deliverable: Federal Guide to Mainstreaming Data Interoperability

SUMC and the Technology Working Group seek to create a guide to help federal agencies move toward mobility interoperability. The guide will lay out the need, rationale, and benefits of mobility interoperability and will identify specific actions the federal government could take to support interoperability and open data solutions. Our goal is for federal agencies to adopt a framework for transportation data specifications by instituting practices that promote open data solutions and improve the consistency of shared mobility information available to users, no matter their geography.

Equity Working Group

Action Item: Find, adapt, or create standards to measure how shared mobility is making our communities and society more equitable and to use these outcome measures widely by 2030.

Interim Equity Working Group Chair – Stefanie Brodie, Research Practice Lead, Toole Design

SUMC Point of Contact – Lauren N. McCarthy, Program Director, lauren@sharedusemobilitycenter.org

Our Next Deliverable: Regional Equity Database and Dashboard

SUMC and the Equity Working Group seek to create a user-friendly database and dashboard that will enable public agencies, community-based organizations, and mobility operators in a particular metro area to better understand the equity outcomes of their decisions. Through multiple iterations of the database, we want to empower users to answer: “Are the outcomes of shared mobility equitable? Who benefits from shared mobility, and who is burdened by shared mobility? What trade offs can we expect by implementing shared mobility in our community or project area?” The regional database will be leveraged into a national resource and will provide a foundation for other equity evaluation and decision-support tools in later years.

Climate Working Group

Action Item: Create and use a standardized way to measure carbon emissions for shared mobility vehicles, technology, services, and operations that shows comparisons with other transportation modes. And commit to lowering the lifecycle carbon emissions of shared mobility services (vehicles, technology, and infrastructure).

Interim Climate Working Group Chair – Scott Bernstein, Founder, Center for Neighborhood Technologies

SUMC Point of Contact – Colin Murphy, Program Director, colin@sharedusemobilitycenter.org

Our Next Deliverable: Database and Decision-Support Tool for Transportation

SUMC and the Climate Working Group seek to develop a database of estimated operational GHG emissions for different configurations of personally owned and shared transportation. This database would allow various stakeholders to weigh the relative impact of these choices, as well as allow governments and service providers to grasp the public benefit of different policy or operational decisions. It could also create a path toward the inclusion of transportation in more carbon markets.

Funding Working Group

Action Item: Find and develop new, sustainable ways to fund more shared mobility.

Interim Working Group Chair – Clayton Lane, Senior Principal, Nelson/Nygaard

SUMC Point of Contact – Alvaro Villagran, Program Director, alvaro@sharedusemobilitycenter.org

Our Next Deliverable: Guidebook on Sustainable Mobility Financing

SUMC and the Funding Working Group seek to create a resource to explore innovative funding sources and take stock of the funding landscape so that funding sources can shift from “innovative” to “permanent.” The report will scan a wide variety of funding sources, including public funding sources at different levels (local, state, federal); public-private partnerships; private and philanthropic sources; employer-based funding; commuter benefit programs; market-based pricing programs; land value capture programs; operating and licensing fees; and carbon cap and trade programs, among others. Information about these emerging financing approaches will support decision-makers in securing the next generation of sustainable resources for equitable transportation.

NETWORK MEMBERS' RESULTS FROM OUR FIRST SELF-ASSESSMENT SURVEY

Accountability is vital to the Shared Mobility 2030 Action Agenda. The Self-Assessment Survey gives members of the Action Agenda Network a chance to share their commitments and actions to tackle the climate crisis, address inequities in communities, and make transportation costs easier for families. The survey reveals innovations and best practices, and helps us all hold true to what we say and improve what we do. Version 1.0 of the survey was administered in 2023. This first iteration is

organized into sections on climate and on equity, prompting members to share their published and public statements about their commitments, the resources they have devoted to these commitments, and examples of the programs and initiatives they are taking. This baseline information will help us improve and expand future versions of the survey, and we intend to introduce standardized metrics to show the members' progress in future iterations.

Climate

Almost all responding Action Agenda Network members (89%) have expressed concern for climate change in either internal business documents or external-facing statements. However, fewer have allocated resources to climate action in their budgets (77%), while seven out of 10 have begun implementing projects specifically geared towards emissions reduction, pointing to challenges among a handful in translating commitments into action. Highlights from individual members' actions on climate are described in the full annual report.

Equity

In the area of equity, members described their efforts in addressing racial and economic equity and its contributing factors, such as accessibility, affordability, and safety. Among the various elements of social equity, racial justice rose to the top of concerns expressed by Action Agenda Network members (86%) compared with more income-oriented equity concerns (83%). However only half of respondents have set aside budgets for addressing racial or economic equity explicitly. More common are budgets and projects focused more generally on equity components like accessibility (83%), affordability (83%), and safety (67%). Highlights among individual member initiatives are contained in the full annual report.

THE TIME TO ACT IS NOW

The Shared Mobility 2030 Action Agenda is built around the premise that our transportation systems should support healthy and happy communities that are built around people, not cars. Now is the time to take action to realize this vision.

We invite you to join the Shared Mobility 2030 Action Agenda as a member or as a partner, and work with this growing community to make shared mobility the first and best option within the decade.

If you are interested in learning more about the Action Agenda, please contact: ActionAgenda@sharedusemobilitycenter.org.

If you are ready to become a member or supporter, please fill out our new membership form here: <https://sharedmobility2030.org/membership> or contact:

Hannah Wilson, Director of Partnerships and Engagement

hannah@sharedusemobilitycenter.org

If you are interested in partnering to help support the Action Agenda and its near-term roadmaps, please contact:

Brian Holland, Chief Operating Officer

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