Car Sharing and Mobility Hubs in Affordable Housing Pilot Project

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Path to the Shared Mobility Summit: Mobility Hubs to Connect Communities

Car Sharing and Mobility Hubs in Affordable Housing is funded by California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities.
Mobility Hubs Pilot Project

The Metropolitan Transportation Commission and TransForm received a $2.25 million grant from CARB to design and implement three mobility hubs at affordable housing developments in the Bay Area communities of Oakland, Richmond, and San Jose.

- **Oakland**
  - **Lion Creek Crossings**
    - 567-unit multifamily affordable housing development in East Oakland
    - Site Partner: East Bay Asian Local Development Corporation (EBALDC)

- **Richmond**
  - **Nystrom Neighborhood**
    - Richmond neighborhood with about 1,158 units
    - Site Partners: Richmond Community Foundation (RCF) and the City of Richmond

- **San Jose**
  - **Betty Ann Gardens**
    - 76-unit multifamily affordable housing development in the Berryessa neighborhood
    - Site Partner: First Community Housing (FCH)
Project Goals

- **Increase access** for low-income residents and disadvantaged communities to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily needs.
- **Provide tailored clean mobility options** to address resident needs identified through a community transportation needs assessment and meet equity goals.
- **Reduce greenhouse gases and criteria pollutants** from reduced vehicle trips and use of electric vehicles.
- **Reduce private vehicle ownership** and vehicle miles traveled.
- **Reduce transportation costs** for residents.
Partnerships and Organization
Community Partnerships

**Site-level Teams**

Advisory committee of approximately ten residents at each project site with the following roles:

- Sharing their knowledge, advice, and vision to design tailored solutions that will work best for all residents
- Conducting outreach
- Serving as neighborhood ambassadors

Residents are compensated for their time and expertise.
Community Partnerships
Community Transportation Needs Assessment

Purpose

● Important first step in identifying barriers, opportunities, and solutions best suited to meet the unique needs of residents in each community.

● Empowers residents to shape clean transportation and mobility investments in their communities.

● More effectively develop a tailored implementation plan for each site.

Format

● Original paper surveys developed with residents

● Focus groups

● Individual interviews
Key Findings

- **Clipper cash, AC Transit passes, and Lyft/Uber rides** were most popular.
  - Residents indicated that these options are more convenient and accessible.

- **Bike share and e-scooters** were less popular.
  - The majority of residents are not familiar with bike share and e-scooters (59 to 67%).
  - Pursuing this as an opportunity to build community awareness.

- **Not all residents are aware of discounted transit programs** that they qualify for (e.g., youth/senior discounts, fare discounts through the use of Clipper card).
  - Promoting these programs to residents through project outreach and education.

- **Personal safety** is a major concern, especially for walking, biking, and transit.
  - Pursuing strategies to increase safety at mobility hubs, e.g. resident input on which physical locations will be safest, especially at night.
Majority of residents ride public transit regularly

Do you use public transit (e.g., bus, BART) regularly?

100%

80%

60%

40%

20%

0%

Oakland (n=225)

29%

71%

Richmond (n=294)

47%

53%

San Jose (n=32)

44%

56%

Yes  No
Residents are interested in car sharing

If car sharing was available at [location], would you be interested in using it?

- Yes: 46% (Oakland 38%, Richmond 35%, San Jose 34%)
- Probably: 38% (Oakland 22%, Richmond 28%, San Jose 23%)
- Not Sure: 23% (Oakland 17%, Richmond 20%, San Jose 23%)
- Probably Not: 23% (Oakland 10%, Richmond 8%, San Jose 8%)
- Definitely Not: 16% (Oakland 5%, Richmond 7%, San Jose 16%)
Residents are interested in car sharing

- Many residents are not familiar with car sharing (54-68%) or electric vehicles (48-63%), emphasizing the need for a strong outreach and education program.

- In Oakland and San Jose, the majority of households own 0 or 1 vehicle(s).
  - Households with low car ownership are expected to benefit most.
Many residents do not have a driver’s license

Do you have a driver’s license?

<table>
<thead>
<tr>
<th>Location</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Richmond</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>San Jose</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Many residents do not have a driver’s license

- A large number of residents would not be able to use the car share program as a driver.
  - 50% in Oakland, 41% in Richmond, 25% in San Jose
- Resulted in reducing the number of EVs at each mobility hub.
  - Exploring a car share ambassador program for residents to drive neighbors to their destinations.
- Indicates a need to provide clean mobility services that do not require a driver’s license.
  - Transit passes, bike share, Lyft/Uber ride credits play a critical role.
Many residents are unbanked and do not regularly use a smartphone.

Which of the following do you use regularly:

- Smartphone: 68% (Oakland n=213), 66% (Richmond n=282), 63% (San Jose n=30)
- Cell phone: 28% (Oakland n=213), 41% (Richmond n=282), 27% (San Jose n=30)
- Bank account: 29% (Oakland n=213), 29% (Richmond n=282), 27% (San Jose n=30)
- Credit card: 25% (Oakland n=213), 20% (Richmond n=282), 20% (San Jose n=30)
- Debit card: 22% (Oakland n=213), 27% (Richmond n=282), 20% (San Jose n=30)
- Phone data plan: 5% (Oakland n=213), 12% (Richmond n=282), 5% (San Jose n=30)
- Prepaid debit card: 4% (Oakland n=213), 7% (Richmond n=282), 4% (San Jose n=30)
Many residents are unbanked and do not regularly use a smartphone

- Most survey respondents do not regularly use a bank account, credit card, or debit card, which are required to use some mobility services.
  - Pursuing cash payment options and other strategies.
- 32 to 37% do not regularly use a smartphone, which are also a requirement for some mobility services.
  - Conducting outreach to residents about existing programs that provide free or discounted smartphones (e.g. California LifeLine).
Project Implementation Plan

- Project team now focused on implementing mobility hubs and services that meet resident identified needs
- Ongoing Site Level Team meetings are being held to engage residents at each step and incorporate their feedback
  - E.g., which type of protected bike parking would best meet your needs (e-lockers, bike room)?

![Electric Vehicle Car Share](image)
![Bike Share](image)
![Transit Passes](image)

![Bike Parking](image)
![E-Scooter Share](image)
![Lyft/Uber Rides](image)
Mobility Hubs Implementation Wins!
More Implementation Wins!
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