

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

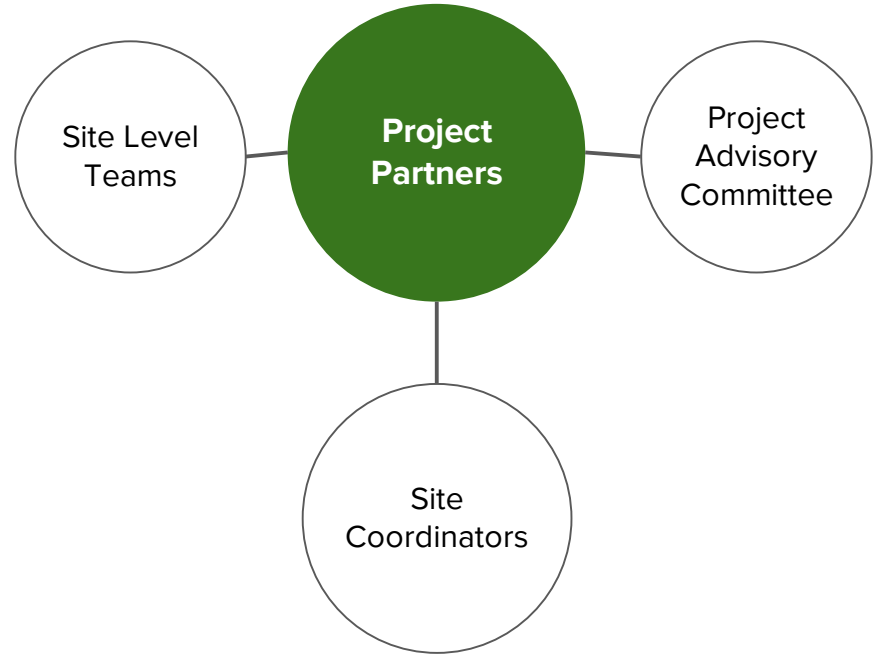
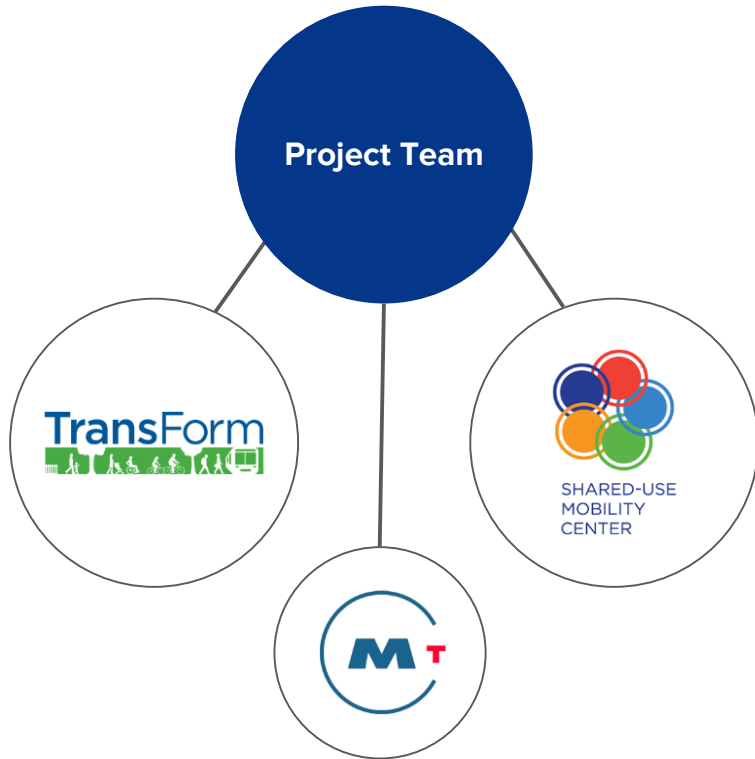
76-unit multifamily affordable housing development in the Berryessa neighborhood

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



Transportation Survey

Please respond for a \$15 gift card to
Target or Walmart!



East Bay Asian Local Development Corporation (EBALDC) is planning to create a new "mobility hub" at Lion Creek Crossings. This will be a central location where you can access a variety of new transportation services at a low cost. The mobility hub will include a car sharing service, and may also include bike sharing, electric scooters, and more.

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.

This project is supported by the "California Climate Investments" (CCI) program, and is managed in partnership by Transform, Metropolitan Planning Commission (MTC), and EBALDC.

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.

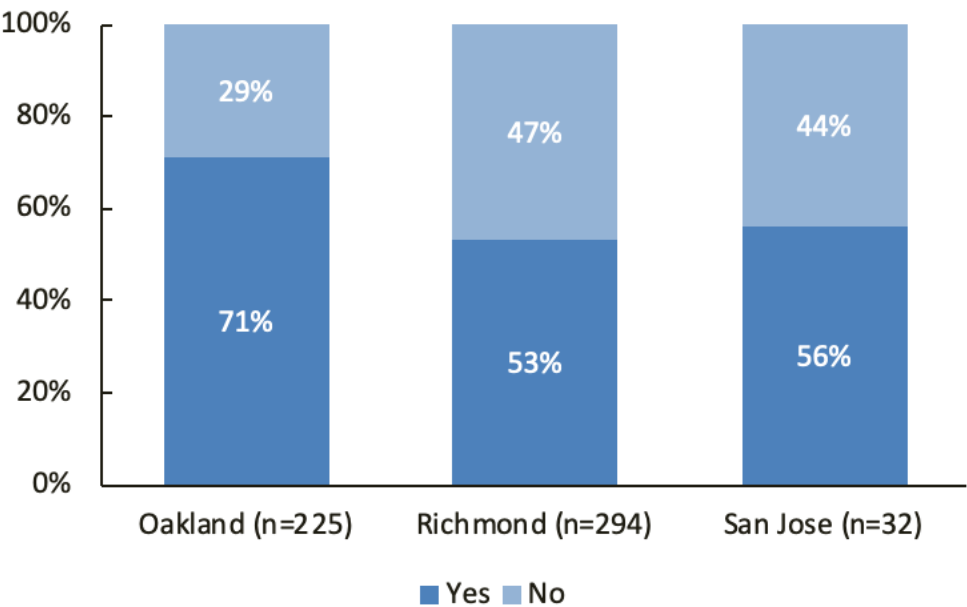


Key Findings

- **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.

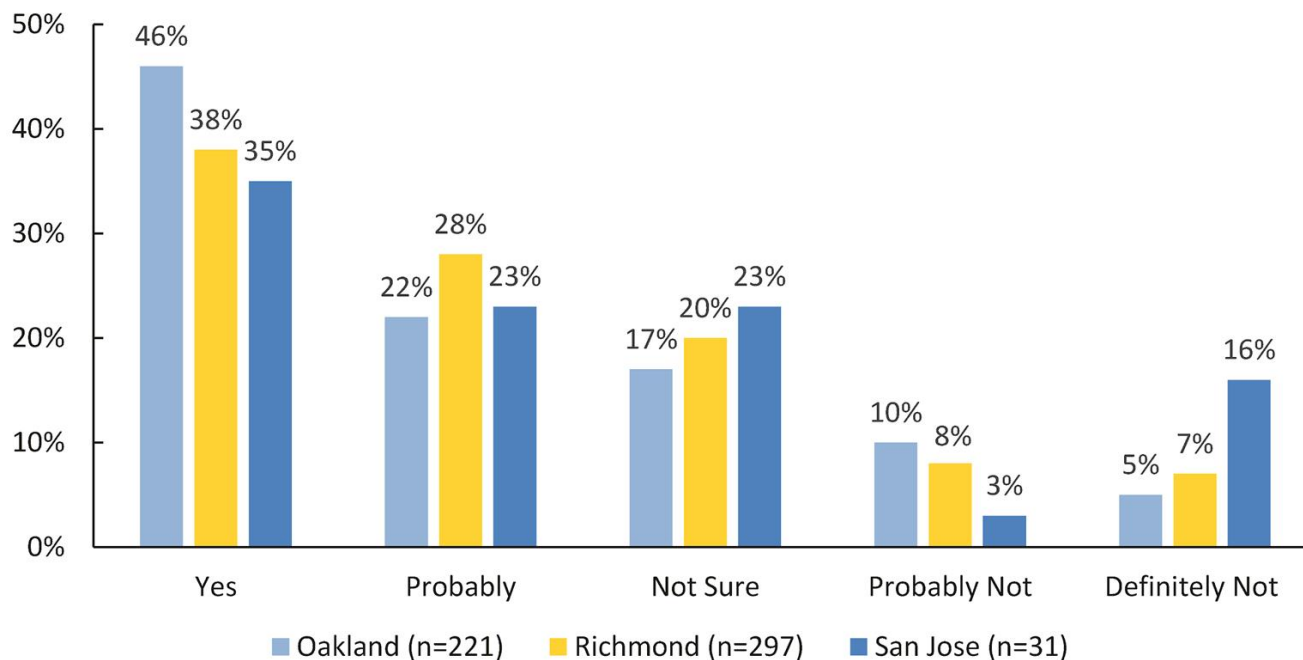
Majority of residents ride public transit regularly

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



Residents are interested in car sharing

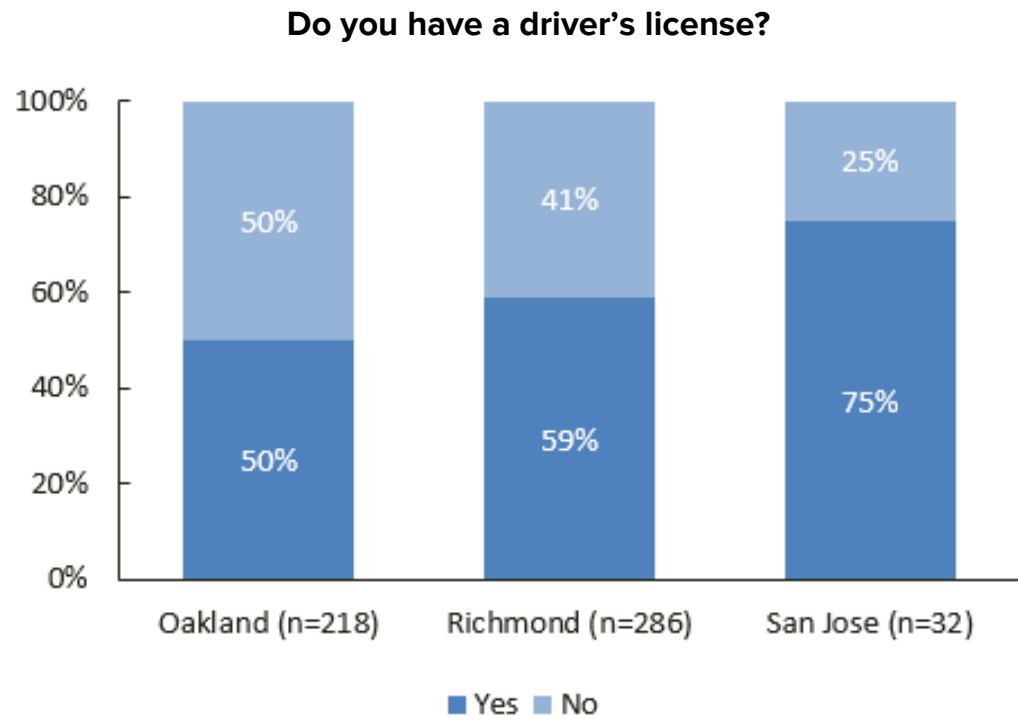
If car sharing was available at [location], would you be interested in using it?



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

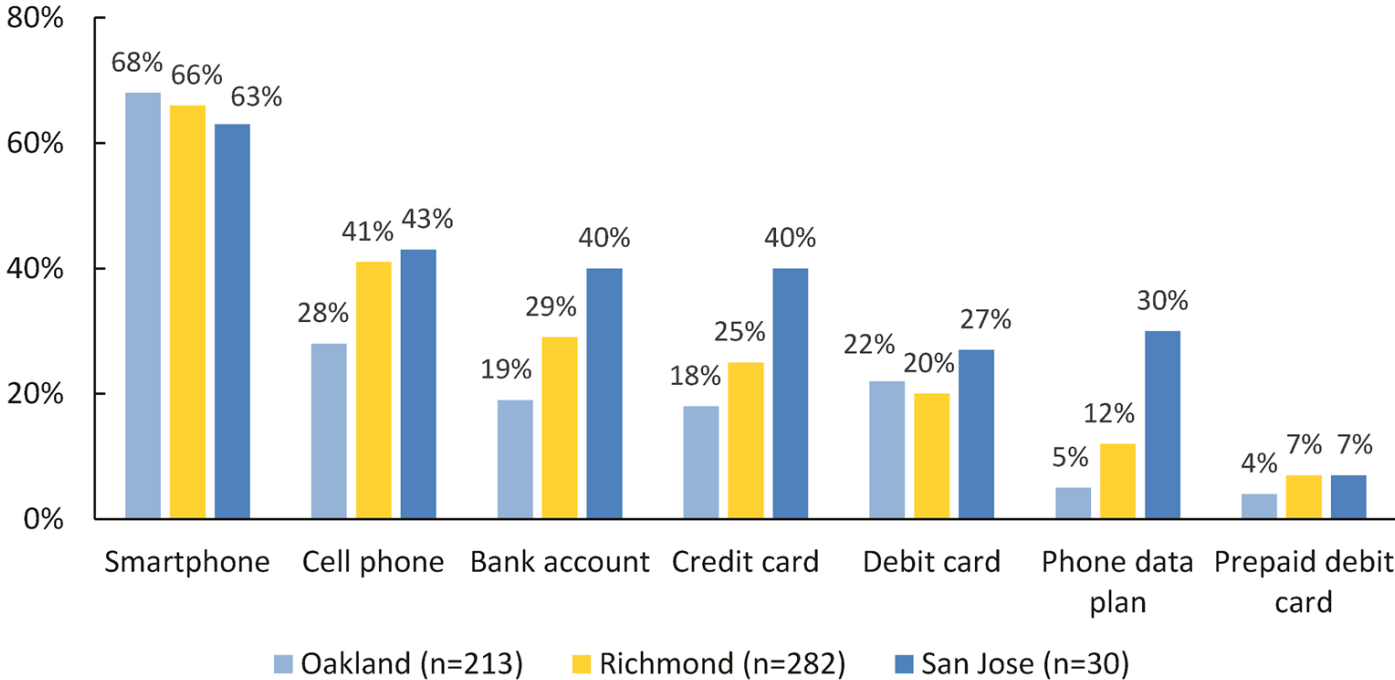


Many residents do not have a driver's license

- 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 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?



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



Bike Share



Transit Passes



Bike Parking



E-Scooter Share

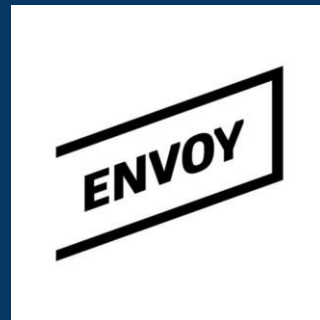


Lyft/Uber Rides



**Mobility Hubs
Implementation Wins!**

More Implementation Wins !





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