



Shared Mobility Pilot

October 2019 - August 2020

FINAL REPORT

Developed by TransLink in partnership with Evo Car Share, Mobi by ShawGo, and Modo Co-operative in collaboration with movmi

mobi | ShawGo





Executive Summary

- TransLink, Evo Car Share, Mobi by ShawGo, and Modo Co-operative worked together to run the Shared Mobility Pilot from October 2019 to August 2020
- The Shared Mobility Pilot was an outcome of the 2018 Open Call for Innovation on Seamless Mobility
- The pilot offered:
 - A Shared Mobility Compass Card to access public transit, carshare, bikeshare services for work related travel
 - Integrated billing to facilitate expense reporting
 - Analytics platform showing mode choice and shift over time
- 13 local employers joined the pilot
- 6,000 trips were completed using the Shared Mobility Compass Card through the duration of the pilot
- The program was popular and rated highly amongst pilot participants
- The results indicate that the program encourages mode shift towards more sustainable modes of transportation



Context

There are a wide range of mobility options in Metro Vancouver. Residents have access to an extensive public transit system and private mobility providers including bikesharing, carsharing, carpooling, taxi and ridehailing. The region is home to several transportation hubs that ease the movement from one mode to another. However, the various mobility options operate independently and customers must interface with each service provider separately, preventing efficient, integrated and multimodal travel.

TransLink, as Metro Vancouver’s transportation authority and public transit service provider, is continuously looking for solutions to improve regional mobility and livability by partnering with other service providers to advance the Regional Transportation Goals. In 2018, TransLink’s Open Call for Innovation was themed around ‘Seamless Mobility’ to explore how public and private transportation services can work in collaboration to achieve seamless and multimodal travel. The Shared Mobility Pilot, a joint initiative with Evo Car Share, Mobi by ShawGo, and Modo Co-operative was the outcome of this Open Call.

TransLink, Evo Car Share, Mobi by ShawGo, and Modo Co-op worked together to launch the Shared Mobility Pilot. The purpose of the pilot was to better understand customer needs and how the program influenced mode choice. We explored the initial coordination, governance, technical integration, privacy, and data management required to enable a seamless experience for customers.

The Shared Mobility Pilot helps advance our strategy to improve the customer experience through the integration of digital technologies and is aligned with Metro Vancouver’s Regional Transportation goals. This includes enhancing transportation access, supporting the expansion of shared vehicles, integrating micromobility into the transportation system, and exploring the transition from data scarcity to abundance.



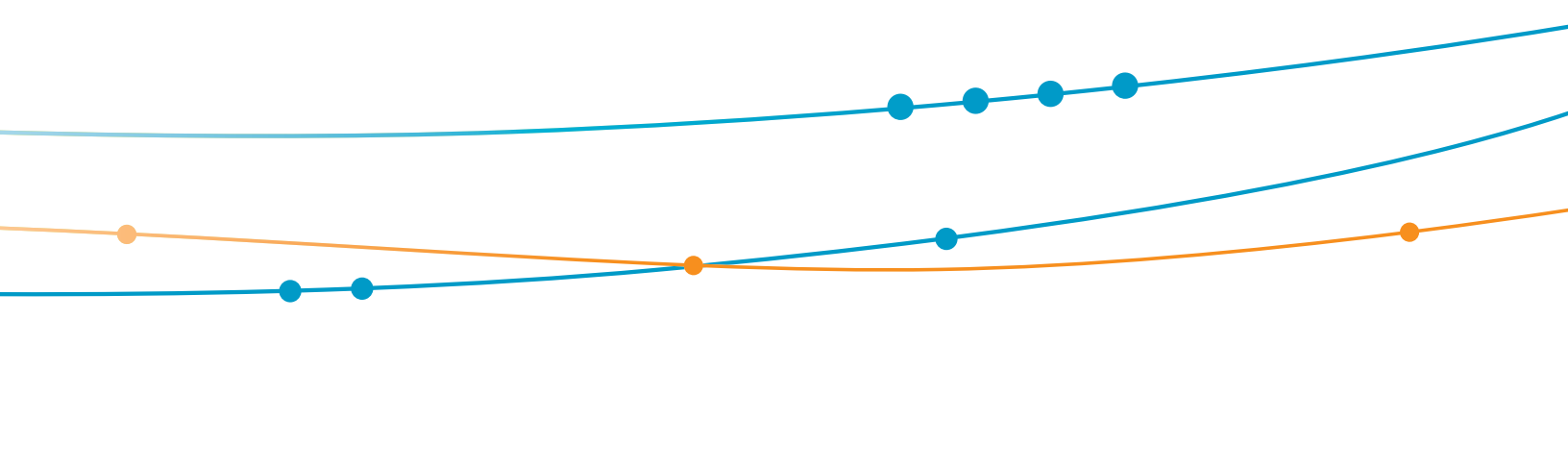
The Program

In Spring 2019, Evo Car Share, Mobi by ShawGo, and Modo Co-op started working with TransLink to help make multimodal travel easier, more convenient, and more seamless.

Our initial market research used business and customer focused surveys to gain insights into people's preferences. Based on the research, this pilot focused on work-related travel, eliminating time-consuming expense reporting, and supporting companies' sustainability programs.

From October 2019 to the end of August 2020, TransLink, Evo Car Share, Mobi by ShawGo, and Modo Co-op ran the Shared Mobility Pilot. The program provided 161 employees from 13 employers across Metro Vancouver with access to public transit, carshare, and bikeshare with a unique card that could be used for work-related travel only. The program offered employers integrated billing and analytics showing mode choice and shift over time.

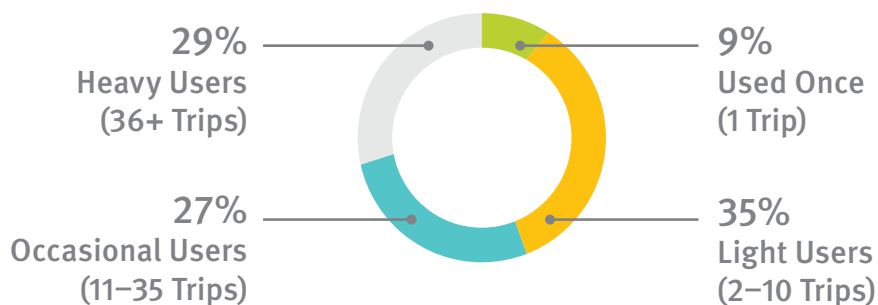
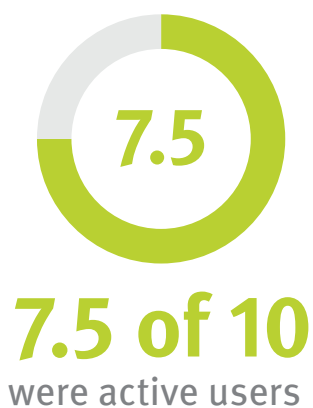
Our objective was to launch a minimally viable seamless mobility product in a closed business setting to understand if such a product appealed to customers and influenced mode choice, as well as the operational processes and procedures required to operate an integrated transportation service.



Results

We collected trip data and evaluated behaviour, mode usage, mode shift, and the integration of different modes into single journeys throughout the Shared Mobility Pilot.

75% of all users tried the services at least once.
Out of those, 91% tried it and “came back for more”.



There were 76 per cent of registered users who used the card at least once. Of these, 91 per cent used the card two or more times and almost 30 per cent were considered heavy users with more than 36 trips throughout the pilot.

From November 2019 to August 2020, approximately 6,000 trips were made using the Shared Mobility Compass Card, averaging one trip per user per week. Public transit saw the highest number of trips overall (59 per cent) despite declining public transit ridership amid the COVID-19 pandemic. Pre-pandemic (November 1, 2019 to March 15, 2020), users made about three quarters (73 per cent) of all trips by public transit.

Survey indicates that the Shared Mobility Pilot had a positive impact on mode shift.

Agreed that they **replaced the use of a personal vehicle** by transit, carshare or bikeshare for work-related travel due to the Shared Mobility Pilot



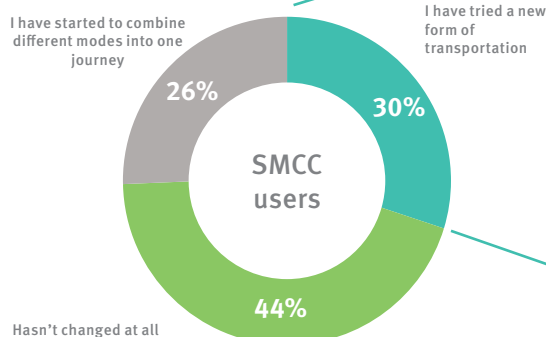
Claimed that they **changed their work-related travel behaviour** because of the Shared Mobility Pilot either by **trying a new mode** of transportation or by **starting to combine different modes** into one journey



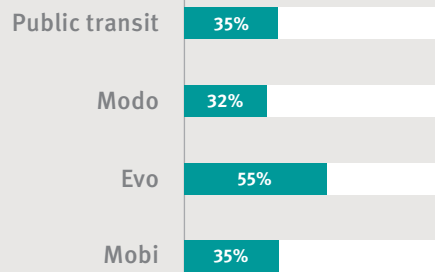
N = 74 respondents out of 157 users
Margin of error of 8.3% with confidence level of 95%

Users were surveyed at the beginning, middle, and end of the pilot, allowing us to understand the influence the pilot had on the use of personal vehicles for work-related travel, users' perception, and the desired features that could be applied in future phases.

How has your work-related travel behaviour changed because of the Shared Mobility Pilot?



I have tried a new form of transportation



N = 74 respondents out of 157 users
Margin of error of 8.3% with confidence level of 95%



Almost 60 per cent of survey respondents replaced a personal vehicle with public transit, carshare, or bikeshare for work-related travel due to the program. 56 per cent claimed that they changed their work-related travel behaviour because of the pilot either by trying a new form of transportation or by combining different modes into one journey.

The surveys also included assessments to understand and predict customer loyalty on the service provided. Prior to the pandemic, more than half of all participants would recommend the Shared Mobility Compass Card to their colleagues. COVID-19 significantly impacted the results but by the end of the program (August 2020), 70 per cent of respondents would make positive referrals to other colleagues – surpassing even the initial results conducted before the pandemic.

Finally, 82 per cent of respondents provided top scores on the Shared Mobility Pilot overall and 95 per cent claimed that they would join the program if there was a subsequent phase.



PILOT PARTICIPANT INSIGHTS

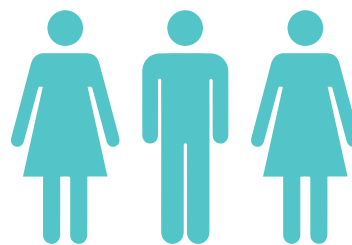
The survey included questions related to the features the respondents would like to see in future phases of this program.



3 out of 10 people would like to have an app where they can see their trips



3 out of 10 people would like an app for booking or planning



3 out of 10 people were happy with the Shared Mobility Pilot setup



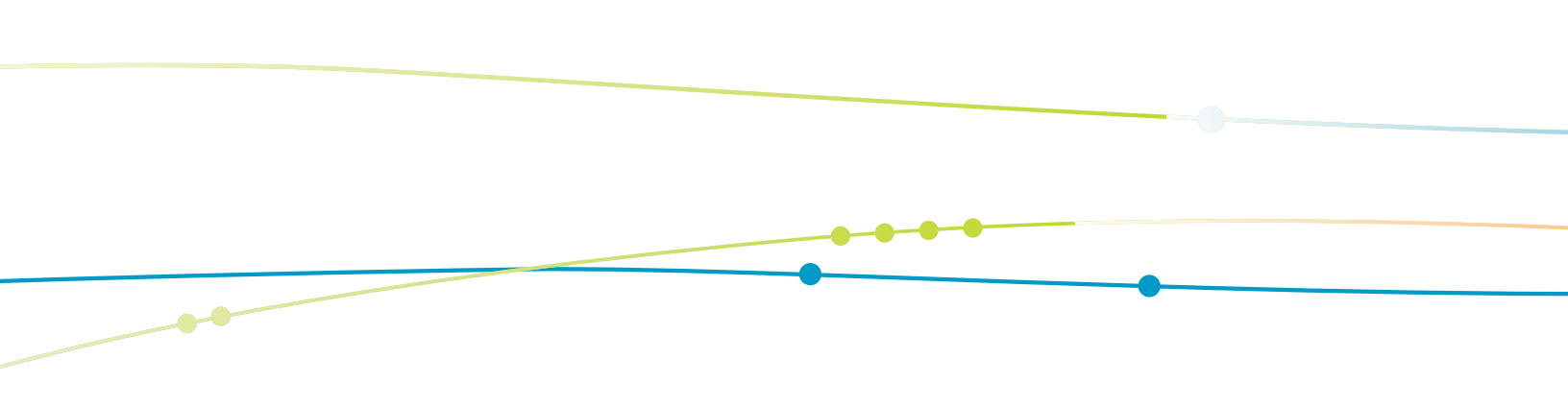
1 out of 10 had other requests



COVID-19 IMPACT

In March 2020, the transportation demand for all services decreased as the COVID-19 pandemic forced the Province of British Columbia to mandate protective measures such as physical distancing and the closure of non-essential services. This had a major impact on ridership as many of the pilot’s participating organizations asked their employees to work from home. According to a survey, 84 per cent of users started working full-time or part-time from home due to the pandemic.

The Shared Mobility Pilot was planned to end in May 2020, but the service providers agreed to extend the pilot until the end of August 2020. The results on usage and surveys conducted during the pilot program capture the subsequent change in service demand for different modes.



Lessons Learned and Project Limitations

The implementation and development of the Shared Mobility program during the ten-month pilot allowed stakeholder companies to form important insights that will guide future decisions.

SUCCESSSES

- The pilot program built a functional framework for collaboration and partnership amongst the transportation service providers.
- The program benefited from a top-level commitment in all partners facilitating technological investments and legal changes required to launch the program.
- The use case (work-related trips) and the user segment (Shared Mobility Pilot partners and 13 employers) allowed the stakeholder companies to create a tailored minimum viable product solution that successfully solved a very specific problem: expense reporting.

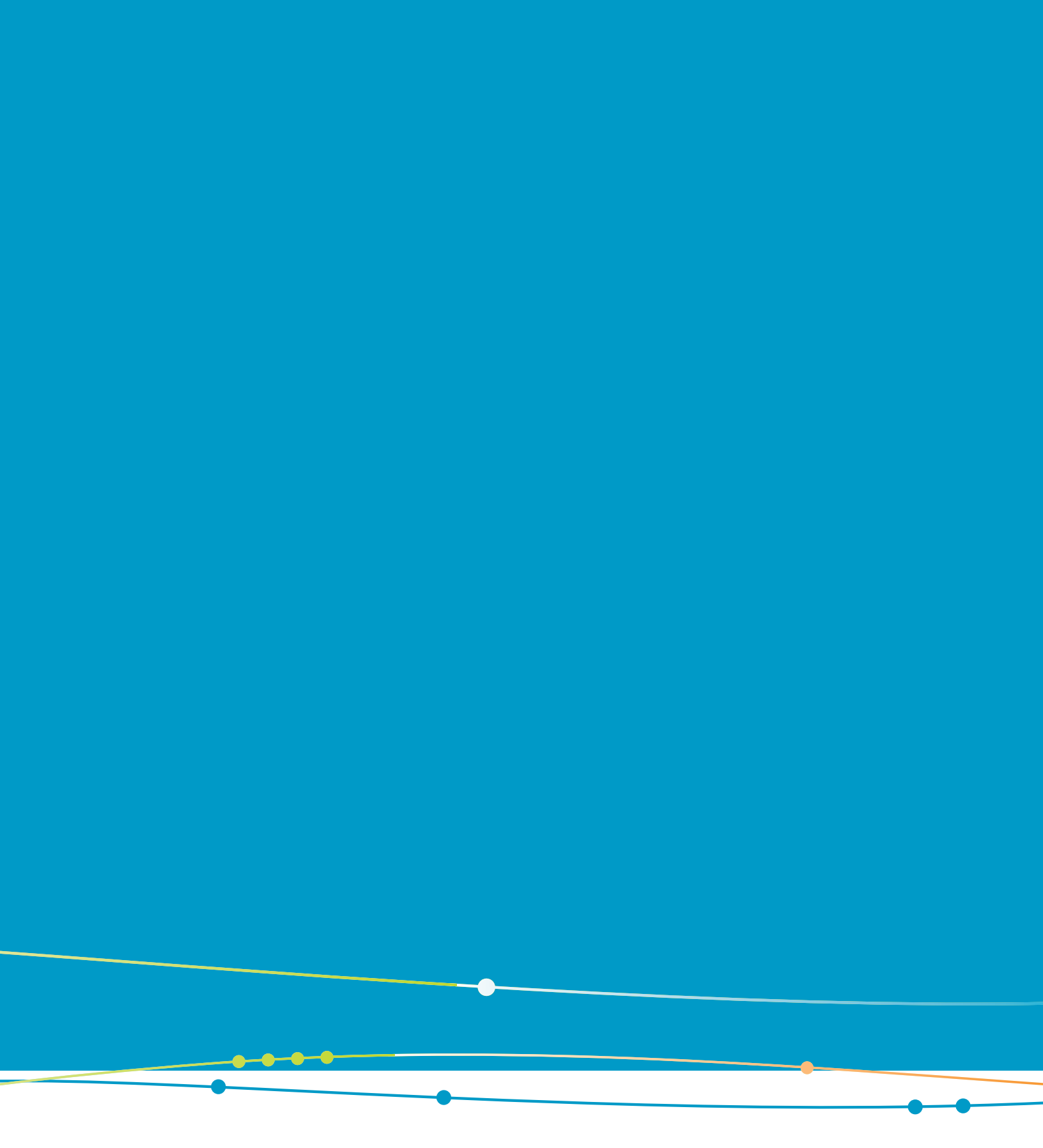
CHALLENGES AND LIMITATIONS

- Features that help realise seamless mobility such as journey planning and trip booking were excluded.
- The timing of the pilot was not ideal for bikesharing usage. The pilot ran mostly during winter months and when pandemic restrictions were at their highest during the months where bikesharing is more popular.
- Current operational procedures of the Shared Mobility Pilot Phase 1 are not scalable because many backend procedures are not automated.
- The available data sets are limited resulting in restrictions on our analysis. The impact of the pandemic on ridership and the scope of the pilot (enclosed business environment) all impacted the data collected.



What's next?

We want to continue learning how we can integrate different modes of transportation into one journey to make travel within Metro Vancouver more seamless and convenient. As part of the learning process, we're using data and lessons learned to determine next steps, including the potential for deeper integration and wider implementation.



mobi | Shaw)Go

