SUSTAINABLE IMPLICATIONS OF ON-DEMAND RIDEHAILING SERVICES

Potential Impacts on variety of issues:

- VMT
- Congestion
- Related emissions
- Public transit use
- Individual travel behavior
- Auto-ownership

Source: pcmag.com
PUBLIC TRANSIT RIDERSHIP

- Complement

- Supplement

Source: supplychain247.com

Source: kenmoreair.com
Examples both of services increasing and decreasing car ownership

Source: hoffmanbrown.com

Current unknown impact on VMT, emissions, congestion

Positive?

Negative?
CONGESTION AND LAND USE

New trips on the roadways:
- Add congestion
- Impactful during rush hours in major cities

Also potential to:
- Reduce parking demand
- Allow for mixed land uses
Past research on the sustainable implications, especially relating to policy is sparse.

Focus on studies in major cities, San Francisco and Boston.

No conclusive consensus on the sustainable impact.

- Rodier (2018) suggests a contribution to net increase in VMT and GHG emission at an unknown magnitude.

- However, existing research on carsharing and newer research on ridehailing also focuses on more sustainable individual travel patterns, reduced VTM and auto-ownership.
METHODOLOGY

- Literature Review of Sustainable Implications
- Preliminary Coding of Interviews
- Transcriptions of Interviews
SUSTAINABLE IMPLICATIONS OF ON-DEMAND RIDE SERVICES STUDY

- 42 Interviews with relevant stakeholders
- Focused on the potential for ridehailing services such as Uber and Lyft to impact existing transportation systems
  - Environmental outcomes related to transportation such as GHG emissions.
  - Potential Policies
## Interview Analysis

<table>
<thead>
<tr>
<th>Stakeholder Type</th>
<th>Interviews Conducted</th>
<th>Transcriptions Analyzed</th>
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</thead>
<tbody>
<tr>
<td>City Community Development, Transportation, or Traffic Planners</td>
<td>11</td>
<td>9</td>
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<tr>
<td>Regional Transportation Planning Agencies and Metropolitan Planning Organizations</td>
<td>13</td>
<td>9</td>
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<tr>
<td>County</td>
<td>4</td>
<td>3</td>
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<td>State Agencies</td>
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<td>Ridehailing Service Providers</td>
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<td>1</td>
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<td>Interest Groups and Non-profits</td>
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<td>2</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>42</strong></td>
<td><strong>27</strong></td>
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Interview Questions (6)

- Example Question #1:
  - Have you been discussing or hearing about on-demand ride services in the context of sustainable transportation?

- Preliminary Coding of Responses:
  - Is respondent knowledgeable about services?
  - Where is the information coming from, what is the source, and what is their personal level of information (low, medium, high)?
  - Are the potential impacts of such services positive or negative?
  - What themes are present in the response?
In your own words how would you describe the function or mission of the planning and building department?

Our function is to basically carry out the goals of the community as enumerated in various planning policy and regulatory document. So essentially most cities with have a general plan and a planning code; in Santa Ana we also have a city wide design guide policy manual and then we have other various sort of like guiding principles like a strategic plan or other kind of relevant documents that are either built by the community or elected officials like that. But basically our job is to implement them by practice.

And who would you say that you serve and also who do you interact with?

I would say that I serve the community members and constituents who make up Santa Ana. Um, I regularly interact with residents, business owners, developers that might be interested from outside Santa Ana, policy makers like planning commission and city council, as well as other internal agencies of California and the County of Orange.

And then what activities related to or involved in?

I would say that implementation of the like an engagement in taking high level and city-wide effort.

Okay.

So I have a few more questions just about the agency, um, starting with in your own words how would you describe the function or the mission?

The function or mission - you want me to talk about the transit division? Um sure. So um the function it is to uh provide mostly inner city bus service, local transportation service. Okay. However, within that we serve our local residents as well and the different communities that we have. Um, so that’s our transit division and then we also have the Transportation Commission, um, RTPA, we allocate funds for other program as well. So we have one program that we fund that, um, the human response network administers and that they, um, kind of it’s a transportation assistance program, so if somebody needs to go to a doctor or dentist, some kind of appointment they can get reimbursed, gas reimbursed. So let’s just say like somebody needs to go to UC Davis for dental work or whatever some other appointment then they have somebody that will drive them, then we reimburse them for some of the gas.

These questions are just a little bit more about the agency, so in your own words how would you describe the function or mission of OTS?

Um, so in addition to being the director of OTS, I also serve as the Governor’s Highway Safety Representative, Okay, and in that role I am responsible for administering California’s highway safety plan. Okay. Or it’s programs, and what that entails is that each year um I file an application with the national highway traffic safety administration for federal funding. Okay, to distribute grant money to state and local entities to implement traffic safety initiatives. Okay, great.

And then who would you say that you serve and who do you interact with most frequently?

Well we serve the residents, uh, the public - everybody, the driving public in California, and it goes beyond driving too that pedestrians, bicyclists; we serve everybody. We deal with or interact with - like a stakeholder, partnership point of view? Yeah, I mean whoever you interact with. That is numerous and what I mean by this is that we do approximately 300 grants per year, Wow, Okay, and so each one of those grants proposals, each one of the grants that we actually approve and distribute funds with becomes a partner of OTS. So they range from everything from the state agencies, the transportation agencies in particular, but also includes Department of Public Health, as well as we have local entities: law enforcement, local public health departments, district attorney’s, laboratories, judiciary, the list goes on and on.

That’s amazing. Yeah, that’s a lot grants. So then this next question is what, if any, activities related to environmental sustainability are you involved in?
How do stakeholders of different types engage with on-demand ridesharing services?

How do different perspectives vary based on urban and rural localities?

Do various stakeholders agree or disagree on the appropriate scale of government for policy relating to these issues?
Mixed engagement with issues relating to on-demand ridehailing services

Examples of engagement includes:
- Policy discussions
- First mile, last mile programs
- Partnerships with transit organizations

However lack of clear consensus on best policy approach
- Mostly negative reactions to potential tax policy focused on increasing ride-splitting
- Mostly positive reaction to public facility policy (use of taxi stands or bus stops for pick up and drop off of pooled rides)
FINDINGS: URBAN VS. RURAL

Source: ierek.com

Stakeholder perspectives vary greatly depending on if based in urban or rural area

- Relevant policies, programs, and discussions are happening primarily in dense urban areas
- Rural areas are not impacted by services and often not discussing their future impact
Most stakeholders agree that the **Regional Scale** is the best venue for policy

- Relating to issues of enforcement and coordination