Summary: The results below are from the TRID database. I used the keywords “shared mobility” and “rural” together for the search string. I have included a few results in the "most relevant" section that make up a comprehensive case study of the San Joaquin Valley, California area. I did not find any relevant results in the PooledFund.org database. Per the request for 7/2/20, there was no additional adjustment to the needs statement and no additional requests for a supplemental search. I am resending the original lit search (IdeaScale 378: Community Transit Strategies). Please let me know if anything changes and you would like me to revise my search.

Most Relevant Results

Title: Opportunities for Shared Use Mobility Services in Rural Disadvantaged Communities in California’s San Joaquin Valley
Author: Rodier, Caroline; Podolsky, Laura
Abstract. Shared use mobility services largely serve major metropolitan areas. However, increasingly officials who represent rural communities want to know whether these types of services may be able to help them provide more cost-effective access to rural residents than is currently possible by fixed-route and dial-a-ride transit services. Many of these officials must contend with low farebox recovery rates that threaten transit funding and subsequent cutbacks in transit services that are often strongly opposed by constituents. In this study, the cost-effectiveness of existing inter-city transit service in rural disadvantaged communities in the San Joaquin Valley (California) is compared to hypothetical ridesharing and carsharing services. The results show significant potential to reduce transit costs and reinvest those cost savings to expand shared mobility services. However, they also show that transit agencies provide very cost-effective transit services under challenging conditions in many communities. Moreover, current ridesourcing fares are unlikely to generate enough drivers to serve many rural areas of the Valley. Careful analysis is required to avoid undercutting cost-effective transit service and to understand where, when, and how shared-use mobility services can be introduced to expand access to residents of rural communities.

Supplemental Notes: This paper was sponsored by TRB committee ADD50 Standing Committee on Environmental Justice in Transportation. Alternate title: Opportunities for Shared-Use Mobility Services in Rural Disadvantaged Communities in California’s San Joaquin Valley

Conference: Transportation Research Board 97th Annual Meeting
Location: Washington DC, United States
Date: 2018-01-07 to 2018-01-11
Publication Date: 2018-00-00

Title: Ecosystem of Shared mobility Services in the San Joaquin Valley
Abstract. In rural areas like the San Joaquin Valley (SJV), long travel distances and low development densities contribute to transit service that is often infrequent and hard to access, despite its high-cost. High-poverty levels in the SJV lead to
low auto availability, which leaves many residents without access to jobs, health care, education, healthy food, and other basic services. UC Davis, in partnership with eight SJV Metropolitan Planning Organizations and the California Department of Transportation, conducted a study to identify shared-use alternatives to traditional transit that would reduce per trip transit costs and increase overall accessibility in rural disadvantaged communities while reducing greenhouse gas emissions. Using this information, a pilot project began in order to support a suite of shared mobility services in five communities in the SJV where provision of transit is costly and services are extremely limited. Locations and concepts were selected based on their potential to reduce operating costs, improve mobility and access in rural disadvantaged communities, and provide models that can be exported throughout the Valley and the State. Dr. Rodier will assist with coordination and management of the overall project, lead the research evaluation of the pilot projects, and support outreach and education. UC Davis researchers will conduct focus groups to explore concerns, barriers to use, and ultimately improve the pilot design. The team will also develop promotional and informational materials and a website for education, recruitment, and outreach. In addition, three focus groups with program users and drivers will be conducted at each site to identify concerns and potential improvements in the program. Researchers will then perform a research evaluation for the pilot projects, using data from surveys, bus ridership (e.g., operational costs, vehicle miles traveled), as well as their new carsharing reservation system.

Record URL: https://ncst.ucdavis.edu/project/ecosystem-of-shared-mobility-services-in-sjv/

Contract Numbers: CARB G16-LDPL-02
Status: Active
Funding Amount: 420000
Sponsor Organizations:
California Air Resources Board
1001 I St
Sacramento, California 95814 United States
National Center for Sustainable Transportation
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Office of the Assistant Secretary for Research and Technology
University Transportation Centers Program
Department of Transportation
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Managing Organizations:
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Performing Organizations:
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University of California, Davis
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Principal Investigators:
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Notice Date: --
Title: A Before and After Evaluation of Shared mobility Projects in the San Joaquin Valley

Abstract. In rural areas, cost-effective transit service is challenging to provide due to greater distances, lower population densities, and longer travel times than in cities. Rural transit agencies often struggle to meet farebox recovery ratios. Per-trip costs, particularly for dial-a-ride services, can range from $50 to $100. The people who rely on public transit contend with infrequent and slow service. Access to a personal car is essential to the quality of life for most residents, from work to health care, education, healthy food, and other basic services. However, keeping two (or sometimes even one) car in reliable working order can consume a significant share of the household budget for low-income families. New technology services may offer cost-effective and cleaner mobility options for residents of rural communities. In the spring of 2018, California cap and trade revenues and local matching funds supported a set of pilot projects to provide affordable transportation options for residents of rural disadvantaged communities in the San Joaquin Valley: EV Carsharing The first project is a battery electric vehicle (BEV) carsharing and ridesharing program. This pilot infrastructure for 24 BEVs, initially located in affordable housing complexes and, later in other strategic locations in three disadvantaged rural communities of Tulare and Kern counties. The goal is to provide a financially viable model of a low-cost, carbon-neutral alternative to private auto ownership and auto travel in rural communities. Volunteer Ride-Hailing: The second project is a volunteer-ride hailing service that serves people in rural disadvantaged communities around Lathrop, Manteca, Escalon, and Riverbank who cannot get to essential destinations by available transit services or need access to a transit stop. The volunteer ride-hailing service uses a back-office system and a driver-routing application specifically designed to facilitate pooling of customer trips and lower operating costs for volunteer transportation organizations. MaaS Application: The third project introduces mobility-as-a-service to San Joaquin and Stanislaus counties. This project creates a smartphone application that aggregates the demand and supply of available services (i.e., transit, dial-a-ride, volunteer ride-hailing) to improve cost-effective mobility choices for all. In this project, both stated and measured data will be used to evaluate the EV carsharing program, volunteer ride-hailing program and the MaaS application. The data will be collected via before and after surveys, trip surveys, and service use data. An anonymous identifier will link survey responses and service use data. The pilots will launch at the end of March 2019 and project funding for the evaluation will end March 30, 2020. This project, “A Before and After Evaluation of Shared mobility Projects in the San Joaquin Valley,” will collect data up until the end of the currently funded evaluation periods to conduct a full pilot evaluation that integrates all stated and observed data using statistical methods to understand the following effects of the program on: Change vehicle ownership (shed, deferred, postponed), Change in the use of personal vehicles, Change in frequency and use of mode, and Unmet travel demand (transit, destinations, purpose).

Record URL: https://ncst.ucdavis.edu/project/and-after-evaluation-shared-mobility-projects-san-joaquin-valley

Project

Contract Numbers: 65A0686 TO 034

Status: Active

Funding Amount: 93357

Sponsor Organizations:
Office of the Assistant Secretary for Research and Technology
University Transportation Centers Program
Department of Transportation
Washington, DC 20590 United States
National Center for Sustainable Transportation
University of California, Davis
Davis, CA United States
California Department of Transportation
Least Relevant Results

Paratransit: Shaping the Flexible Transport Future

Abstract. Volume 8 in the Transport and Sustainability series, this book examines contemporary advancements in flexible transport systems for people with disabilities. It contains papers taken from the October 2014 International Paratransit Conference, held in Monterey, California, along with several additional commissioned chapters. Specific topics covered include: regulatory needs; a paratransit brokerage model; large-scale demand responsive transport; volunteer-based paratransit and public transport; passenger transport services in rural and low-demand settings; a paratransit cost-allocation model; decision-making concerns; international perspectives on paratransit policies; shared mobility services agencies; case studies from Germany, sub-Saharan Africa; United Kingdom; Australia; Norway; bus services; market feasibility; flexible mobility on demand; transportation network companies; and cars on demand.

Record URL: http://dx.doi.org/10.1108/S2044-994120168

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Abstract. Round-trip car-sharing has been in existence for nearly two decades in the United States. Members commonly use car-sharing services to accomplish several errands via “trip chaining” in or out of town for a few hours at a time. Most car-sharing services in the U.S. are for-profit enterprises (e.g., Zipcar) and are typically located in major cities with high-quality transit options. However, there is an increasing number of publicly-funded electric car-sharing programs built around the needs of low to moderate income households. These services are typically housed in affordable housing complexes, located in smaller or rural cities, and subsidized. The white paper will identify current and former publicly-funded EV car-sharing programs (within the last few years) and conduct expert interviews and collect documentation on the programs in order to provide case studies on the lessons learned with respect to the investments, economies of scale, institutional arrangements, and sustainability of the programs.

Record URL: https://ncst.ucdavis.edu/project/challenges-and-opportunities-publicly-funded-electric-car-sharing-programs

Project
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Office of the Assistant Secretary for Research and Technology
University Transportation Centers Program
Department of Transportation
Washington, DC 20590 United States
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University of California, Davis
Title: Impact of Transformational Technologies on Underserved Populations

Abstract. Changes in technology provide opportunities and risk to mobility, particularly as it relates to traditionally and newly underserved populations. In recent years, economic, environmental, and social forces have quickly given rise to shared and on-demand mobility—a collective of entrepreneurs and consumers leveraging technology to maximize transportation and financial resources and generate capital. For instance, shared mobility services have become part of a sociodemographic trend that has pushed shared, on-demand mobility from the fringe into the mainstream. These services have included micromobility options, such as electric scooters and bikesharing in different forms (station-based systems, dockless systems, and bikes that are traditional or electric-assist); car-based services have included carsharing with either station-based or one-way (Car2Go) service models; ridehailing services such as Lyft and Uber; and peer-to-peer carsharing services such as Getaround and Turo. Many transportation agencies and transport companies are updating existing or developing new mobility tools to improve the transportation experience and to enhance access and mobility, including mobile fare payment apps; multimodal trip planning apps; real-time information apps; and shared mobility apps. Many of the new mobility tools, however, require smartphone ownership or mobile bank accounts, so not everyone is included in this technology revolution. There are concerns that new and emerging technologies and modal alternatives will exacerbate the disparity between the have and have nots, further isolating growing numbers of diverse populations. Rural areas and tribal reservations may lack even basic cell phone services and be excluded from accessing such services. According to the Pew Research Center’s 2017 data, 23% of U.S. adults in urban areas do not have smartphone ownership, and 28% do not have smartphone ownership or can’t afford service plans in rural areas. Moreover, many rural areas are deficient in access to broadband services. Lack of smartphone ownership is mainly concentrated on traditionally disadvantaged groups such as minority, seniors, and low income. Also according to Pew, nearly 40 million people in the United States have a disability and “[d]isabled adults are also about 20 percentage points less likely than those without disabilities to say they subscribe to home broadband, or own a traditional computer, smartphone or tablet.” According to the Federal Deposit Insurance Corporation (FDIC), 7% of U.S. households are unbanked and an additional 20% are underbanked as of 2015, and thus are economically excluded from mobile financial services. From a transportation perspective, these populations are considered to be underserved. If underserved people’s travel information and travel needs are missing from planning data, their travel patterns and needs will not be considered and modeled, which will result in biased projections. Without attention, these populations are likely to be routinely excluded from accessing enhanced mobility through new mobility services and associated technologies, perpetuating historical, institutional disenfranchisement. Research is needed to help public and private entities to assess, plan, and measure their progress toward achieving transportation equity and mobility inclusion in the era of transformational technology. Focusing narrowly on specific technologies and their benefits can enlarge our blind spots with respect to the underserved and with respect to consequences for travelers and others who are not direct users of these technologies. The research is anticipated to have three focus areas: (1) Inclusion of, or equivalent facilitation for, underserved communities to access and use mobility services. (2) Impacts of transformational technologies on mobility accessibility, travel behavior, and travel metrics. (3) Impacts of the lack of infrastructure on access and future financial implications to
achieve inclusion (e.g., cell tower coverage in rural areas). The objective of this project is to develop a playbook with guidance on corrective actions with data, methods, and metrics to achieve inclusive mobility. To achieve the objective, it will be necessary to examine how new and existing technology-enabled mobility services impact a community’s capacity to meet the mobility needs of all residents, with a special focus on how a community can ensure traditionally and newly underserved residents will benefit from those technology-enabled mobility services. The playbook and associated products should inform transportation policymakers at planning organizations, and at public and private transportation entities with: Data analysis on the impacts of new technologies on travel behavior; Strategic guidance; Design requirements to inform policy and regulatory options to effect selected strategies; and Recommended metrics and decision-making processes that will evaluate inclusion of the entire population of the state, regional, local, tribal, or territorial service area in accessing technology-enabled mobility services. The guidance should be informed by an understanding of how technology has excluded or marginalized mobility options historically, and should emphasize current initiatives and strategic plans on how to include underserved populations in mobility enhancements including smartphone apps, vehicle automation, and shared on-demand mobility.


Project

**Contract Numbers:** Project B-47

**Status:** Active

**Funding Amount:** 650000

**Sponsor Organizations:**
Transit Cooperative Research Program
Transportation Research Board
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**Principal Investigators:**
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**Start Date:** 2019-11-05

**Expected Completion Date:** 2021-11-04

**Actual Completion Date:** --