

ANN ARBOR
MOVING
TOGETHER

TOWARDS VISION ZERO



City of Ann Arbor
Comprehensive
Transportation Plan

JUNE 2021

9. Shared Mobility Options

Partner with mobility service providers to expand shared mobility options in Ann Arbor.

Current State

Owning and operating a vehicle in Michigan is expensive. Ann Arbor residents spend \$8,600 on vehicle costs each year on average.¹⁹ At the same time, getting around the city in a vehicle is not always the easiest, fastest, or most economical option. City residents recently voted overwhelming to increase taxes to support affordable housing, demonstrating strong support to address the cost of living in Ann Arbor. Adding less expensive transportation options supports those efforts.

Many trips in urban areas are short—47% of all trips in urban areas in Michigan are less than three miles—and could easily be completed by walking, biking, or transit.²⁰ If residents had reliable options through a combination of other shared forms of transportation, they could reduce vehicle trips or forego vehicle ownership altogether lowering household transportation costs, increasing opportunities for physical activity, and helping Ann Arbor meet its climate goals.

Strategy Description

Transportation technologies, services, and business models continue to rapidly evolve



Mobility



\$8,600

average annual vehicle cost for Ann Arbor residents



47%

of all trips in urban areas in Michigan are less than three miles

and reshape how people move around urban areas. The combination of new transportation options—from ride-hailing to e-scooters—and the ability to easily compare and choose between different modes using a smart phone can empower people to reduce their reliance on private vehicles and shift towards shared mobility options, including our existing transit system.



Healthy People & Sustainable Places

By providing a variety of different shared mobility options that complement TheRide and making it seamless for users to choose between different options, residents will have the freedom to choose the mode of transportation that is best for their trip, their health, their environment, and their wallet. The city should also serve as a partner to regional agencies and explore regional opportunities for shared mobility programs.

Bike Share

Bike share has become an increasingly common and popular way to get around in cities of all sizes. At the beginning of the last decade, people across the U.S. took just over 300,000 trips via bike share. By 2019, the number of bike share trips increased 148 times to more than 475 million, and users took 136

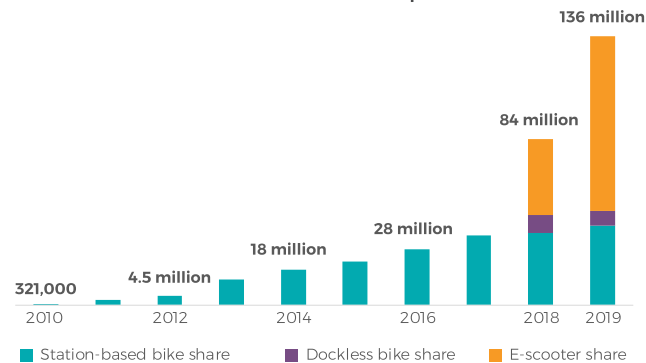


Regional Connectivity

million trips on shared bikes and scooters across the country.²¹ Bike share gives people a healthy, affordable option for making short trips and can expand the reach of transit service. Cities with bike share also see increases in overall levels of biking and transit use.²²

Between the University of Michigan, high levels of activity downtown, and more trails and bike lanes around the city, bike share has the potential to be an attractive and well-used transportation option in Ann Arbor. For bike share to succeed, though, there needs to be a dense network of stations and/or bikes readily available. When users have to walk more than five minutes to find a station or bike, ridership tends to suffer.²³ Re-launching and expanding ArborBike or introducing a new bike share service with enough coverage to

Growth in Shared Bike and Scooter Trips Across the U.S.



424 X

increase in shared bike and scooter trips across the U.S. over the last decade



Shared Mobility Options

create a convenient option for getting around the entire city will enable residents, students, workers, and visitors to make more trips via bike.

Shared Electric Scooters (e-scooters)

Since the fall of 2018, shared e-scooters have been available for rent around Ann Arbor. The city launched a dedicated partnership with Spin in 2019, which has been extended through summer of 2021. Shared scooters offer the potential to expand the utility of our existing transit and active transportation networks and replace some short vehicle trips. They also present potential challenges, including user and public safety, accessible and appropriate use of the right-of-way, equity considerations, and requirements upon the City to manage negative impacts.

Within the next year the city should evaluate the results of the scooter pilot to-date, analyzing available data and gathering broad community feedback, and recommend whether to significantly expand the number of scooters in Ann Arbor. The city should also work with Spin to expand the number of parking/charging hubs across the city and evaluate incorporating scooter parking in mobility hubs located at key transit locations (see Strategy 12).

Car Share

Car share gives users the ability to easily rent a car on demand for short errands or longer

trips and forgo the expense of car ownership. Zipcar currently has 21 locations and 30 vehicles in Ann Arbor—mainly centered around downtown and North Campus—and two out of five residents live within a 10-minute walk of these locations.²⁴

Using city-owned property, partnering with private property owners, and adopting incentives that encourage replacing traditional parking with car share locations will help expand this service to the entire city, with the goal of every resident being within a 10-minute walk of car share. Incorporating car sharing into mobility hubs at key transit locations (see Strategy 12) and supporting the operation of peer-to-peer car share services—where individuals can make their personal car available for rent through a third party like Turo or Getaround—will further expand access and convenience for people in Ann Arbor.

Piloting First/Last Mile Solutions across the Region

Making it easier for people across the region to access transit and commute into the city using TheRide will reduce congestion and emissions in Ann Arbor. Ann Arbor is committed to supporting TheRide and surrounding communities in testing innovative strategies and partnerships that make it easier for people to get to and choose to use transit, such as discounted ride-hail trips that start or end at transit stations.

Climate Impact from Shared Mobility



500
shared bikes



500
shared e-scooters



250
car share vehicles



estimated reduction in VMT and carbon emissions from potential increase in shared mobility options in Ann Arbor

Timeline



Short
(0-3 years)

Lead Agency/Stakeholders

- » Engineering
- » DDA
- » AAATA
- » Systems Planning
- » OSI
- » University of Michigan
- » Private mobility service providers

Targets

1. Re-launch bike share **by 2022**.
2. Evaluate shared electric scooter pilot and make recommendation on future expansion **by 2022**.
3. Expand bike share citywide **by 2024**.
4. Expand car share so that every Ann Arbor resident lives within a 10-minute walk of car share **by 2026**.

