

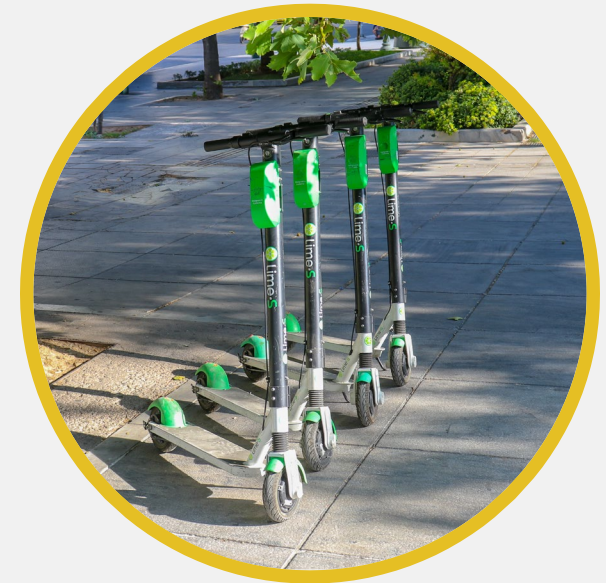
# SAN JOSÉ

## EMERGING MOBILITY ACTION PLAN



# WHAT IS THE EMERGING MOBILITY ACTION PLAN?

The City of San José seeks to ensure all people have safe, affordable, reliable, and sustainable transportation options to access the opportunities and resources necessary to thrive. Towards that end, **we are building an equity-centered Action Plan to understand, adapt to, manage, and guide new modes of transportation (emerging mobility) in service of community objectives.**



# WHAT IS EMERGING MOBILITY?

People want to move freely in ways that meet their needs, their means, and their abilities. **Emerging mobility, or new modes of transportation, can connect people to places, goods, and information** using new services, products, and technologies. A few examples you may be familiar with include:



# WHY NEW MODES OF TRANSPORTATION?

Without intervention, privately-owned and operated services could be made available in ways that exclude or harm:

- › Moderate and low-income people
- › Limited English speakers
- › Elderly and mobility impaired
- › BIPOC communities

San Jose's Department of Transportation wants to ensure its communities are considered when new modes are introduced and to guide these services to:

- › **Fill gaps** in existing transportation services
- › **Complement and enhance** public transit
- › **Provide more options** for communities of color and in low-income neighborhoods



# PLAN GOALS

-  > **Collaborate, educate, and engage** the community to inform options and services, and to ensure new modes of transportation are inclusive, accessible, and affordable.
-  > **Ensure new modes of transportation foster** belonging, joy, ease, and safety for all communities, prioritizing those with the greatest mobility needs.
-  > **Improve communities' wellbeing and personal safety**, and promote health for all, focusing on communities historically harmed by public improvements, enforcement, and disinvestment.
-  > **Improve connection** between local neighborhoods, essential services, jobs, and regional destinations, prioritizing communities where access and connection are most needed.
-  > **Expand economic opportunities** for BIPOC and low-income communities through trainings, education, and resources.
-  > **Expand awareness and education** around new modes of transportation services and programs in communities with the greatest mobility burdens.

# RECOMMENDATIONS

# 1. Create new modes of transportation and programs tailored to seniors and working families with kids.

## *Proposed Actions*



Require companies to include new bikes and scooters specifically for seniors and families.








Evaluate with community to see if their needs are met.



Collaborate with community to create more options.

## 2. Create easy-to-use options for services that are available and easily understood and used by low-income communities, undocumented people, seniors, and persons with disabilities. Options may include pay stations or kiosks, partnerships with local businesses, and card-based systems that allow cash filling and can be used across mobility providers.






### *Proposed Actions*

-  Require scooter and bike share companies to accept alternative payment options (e.g., cash, prepaid cards, PayPal).
-  Require scooter and bike share companies to accept different forms of identification for undocumented residents.
-  Advertise all available discount programs, low-income pricing, and eligibility requirements in multiple ways.
-  Work with community to identify more locations for in-person payment options.
-  Work across agencies to create a single card for payment.



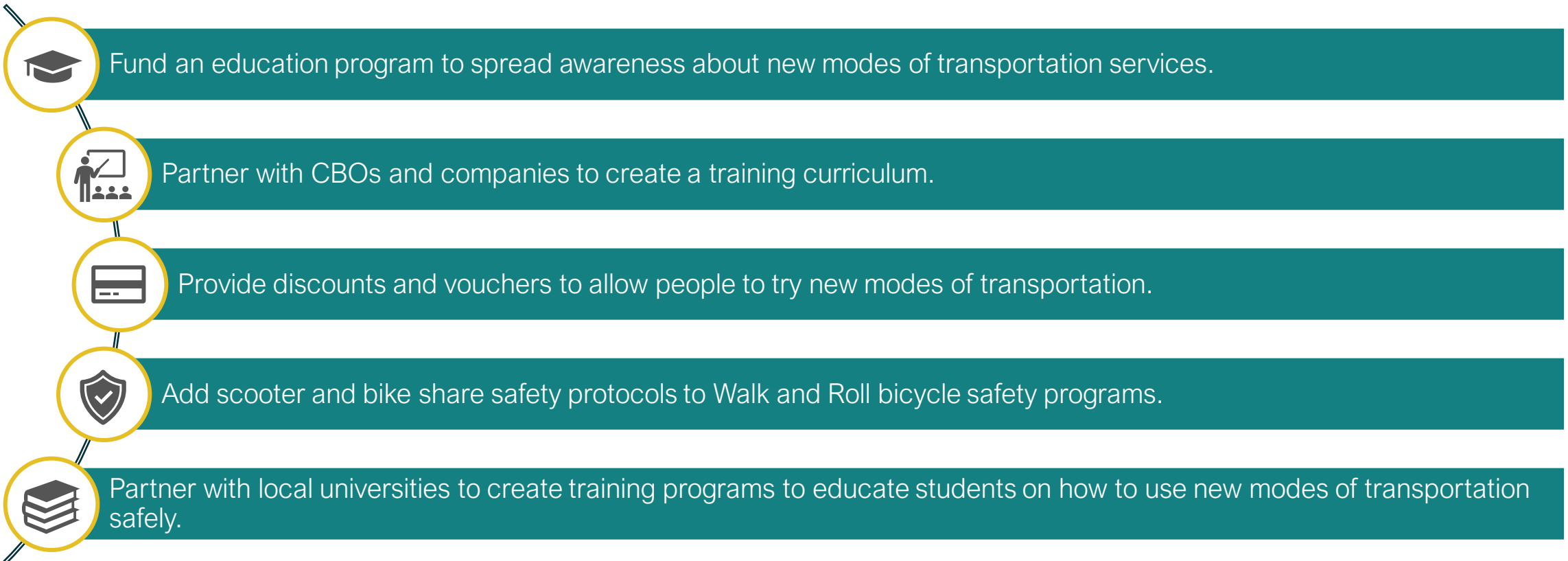
**3. Engage with CBOs to conduct racial equity analyses, and engage with CBOs prior to major program, policy, and project decisions like deployment requirements. Work in partnership with community groups to identify evaluation criteria to assess alignment between new modes of transportation programs and pilots and community needs. Establish minimum service levels by geography for all services. Evaluate the performance of transportation providers in meeting community needs at the midpoint and end of a project or pilot in partnership with CBOs. Make evaluation reports publicly available to community members.**

*Proposed Actions*

-  Conduct racial equity analyses for all DOT programs.
-  Identify funding compensate members of a community advisory board.
-  Establish a community advisory board to inform DOT's emerging mobility work.
-  Create evaluation criteria for all emerging mobility programs.
-  Make results from racial equity analyses publicly available.

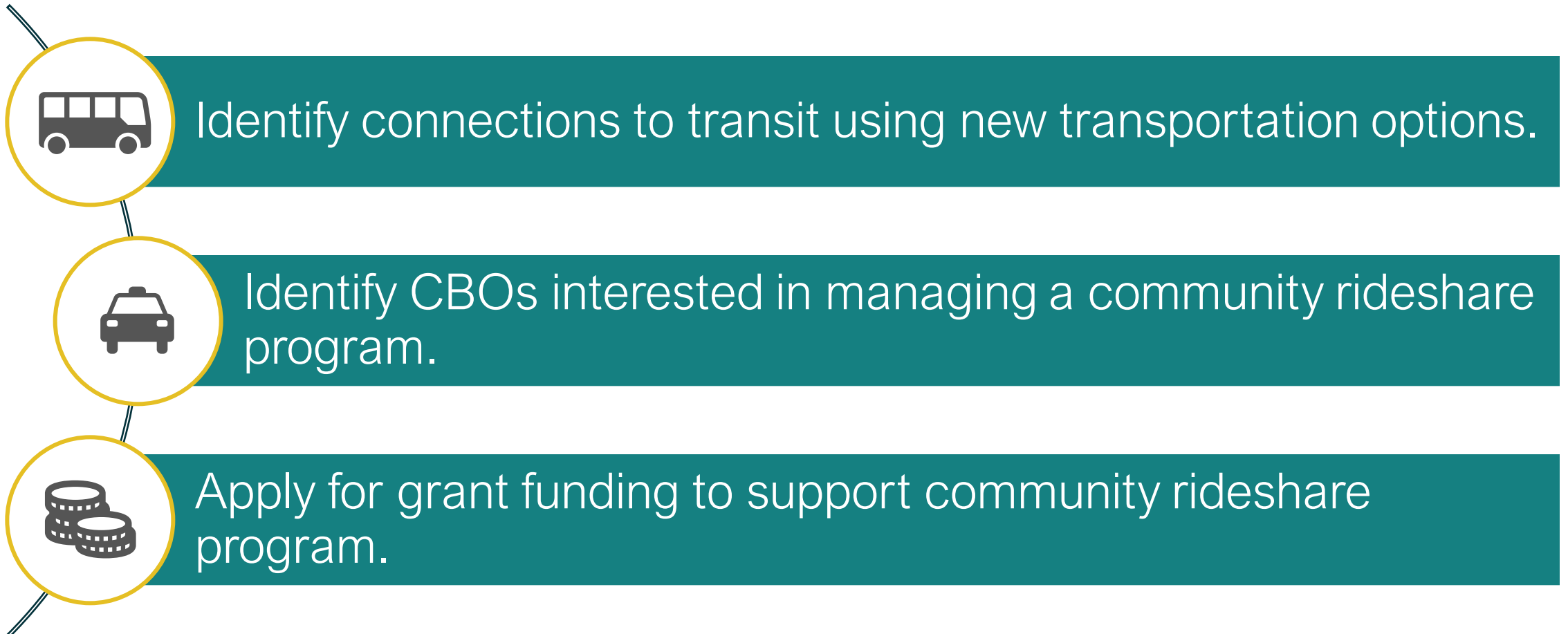
**4. Create funded public education and promotion program, in partnership with paid community members to educate and spread awareness about new modes of transportation and services. Include vouchers and discounts to CBOs to give to community members to help familiarize people with new modes of transportation services and programs. Engage with local neighborhoods, school districts, and universities to educate students on how to safely use new modes of transportation. Tailor to specific age groups.**

*Proposed Actions*







**5. Create a community program to better integrate transit and new modes of transportation, ensuring new modes complement other transportation options. Create community programs connecting services to transit, including a community rideshare program managed by CBOs.**

*Proposed Actions*



## 6. Establish workforce development programs to connect low-income residents and youth to job opportunities related to new modes of transportation. Establish local hire requirements targeting underserved communities.

### *Proposed Actions*

-  Encourage companies to attend local college and citywide job fairs.
-  Study impact of automation and electrification on local jobs.
-  Create upskill training programs with workforce development orgs.
-  Create internship programs for youth.

# STAY CONNECTED!

## Want to learn more about the EMAP?

- **Please visit us at** <https://www.sanjoseca.gov/your-government/departments-offices/transportation/projects-planning/emerging-mobility-action-plan>
- **Share your thoughts with us directly**
  - Community Engagement Lead: Frank@winterconsultants.com
  - Project Manager: Ssharazi@nelsonnygaard.com