

SAN JOSÉ EMERGING MOBILITY ACTION PLAN

Draft Final Report

January 2022

This draft report does not include all planned graphics or the report's Appendix. It is being circulated for feedback on framing and content before being finalized.

EXECUTIVE SUMMARY (1-2 PAGES, TO BE COMPLETED AFTER 80% CONTENT APPROVAL)

- Overview of purpose and process
- Key lessons learned and best practices
- Recommendations

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1 INTRODUCTION: A STORY OF TWO SAN JOSÉS

The City of San José wants all people have safe, affordable, reliable, and sustainable transportation options to access the opportunities and resources necessary to thrive. To that end, the Department of Transportation strives to leverage its limited regulatory power to guide emerging mobility companies to fill gaps in existing transportation services, complement and enhance public transit, and make their services accessible to the city's communities of color and low-income neighborhoods. We are building an equity-centered action plan to understand, adapt to, manage, and guide new modes of transportation in service of community objectives. Our challenge is to center the diverse communities of San José, specifically Black, Indigenous, and people of color and communities that have been historically disenfranchised, and their experiences, needs, and priorities as we prepare for unknown shifts in transportation technology and business models. This plan hopes to do this by:

- Centering racial equity to guide an understanding of community needs and develop solutions in partnership with communities;
- Understanding historic trends in mobility investment to identify areas that have been institutionally underserved and learn how this has shaped individual and community experiences;
- Evaluating the current distribution of emerging mobility options and who they serve, and using available data to track the performance of existing services at the intersection of mobility and equity, using the City's metrics;
- Connecting historic trends in community investment, emerging mobility access to date, and potential risk factors that can exacerbate displacement; and
- Working with the community to identify if, where, and how emerging mobility might serve their needs.

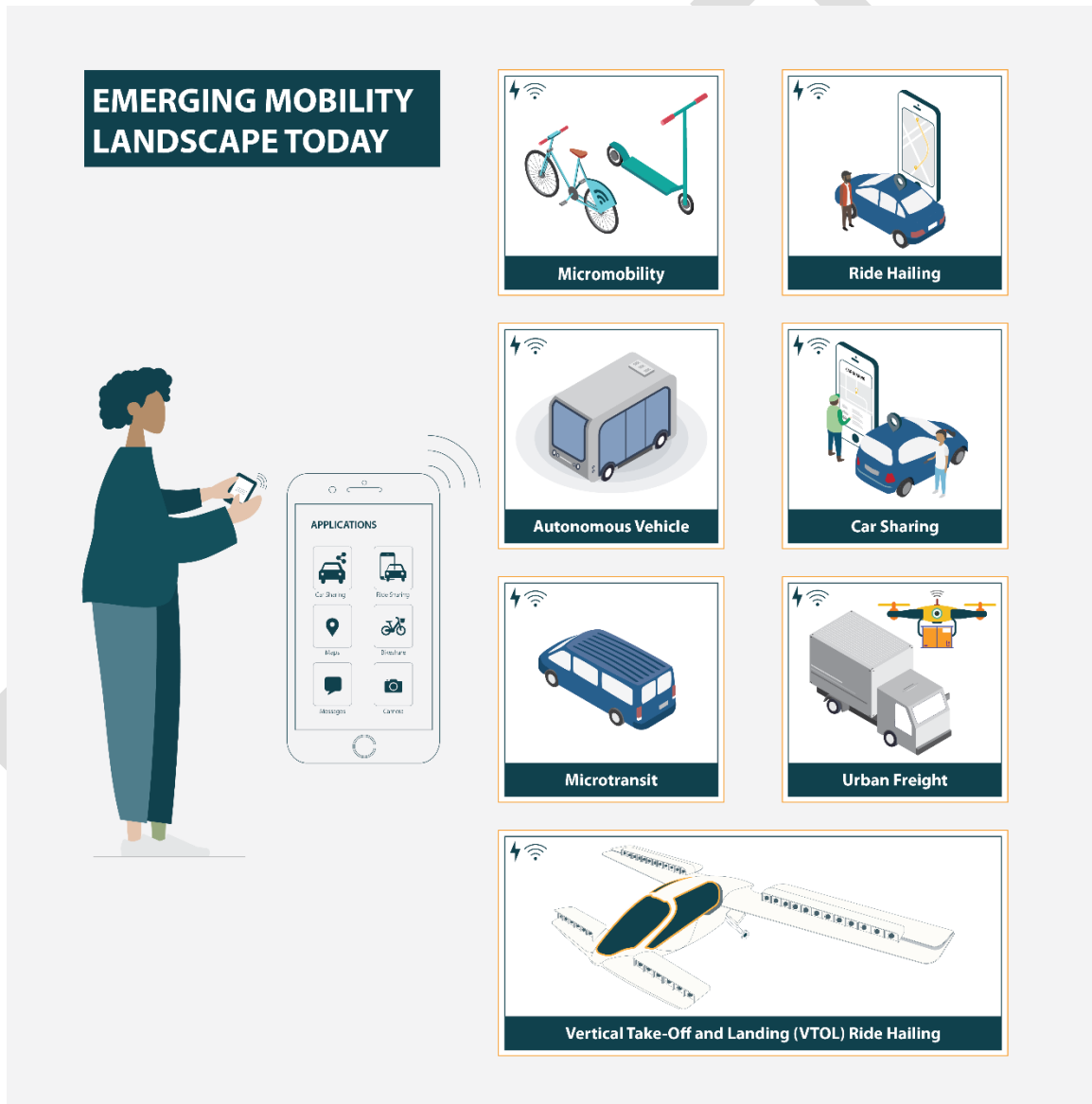
The purpose of this plan is to position the city to guide emerging mobility services to better meet the needs of its communities. The insights gleaned from this planning process will also help the city center racial equity in other areas of its work.

WHAT IS EMERGING MOBILITY?

Emerging mobility, also called innovative mobility, new mobility, and technology-enabled mobility, includes numerous types of transportation services and technologies. Emerging mobility can connect people to places, goods, and information using new services,

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products, and technologies. Emerging mobility can provide a wider variety of and more adaptable means of moving people and goods. Emerging mobility may also bridge gaps in the existing transportation system, improving its overall utility. Examples that may be familiar include micromobility such as electric scooter share and bike share rental services, ride hailing (e.g., Uber and Lyft), and courier services (e.g., Instacart or DoorDash). Emerging mobility may also be automated, such as on-demand shuttles, or automated vehicles on the road or in the sky. It can also be the technology and data that facilitate travel, such as an app that allows you to plan and pay for a trip using multiple services—like shared bike, train, and ride-hail—in one seamless trip.



These are just a few examples of “emerging” mobility: new services and technologies typically offered by privately-owned companies. They offer the potential to fill gaps and expand affordable, reliable, useful transportation options for all, particularly those historically underserved. But they could cause further harm, undermining struggling public transit systems and exacerbating inequalities, if not planned for with equity as a guiding principle. A deeper dive into the City’s emerging mobility options is provided in Chapter 5.

WHY EMERGING MOBILITY?

Climate change, traffic congestion, limited public transit, and racial equity disparities are causing cities to pay close attention to a seemingly endless array of new transportation technologies and services that are being tested in their communities. All offer potential benefits and burdens.

Some emerging mobility services may provide a convenient means of getting around at a lower cost—financially and environmentally—than driving alone. Others may fill public transit gaps, providing reliable transportation options where few previously existed. On the other hand, some services could increase drive-alone trips and consequently pollution. And, without intervention, these typically privately owned and operated services could be priced and located so they exclude many potential users, such as moderate and low-income people, unbanked or underbanked populations, limited English speakers, the elderly and mobility-impaired people, and BIPOC communities. Public agencies are trying to figure out can exercise to foster the positive and reduce the potential downsides of these services.

While some forms of emerging mobility—such as ride-hailing and shared cars—have become commonplace around the world, simply providing more and newer options does not guarantee community needs will be met. In many cases, the direct needs of the community are an afterthought in emerging mobility programs, resulting in backlash or unintended negative impacts. Working with community members to understand, address, and design projects that respond directly to their needs may help ensure services are useful and utilized. Empowering communities through capacity-building, engagement, collaboration, and co-creation will support community ownership of mobility decisions and provide proactive rather than reactive processes for future investments. In some cases, emerging mobility may not be an appropriate solution.

While many emerging mobility programs, such as the City’s bike share and scooter share (micromobility) program, have evolved through pilot projects, no overarching strategy for addressing equity in emerging mobility has been developed prior to this plan. By working in partnership with the community to connect mobility and other needs, such as housing and healthcare, and building understanding across public, private, and community partners on trade-offs, we hope to better understand the community’s desired outcomes and propose new processes to equitably provide mobility options moving forward. In addition, our hope is to catalyze greater change, coordination, and collaboration beyond emerging mobility even as we implement a focused plan.