

Sustainable Mobility Program Framework

March 2024



Regional Mobility Challenges

Auto-focused transportation network

- Key destinations and resources are oriented to the road
- Destinations and resources may be far apart

I don't have my own car

I cannot drive due to my disability

I don't know how to drive

I share a car with my aunt

My car is unreliable

I can't afford insurance or gas

I can no longer safely drive my car

I don't want to cause a crash

My license is suspended

I'm not old enough to get a license

I don't want to drive

Making a Strategic Impact

Regional Potential



- Travel options for short trips
- Affordable mobility services
- Clean mobility

Partner Insights



- Reliable transportation
- Clear communication
- Broad support

Supporting the Triple Bottom Line

Equity

Provide new and affordable mobility options that do not require the use of a personal vehicle to access

Address barriers to mobility in disinvested and environmental justice communities

Economy

Improve and support economic development and community outcomes through access to key destinations and resources

Environment

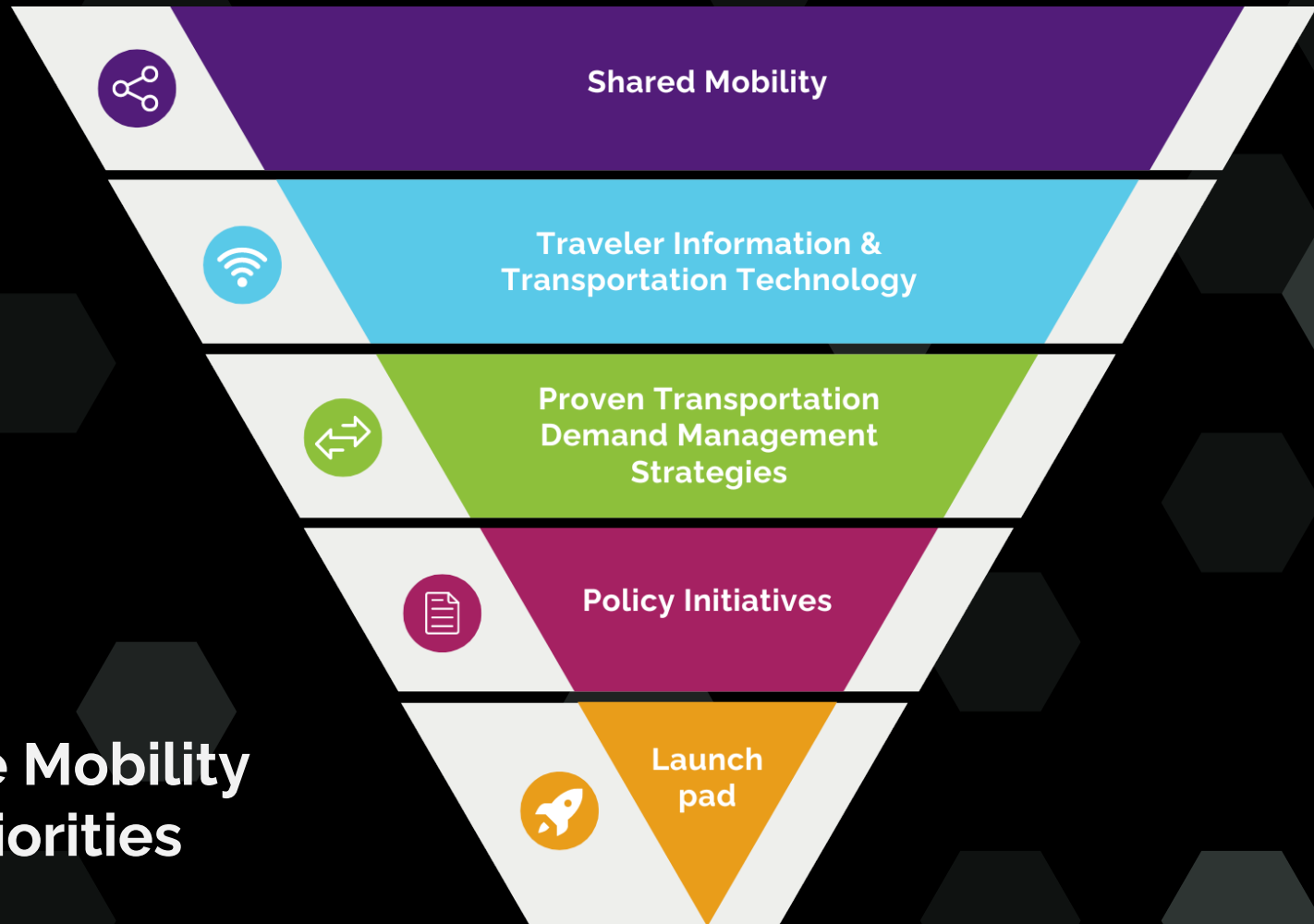
Facilitate mode shift to reduce vehicle miles traveled and greenhouse gas emissions

Invest, when appropriate, in emerging transportation technology to address specific community mobility needs





Sustainable Mobility Program Priorities



Shared Mobility



Mobility Hubs



Micromobility



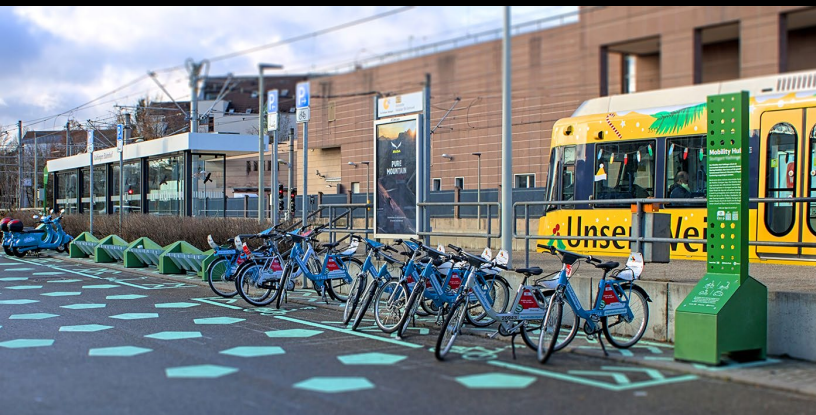
Clean car share



Microtransit



Carpooling / ride matching



Traveler Information & Transportation Technology



Traveler Information (511)



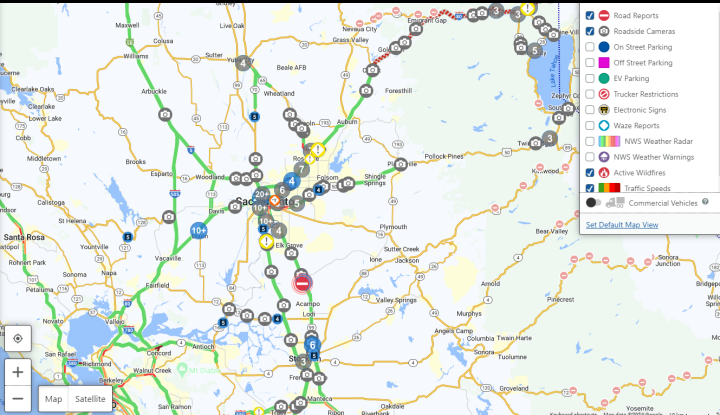
Electronic fare payment



Mobility as a Service



Curb management



Proven Transportation Demand Management Strategies



Mode Shift Grant Program



May is Bike Month



Vanpool Subsidies



TMA Programs



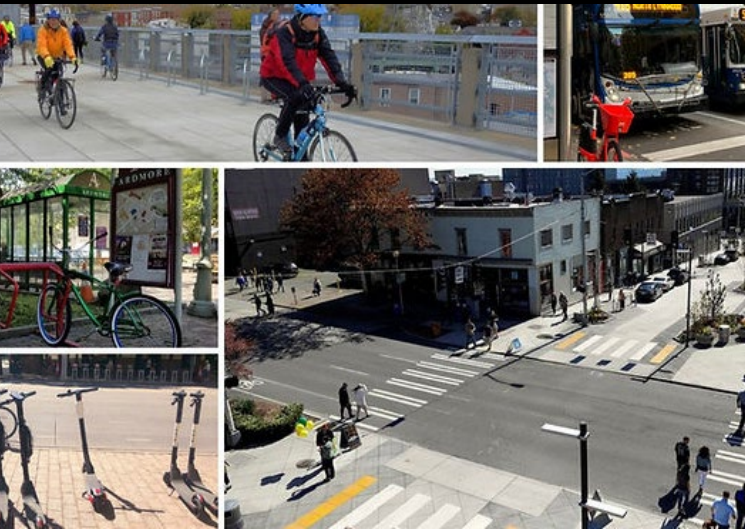
Policy Initiatives



TDM Ordinance Support



Legislative
needs



Launchpad



Mobility wallets



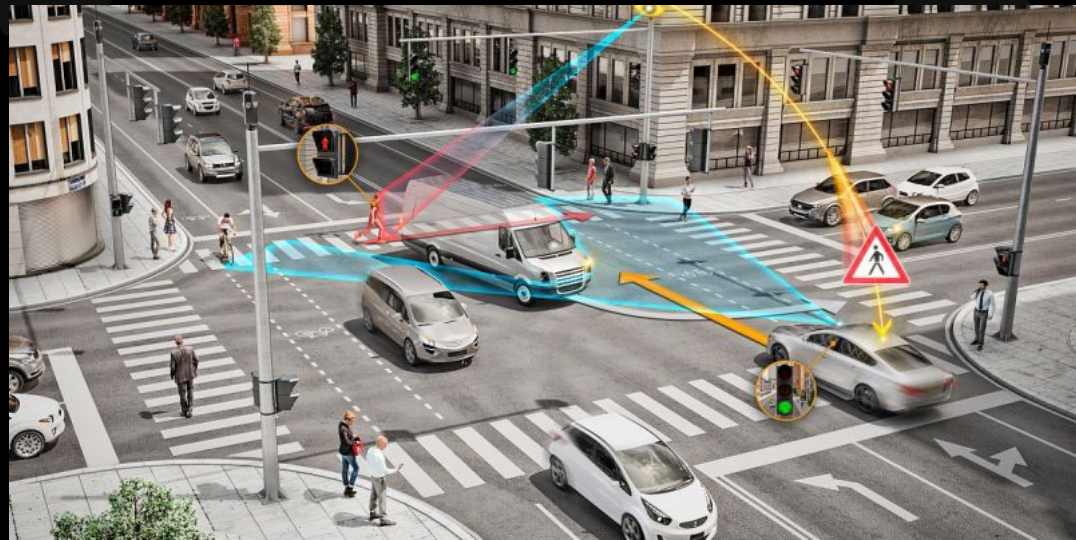
Flexible fleets



Connected vehicles



Air
taxis



Staff Contacts



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