Improving urban mobility with transit centric on-demand services

Samitha Samaranayake School of Civil and Environmental Engineering Cornell University

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CornellEngineering Civil and Environmental Engineering



On-demand transportation systems



Are ride-hailing systems as they operate today a scalable and sustainable alternative to private vehicle ownership?

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Question: how can cities utilize these innovations in a more scalable and sustainable manner?

- Enabling and encouraging (high-capacity) ride-pooling
- Integrating with mass transit

Higher capacity sharing at scale



Higher capacity sharing in practice





AARIAN MARSHALL TRANSPORTATION 10.24.17 07:00 AM

LA LOOKS TO RIDESHARE TO BUILD THE FUTURE OF PUBLIC TRANSIT





🔂 GETTY IMAGES

Park and ride (pooling)

NEWS

EASTSIDE

PUBLIC TRANSPORTATION



King County Metro will experiment with ridehailing app

With a responsive, municipal shuttle, Metro hopes to make transit easier to use—starting with the Eastside By Sarah Anne Lloyd | @sarahannelloyd | Oct 17, 2018, 2:38pm PDT



The service area of Metro's first responsive shuttle. | Courtesy of King County Metro

Questions/challenges- redesigning mass transit

- Redesigning fixed route transit (bus) in the presence of on-demand services
 - Addressing "coverage vs ridership problem"



Houston network resign Effective August 27, 2017

80% of routes are ridership based

Questions/challenges- regulation

- Tools for understand responses to regulatory interventions

