New Mobility Research: An Exploratory Ridesourcing Study

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We increasingly know *where* ridesourcing trips occur, but less about the *role they play* in the urban transportation system.
Case study: Washtenaw County

2014

AAATA Routes
Washtenaw County Block Groups
Municipalities

0 1 2 4 6 Kilometers
Research Design

Data Collection

• Survey with convenience sample
• Flyers, bus display ad, geographically targeted Facebook & Google Ads in Washtenaw County for one month
• Asked for ridesourcing trips in the last year
• N=167 respondents, for 198 trips

Respondents

• A majority (73%) of respondents had a vehicle available to them
• 65% under 35
• Most trips (67%) single passenger, 21% had two, 9% had three, less than 3% four or more
For each trip, what other modes were an “option”?

- Bus: 63%
- Car: 38%
- Walking: 32%
- Bicycle: 18%

Why did riders choose ridesourcing over this mode for this particular trip? (Moderately, very, or extremely important)

- Frequency or speed of route
- Less walking
- Weather
- Transit service less easy to use

- Alcohol, tiredness, medication
- Parking cost
- Stress

- Weather
- Distance

- Weather
- Availability of bike
Where did respondents travel to and from?

Popular locations had jobs, bars & restaurants, less walkable.

Neighborhood variables related to ridesourcing trips: entertainment or office jobs, bar and restaurant density, no auto households, intersection density (negative).
Vibrant cities must move people efficiently ...
... resulting in policy emphasis on walking, cycling, and transit.

Thank you!

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