

UTC Project Information	
Project Title	Supplementing fixed-route transit with dynamic shared mobility services: a marginal cost comparison approach
University	University of Washington
Principal Investigator	Qing Shen
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Funding Source(s) and Amounts Provided (by each agency or organization)	University of Washington PacTrans \$40,000 University of Washington \$40,000
Total Project Cost	\$ 80,000
Agency ID or Contract Number	69A3551747110
Start and End Dates	March 16, 2021- Sept 15, 2022
Brief Description of Research Project	<p>This research addresses a key research need regarding how public transit agencies should respond to the rapid growth of shared mobility services, while leveraging unique policy innovations implemented in the Seattle metropolitan region. It develops a novel theory-and-data-driven approach for public transit agencies to evaluate the cost-effectiveness of incorporating app-based shared mobility to supplement fixed-route transit.</p> <p>Based on the economic concept of marginal cost, this research aims to deepen our understanding of when, where, and how public agencies should utilize shared mobility modes. Using data from King County Metro (KCM)'s Via to Transit program, it will build operational agent-based models for KCM and other public transit agencies to estimate the marginal costs of delivering mobility services, including both traditional and shared mobility options.</p>

<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, or anticipated)</p>	
<p>Web Links</p> <ul style="list-style-type: none">• Reports• Project Website	