

Moving towards Shared Mobility: Prospects & Barriers

Technology is driving rapid changes in the mobility sector. The ability to use mobile phones to conveniently access mobility services has enabled rapid growth of app based shared mobility services around the world. The model of shared mobility offers a transformational way of moving, offering massive benefits to the users, operators and cities alike. However, there are also concerns which impede wider adoption of shared mobility.

Cost saving, reduced emission level, fuel savings and resource sharing form well accepted benefits of such services. While some studies contend, others indicate that shared mobility is reshaping travel behaviour, in terms of, discouraging vehicle ownership, improving public transport use and increasing environmental awareness among users. A survey conducted in Indian cities revealed that 79 per cent of the respondents were willing to either abort or delay their car purchase plan, if availability and timeliness of ridesharing services equalled or exceeded private car ownership (BCG, 2018).

Globally, cities are making huge strides in shared mobility. Helsinki is aiming to phase out private vehicles by 2025 and shift entirely to shared mobility (ITF, 2017). The integrated transport plan for San Francisco's Bay region has outlined an investment of \$13 million in car sharing and aims to achieve a 2.6% per capita reduction in GHG emissions by 2040 (Plan Bay Area, 2013).

Many factors work in favour of shared mobility in Indian cities like high demand for affordable mobility options, low vehicle ownership per capita, young demography, high penetration of mobile phones etc. In fact, analysis by Morgan Stanley, 2017, predicts India to be a leader in shared mobility by 2030. It estimated India's current share of shared mobility as 10% in the total vehicle km travelled in 2017. The key to success of shared mobility will lie in cities leveraging the potential benefits and downsizing its externalities like congestion, possible competition with public transport services, etc. Integration of shared mobility with public transport and non-motorised transport will remain critical in encouraging shift from personal vehicles to shared mobility. Equally important will be to address concerns related to affordability and security of such services.

With this background, the track on ‘**Enabling shared mobility: Prospects & Barriers**’ will discuss the potential of shared mobility in Indian cities, barriers to shared mobility and likely solutions.

The session will particularly seek answer to the following questions -

- What is the future of shared mobility in terms of modes used, operational models, business models etc.?
- How can equity related concerns like affordability, safety and security of users be addressed?
- How can shared mobility be used to complement public transport?
- What are the barriers to wider adoption of these shared mobility solutions in Indian cities?
- What regulations and policy will better support shared mobility in Indian cities?