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**Title:** Understanding the Role of Incentives in Enabling Use of Higher-Occupancy Options in Shared Mobility Modes: A City-level Analysis

**Abstract:** With the proliferation of shared mobility options, an understanding of traveler behavior and decisions (e.g., vehicle/mode, vehicle occupancy, service types and times) is needed to determine how various travel cost and travel performance factors affects those choices. This study looks at the role of incentives in enabling encouraging the choice of a shared option over a single-occupant ride (i.e., a pooled ride instead of a solo trip). Survey data collected from users of a major transportation network company (TNC) in fifteen cities, anchored off of very recent user trips, provide insights on possible incentives that policymakers might consider offering and their likelihood of increasing shared rides for different market segments. In particular, the study considers the effect of per-ride and per-mile price incentives on the prevalence and distribution of single-occupancy vehicle rides trips, carpooled ride trips, solo TNC rides, and shared TNC rides in a given city. These effects are estimated for several market segments, including time-of-day, origin, and destination, as well as rider characteristics such as income and frequency of TNC use, ridesharing location, and ridesharing. Building from these findings, the study identifies and analyses four city-level policy scenarios that have the potential for increasing shared rides in a city.