



## Center for Advanced Multimodal Mobility Solutions and Education

UTC Project Information – CAMMSE @ UNC Charlotte	
<b>Project Title</b>	Understanding the Surprising and Oversized Use of Ridesourcing Services in Poorer Neighborhoods in NYC
<b>University</b>	The University of Connecticut
<b>Principal Investigator</b>	Norman Garrick and Carol Atkinson-Palombo
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<b>Funding Sources and Amount Provided (by each agency or organization)</b>	The University of North Carolina at Charlotte: \$59,898 The University of Connecticut: \$60,000
<b>Total Project Cost</b>	\$119,898
<b>Agency ID or Contract Number</b>	
<b>Start and End Dates</b>	10/01/2018 – 09/30/2020
<b>Brief Description of Research Project</b>	Initial studies of ridesourcing services found that early adopters were relatively affluent, educated, young urbanites willing to experiment with new smartphone-enabled technologies [1]. Similarly, early studies undertaken in settings like San Francisco reinforced this description of the customer base and added that services were most typically used for shopping and leisure trips on evenings and weekends [2]. It was therefore surprising to us that in the five boroughs of New York City, preliminary research that we have undertaken revealed that a majority of ridesourcing trips in 2017 originated in the outer boroughs in neighborhoods,



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	<p>predominantly populated by relatively low-income minority residents with limited access to public transit. It is unclear whether the trips are being taken by local residents to fill a gap that exists in public transportation services or by people outside the community for other reason(s). If ridesharing is being used to provide desired levels of accessibility, then having this need filled by for-profit entities could have long-term negative consequences for transportation equity. Our project will use surveys, interviews, and spatial analysis of geocoded Twitter feeds about various companies providing ridesourcing to glean insights about these trips. We are especially interested in learning what has caused this rapid growth in trips originating in the outer boroughs, who is taking the trips, where they are going, and whether or not this represents additional travel or whether it is replacing trips already undertaken via different means. Our findings will provide insights about the implications of these ridesourcing trips for equity considerations, as well as externalities caused by any increased Vehicle Miles Travelled (VMT) that will be of interest to policy-makers. The mixed method spatiotemporal tools developed in this study will be applicable to a wide range of settings and illustrate the importance of contextual factors in evaluating the impacts of technologies that are disrupting the traditional landscape of transportation research and policy.</p>
<p><i>Describe Implementation of Research Outcomes</i></p>	



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<p><i>(or why not implemented)</i></p> <p><i>Place Any Photos Here</i></p>	
<p><i>Impacts/Benefits of Implementation (actual, not anticipated)</i></p>	<p>Project has not begun yet, so no impacts have been realized.</p>
<p><i>Web Links</i></p> <ul style="list-style-type: none"> <li>• <i>Reports</i></li> <li>• <i>Project website</i></li> </ul>	<p><a href="https://cammse.uncc.edu/sites/cammse.uncc.edu/files/media/CAMMSE-UNCC-2019-UTC-Project-Information-11-Garrick-AtkinsonPalombo.pdf">https://cammse.uncc.edu/sites/cammse.uncc.edu/files/media/CAMMSE-UNCC-2019-UTC-Project-Information-11-Garrick-AtkinsonPalombo.pdf</a></p>