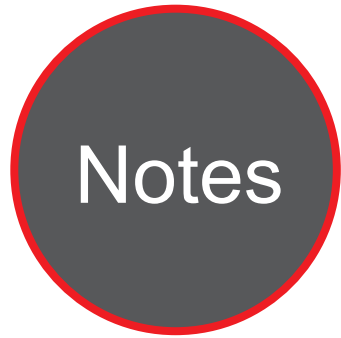




Caltrans Division of Research,  
Innovation and System Information

# Research



# Notes

Planning, Policy,  
and  
Programming

September 2021

Project Title:  
The Potential for Ride-  
Matching in Disadvantaged  
Communities

Task Number: 3446

Start Date: September 1, 2021

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2022

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## The Potential for Ride-Matching in Disadvantaged Communities

Explore the market for a unique ride-matching service in low income, minority communities

### WHAT IS THE NEED?

Mobility is critical for access to jobs, education, medical care and healthy food, yet in many communities of color mobility resources are limited. Low income households have fewer cars, and even in densely populated urban areas public transit is often of poor substitute for the private car. A low-cost ride-matching service has the potential to fill a mobility gap in low income, minority communities.

### WHAT ARE WE DOING?

The purpose of this research is to explore the market for a unique ride-matching service in low income, minority communities. The original concept was developed by Dessouky and colleagues (Furuhata et al, 2015) for shuttle services. The ride matching service is conceptualized as a non-profit service that matches an individual seeking a ride with a driver traveling from and to a similar origin and destination. As a non-profit service, the payment simply covers costs of providing the ride. Unlike ridehailing services such as Uber or Lyft, the ride-matching service minimizes deadhead miles, as it seeks to match ride seekers with nearby drivers who have a similar origin and destination.



DRISI provides solutions and knowledge that improves California's transportation system

The approach for this research is comprised of seven tasks below:

**Task 1: Literature Review**

A detailed literature review on travel behavior in low income communities of color will be conducted.

**Task 2: Research vision group**

The research vision group will serve as an advisory panel throughout the research.

**Task 3: Focus groups**

The researchers will conduct 2 focus groups, one near the beginning and one near the end of the project.

**Task 4: Travel Survey Analysis**

The analysis will focus on understanding mobility patterns for the SELA population or similar populations.

**Task 5: Cellphone data analysis**

This task includes data collection, data preparation, and modeling to examine spatial and temporal mobility patterns.

**Task 6: Potential ride match services**

**Task 7: Final report**

## WHAT IS OUR GOAL?

This research is part of a larger effort to solicit funding for a field demonstration of the ride matching service. In this research, we work with the SELA Collaborative to understand the travel needs of the community – a generally under-studied population that is not well represented in traditional state or national travel surveys. Using that learning, we will design a later proposal for a full demonstration of a ride-matching service (not this proposal), which makes this initial research potentially high impact. It is anticipated that the successful completion of this initial stage will lead to opportunities to generate larger funding pools for a full ride-match demonstration program.

## WHAT IS THE BENEFIT?

The proposed research focuses on understanding travel behavior, attitudes, and perceptions within low income communities of color. While the research is aimed at providing missing knowledge for a full demonstration program, this research will fill a notable gap in the travel behavior literature on its own, providing new insights into travel needs of an underserved and often under-studied mobility disadvantaged population.

## WHAT IS THE PROGRESS TO DATE?

This is a new task order. The task was recently executed on August 24. A Kickoff meeting is planned in October 2021.