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SUSTAINABLE URBAN MOBILITY IN THE SHARING ECONOMY: DIGITAL PLATFORMS, COLLABORATIVE GOVERNANCE, AND INNOVATIVE TRANSPORTATION

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ABSTRACT. Research evidence (e.g. Cassetta et al., 2017; Ma et al., 2018a,b; Vazifeh et al., 2018) suggests that nearly all sharing mobility business patterns give hope of green and affordable urban transport. Using data from APTA, Dalia Research, McKinsey & Company, The National League of Cities, The Shared-Use Mobility Center, Statista, I performed analyses and made estimates regarding continued growth potential for shared mobility, cities' regulatory response to the sharing economy, and shared mobility services booked online. Empirical and secondary data are used to support the claim that the swiftly expanded processes of sharing mobility business patterns have frequently brought about considerable disorder and tensions to city governance.

Keywords: sustainable urban mobility; sharing economy; innovative transportation

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1. Introduction

Urban transformation is crucial to worldwide sustainable advancement as individuals gradually come to reside in cities where the mobility sector holds out hope for the paramount capacity of carbon emission decrease. The disorderly business advance generated by the onset of app-based smart-sharing systems (Alpopi and Silvestru (Bere), 2016; Grčić Fabić, Zekić, and Samaržija, 2016; Mircică, 2017; Pera, 2017) has unshackled collaborative use of mobility at significant scales. Harmonizing the current yet inadequately realized low-carbon urban transport modes with developing and expanding app-based sharing mobility business patterns provides tremendous potential to remodel city mobility toward sustainability. (Ma et al., 2018a)

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2. Literature Review

Information and communication technologies have initiated the approach to innovative solutions for city mobility that supply superior procedures to match users with on-demand vehicles. (Vazifeh et al., 2018) Cutting edge in the transport sector is required from the assimilation of innovative technologies and the advancement of fashionable notions of mobility. The present transport setting has undergone reorganizations, as indicated by the advent of an array of redesigned applications, business patterns and specialisations (Farber, 2017; Michailidou, 2017; Pearson, 2017; Popescu et al., 2017; Teubner, Hawlitschek, and Dann, 2017), in addition to the coming of new participants. (Cassetta et al., 2017) Sharing of products and services, furthered by digitalization, brings about additional underlying forces for urban metabolism. Various routes of urban advancement are influenced by the coaction between the land-use, transport and telecommunications systems (Bratu, 2017; Hurd, 2016; Nica, Comănescu, and Manole, 2017; Popescu Ljunghom, 2016a, b) and their utilization concerning accessibility. (Lyons et al., 2018)

3. Methodology

Using data from APTA, Dalia Research, McKinsey & Company, The National League of Cities, The Shared-Use Mobility Center, Statista, I performed analyses and made estimates regarding continued growth potential for shared mobility, cities' regulatory response to the sharing economy, and shared mobility services booked online. Empirical and secondary data are used to support the claim that the swiftly expanded processes of sharing mobility business patterns have frequently brought about considerable disorder and tensions to city governance.

4. Results and Discussion

The swift business enlargement and advance of the sharing mobility firms have thoroughly challenged current urban socio-economic links, knowledge systems and physical infrastructures. There is a substantial harmonization process between the shift in order to achieve a more sustainable urban place at the macro-level (Belás et al., 2017; Havu, 2017; Moser, 2017; Peters, 2017; Roca-Sales and Lopez-Garcia, 2017) and the business ecosystem leading edge with the aim of developing a more environment-friendly and fashionable transport at the meso-level. The two-level shifts, set in motion by the disorderly cutting edge process of the sharing economy and regulated by urban radical change towards sustainability (Cheng, 2016; Ionescu, 2017; Nica, Potcovaru, and Mirică (Dumitrescu), 2017; Popescu Ljungholm, 2017), conjointly shape each other and re-implement sustainable values and routines in the rapidly inconstant urban environment and business leading edges. (Ma et al., 2018a) (Figures 1–6)

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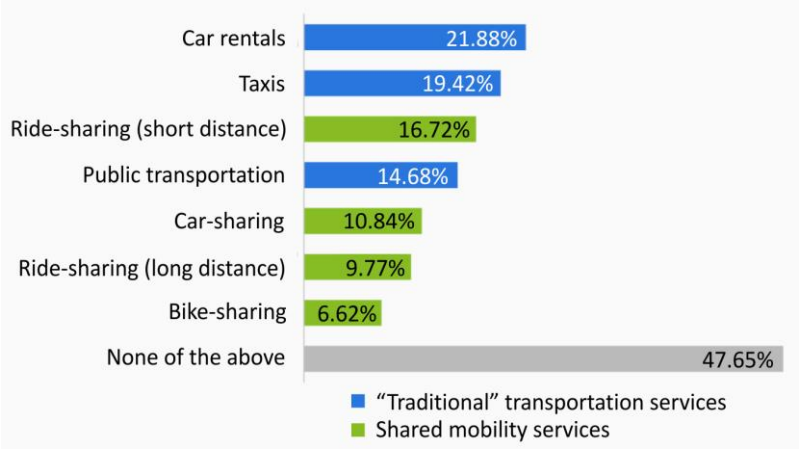
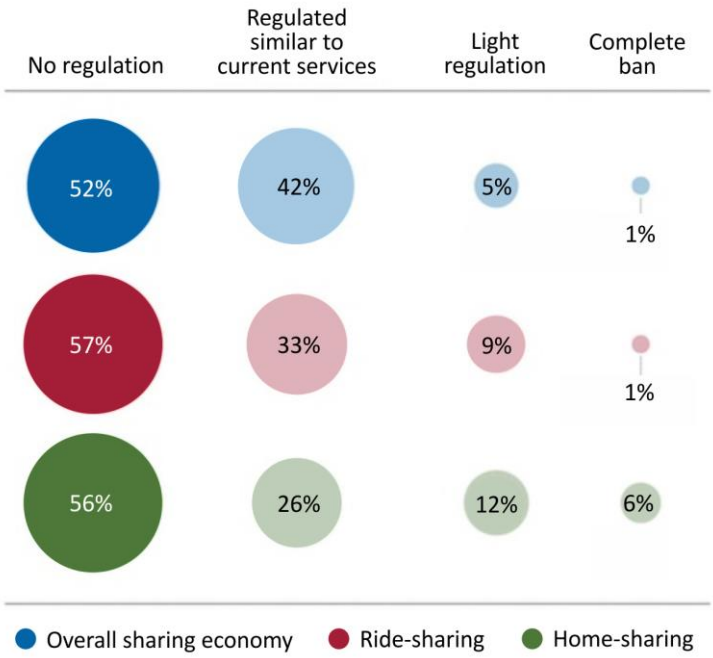
Figure 1 Which of these services have you booked online (website or app) in the past 12 months?



Sources: Statista Global Consumer Survey; my survey among 2,600 individuals conducted October 2017.
Note: Multiple answers allowed.

Figure 2 Cities' regulatory response to the sharing economy



Sources: The National League of Cities City Survey; my survey among 2,600 individuals conducted October 2017.

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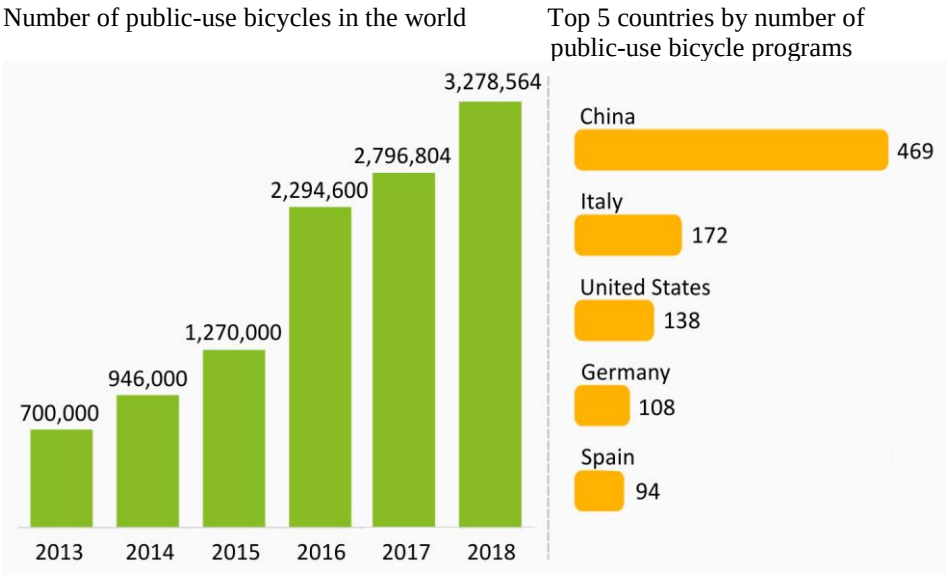
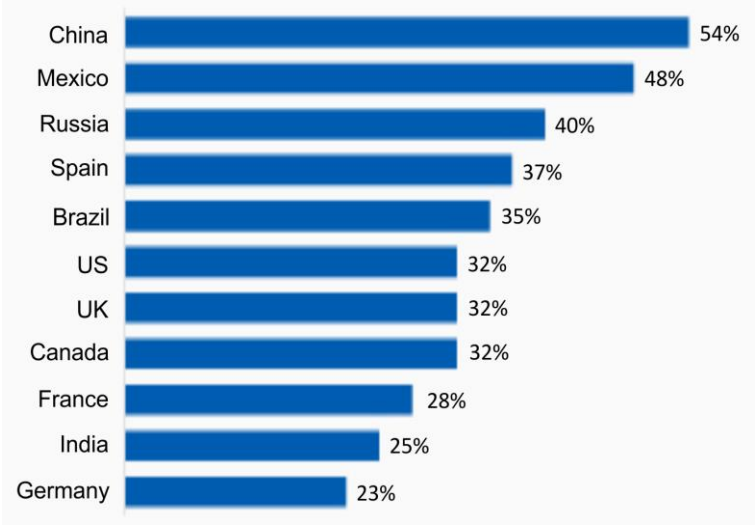
Figure 3 The global rise of bike-sharing



Sources: Russell Meddin, Bike-sharing Blog; Statista; my estimates.

Figure 4 % of people who have used an app for mobility services



Sources: Dalia Research; Statista; my 2018 estimates.

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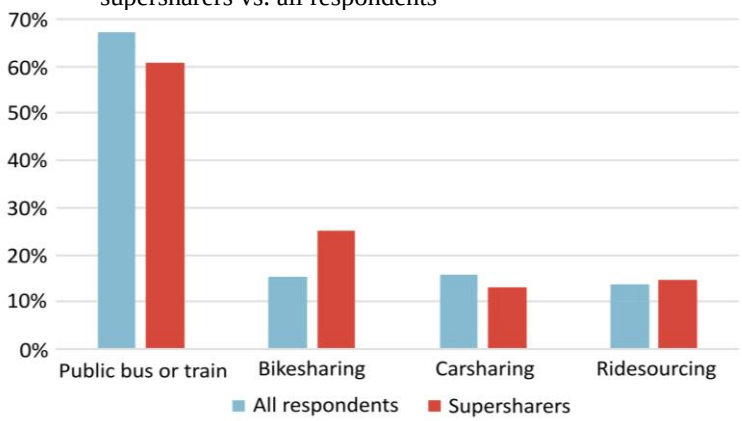
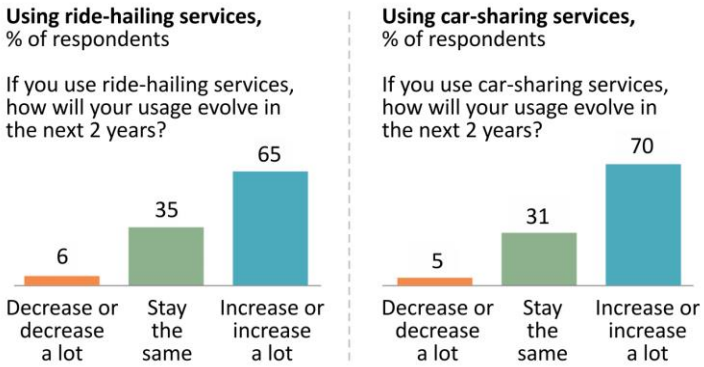
Figure 5 Single shared mode used most often – supersharers vs. all respondents



Sources: The Shared-Use Mobility Center; APTA; my survey among 3,100 individuals conducted September 2017.

Figure 6 Continued growth potential for shared mobility



Sources: McKinsey & Company; my survey among 3,100 individuals conducted September 2017.

5. Conclusions

Actual city transport systems have substantially regulated the urban economies and societies, but disruptive technologies' main alterations are imminent. (Kane and Whitehead, 2018) Nearly all sharing mobility business patterns give hope of green and affordable urban transport, but their swiftly expanded processes (Esty, 2017; Makrakis, 2017; Olssen, 2017; Popescu, Comănescu, and Manole, 2017) have frequently brought about considerable disorder and tensions to city governance. The absence of assimilation and integration of cutting-edge social participants are pivotal barriers to an entirely-operational government–business–society synergic management (emerging social participants may be administrative collaborators in the sharing economy). (Ma et al., 2018b)

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Author Contributions
The author confirms being the sole contributor of this work and approved it for publication.

Conflict of Interest Statement
The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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