SUMC’s Interactive Shared Mobility Mapping and Opportunity Analysis Tool pinpoints shared mobility infrastructure locations and service areas in more than 50 North American cities to help local officials understand the state and scope of shared mobility in their regions. The tool also incorporates other information, such as census data and transit quality, to highlight where greater service is needed and what shared modes the market can support. SUMC also created a Market Analysis Tool so users can assess the potential for new or expanded shared mobility and transit. The tool allows users to select a site on the map and generate a comprehensive report that looks at a number of characteristics, from employment data to journey to work trip patterns.

Access the Mapping & Opportunity Analysis from the Shared Mobility Toolkit landing page located at sharedusemobilitycenter.org/tools/.
Step 1: Viewing the Map

The map landing page shows all of the cities for which detailed data is available. The color of the symbol corresponds to the number of shared modes in that metro area.

Step 2: Selecting a city

Get a more detailed view by picking a city from the drop down list or by clicking it on the map.
Step 3: Logging in for more insights

For deeper insight and to make and save market reports, sign in to the mapping tool using any Google account.

Step 4: Changing Map Themes & Accessing the Market Report Tool

Every detailed view includes a city and regional profile along with shared mobility and transit data point layers which can be turned on or off.

Select which data will show on the base map using the Choose a Map Theme dropdown menu. The default map theme is the Shared Mobility Opportunity Analysis (shown on the Chicago example). Other data themes include household and job density, race, and income.

Scroll to the bottom of the map to access the market report tools. Reports can be generated for a hand-drawn target area or for a previously saved area.
Step 4: Creating a market report

1. Create a circle or polygon boundary for the area of interest. (These instructions are showing a circle but apply to a polygon as well). A half-mile circle will initially be displayed at the center of the current map view and can then be dragged to the area of interest.

2. Zooming in will show more local detail to help identify an exact location. The various map themes can displayed or you can select “None” for a cleaner view.

Step 5: Viewing the Market Reports

Once the boundary is drawn, detailed Market Reports are generated automatically and organized by data category.
Step 5: Viewing the Market Reports

Click through the green Market Report tabs to access the different data categories for the selected area.
Step 6: Downloading the Market Reports

1. Download a report that contains formatted maps of the layers & the market report variables
2. Click to download to save the report to your computer
3. The market reports include all of the market variables and map themes (e.g., income, auto ownership, household density)

Step 7: Saving a Market Report Boundary

1. You can also save the geographic selection to quickly reference it in the future.
2. When saving a report, click “OK”. Do not select “Prevent this page from creating additional dialogs”. If selected this will disable the market report tool.
3. Name the report and click “OK”
4. Once saved, continue to view the report variables or click “Cancel & Start Over” to clear the selection and start a new boundary.
Step 8: Creating Another Market Report

1. To create another report, drawing another circle or polygon around a new target area.

2. To access a previous report, click on "previous report" and select the report of interest.