

# STRIDE

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Southeastern Transportation Research,  
Innovation, Development and Education Center

## 2018 Research Project Abstract

**Project Title:** Establishing a Dual Generational Modality Dataset: Comparing the ride-sharing adoption trends and perspectives of consumers from two generational cohorts, Millennials and Gen X'ers (Project E2)

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**ABSTRACT:** Urban areas throughout the United States are experiencing growing traffic congestion. According to a study by INRIX Inc., the real cost of congestion in the United States alone is about \$305 billion in 2017 (INRIX, 2018). In cities like Los Angeles and New York City, the total cost per driver comes to \$2,828 and \$2,982, respectively. Even in a relatively smaller city, such as Tacoma, WA, the cost per driver is \$1,485 per year, amounting to \$2.4 billion nationally. These calculations include monetary value of both direct and indirect losses such as wastage of fuel, loss of productivity, higher cost of transportation, and cost of pollution. The 2015 Urban Mobility Scorecard (Schrang et al., 2015), reports that travel delays due to traffic congestion results in over 3.1 billion gallons of wasted fuel in the United States. At the same time, travel behavior has been rapidly changing. Transit ridership has been in a decline, while the use of ride services (e.g. ride hailing, ride matching, car sharing, and bikesharing) has risen. This shift is not sustainable; however, policy makers will need to understand the rationale behind this transformation to change it.

Millennials and Generations X influence on American mobility is significant. These two cohorts combined number between 155 million to 170 million people (depending which definition we use to define the cohorts). They have shown to be more adaptable to technology and to use it in their daily lives than previous generations. This study seek to understand the usage of ride services between these two cohorts in the Southeastern region, focusing on North Carolina and Florida. These services include ridematching (e.g., ShareTheRide), ridehailing (e.g. Uber and Lyft), ridesharing (carpools, vanpools), carsharing (e.g., Zipcar and car2go), and bikesharing (e.g., Limebike and Spin). Both of these states have seen a rapid expansion in these types of services within the past five years. North Carolina has seen bikesharing programs take off in just the past year.