



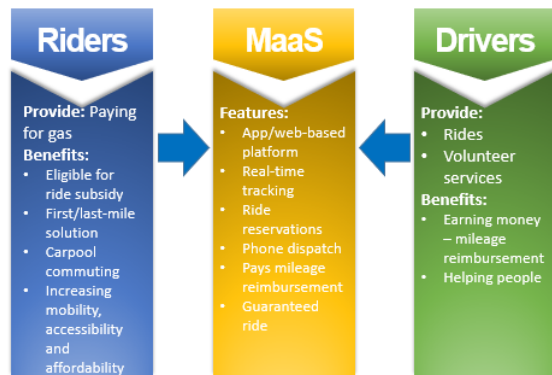
Mobility as a Service

Universal MaaS

Based on the N-CATT webinar presented by
Carol Schweiger, Caroline Rodier, and
Dwight Mengel on July 9, 2020

A single, integrated network of transportation and transit that together serve everyone:

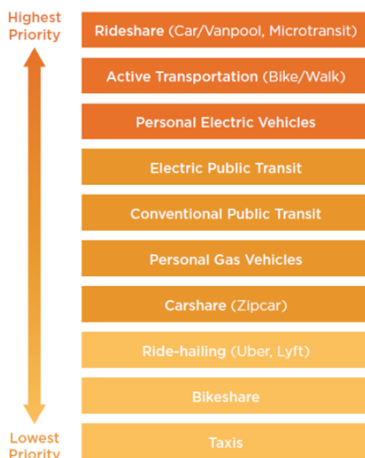
- Universal Design
- With or without AVs
- One stop shopping
 - Easy Discover
 - Easy Booking
 - Easy Mode Transfers
 - Easy Payment



What is Mobility as a Service (MaaS)?

MaaS is an integrated mobility concept in which travelers can access their transportation modes from a single interface. MaaS primarily focuses on passenger mobility allowing travelers to seamlessly plan, book, and pay for travel on a pay-as-you-go and/or subscription basis. MaaS combines multi-modal trip planning and integrated mobility services. It is not about getting rid of private cars, but rather accelerating the modal shift from private to shared resources. MaaS seeks to arrange public transport and other shared services on platforms more cost effectively (and at a reasonable cost to the traveler) with demand-responsive flexible shared ride technology. MaaS Service has different objectives based on geographic region. Here are the goals of MaaS:

- Urban Mass seeks to reduce the total use of private cars, reducing congestion, parking problems, and emissions.
- Suburban MaaS seeks to eliminate the need for families to own the 2nd car, and provide first-/last-mile accessibility to allow suburban residents to use public transportation.
- National and international MaaS seeks to offer easy, all-in-one packages to allow easy use of public transit for everyone.



Rural MaaS

Rural MaaS doesn't look exactly the same as MaaS implemented in or planned for urban areas around the world. The objective of MaaS in rural areas is to increase efficiency and utilization rates of shared transportation options, as well as maintaining sufficient service levels and improving accessibility. Using **Mobility Equity Indicators**, it is clear that certain services should be given higher priority in a rural setting than others. For example, on-demand rideshare programs are much more effective in rural communities than bikesharing programs, and thus should be given higher priority.



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Mobility as a Service

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MaaS in Tompkins County

Tompkins County, New York, has been working on a Mobility as a Service project since 2010. Tompkins County has extensive mobility management programs in existence, as well as popular support from the county and public transit agencies. While implementing MaaS, the Tompkins County Transit Authority learned it was best to unroll MaaS in phases, with early multi-modal mobility services being implemented, and then built on. They also learned it is helpful to select a lead agency for the early roll out of new services. Advancing innovative practices constantly, as well as under-promising and over-delivering are a few other guidance tips for planning a MaaS system.

Your Everyday Transportation Options Within Tompkins County

Options by time & distance: 0 mins, 5, 10, 20, 40, 60+ / 0 miles, 1, 3, 10, 30, 50+

WALKING: Use your favorite mapping app to find the best route or visit bikewalktompkins.org to learn about walking and biking resources in Tompkins County.

BICYCLING: Put a bike on the list and go farther! biketogor.com/cornell @Zogster

PUBLIC TRANSIT: Your local transit system has routes & schedules tcatbus.com 607-277-7433. New mobile apps: myStop & Transit App.

SHARE A RIDE: Find and share a ride on the Finger Lakes Rideshare network powered by Zimride. zimride.com/13rideshare. Share a ride with family, friends, or colleagues! Contact us for tips & advice: way2go.org/13rideshare 607-272-2292.

BIKESHARING: Rent a bike at Cornell 24/7 bike.zogster.com/cornell @Zogster.

RENT A CAR: Ithaca CarShare. Cars available 24/7 for members ithacacarshare.org 607-277-3210.

TAXI: Let someone else take you there. ASAP Cab Company - 607-272-7222. CollegeTown Cab Co. - 607-558-8888. Green Hornet Taxi - 607-280-3779. Ithaca Dispatch - 607-277-7777. T-Cab - 607-279-0137. Lyft - lyft.com. Uber - uber.com.

Information: Finger Lakes Region, New York: 211 Get Connected. Get Answers. Need help finding help? 211tompkins.org 1-877-211-8667. Learn how we can help you or your organization: way2go.org 607-272-2292. Take Charge of Your Transportation.

Specialized Transportation: GADABOUT: For seniors (60+) and people with disabilities: gadaboutbus.org 607-273-1878. RETIRED EDUCATORS DRIVE SCHOOL RIDES: For K-12 students and families to attend school events and activities: schoolsaccessitc.weebly.com REDSchoolRides@gmail.com. FISH: Volunteer transportation service to in-county medical appointments: fishfor.org 2-1-1 or 1-877-211-8667. There are other non-emergency medical transportation options available: way2go.org/medical 2-1-1 or 1-877-211-8667.

Additional Support: AVRE - avreus.org or 607-724-2428. Transportation for people who are visually impaired. Catholic Charities - 607-272-5962 x27. Bus passes and gas cards for people who qualify. Challenge - 607-272-8990 x124. Invert training for people with disabilities and other barriers. County Office for the Aging - 607-274-5482. Referral to people who can help seniors with transportation.

MaaS in San Joaquin Valley

The San Joaquin Valley in California is a mostly rural region that is classified by California as economically and environmentally disadvantaged. The large distances between households and destinations makes transportation services expensive, with low ridership. Most people feel compelled to use private vehicles, a financially difficult option. The lack of public transport options, compounded with high cost of auto ownership, puts a lot of people at a disadvantage. The University of California at Davis has led a community-based planning effort with the Valley to identify technologies and methods to increase transit availability, to investing in electric vehicle carsharing services, and to plan and implement a rural regional MaaS system.

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Dr. Caroline Rodier is a researcher at the institute of Transportation Studies at UC Davis. Her major areas of research include transportation and environmental planning and policy analysis

Dwight Mengel is Chief Transportation Planner of Tompkins County, (Ithaca) New York, with a 30-plus year career developing community mobility services from positions in the departments of Planning, Public Works, Public Transportation and Social Services.



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