



The State of MaaS: Where is it Now?

Lessons learned from projects across the country

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Director of Federal Programs



SHARED-USE
MOBILITY CENTER



December 19, 2023



Agenda

- **About SUMC**
- **MaaS Defined**
- **MaaS Demonstrations**
- **MaaS Future**



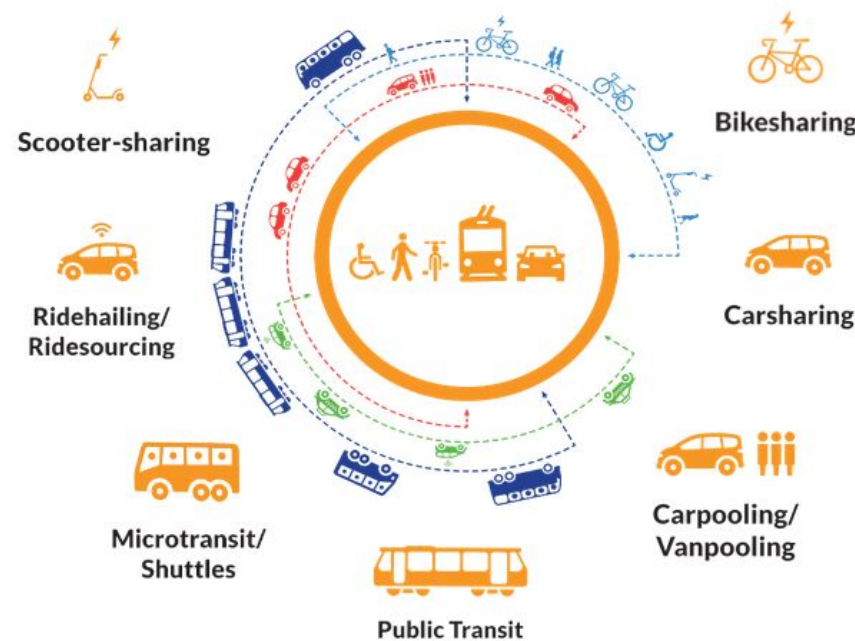
Shared-Use Mobility Center



About SUMC

The Shared-Use Mobility Center (SUMC) is a non-profit organization working in the public interest.

SUMC is working to replace car-centric transportation with people-focused shared mobility to fight climate change, promote equity, and strengthen community.

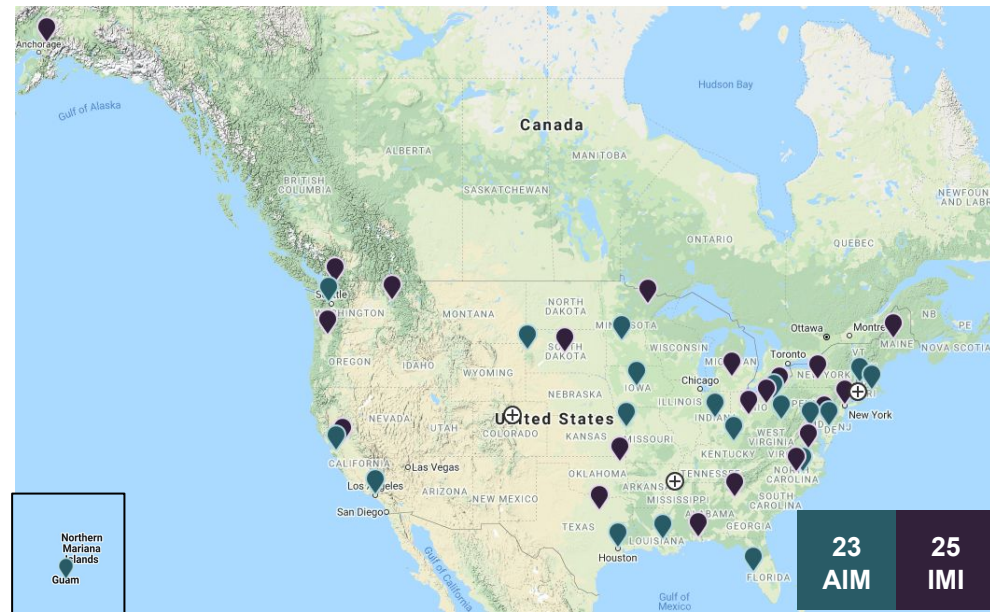




Technical Assistance - Mobility Innovation Collaborative

SUMC has been working with the Federal Transit Administration (FTA) to support transit agencies developing innovative projects via the **Mobility Innovation Collaborative (MIC)** program.

<https://sumcmic.org/>





Technical Assistance - Thriving Communities

SUMC is part of a USDOT

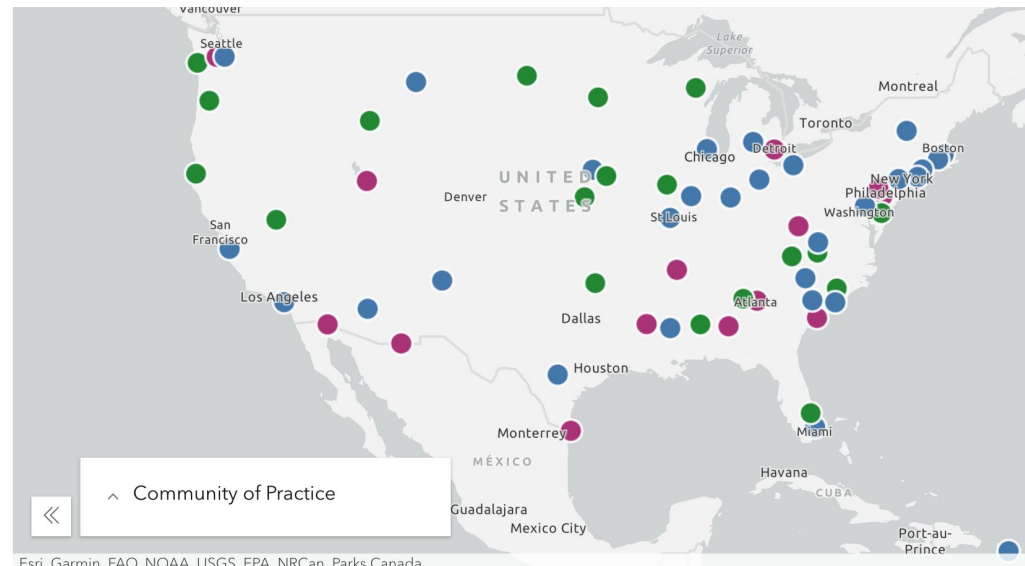
Thriving Communities Program

Capacity Building team supporting

15 communities of the Complete

Neighborhoods community of

practice



Esri, Garmin, FAO, NOAA, USGS, EPA, NRCAN, Parks Canada

<https://www.transportation.gov/grants/thriving-communities>



Technical Assistance - Clean Mobility Options

SUMC is a co-administrator of the California Air Resource Board (CARB) sponsored **Clean Mobility Options** (CMO) Program, a statewide public program that empowers under-resourced communities to better understand and overcome mobility obstacles with vouchers that fund community needs assessments and clean, shared, zero-emission transportation projects.



Clean Mobility Options

<https://cleanmobilityoptions.org>



Applied Research

Equity and Shared Mobility Services

Working with the Private Sector to Meet Equity Objectives

SHARED-USE MOBILITY CENTER

Principles to Plan, Design, & Implement Innovative Mobility Pilot Projects

Nine principles with strategies, discussion prompts, and resources to spark creativity and innovation for mobility pilot projects

SHARED-USE MOBILITY CENTER | Mobility Experience Collaborative | American Transit Administration

April 2023

Sharing in Action

Micromobility in Local Climate Strategies

October 2022

SHARED-USE MOBILITY CENTER

TCRP

Transit Cooperative Research Program
Sponsored by the Federal Transit Administration

Research Report 230

Transit and Micromobility

The National Academy of
SCIENCES • ENGINEERING • MEDICINE
COMMISSION ON MICROBILITY RESEARCH KUBO

<https://sharedusemobilitycenter.org/publications/>



Applied Research - Mobility Learning Center

July 18, 2022



A Universal Mobility Implementation Resource

New mobility solutions have provided more options for the public to travel, and transit agencies have increasingly explored these options to enhance their services. Public transit and its riders must be ...

🕒 30 minutes



July 31, 2019



Aerial photo of small town

Rural and Small Town Transportation

While rural and small towns have much to offer, many of these communities are experiencing overall population decline, increases in aging populations, and economic hardship, leaving them in a state of ...

🕒 45 minutes

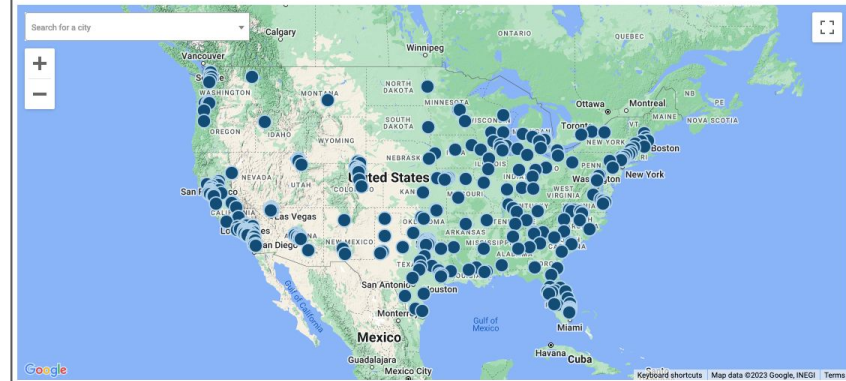


Shared Mobility Benefits Calculator

Shared Transportation Modes Dramatically Reduce Greenhouse Gases

The calculator is an aspirational tool for cities to estimate the emissions benefits from deploying various modes of shared mobility. Using these estimates, policymakers can envision and set goals towards reducing congestion, household transportation costs, and carbon emissions from personal vehicles. Although the benefits estimated by SUMC's Calculator are ambitious in nature, the numbers behind the impacts represent real possibilities. These figures are derived from research publications and shared mobility user surveys in the US and other developed nations. By incorporating combinations of these modes into city and regional planning, local governments can turn greenhouse gas mitigation goals into concrete plans. For additional information see the [Shared Mobility Benefits Calculator Method and How to Use Guide](#).

Please [email](#) us your feedback as we continually strive to improve our resources and tools.



<https://learn.sharedusemobilitycenter.org>



SHARED-USE
MOBILITY CENTER



Shared Mobility 2030 Action Agenda

Moving together
to make shared
mobility the first
and best option.

The Shared Mobility 2030 Action agenda and Action Network advance shared mobility — **shared journeys and shared vehicles** — which includes improving access to public transit, on-demand shuttles or buses, ride-on-demand services, carpooling and vanpooling, and carsharing, bikesharing and scooter-sharing.



<https://sharedmobility2030.org>



10th Annual Shared Mobility Summit



2024 National Shared Mobility Summit

May 14-16, 2024

Merchandise Mart Plaza, Chicago



Mobility-as-a-Service

MaaS Defined



Defining MaaS

Mobility-as-a-Service

Multimodal,

Customer-oriented,

System (not just an app)



MaaS Elements

- Information: Available, Integrated, Real-Time
- Trip Planner
- Payment Integration
- Single App (and Call Center)
- (Unified) Brand
- 24/7



MaaS Infrastructure

Data Sharing Standards

Service Information Sharing

Institutional Collaboration

Coordinated Management

Integrated Payments and Fare Policies



MaaS Demonstrations



MaaS in Small Town: Tompkins County

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 bus and go farther!

BIKESHARING

BIG RED BIKES | Zagster
Borrow a bike at Cornell 24/7
bike.zagster.com/cornell

LimeBike
Borrow a bike in Ithaca 24/7
1 (888)-LIME-345

PUBLIC TRANSIT

Your local transit system bus tracker & schedules
tcabus.com 607-277-7433

SHARE A RIDE

Finger Lakes Rideshare powered by Zimride
zimride.com/fixrideshare

RENT A CAR

Cars available 24/7 for members
ithacacarsshare.org 607-277-3210

HAIL A RIDE

Let someone else take you there
ASAP Cab Company – 607-272-7222
Collegietown Cab – 607-588-8888

Going to or coming from places outside Tompkins County? Turn the page for Long Distance Transportation Options

Share a ride with family, friends, or colleagues! Contact us for tips & advice way2go.org/rideshare 607-272-2292

One time, multi-day, or one-way trip? Consider a car rental company
Avis – avis.com Enterprise – enterprise.com
Budget – budget.com Hertz – hertz.com

Green Hornet Taxi – 607-280-3779
Ithaca Dispatch – 607-277-7777 Lyft – lyft.com
T-Cab – 607-279-0137 Uber – uber.com

Information

Finger Lakes Region, New York

2-1-1
Get Connected. Get Answers.

Need help finding help?
211tompkins.org
1-877-211-8667

Way2Go
Take Charge of Your Transportation

Learn how we can help you or your organization
way2go.org
607-272-2292

Specialized Transportation

GADABOUT
For seniors (60+) and people with disabilities
gadaboutbus.org
607-273-1878

RETIRED EDUCATORS DRIVE SCHOOL RIDES
For ICSD students and families to attend school events and activities
schoolsuccesstc.weebly.com
REDSchoolRides@gmail.com

FISH
FRIENDS IN SERVICE HELPING
Volunteer transportation service to in-county medical appointments
fishoftc.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
Travel training for people who are visually impaired

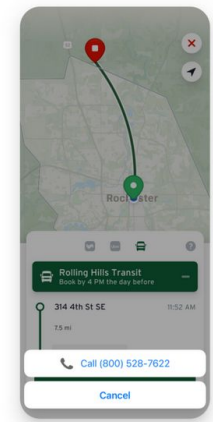
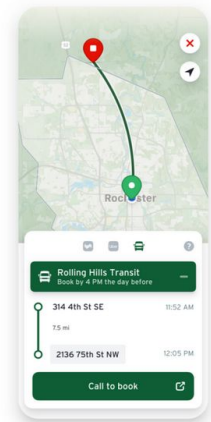
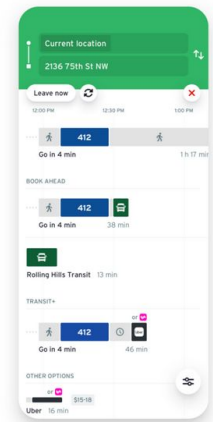
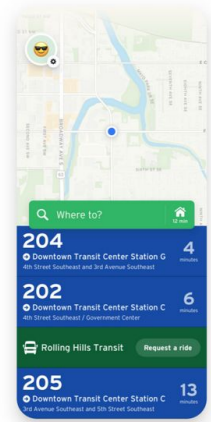
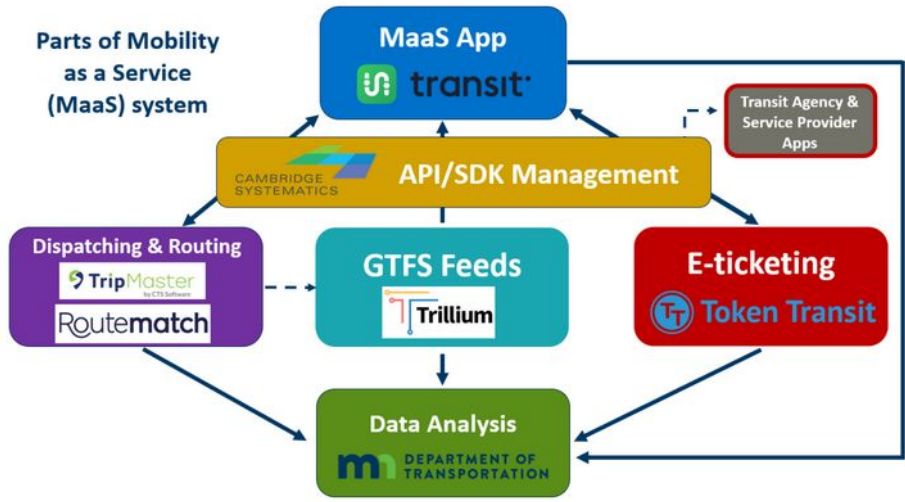
Catholic Charities – 607-272-5062 x27
Bus passes and gas cards for people who qualify

Challenge – 607-272-8990 x124
Travel training for people with disabilities and other barriers

County Office for the Aging – 607-274-5482
Referrals to people who can help seniors with transportation



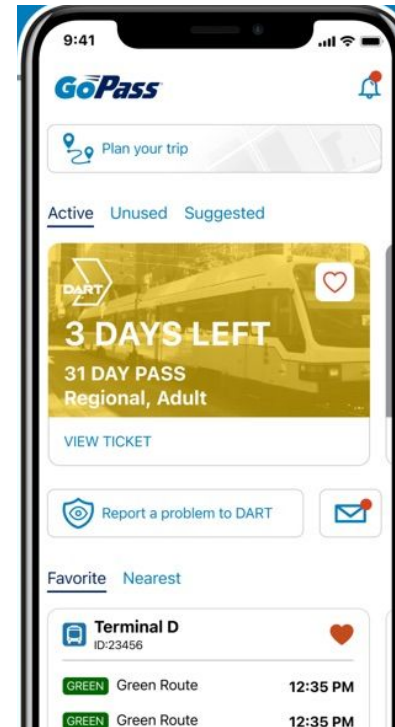
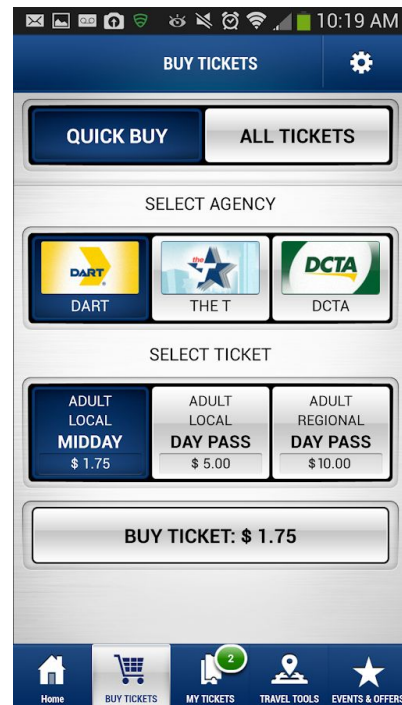
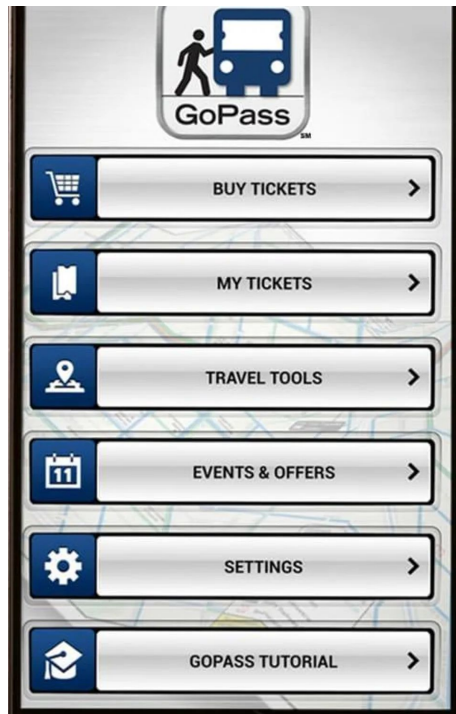
MaaS in Rural Area: MN DOT



<https://learn.sharedusemobilitycenter.org/casestudy/maas-in-minnesota-developing-a-regional-trip-planning-platform/>

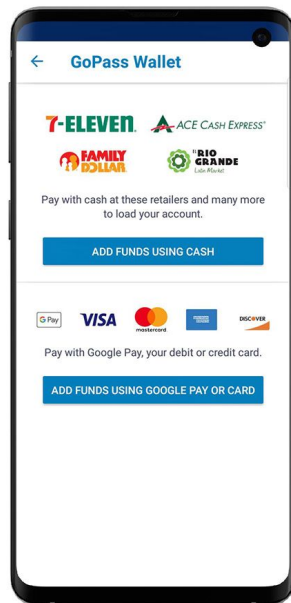


Agency Platform: DART's GoPass





Agency Platform: DART's GoPass



DART Dallas Area Rapid Transit ✓

DCTA Denton County Transit Authority

STAR TRANSIT Bus transportation in Kaufman County, Rockwall County, Mesquite, Balch Springs and Seagoville.

TRINITY METRO Trinity Metro - Fort Worth

TULSA TRANSIT Metropolitan Tulsa Transit Authority

CONFIRM

7-ELEVEN **ACE CASH EXPRESS**
FAMILY DOLLAR **RIO GRANDE**
 Like RioGrande

Pay with cash at these retailers and many more to load your account.

ADD FUNDS USING CASH

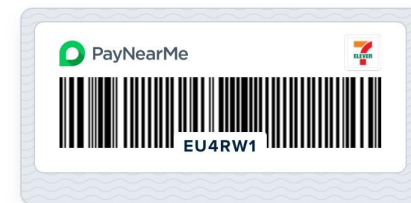
Apple Pay **VISA** **mastercard** **DISCOVER**

Pay with Apple Pay, your debit or credit card.

ADD FUNDS WITH APPLE PAY OR CARD



Scan The Barcode At 7-Eleven



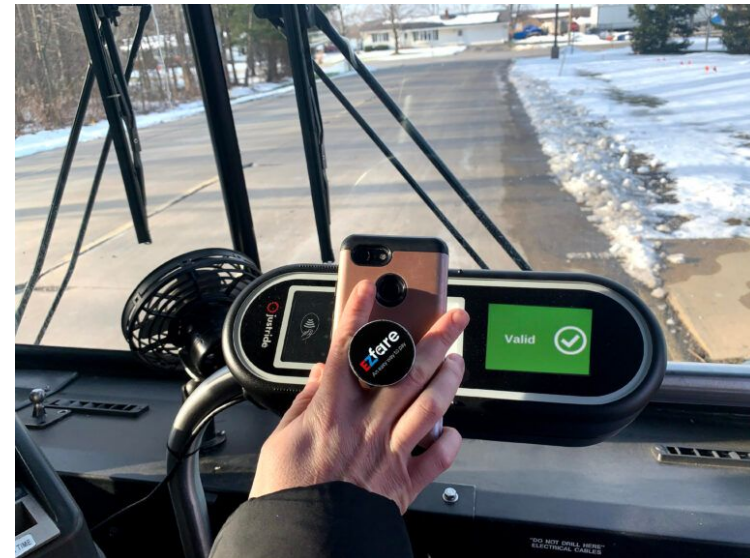
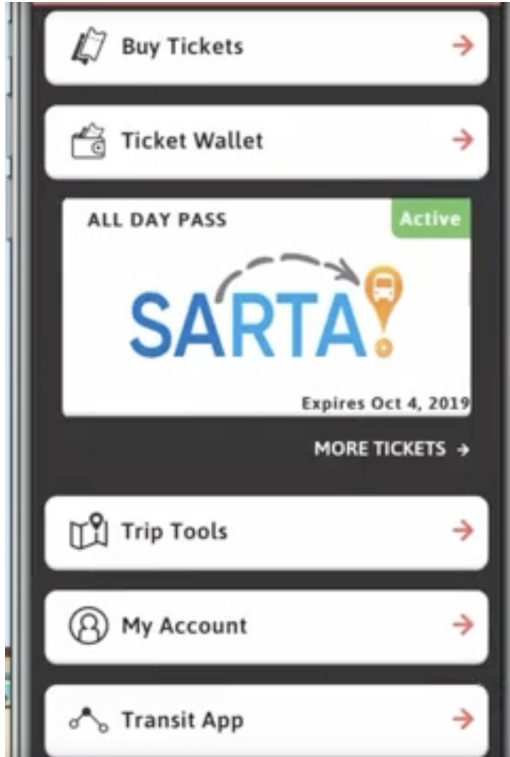
Payment To **GoPass App**
1100907

Payment Amount **At least \$5.00**

Payment Location **7-Eleven**
2400 Aviation Way, Dfw Airport Term E,
Gate E13 - Dfw Airport
[Directions](#)
[Change store](#)



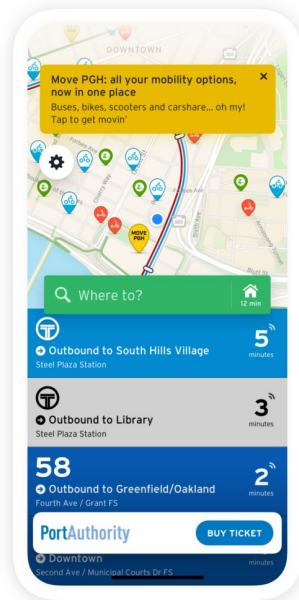
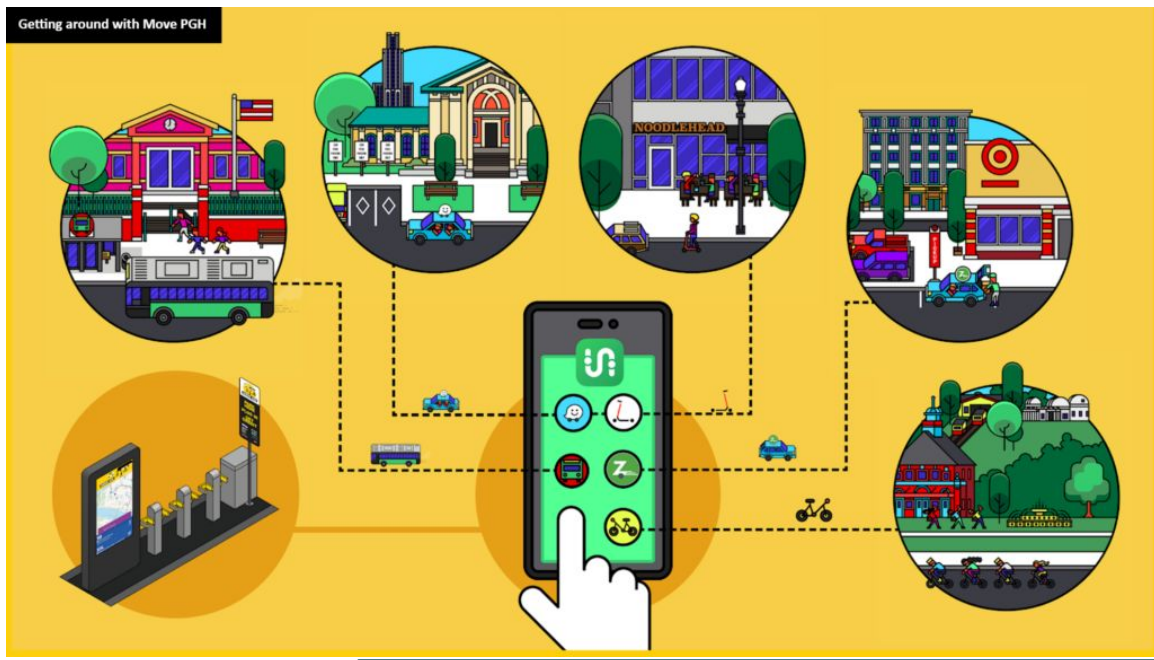
MaaS Across Borders



<https://learn.sharedusemobilitycenter.org/casestudy/one-account-many-transit-agencies-integrating-transit-payments-with-neoride-ezfare/>



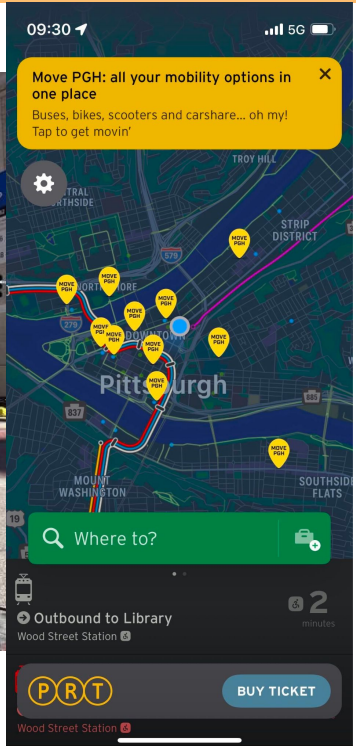
MaaS on Hubs: Move PGH



<https://learn.sharedusemobilitycenter.org/casestudy/shifting-the-mobility-paradigm-with-move-pgh-pittsburgh-pa/>



MaaS on Hubs: Move PGH





Agency Platform: TriMet's OpenTrip Planner

TRI MET

Enter start location or click on map...

Enter destination or click on map...

Today
Leave now

Transit Options & Preferences

Take Transit

Transit + Personal bike
Transit + BIKETOWN
Transit + E-scooter
Park & Ride
Transit + Uber

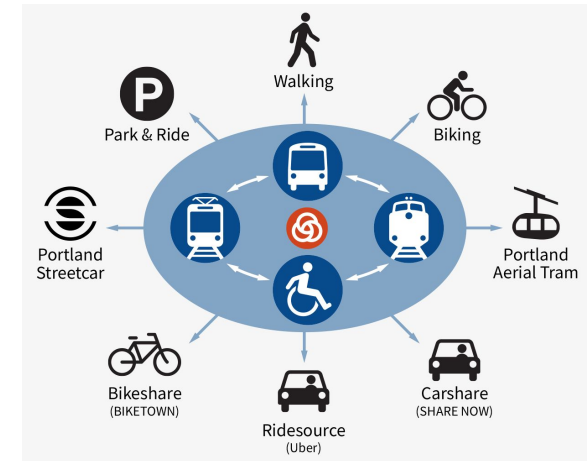
Walk Only
Bike Only

Travel Preferences

USE

Bus
MAX & Streetcar
WES
Aerial Tram

Plan Trip





Agency Platform: TriMet's OpenTrip Planner

Choose Travel Options

- Go by Transit
- + Bike or Bike Rental
- + Ridehall or Park & Ride
- + E-Scooter Rental

Personal Bike +

BIKETOWN

Maximum Bike: 3 miles

Bicycle Speed: 8 MPH

Optimize for: Bike-Friendly Trip

Buses, MAX and Portland Streetcar, WES Commuter Rail

Choose Travel Options

- Go by Transit
- + Bike or Bike Rental
- + Ridehall or Park & Ride
- + E-Scooter Rental

Uber, Transit + Uber

Drive to Park & Ride

Buses, MAX and Portland Streetcar, WES Commuter Rail

Save Options

+ Ridehall or Park & Ride

A ridesharing company (also known as a transportation network company, ride-hailing service; the vehicles are called app-taxis or e-taxis) is a company that, via websites and mobile apps, matches passengers with drivers of vehicles for hire that, unlike taxicabs, cannot legally be hailed from the street.

Uber

Open app

<https://trimet.org/home/planner-mode-setting>



Agency Platform: PBOT Mobility Wallet



Transportation Wallet



option 1 **Transit for a Year**

This option includes:

-  Transit: A TriMet Honored Citizen 1-year Pass for unlimited rides

This option is for:

-  Individuals who have Honored Citizen Hop cards for transit. *(Seniors age 65+. People on Medicare, with disabilities, or who qualify based on income.)*

option 2 **All Modes**

This option includes:

-  Transit: \$200 on your Hop Card
-  BIKETOWN: BIKETOWN for All or Adaptive BIKETOWN
-  Prepaid Visa card: \$75 for transportation services

This option is for:

-  Individuals

option 3 **All Modes Household**

This option includes:

-  Transit: \$225-\$300 on your Hop Card
-  BIKETOWN: BIKETOWN for All or Adaptive BIKETOWN
-  Prepaid Visa card: \$100-\$175 for transportation services

This option is for:

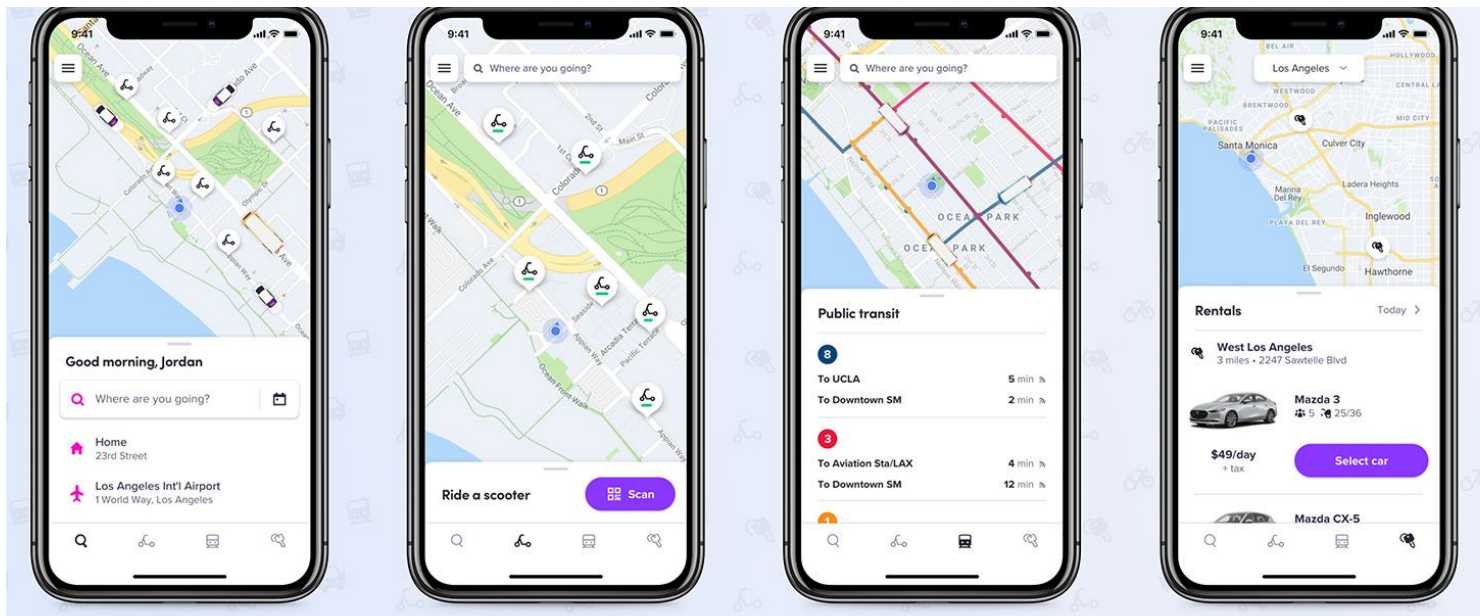
-  Households *(Multiple people at one address.)*



MaaS in the Walled Gardens

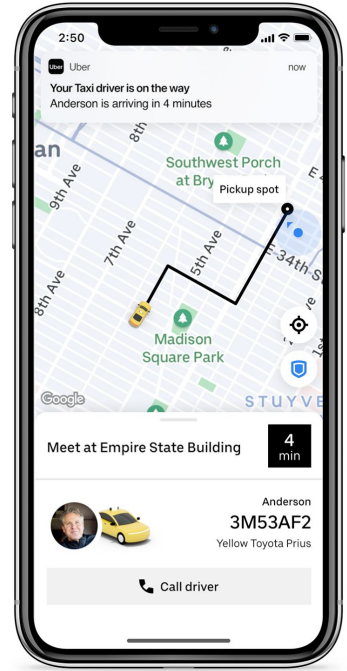
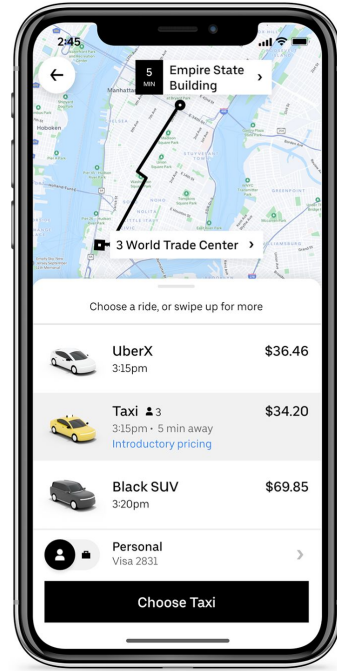
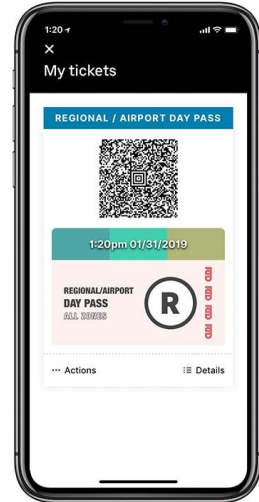
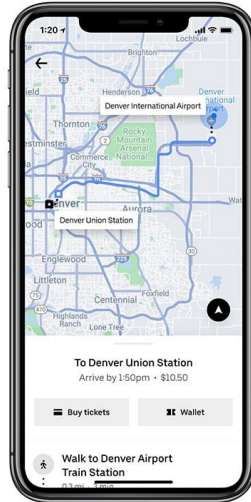
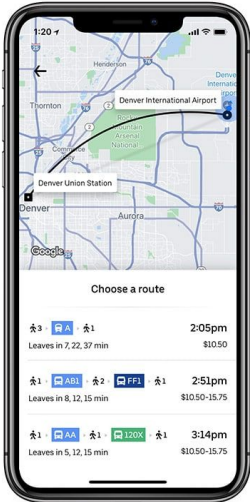
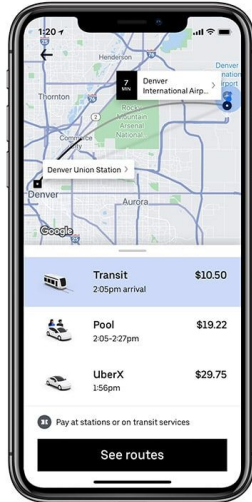
Lyft exploring possible sale of bikeshare division

Published July 26, 2023



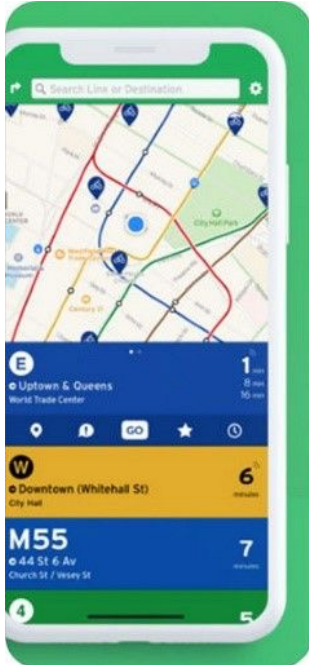


MaaS in the Walled Gardens





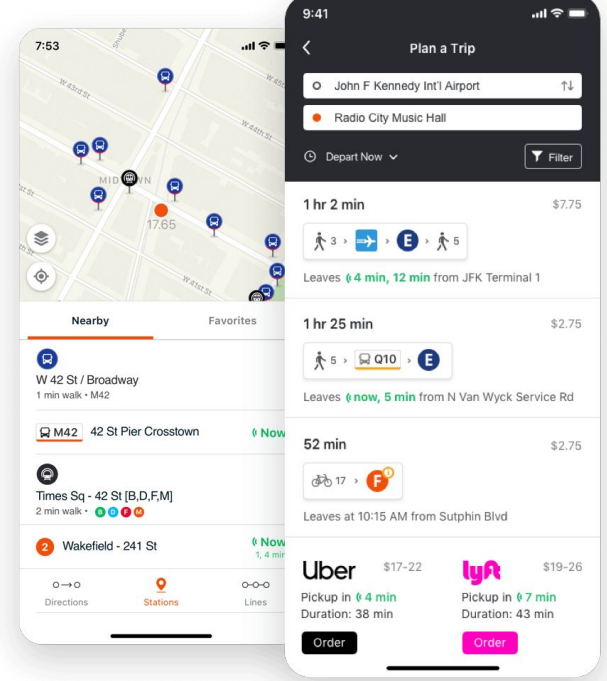
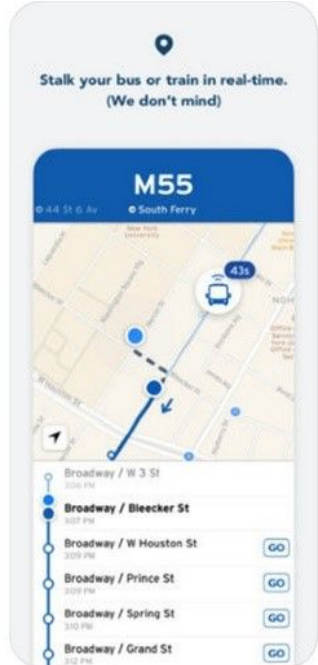
MaaS in Apps



Buses.
Trains.
Bikeshare.
Uber.
We have it all.

LIVE IN
NYC, BOSTON, DC,
SAN FRANCISCO, LA,
CHICAGO, PHILLY...

175+ CITIES





MaaS Future



Challenges

Public-Private Cooperation

(Public) Funding

Multimodal Fare Coordination

Universal Access

Legislation/Requirements on Shared Mobility

Car-oriented infrastructure



Opportunities

Subscription Model >>> [Mobility Wallets](#)

Rewards Programs >> e.g. [LA Metro's AIM Project](#)

[The Path to Mobility Interoperability](#)



Opportunities

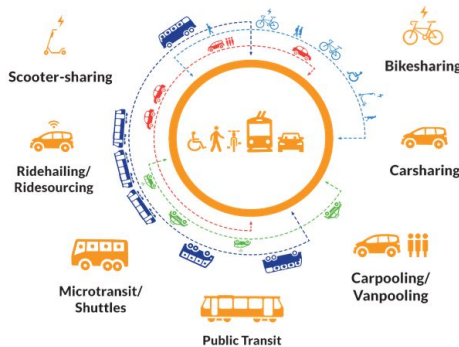
Parking and Tolling Integration

Volunteer Driver Programs

Guarantee Ride



Thank you!



Alvaro Villagran

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alvaro@sharedusemobilitycenter.org



<https://sharedusemobilitycenter.org/>