

Mobility-as-a-Service: Seamless Travel



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CTA

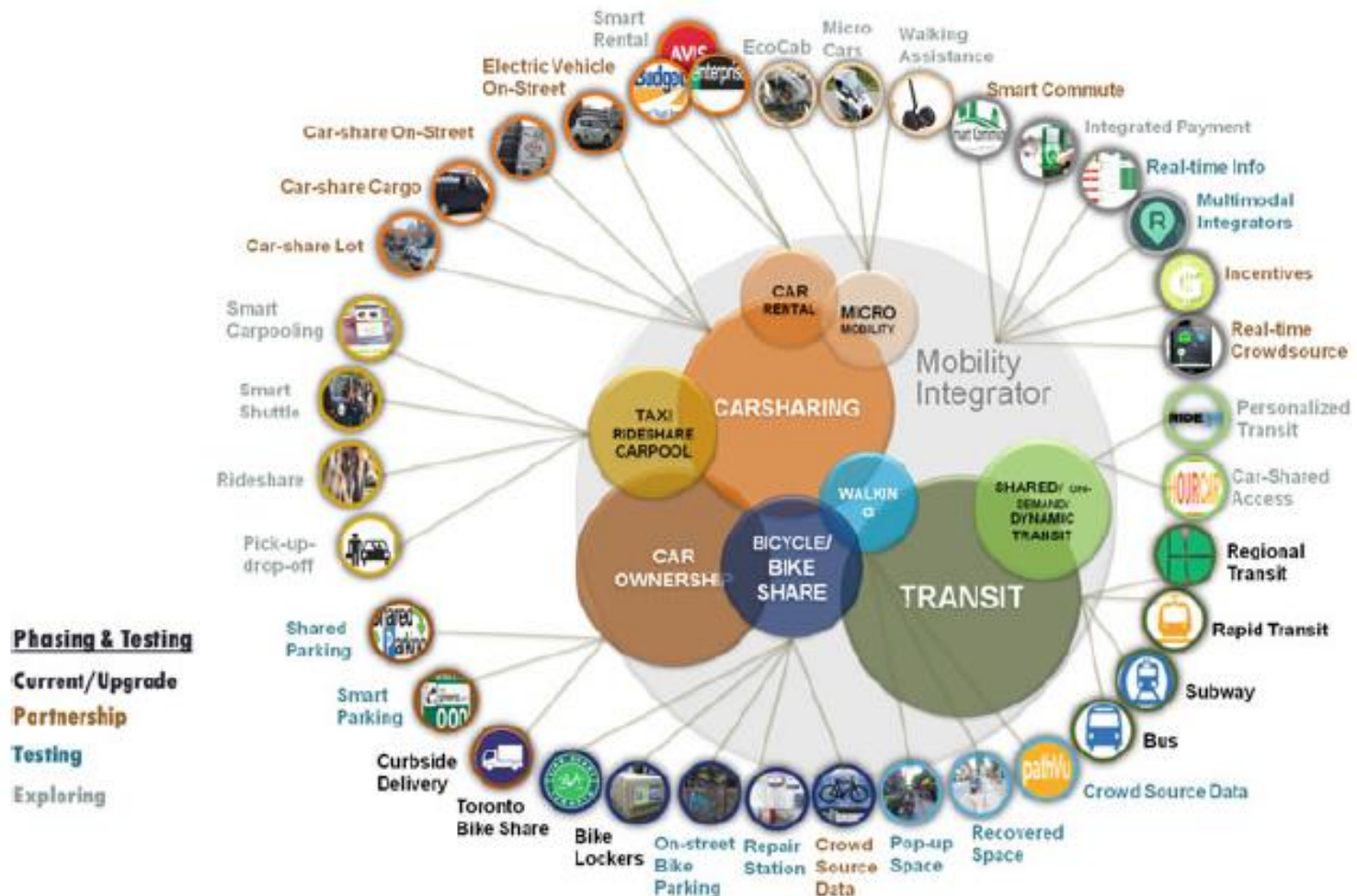
XaaS – Beyond the App

- Reframe role from transportation agency to mobility service provider
- View MaaS not just as an app, but travelers' experience by context
- What are other US cities doing? Tompkins County
- Take a harder look at “seamless” – not just digital but also physical seamless travel
- Adopt an opportunistic view of MaaS for First/Last Mile(s) passengers



Explosion in Modes – and Variations of Modes

Increase options & coverage, but complicates integration



Parking as a Service Aggregation of ALL parking spaces

parkofon

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Introducing Parkofon

The Ultimate Mobility Experience

Mobility as a Service

Digital Transportation Demand Management



Mobility as a Service

Different Packages for Different Places

Urban

Elements

Bikeshare
E-Bikeshare
Scootershare
Carshare
Moped share
Car Rental
Rideshare
Ridehail
Paratransit
Bus
Intercity Bus
Shuttles
Rail
(Ferries)

Value Proposition

Reduced need for car ownership
Reduced need for private car use
Lower congestion
Reduced emissions
Easy tripchaining
Easy access to back-up plans
Easy & transparent payments
Facilitates incentives
Student travel

\$\$

Pay per use
Monthly packages
Customized monthly packages
Employer-provided subsidies
Ancillary services

Mobility as a Service

Different Packages for Different Places

Elements

Bikeshare
E-bikeshare
(Scootershare)
Carshare
Moped share
Car Rental
Rideshare
Ridehail
Paratransit
Bus
Shuttles/Vanpools
Commuter Rail
(Ferries)
Parking
Tolls

Suburban

Value Proposition

Reduced need for private car use
Increased use of suburban transit
Lower congestion

Avoid tolls

Greater service for seniors/students
Enhance value of suburban developments

Consolidate shuttles

More productive commutes
Reduced emissions
Easy access to back-up plans
Easy & transparent payments
Facilitates incentives
Student travel

\$\$

Pay per use

Monthly packages

Customized monthly
packages

Employer-provided
subsidies

Ancillary services

Mobility as a Service

Different Packages for Different Places

Elements

E-bikeshare
Carshare
Car Rental
Rideshare
Ridehail/Taxi
Paratransit
Bus
Intercity Bus
Drones (Delivery)
Shuttles/Vanpools
Commuter Rail
Parking
Tolls

Rural

Value Proposition

Reduced need for car

Reduced need for private car use
Increased use of suburban transit

Lower social service costs

Avoid tolls

Serve emerging employment (logistics)

More productive commutes

Reduced emissions

Easy tripchaining

Easy access to back-up plans

Easy & transparent payments

Facilitates incentives

Student travel

\$\$

Pay per use

Monthly packages

Customized monthly packages

Employer-provided subsidies

Social services

Deliveries

Mobility as Service

Small Operator as MaaS Coordinator

TABLE A. EXAMPLE OF FAMILY OF SERVICES	UNIT COST	UNIT
Annual Public Transit Adult Pass	\$450	Annual
Annual Public Transit Youth Pass	\$110	Annual
Car-share Frequent User Hours	\$8	Hour
Car-share "Just in Case" Hours	\$11	Hour
Car Rental voucher	\$50	Day
Taxi voucher	\$8	Trip in City
Bicycle Maintenance	\$50	Voucher
Hybrid Electric Bike Purchase	\$1,500	HE Bike
Bike Purchase	\$500	Bike
Bike-share (Rental)	\$.50 - 1.00	Ride
Rideshare Driver – Miles	(\$0.50)	Mile (Credit)
Rideshare Rider – Miles	\$0.15	Mile
Paratransit (Seniors, People with disabilities and ADA-eligible trips)	\$3	Trip
Vanpool membership	\$125	Month
Guaranteed Ride	\$30	Annual

Tompkins County New York Mobility as a Service pilot

Program:

- Modes & Transportation Policies

[White Paper](#)

Mobility as Service

Plan components depends on user needs

TABLE C CITY HOUSEHOLD MOBILITY BUDGET, 1 CAR, 2 ADULTS, 1 YOUTH, WALKSCORE = 96

Mobility Calculator	Annual	Unit Cost	Household
Family of Services	Qty	Unit Cost	Cost
Annual Adult Bus Pass	1	\$450	\$450
Annual Youth Bus Pass	1	\$110	\$110
Car-share Frequent	112	\$8	\$900
User Plan: Hours			
Taxi voucher	24	\$8	\$192
Bicycle Maintenance voucher	2	\$50	\$100
Guaranteed Ride/Rideshare Fee	1	\$30	\$30
Member Support			\$178
Annual Total			\$1,960
Monthly Payment			\$163

TABLE C RURAL HOUSEHOLD MOBILITY BUDGET, 1 CAR, 2 ADULTS, 1 INFANT, WALKSCORE = 0

Mobility Calculator	Annual	Unit Cost	Household
Family of Services	Qty	Unit Cost	Cost
Carshare "Just in Case" Hours	44	\$11.00	\$480
Rideshare Driver – miles credit	800	\$(0.50)	\$(400)
Vanpool Months	12	\$125	\$1,500
Vanpool User Subsidy	12	\$(50)	\$(600)
Guaranteed Ride	1	\$30	\$30
Member Support			\$146
Annual Total			\$1,636
Monthly Payment			\$136

Suburban Mobility Hubs for First/Last Mile(s)

Maximize choice, Link subdivisions & office parks, Reduce highway congestion

Wi-Fi

Delivery lockers

Gyms, showers, & Day care

Car Share & car rental spaces

Preferred Parking for carpool & guaranteed ride home

Bike parking & repair station

E-Bike share

Autonomous shuttle facilities

Co-located pick up/drop off points for ridehail & transit

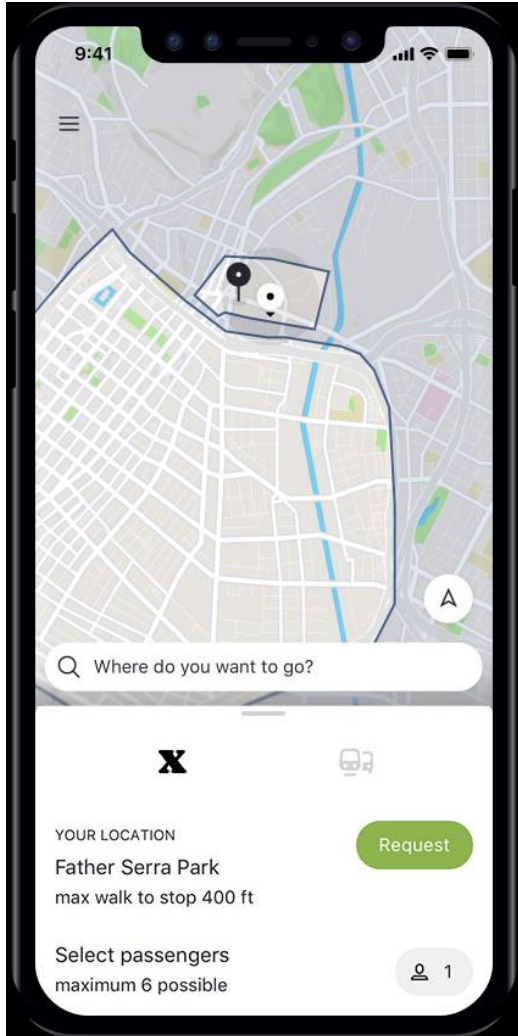


Information & payment kiosks

Charging for NEVs, e-bikes, mopeds and cars

MaaS and the Future of Payments

Managing interlinked, dynamic pricing



Dynamic Tolling

VMT pricing

Dynamic Parking

Dynamic Congestion Charges

Let's Keep in Touch!

We welcome follow up to begin
future mobility today

Lisa Nisenon
GreaterPlaces
Alta Planning + Design

