

An Integrated Travel Program for California

A strategic initiative to improve travel, simplify trip-planning and
reduce operating costs in California



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Challenges = Opportunities

Declining transit ridership

Escalating costs

Increasing demand for
paratransit

=

Opportunity to develop new
models to manage and provide
mobility

New mobility services such
as TNCs, micro-mobility and
MAAS.

From A to B? Not by transit.

AT&T LTE 3:54 PM 44%

< Your location University of the Pacific

52 min **Transit** 1 d 53 min 4 hr 4

52 min (46 mi) **P** Limited
Fastest route now due to traffic conditions

Steps Start

Map labels: Elmira, Liberty Farms, Courtland, Daisie, Main Prairie, Walnut Grove, Eagle Tree, Herald, Galt, Rio Vista Junction, 113, 84, 5, 99, 104, 88, 12, 10

The alternative: A to B, C, D...



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Roundtrip One way Multi-City

Flying from Miami, FL (MIA-Miami Intl.) x Flying to Berlin, Germany x

Departing 09/14/2018 Returning 09/22/2018 Travelers 1 Adults, 0 Children

Airline age rules

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Integration with
new mobility
options

The old paradigm

“The fare collection system we use is the one that the vendor wanted to sell to us – not necessarily the fare collection system we needed.”



20%

8%

1%

Hypothesis

- The State Rail Plan and the Statewide Transit Strategic Plan emphasize the coordination of rail and transit services to create a fast, frequent, and reliable mobility network across California.
- We will all be more successful when we can sell tickets to places beyond where our services end.
- We can provide comprehensive, dynamic travel planning information, coordinated fares, and a single payment mechanism across all rail and transit services in California.
- To draw more riders to our system, we can partner with TNCs, bike share, and other mobility providers, thereby extending the reach of public transportation with simple and attractive first/last-mile solutions.
- We can do all of this AND save money in the process.

The California Integrated Travel Project



“California Pass” Legislation

- The Legislature finds and declares all of the following:
 - (1) Rail passes offering unlimited travel on certain passenger rail and associated transit services for a specified period of time and a fixed price have been a success in Europe, Canada, and Alaska.
 - (2) A “California Pass,” valid on state-funded intercity and commuter rail lines, state-funded feeder buses, and major local transit systems would be a major benefit to tourism...
 - (3) Use of a single payment mechanism makes existing mass transportation services easier to use...
- (b) The department shall investigate, and if feasible implement, a “California Pass” which would be valid, to the extent possible, for all of the following transportation services:
 - (1) State-funded intercity rail services in the San Diego-Los Angeles, Los Angeles-Santa Barbara, Los Angeles-Fresno-bay area/Sacramento, and Sacramento-bay area rail corridors.
 - (2) State-funded feeder buses operated in conjunction with the intercity rail services...
 - (3) Commuter rail services.
 - (4) Public transit services.
 - (5) Other transportation services.

The Beginning of Cal-ITP

- CalSTA, Caltrans, and CCJPA initiated a study of European public transport operators travel planning and integrated ticketing approaches.
- Purpose was to identify best practices for implementing state-wide travel passes and payment mechanisms.
- Xentrans Inc., a Bay Area transportation technology consultancy delivered a report in early September 2017.
- CalSTA/CCJPA approved moving to the initiative's second phase.

European Countries Visited

- United Kingdom
 - Transport for London & GoAhead
- Norway
 - Jernbane-Direktoratet & Entur
- Sweden
 - Samtrafiken & Linkon
- Netherlands
 - NS & Lynxx
- Switzerland
 - ZVV



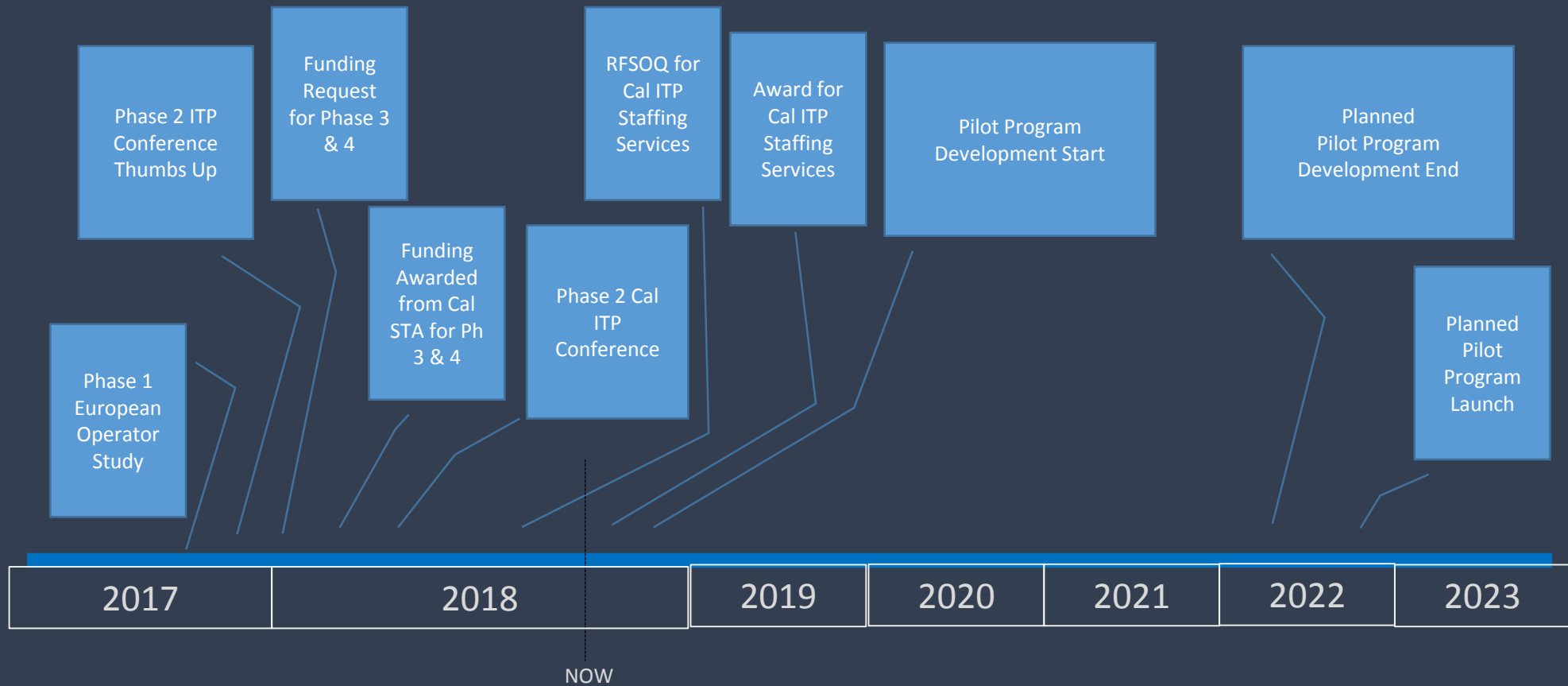
Key Common European Themes

Policy	Governance	Agreements	Branding
Pricing & Payments	Infrastructure	Standards	Unified Data & API
Fare Media	Customer Engagement	Move to Mobile	Mobility as a Service

Cal-ITP Conference

- Two-day event hosted by UC-Davis on May 1-2, 2018
- Over 200 participants from across California and the globe.
- Dozens of speakers from rail and transit agencies, private sector, academia, think tanks, and political institutions.
- 78% of attendees responded they were “very sure” that California transportation agencies should work collaboratively on a framework for statewide integrated trip planning and fare payment.





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Next Steps

- Phase 2A RFSOQ : Due Nov 2
- Define the Role of the Cal-ITP Steering Committee
- Establish an Interim Managing Entity
- Create a Program Management Office
- Develop a Business Case and Business Plan for Integrated Travel
- Develop an Approach for California Mobility Data and Related Policies
- Plan an Integrated Travel Pilot