



***Transit and New Shared-Use Modes:
Key Questions from the
Transit Agency Perspective***

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The Issue

- Much discussion and research on new eco-system and policy /regulatory implications caused by its disruptive nature
- *FTA Mobility on Demand (MOD) Sandbox Program*
- Transit agencies have been doing much soul-searching to position themselves individually while trying to:
 - understand the implications of this explosion of new modes on their own services and operations,
 - determine whether these new mobility services are complementary or competitive to existing fixed route and DRT services,
 - understand policy and regulatory implications, and
 - develop frameworks for cooperation where feasible.

Issue:

- Step back to identify and categorize the key questions that *transit agencies should be asking themselves* as they try to position themselves in the new arena of urban mobility
- The perspective is from that of *the transit agency*.



Discussion Paper Prepared for USDOT

7 Categories of Key Questions

1. Policy Goal and Objectives
 2. Transportation Planning
 3. Data
 4. Transit Planning / Service Design and Delivery
 5. Relationship of Shared-Use Modes to DRT and Transportation Demand Management
 6. Role of Technology – Travel Information
 7. Role of Technology – Payment
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- Food for Thought!
 - Will only highlight some of the questions
 - Refer to Discussion Paper for detail

I. Policy Goal and Objectives

- Do we need to review overall corporate mission in light of the new mobility ecosystem?
 - Deliver transit service or manage mobility?
 - Focus on ensuring mobility options for the disadvantaged, or for all in an effort to improve the quality of life?
- What is the policy objective being pursued by enabling / facilitating new mobility services?
 - Why are we considering cooperation, coordination, or integration with the new shared-use modes?
- How to measure level of achievement of key objectives being pursued through partnerships?

2. Transportation Planning

- Focus has been on the short-term, and on regulatory conditions that permit operations, or not to meet public safety standards.
- Need more focus on implications for longer-term planning and programming process, and related models
 - What is usage of shared-use modes? Who? When? Where?
 - How to measure to compare to transit services and other existing modes?
 - Do these modes have an impact on planning / programming of major infrastructure?
 - To what extent should privately operated mobility options be:
 - explicitly integrated into the MPO planning and implementation frameworks?
 - explicitly integrated into municipal planning and zoning?
 - Impact on current planning models?

3. Data

- Critical and complex challenge
- Growing opportunities to negotiate access to data as quid-pro-quo
- Challenge is to define what data is essential for public needs, and to develop technical frameworks
 - while establishing business rules to protect private sector interests
- Individual agency efforts underway, but should be defined *collectively for the interest of the entire transit industry,*
 - to avoid patchwork of costly and uneven arrangements negotiated on an ad-hoc basis, by individual transit agencies with each service provider or broker

4. Transit Planning / Service Design and Delivery

- FTA MOD Sandbox and other efforts are addressing short-term policy and administrative challenges
- But also need to consider how should these services be considered, coordinated, or integrated in the design and delivery of transit services?
- “*First mile / last mile problem*”
 - Much hyperbole about ability of shared-use modes “*to solve the first mile / last mile problem*”, as if there were only one single problem to be solved
 - There is of course no single unified concept of first mile / last mile, but a variety of land use and transportation contexts created by a variety of characteristics, as well as a variety of modal characteristics among the modes
 - Which “*first mile / last mile*” should be the focus for an agency's effort and why?
- Role of other actors: Municipalities, MPOs?
- Relation to curb-side real-estate, to TODs?

5. Relationship of Shared-Use Modes to DRT and Transportation Demand Management

- Shared-Use vs. DRT (e.g. ADA Paratransit, HST, DRT-General Public)
 - Nature of the markets?
 - Formal requirements?
 - Respective roles?
- Shared-Use vs. Traditional TDM
(in particular for commuting)
 - Carpool matching
 - Agency-sponsored vanpooling
 - Guaranteed Ride Home
 - Transportation Management Associations (TMAs)

6. Role of Technology – Travel Information

- Using technology to facilitate the use of shared-ride DRT service is not a new concept (e.g. Denver Call-N-Ride)
- Need to understand what distinguishes new mobility services and transferability to transit
- Examples of questions:
 - Role of the public sector with respect to travel information?
 - How to provide an objective and even-handed approach to providers with very different service characteristics (e.g. bikesharing vs. carsharing vs. ridesourcing vs. carpooling)
 - To what extent should information provision be left to third-party application developers and/or mobility brokers?
 - What relationship does agency want to have with its clients?

7. Role of Technology – Payment

- Issue of Trust
- Fundamental institutional choices will drive technological requirements
- Examples of some questions:
 - Is open payment account-based system a requirement to enable integrated multimodal payment?
 - Set up joint accounts (transit - bike sharing – car sharing)?
 - Participate in third party brokerage of mobility payments (e.g. the Finnish MaaS)? Under what conditions?
 - Practical considerations with respect to ADA Paratransit customers?
 - 3rd Party Integrated payment vs. customer relations management objectives?

Recommendation: Enhanced Sharing of Knowledge

- Workshops that would bring together transit agencies and new mobility providers to discuss initiatives, challenges, opportunities, lessons learned and best practices.
- Find mechanisms to reach those that do not typically attend APTA conferences and workshops
- *FTA Mobility on Demand (MOD) Sandbox Program*
 - <https://www.transit.dot.gov/research-innovation/mobility-demand-mod-sandbox-program.html>
- US DOT ITS/JPO Professional Capacity Building Program
- Encourage transit agency-based recommended practices on common challenges such as data collection and reporting requirements.

Recommendations: Applied Research Needs

- Transit agency / MPO reporting data requirements
- Best Practices in Managing Partnerships with the New Mobility Providers
- Assessment of Previous and Current Public-Sector Technology-Based DRT Services
- From Transit Service Provision to Integrated Mobility Management: Alternative Institutional / Business Models for Public Transportation Agencies
- Multimodal Payment Business and Technical Requirements



To obtain the Discussion Paper contact:
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THANK YOU!