

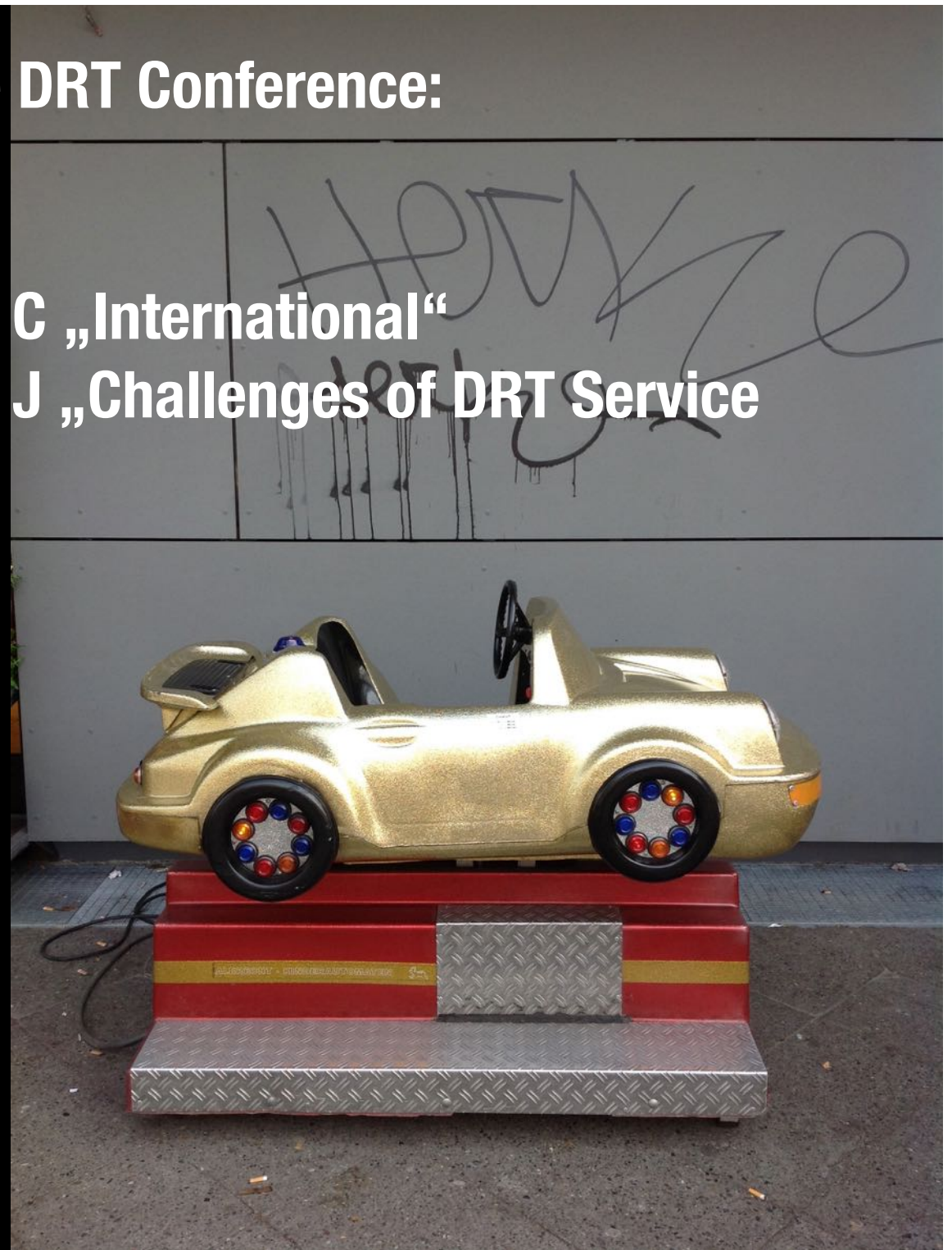
///// The 2019 Baltimore DRT Conference:

//// Breakout Session C „International“

//// Breakout Session J „Challenges of DRT Service Delivery“

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Mobility CarSharing Switzerland,
Member Board of Directors



//// Breakout Session C „International“ ////

//// Breakout Session C: Presentations ////

**Mitch LaRosa, Shared Mobility, Inc:
„Inclusive Shared Mobility“**

**Ben Kaufmann, Griffith U Cities Research Inst:
„Transport Equity Impacts of DRT in Peri-Urban Env‘mts“**

**Beth Pfeiffer, Temple U:
„Transportation an Community Mobility for Individuals
with Developmental Disabilities“**

**Tom Williams, Ascendal Group LLC:
„Let’s Talk About the Daily Commute“**

**//// Breakout Session J:
„Challenges of Delivering DRT Service:
Experiences and Learnings“ ////**

//// Breakout Session J: Presentations ////

Jonathan Cheng, SFMTA:

„Challenges of DRT in Urban Environment“

Keith Whalen, Ascendal Group, LLC:

„Delivering New and Innovative Mobility for Everyone“

Chris Pangilinan, Uber Technologies, Inc.:

„TNCs and DRT“

Alice Etropolszky, Door2Door:

„Challenges of Seamless Integration DRT-Transit-Authorities“

1 Customer Focus: Beyond the App

- /// Simpler, more intuitive, more integrated, more equitable**
- /// Tech is to serve People, not other Way round**
- /// Give feeling of “caring”**
- /// Identify new KPIs**

2 New Metrics: System Metrics > People Metrics

- /// Not the overall number of trips delivered matter
- /// Not the type of vehicle or operating regime matter
- /// but whether users get access to a trip, where and when they need it

- /// Get away from misleading financial targets
 - > Take capital costs out?
 - > Review “blurred” subsidies game
 - > Focus on KPIs that matter for customer

3

Cost efficiency

/// eliminate parallel operations in overlapping service areas

/// merge Dispatching,
Fleets,
Markets

/// **Assign Each Mode where it can operate “Best”**

/// put DRT services where they are the better option
(in a holistic sense)

4

Equity in Access

- /// Ride Pricing should converge towards level of current transit fares**
- /// This requires much cheaper production on the back end**
- /// How can TNCs do this?**

- /// Formalize On-Demand,
De-Formalize Fixed Route**

- /// Role of New Premium Services?
“Equitable” means: “No cream-skimming”**

5

Integrated Service Delivery, Integrated Ticketing

/// Towards a post-App age:

It's about that Vehicle ON THE STREET, not on SCREEN

/// Integrate Payment Options (unbanked!)

/// SEAMLESSNESS

6

There's No "One Size Fits all"

/// "Classic" Transit can't do it all

/// TNCs can't do it all

and see it as a chance to make things better

/// blend existing models, create new models

/// Respect the role of Heavy Infra

/// Be weary of Fashions and Trends – 50-100yr Horizon!

7 Interaction with Fixed Route

/// conversion of services to DRT is not a one-way street

/// DRT is a tool to learn about shifting demands

**/// When and where demand goes beyond DRT levels,
Vehicle Sizes will Increase**

**/// Don't scrap that 40ft Transit Bus! You'll need it. Today,
transit does <10% of trips!**

8

It's Exurbia, Stupid!

>Review role of Transport Infra Deployment

**/// single vehicle use does not originate in dense inner cities,
but in suburbia / office parks / ...**

> the unloved child of urbanism

/// Fixed Route sets infrastructural corridors

/// danger of flipping suburbs, "Detroitization"

> Whole Foods vs. Dollar General Lives

9

Shake up that Agency

///

Needs serious review:

- operating models**
- financing**
- competence**
- clearer separation btw planning/management and operations (tendered out?)**

10 Learn from History

/// Much of it has already been out there

/// Learn, Update and Upgrade

/// Singapore: “Rapid Prototyping”

Meta-Takeaways

60 seconds, 5 Overarching Visions

A Customer Focus – What Transit Should Ultimately Be

/// reliable

/// equitable

/// affordable

B Bring Land Use / Urban Planning
into the Game

**/// It's Suburbia,
Stupid!**

B Bring Land Use / Urban Planning
into the Game

**/// Review Land
Use Objectives**

> Post-Densify

C Towards hybrid Models in Service Delivery

/// New KPIs?

/// Ease, Comfort

/// „Care“

D **Role of Mobility Subsidies**

/// Desirable?

/// Necessary?

/// Ultimately Question of

- Societal Consensus

- Necessities imposed by the way our lives work

/// How to Re-Assign?

/// Long-Term Change Vectors re: Consumption of Mobility

E

New Open Source Data Format

/// across modes, across agencies, across operators

/// leverage GTFS

/// fixed-route + DRT + Rail + ...

/// interface to scheduling and dispatching systems

/// designed to accompany customer on its journey

/// Make New KPIs measurable

/// built in feedback loop for ex-post analysis:

What worked, what didn't?



Suggestion: Intensify the Dialogue – Launch Integrative DRT Platform

/// LEARN FROM EACH OTHER

/// INSTRUCT POLICYMAKERS ON BEST PRACTICES

/// create knowledge building platform:


- policymakers**
- agencies**
- operators**
- regulators**
- industry associations APTA, UITP**
- senior consultants**
- researchers**

**„The People
who Run Transit
should Ride Transit“**

//// Bring the Spirit Back. ////

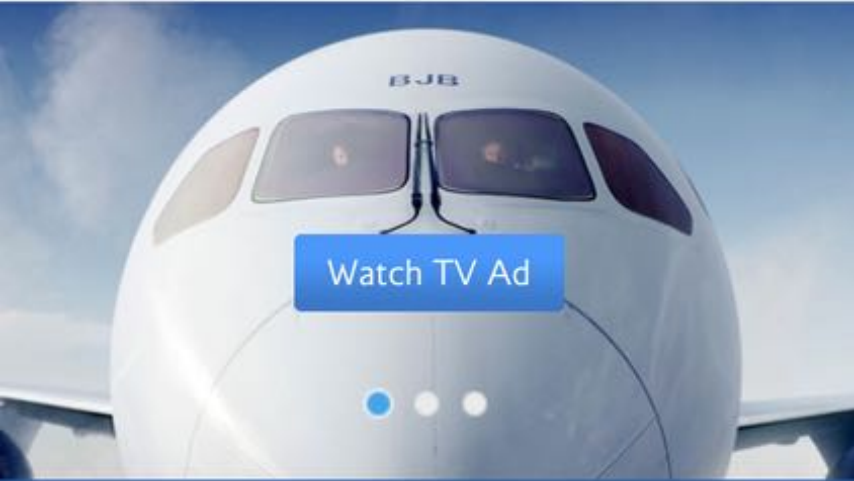
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///// Thank you & Good Bye! /////



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