

THE CURRENT AND POTENTIAL FUTURE STATE OF MAAS IN THE U.S.

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International Conference on Demand Responsive and Innovative Transportation Services

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PRESENTATION OUTLINE

Definitions

LA Metro - Equity

Dallas Area Rapid Transit- P3

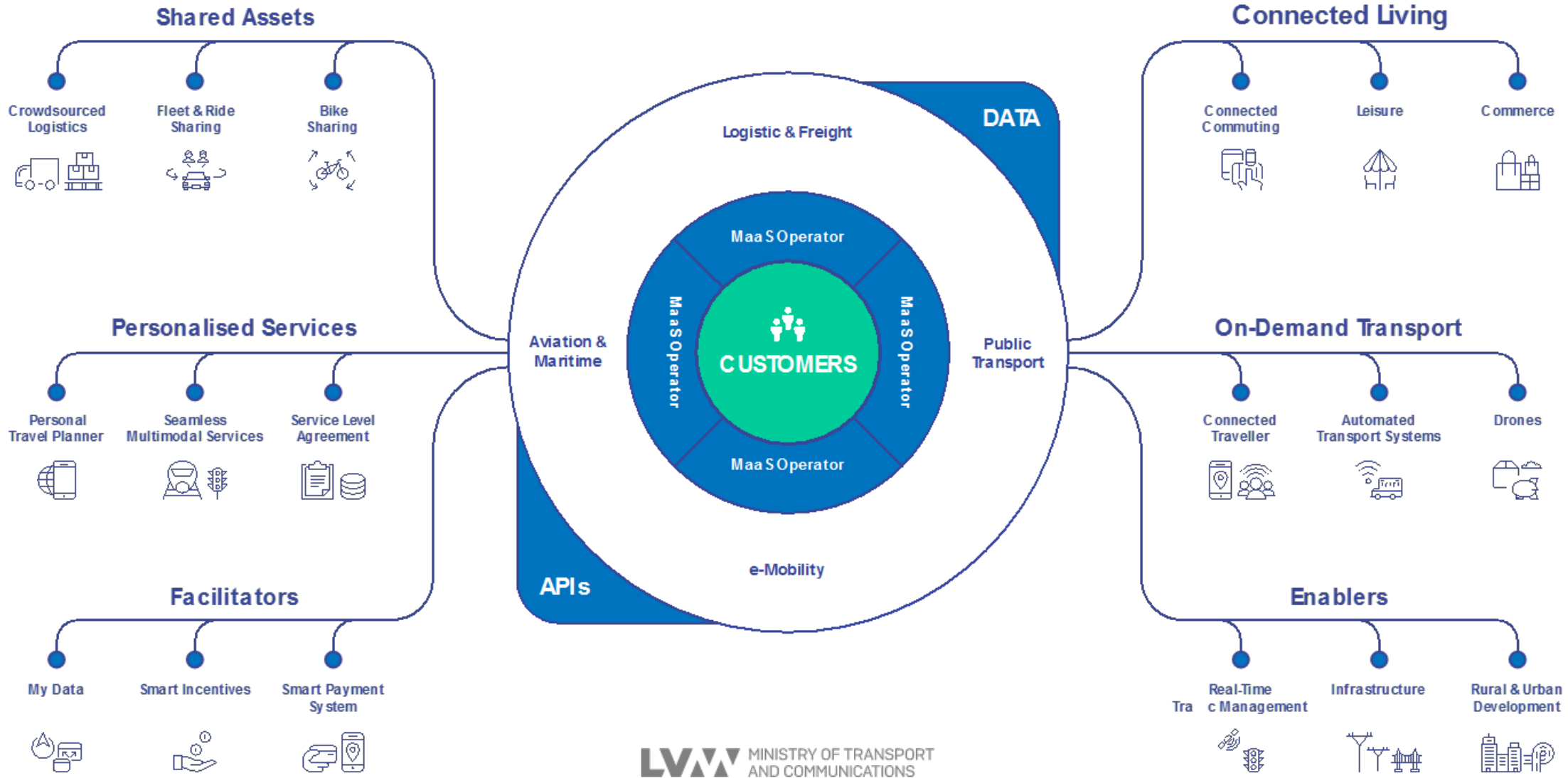
Greater Dayton Regional Transit Authority – Agency provides MaaS

Tompkins County, NY

Where is the US in the MaaS Topology?

Balancing Customer Needs, City Goals & Private Sector Opportunities

MOBILITY AS A SERVICE

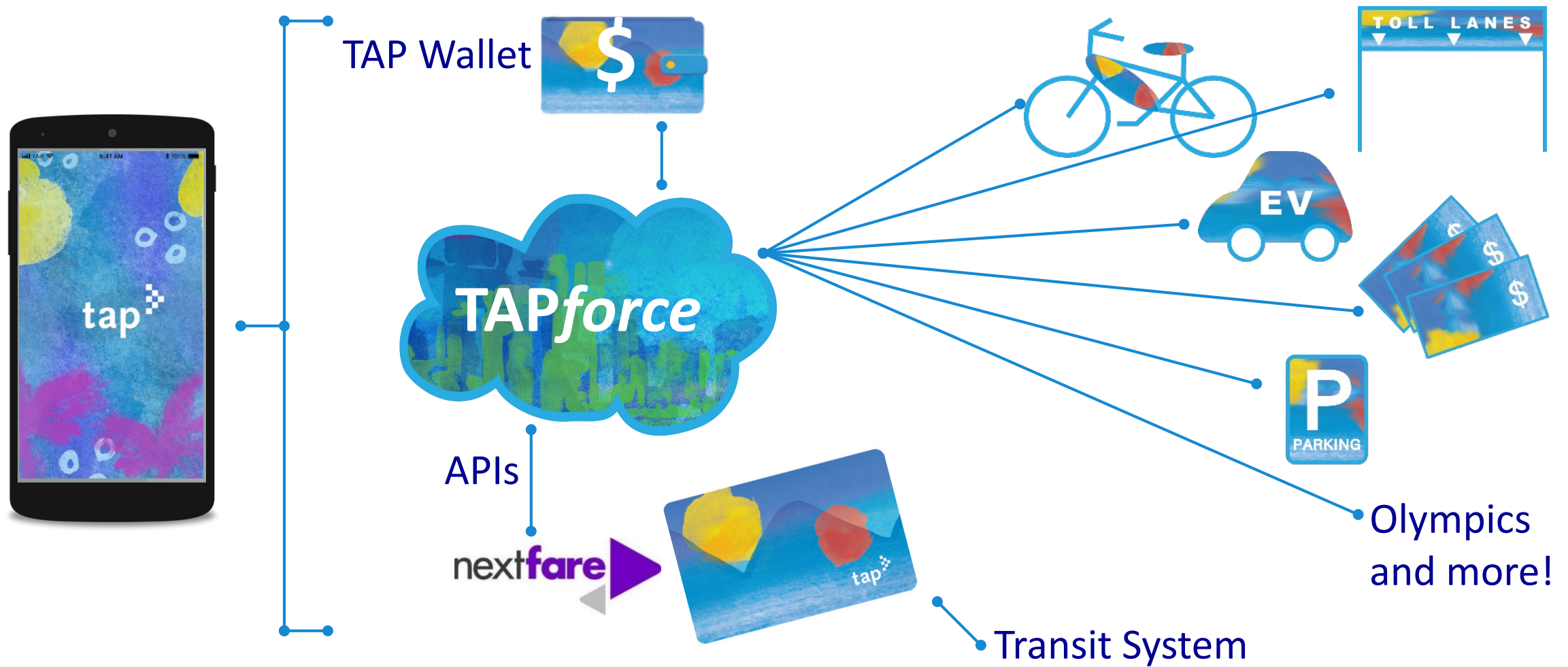


DEFINITIONS

MaaS	Integration of various forms of transport services and their fares into a single mobility service accessible on demand
New mobility services	Ridesourcing, carsharing, bikesharing, microtransit, etc. See SAE J3163 – Not MaaS
Transportation Demand Management	Service offerings and incentives to get commuters out of single-occupant vehicles. – Not MaaS
Mobility Management	Provide viable alternatives for non-drivers. – Not MaaS
Mobility on Demand	Multimodal, integrated, automated, accessible, and connected transportation system in which personalized mobility is key feature. – Not MaaS

Source: Jeremy Dalton, "What is "New Mobility" Anyway?" Method City, July 6, 2018, <https://method.city/what-is-new-mobility-anyway-581cbabb55a4>

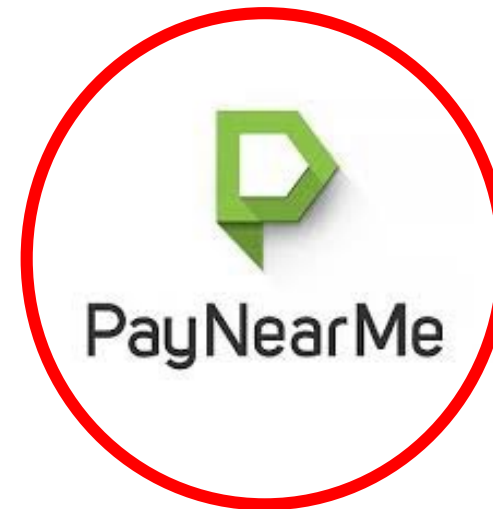
LA METRO'S MULTI-SYSTEM APPROACH



Courtesy Robin O'Hara, Executive Officer, Regional TAP Customer Experience, LA Metro

BENEFIT: OFFER ACCOUNT LOADING CHOICES

Different options for Mobile App, Computer, Call Center and Retail Locations
Connected by APIs to the programs



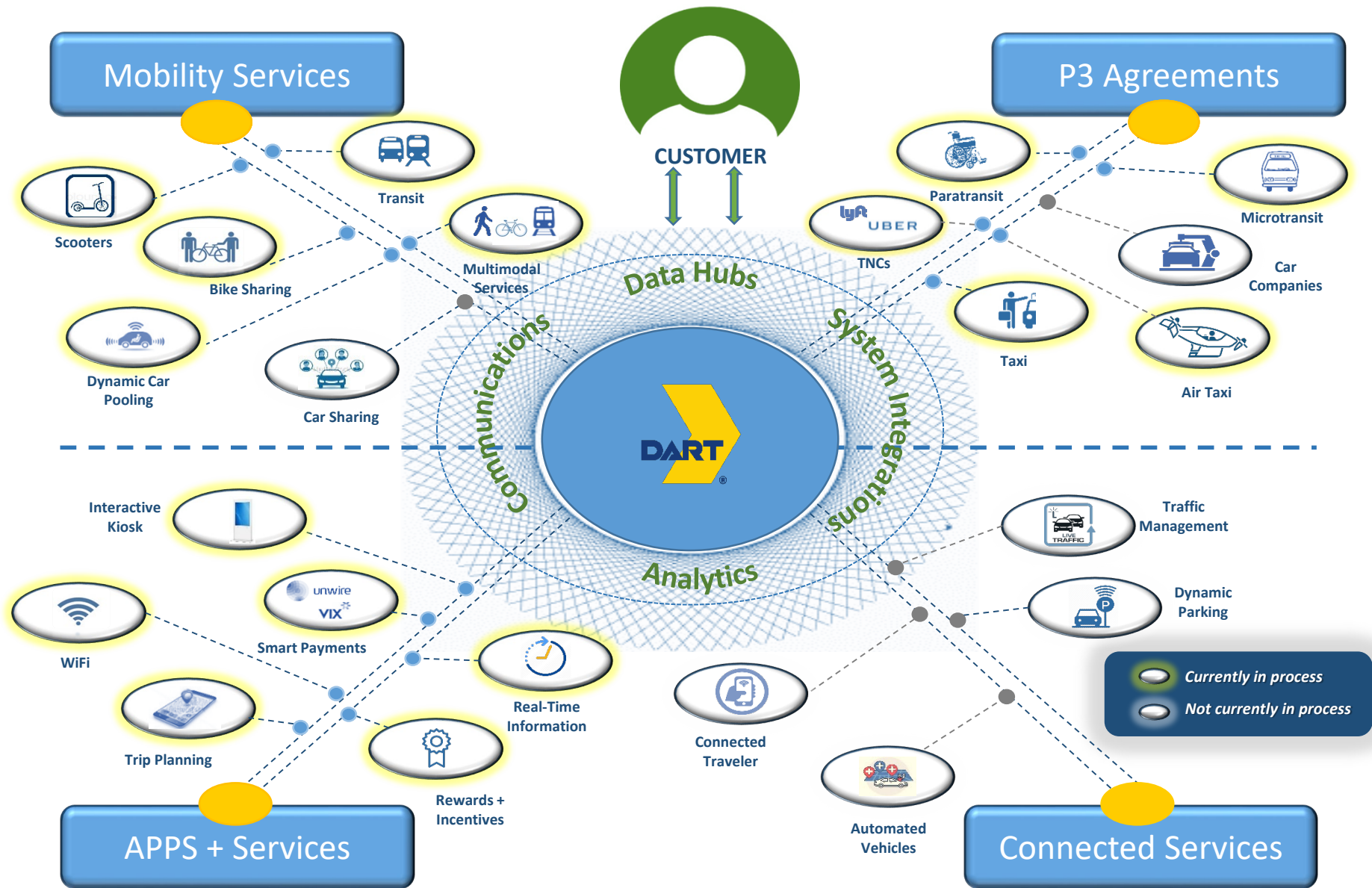
BENEFIT: CROSS-PROGRAM DISCOUNTS

Provides discounts across multiple programs

- One sign-up for customers
- Easy customization
- Configurable by programs such as Metro's Low Income Subsidy Program (LIFE)

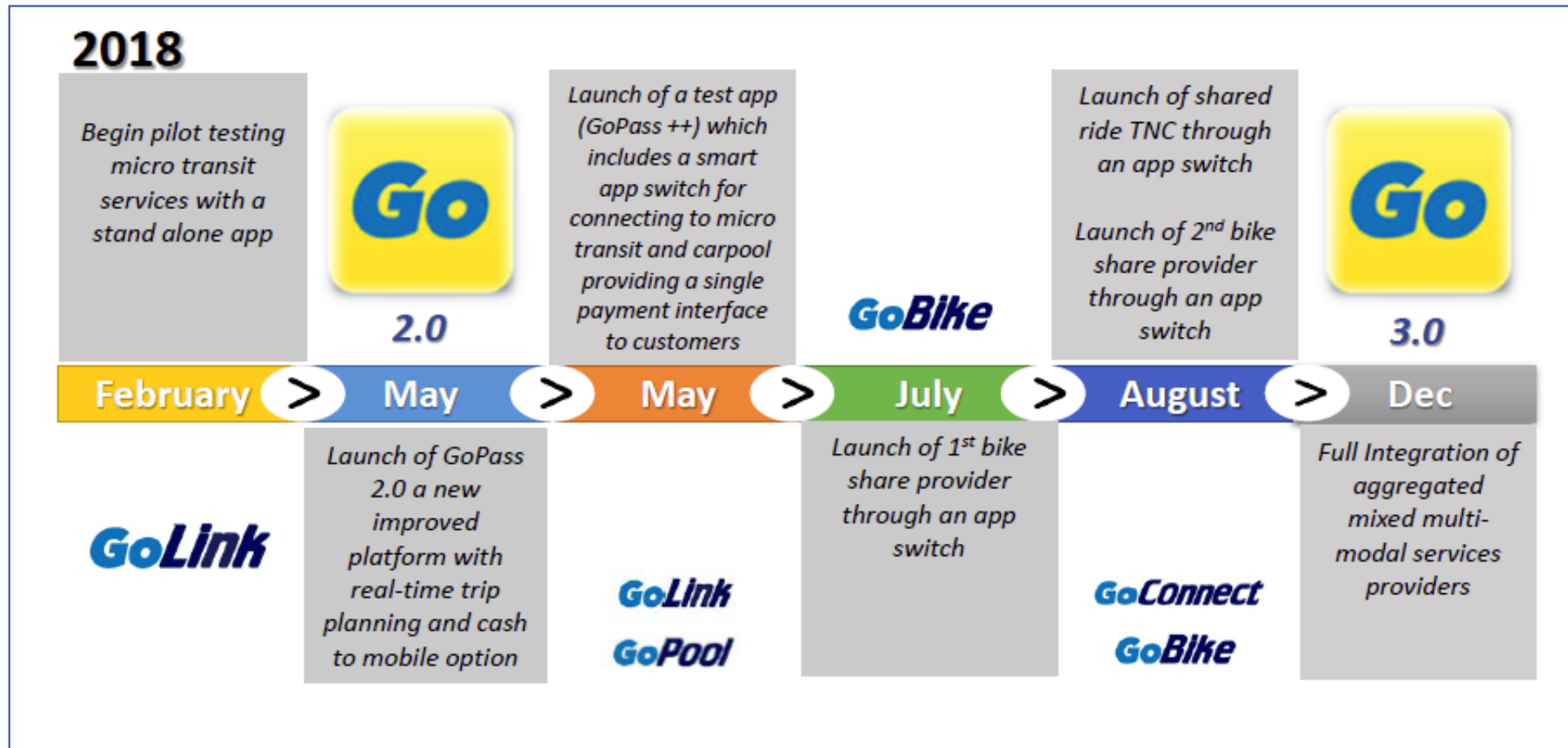


DART's Mobility as a Service Framework



Source: Tina Mörch-Pierre, Assistant Vice President, Payment Systems & Statistical Reporting, Dallas Area Rapid Transit, "Building MaaS: Technology Challenges and Solution," Shared-Use Mobility Center Summit, March 2019, Chicago

DART'S PATH TO LEVEL 3

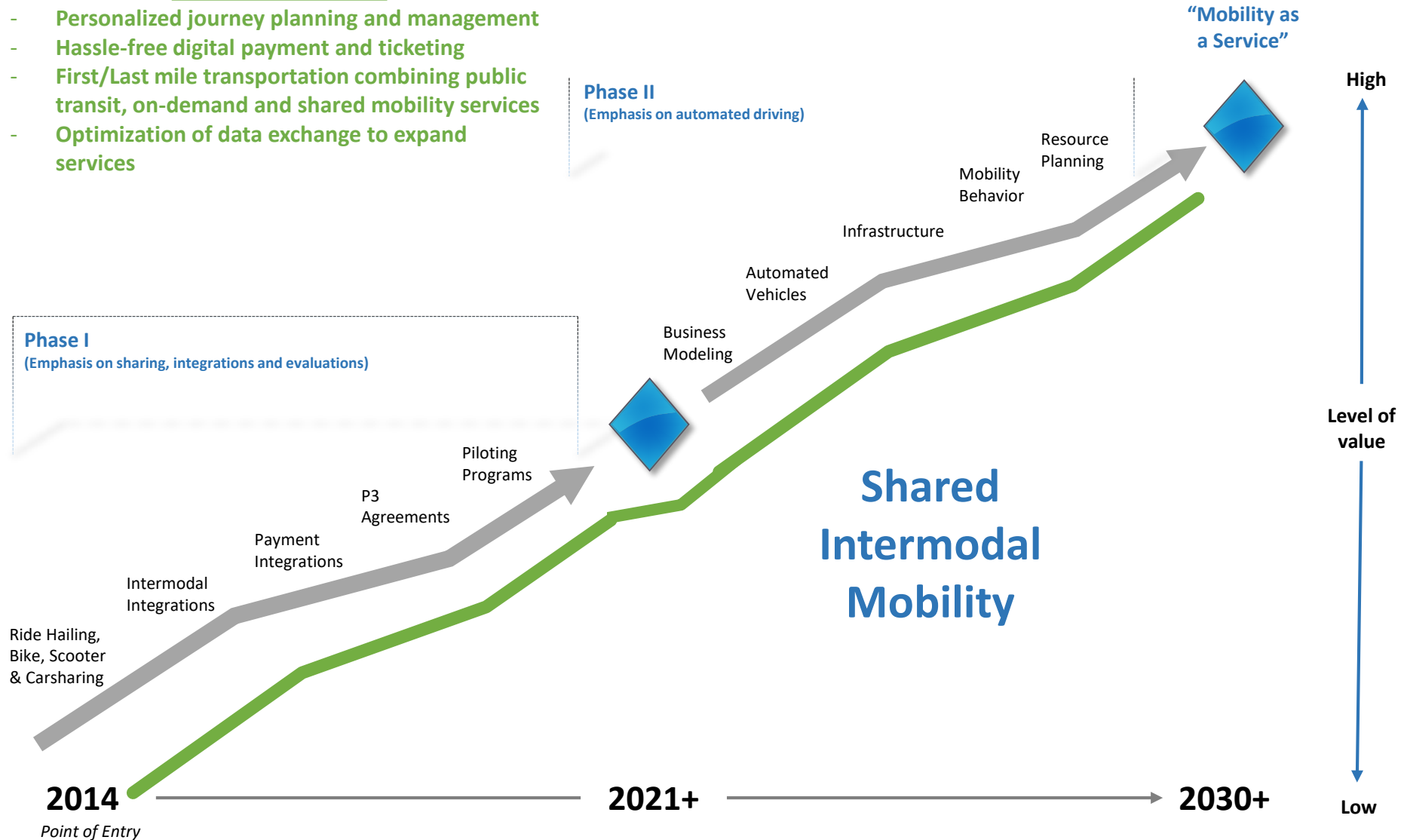


Source: Gary Thomas, President/Executive Director, Dallas Area Rapid Transit, "Mobility as a Service: DART Case Study," June 18, 2018 TRB Webinar, Handouts, pages 84-104

DART's Mobility as a Service Development Cycle

MaaS Definition

- Personalized journey planning and management
- Hassle-free digital payment and ticketing
- First/Last mile transportation combining public transit, on-demand and shared mobility services
- Optimization of data exchange to expand services



GREATER DAYTON REGIONAL TRANSIT AUTHORITY

Service Overview

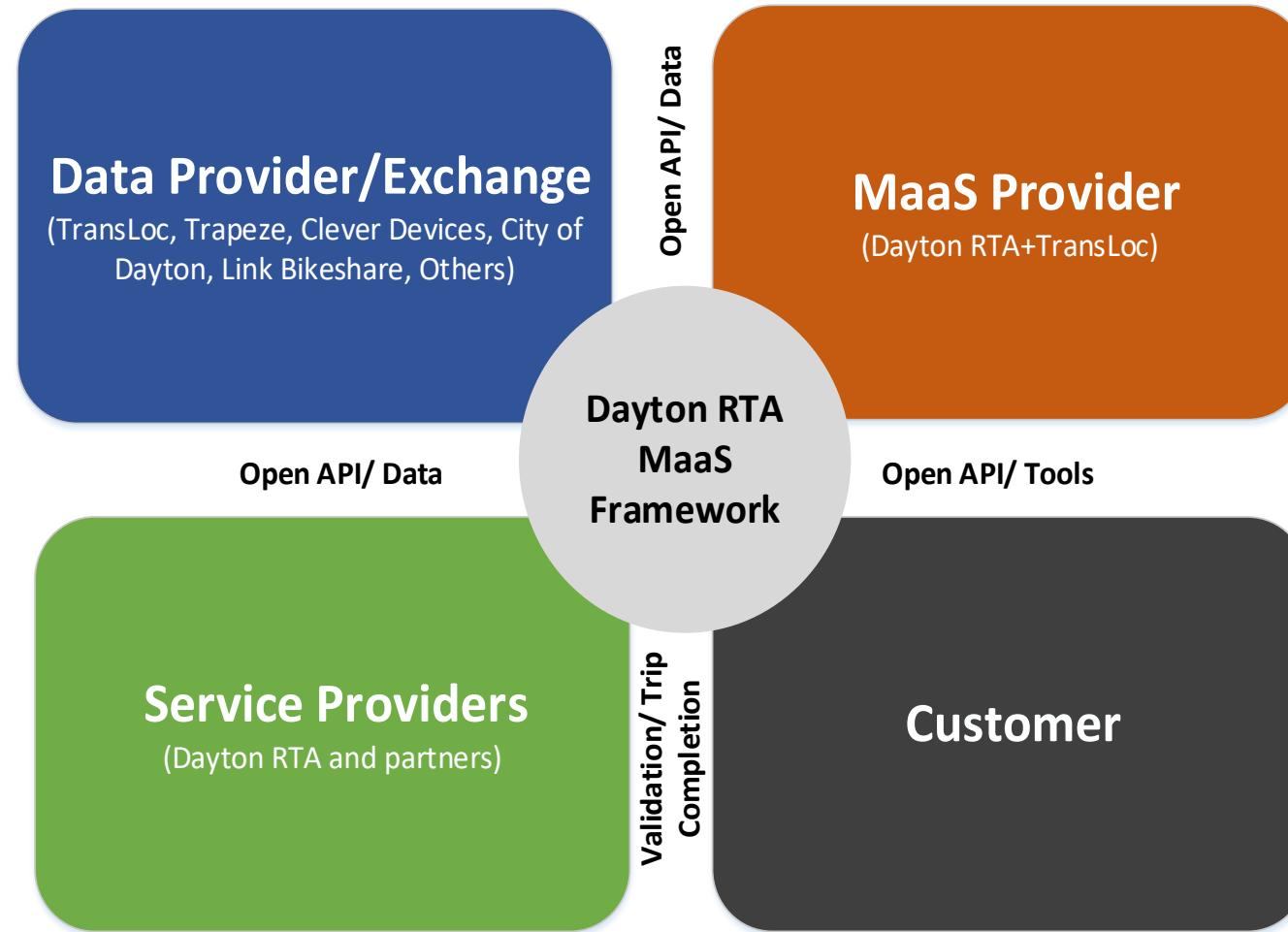
- Montgomery and western Greene counties
- Fixed route, demand response and first/last mile services
- 300 vehicles; 29 routes; 3,000 stops
- 5 transit centers, RTA Connect transfer points, PnR lots
- 9 million annual passengers
- Planned service expansion to 9+ counties

Goals

- Seamless Regional Mobility Ecosystem
- Equitable Access
- Open Data
- Integrated Payment
- ***“All mobility providers will collaborate with us delivering one unified mobility network via Dayton MaaS platform”***

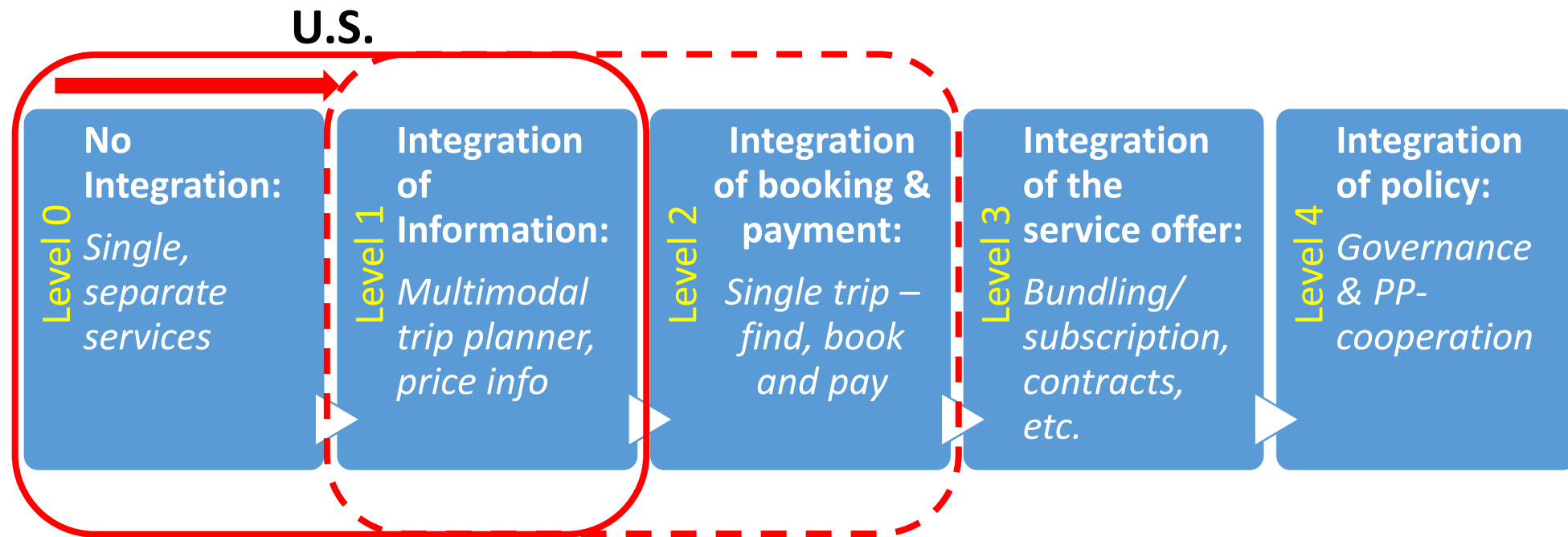
Source: Santosh Mishra, IBI Group and Nick Mantia, RTA, “Mass Transit to MaaS Transit: Are We Ready?” presentation to 2018 APTA Fare Collection/Revenue Management & TransITech Conferences, https://www.apta.com/resources/mobility/Documents/DaytonRTA_FarePaymentSolsSys.pdf

RTA MAAS FRAMEWORK

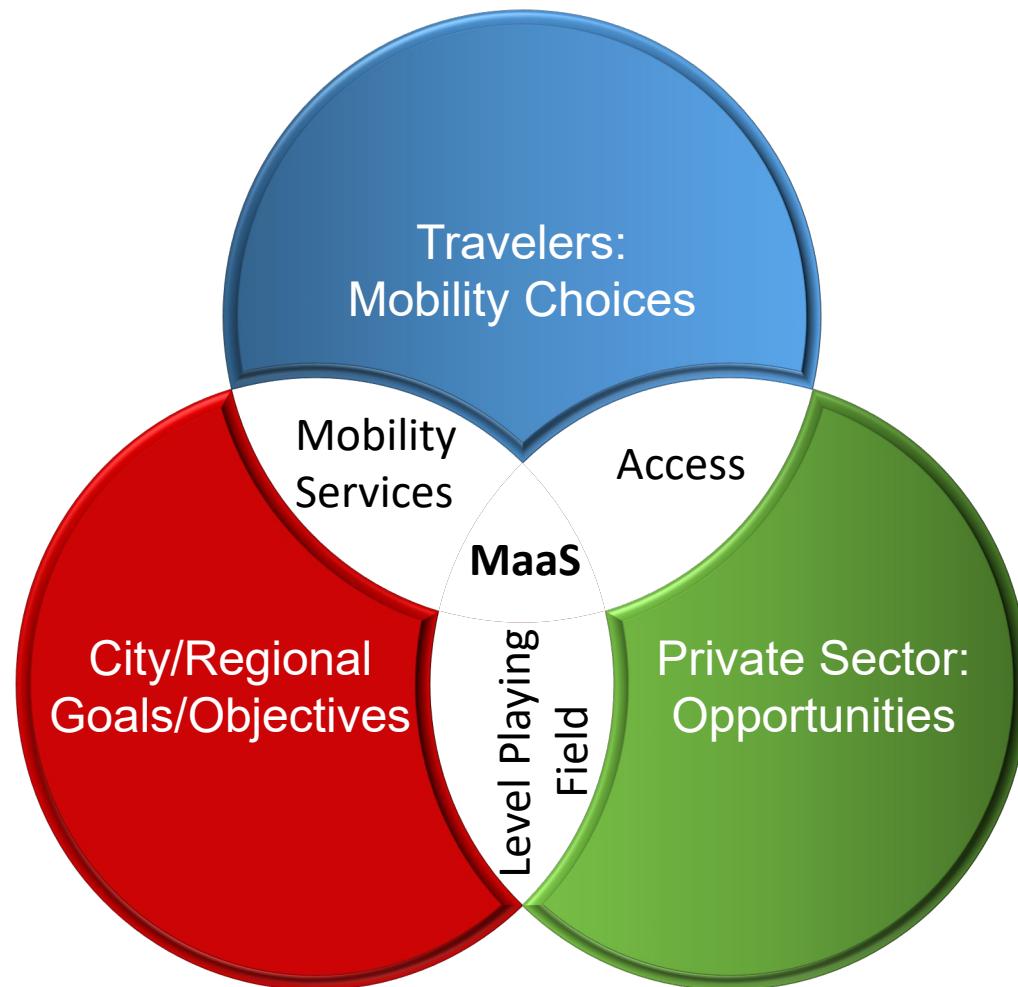


Source: Santosh Mishra, IBI Group and Nick Mantia, RTA, “Mass Transit to MaaS Transit: Are We Ready?” presentation to 2018 APTA Fare Collection/Revenue Management & TransTech Conferences, https://www.apta.com/resources/mobility/Documents/DaytonRTA_FarePaymentSolsSys.pdf

MAAS TOPOLOGY: US MARKET



Source: Jana Sochor, Hans Arby and MariAnne Karlsson, "The topology of Mobility as a Service: A tool for understanding effects on business and society, user behavior, and technical requirements," Paper No. EU-SP1013, 2017 ITS World Congress, Montreal



1

Travelers choose mobility services

2

Private Sector provides mobility services or technology to access services

3

The City or Region tries to attain specific goals and objectives

THANK YOU!

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