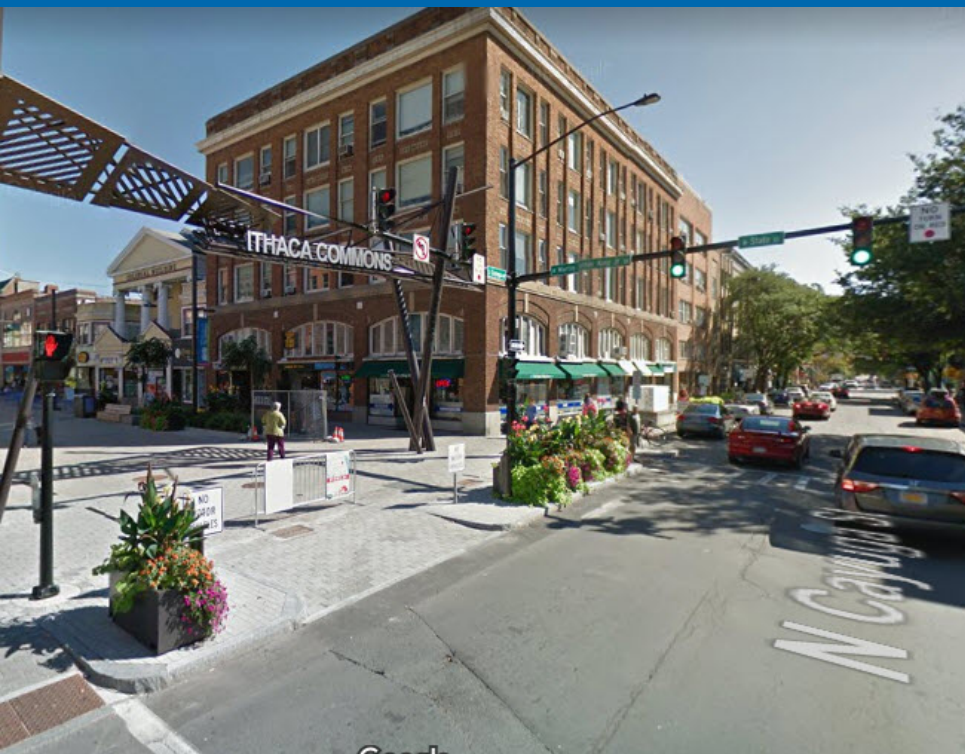
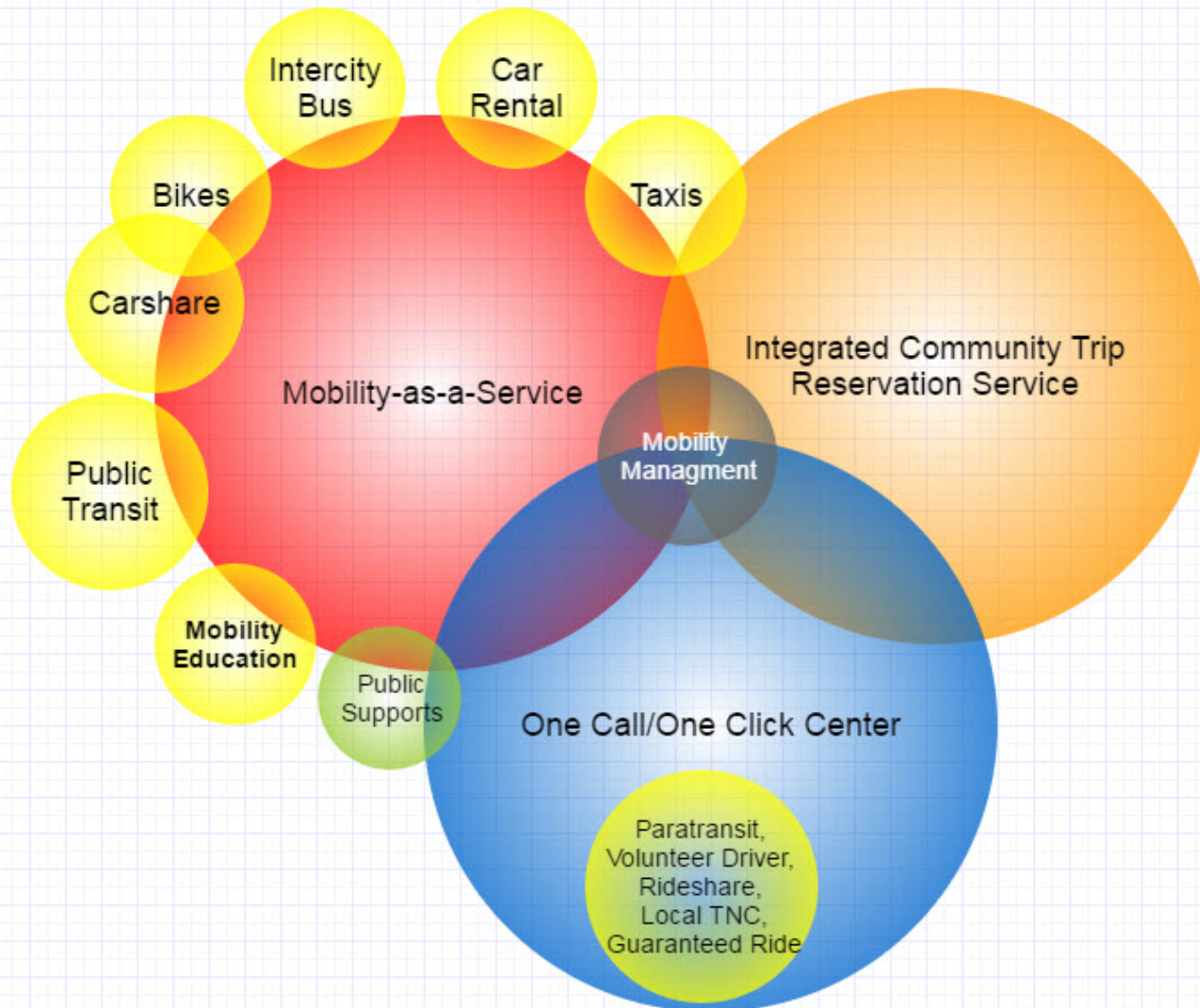


Mobility as a Service (MaaS)

A Tool for Small Urban & Rural Communities



Mobility Coordination Center



Dwight Mengel, Chief
Transportation Planner
Tompkins County, NY
3/6/2017

MaaS as Customer Service Integrator



“... shift from selling features & benefits to building relationships with consumers...”

24/7 Roadside



Travel Agency



Maps & Guides



Discounts



Insurance



Driver Training



Auto Repair



Value Propositions

MaaS

- Mobility Education
- Member Organization
- Financial Services
- Customer Services
- Innovation & Adaptation

Value Propositions

- Mobility Education
- Member Organization
 - Member recruitment
 - Governance/ Operations
- Financial Services
 - Individual Mobility Plans, estimates of annual use & budget
 - Monthly Budget Billing or Single Payments
 - Coordinate Fare Payment with mobility operators & customers
 - Streamline how Public agencies purchase travel for clients
 - Credit volunteer driver mileage reimbursements as revenue
 - Credit employer subsidies as revenue
- Customer Service
 - Concierge Service 24/7 & Guaranteed Ride
 - Feedback to mobility operators
 - Business Co-Marketing & Discounts
- Continuous improve mobility services
 - Trip management with AVL
 - Increase supply of volunteers & rideshare drivers

Family of Mobility Services

Your Everyday Transportation Options Within Tompkins County

Options by time & distance

0 mins.	5	10	20	40	60+
0 miles	1	3	10	30	50+



WALKING



BICYCLING

Put a bike on the bus and go farther!



PUBLIC TRANSIT



Your local transit system bus tracker & schedules
tcatbus.com
 607-277-7433



New mobile apps
 myStop & Transit App

Going to or coming from places outside Tompkins County?
Turn the page for Long Distance Transportation Options

Use your favorite mapping app to find the best route or visit bikewalktompkins.org to learn about walking and biking resources in Tompkins County.



BIKESHARING
BIGREDBIKES

Borrow a bike at Cornell 24/7
bike.zagster.com/cornell



SHARE A RIDE



Find and share a ride on the Finger Lakes Rideshare network powered by Zimride.
zimride.com/flxrideshare

Share a ride with family, friends, or colleagues!



Contact us for tips & advice
way2go.org/rideshare
 607-272-2292



RENT A CAR



Cars available 24/7 for members
ithacacarshare.org
 607-277-3210

One time, multi-day, or one-way trip? Consider a car rental company
Avis – avis.com **Enterprise – enterprise.com**
Budget – budget.com **Hertz – hertz.com**



HAIL A RIDE



and ridehailing apps

Let someone else take you there
ASAP Cab Company – 607-272-7222
Collegetown Cab – 607-588-8888

Green Hornet Taxi – 607-280-3779
Ithaca Dispatch – 607-277-7777
T-Cab – 607-279-0137

Lyft – lyft.com
Uber – uber.com

Information



Need help finding help?
211tompkins.org
 1-877-211-8667



Learn how we can help you or your organization
way2go.org
 607-272-2292

Specialized Transportation



For seniors (60+) and people with disabilities
gadaboutbus.org
 607-273-1878



For ICS students and families to attend school events and activities
schoolsuccesstc.weebly.com
REDSchoolRides@gmail.com



Volunteer transportation service to in-county medical appointments
fishoftc.org
 2-1-1 or 1-877-211-8667

There are other non-emergency medical transportation options available
way2go.org/medical
 2-1-1 or 1-877-211-8667

Additional Support

AVRE – avreus.org or 607-724-2428
 Travel training for people who are visually impaired

Catholic Charities – 607-272-5062 x27
 Bus passes and gas cards for people who qualify

Challenge – 607-272-8990 x124
 Travel training for people with disabilities and other barriers

County Office for the Aging – 607-274-5482
 Referrals to people who can help seniors with transportation

	Mobility Menu	Unit Cost	Unit
	Annual Adult Bus Pass	\$ 450	Annual
	Annual Youth Bus Pass	\$ 110	Annual
	Ithaca Carshare "Its my car" Plan	\$ 8	Hour
	Ithaca Carshare "Just in Case" Plan	\$ 11	Hour
 <small>Reserve. Unlock. Drive.</small>	Car Rental	\$ 55	Day
	Taxi trip - City	\$ 8	Urban Trip
	Taxi trip - Rural	\$ 20	Rural Trip
	Bicycle Maintenance	\$ 50	Voucher
	Electric Bike Purchase	\$ 2,000	HE Bike
	Bike Purchase	\$ 700	Bike
	Rideshare Driver – Miles	\$ 0.54	Mile
	Rideshare Rider – Miles	\$ 0.15	Mile
	GADABOUT Paratransit	\$ 4	Trip
	Vanpool Membership	\$ 125	Month/Seat
	Guaranteed Ride	\$ 30	Annual



Small City Household

1 car, 2 adults, 1 youth, Walkscore = 96

Small City Family Mobility Budget	
Carshare	\$ 900
Annual Bus Passes (2)	\$ 560
Taxi	\$ 192
Bicycle Maintenance	\$ 100
Guaranteed Ride	\$ 30
Member Support	\$ 178
Annual Total	\$ 1,960
Monthly Payment	\$ 163



Rural Household

1 car, 2 adults, 1 child, Walkscore = 0

Rural Family Mobility Budget

Vanpool Membership	\$ 1,500
Carshare (Discount Plan)	\$ 480
Taxi	\$ 200
Guaranteed Ride	\$ 30
Member Support	\$ 121
Volunteer Driver Revenue	\$ (400)
Vanpool Program Subsidy	\$ (600)
Total	\$ 1,331
Monthly Payment	\$ 111

Shared Mobility Strategy to Boost Mobility Supply in Rural Communities

Riders

Provide:
Paying for gas

- Benefits:**
- Eligible for ride subsidy
 - First/Last Mile Solution
 - Carpool Commuting
 - Increasing mobility accessibility and affordability

MaaS Center

Features:

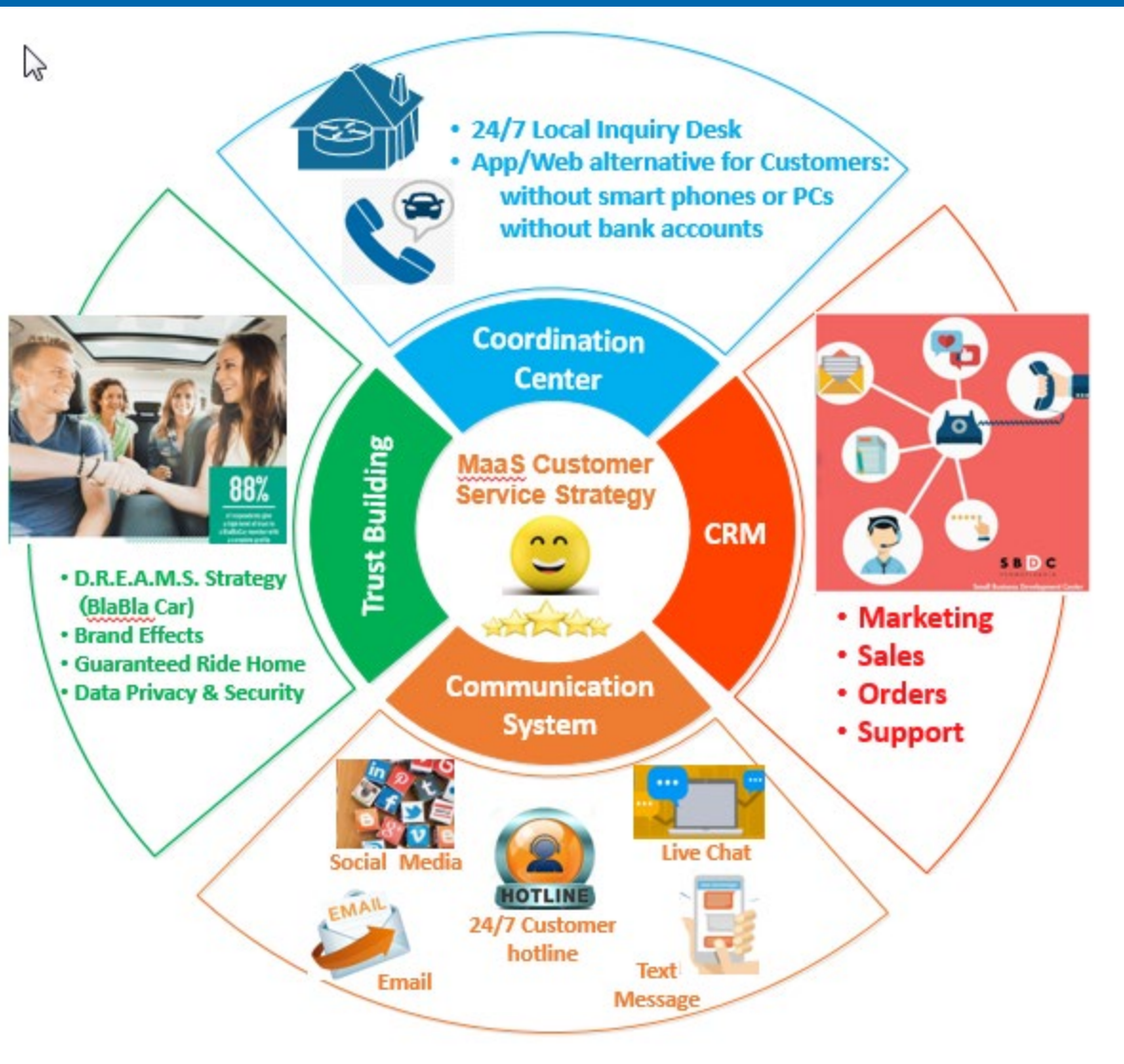
- App/Web based platform
- Real-time tracking
- Ride Reservation
- Phone Dispatch
- Pays mileage reimbursement
- Guaranteed Ride

Drivers

- Provide:**
- Rides
 - Volunteer Services

- Benefits:**
- Earning money - Mileage Reimbursement
 - Helping People

Customer Service Strategy

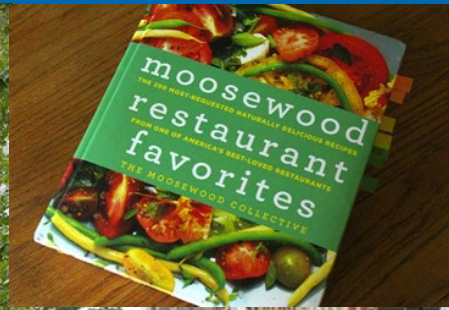
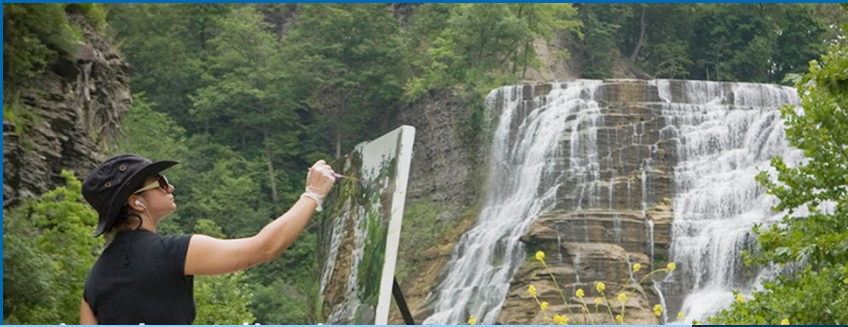


Critical Issues

- MaaS Organization
- Business Model, Funding, Pilot Projects
- Mobility Payment Methods
- Public Sector transactions, orders & payments
- Mobility Sales & Budget Billing
- Process payments to service providers

- Member recruitment and customer service
- Trip Management, Referral & Fulfillment
- Customer Experience Mapping
- Concierge Service & Guaranteed Ride 24/7
- Marketing, Business Co-Marketing & Discounts

- Technology Strategy – Smartphone Apps + vehicle location/arrivals + customer notifications
- Continuous improve mobility services and driver recruitment




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Ithaca, NY

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References

Subject	URL
Mobility-as-a-Service (MaaS Alliance)	https://maas-alliance.eu/
MaaS Global (Finland, UK) Whim App	https://maas.global/
Way2Go Community Mobility Education	http://ccetompkins.org/community/way2go
Housing + Transportation Cost Index	https://htaindex.cnt.org/map/
 Tompkins Co. H+T Index	http://ccetompkins.org/community/way2go/true-cost-tompkins
ESRI Tapestry Segmentation	http://www.esri.com/landing-pages/tapestry
Regional Mobility Management	https://www.movetogetherny.org
Ithaca Carshare (community non-profit)	http://www.ithacacarshare.org/
TCAT Public Transit System	https://www.tcatbus.com/
Tompkins County Coordinated Transportation Planning	http://www.tccoordinatedplan.org/
National Center for Mobility Management	http://nationalcenterformobilitymanagement.org/
Drone Video of Ithaca NY	https://www.youtube.com/watch?v=JXk4E_D4rag